

Healthcare Trade Mission to the Kingdom of Saudi Arabia 2023



Riyadh: September 9-11 | Dhahran: September 12-13 | Jeddah: September 13-14





EMBASSY OF THE UNITED STATES OF AMERICA
RIYADH, KINGDOM OF SAUDI ARABIA

AMBASSADOR

Dear Healthcare Trade Mission Delegates,

It is my pleasure to extend a very warm welcome to each of you. The 2023 Healthcare Trade Mission presents an excellent opportunity for you to connect with Saudi companies and partners in a priority sector that benefits us all.

You have chosen an incredible time to come here. Saudi Arabia is a vibrant G20 economy and an important U.S. trade partner. Saudi Arabia accounts for 60 percent of the Gulf Cooperation Council (GCC) countries' healthcare expenditure, and development of the sector remains a top priority for the Saudi Government. Under Vision 2030, Saudi Arabia will invest over \$65 billion to develop its healthcare infrastructure. In addition, it aims to increase the private sector's contribution from 40 percent to 65 percent by 2030 through the privatization of 290 hospitals and 2,300 primary health centers.

Once again, I am honored to welcome you to Saudi Arabia. I wish each of you a productive week in your meetings in Riyadh, Dhahran, and Jeddah.

Sincerely,

Michael A. Ratney



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Dr. Waqas Ahmed MD
CEO



Dr. Mazin Gadir PhD
VP, International Business
Development

American TelePhysicians (ATP) is a physicians-led virtual and AI healthcare company that builds virtual healthcare ecosystems by utilizing its technology, online multispecialty physicians' services, and integrated healthcare partnerships. We are a stakeholder at the United Nations for its SDG goals with operations both in U.S. and international markets.



Our awards-winning AI assisted cloud-based system, SmartClinix, is a one-stop virtual care solution that offers 360-degree tools for building online healthcare campuses (digital front door) and population health management programs. These tools include EMR system with telemedicine, risk stratification, AI based data analytics, patient centric apps, revenue cycle management and the remote patient monitoring system with integrated medical and wearables devices for monitoring of wellness and chronic conditions. SmartClinix is integrated with other EMR systems such as EPIC as well as ChatGPT and can be customized for local workflows and as per business needs.

We partner with healthcare systems, governments, pharmaceuticals, insurance companies and diagnostic service providers to build comprehensive online healthcare campuses, outpatient teleclinics, inpatient virtual care programs such as TeleICU and TeleStroke (NeuroX) as well as virtual specialty homecare programs especially in the field of neurology, cardiology, diabetes, nephrology, and pulmonology.



Jacksonville Florida USA





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Jason Malley

Senior Manager, Strategic Partnerships

Anatomage stands alone in the digital anatomy and sciences market in relation to technology, data sets, delivery systems, and diversity of products in our catalog. Our technology was conceived of and built by our founder, and CEO, Jack Choi, who received his PhD in Engineering from Carnegie Mellon University and founded Anatomage in 2004 as an imaging software company. Anatomage now makes 3D imaging software, image-guided surgical devices, anatomical modeling contents, and the virtual dissection table. Anatomage is a company specializing on 3D medical technology. The product offerings have expanded to software, digital services, and image-guided treatment devices. Anatomage offers unique products for clinical applications as follow: For radiology, the software has top-quality rendering and workup tools. For surgical applications, it offers the true, 3D hard-tissue and soft-tissue reconstruction simulations. For medical device design, it offers unique device and image fusion design solutions.

Anatomage is not interested in replicating other products and solutions already in the market; rather, we focus on creating new, practical, solutions to medical technology and anatomical imaging problems.

Our data set includes 4 full cadavers, two male and two female, and high-resolution sections, with additional animal specimens, histology cases, and sectional images, which is unmatched by any other anatomy product in the market. Moreover, we have over 2,000 unique patient cases, provided by our partners, that display in 3D cases, previously only available in textbook form or seen in 2D images. Our data set is experienced via high resolution, two-screen Anatomage Tables, our Clinical tables, or via tablet, online, or in through our VR solution.

Anatomage

3350 Thomas Rd Santa Clara, CA 95054, U.S.A





Lloyd Williams
Cofounder & Chief Operating Officer

Carefluence® was founded as an offshoot of a larger Electronic Health Records technology system and brings with it the experience of the digital health environment. The Carefluence® platform is designed to demystify interoperability, allowing communication between dissimilar systems, and bringing healthcare applications and communities together through data and workflow integration.

Among the very few players in this field who are abreast of the latest interoperability standards adopted, Carefluence ranks high up, having been the first platform to be certified by the US government's ONC for a FHIR-based OpenAPI in 2016. If you are a hospital, or a Health Information Exchange, or a digital health platform (Telemedicine, RPM, for example) or an Electronic Medical Records System, or a healthcare community that has needs for digital healthcare solutions, you will need Carefluence as well. For clinical decision support, patient safety, care continuity and care coordination, healthcare systems need to share patient data in real time. Traditional non-standard means of integration has lacked quality, efficiency, and affordability.

Carefluence also reaches beyond the traditional and into the future, to facilitate applications in Artificial Intelligence and Blockchain as well.

Carefluence is now deployed in the GCC region, in the UAE, and can leverage regional support and its existing partnerships to enhance its capability to service the Kingdom of Saudi Arabia.



8359 Office Park Drive, Grand Blanc, Michigan 48439, USA.





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Soraia Angiuoli, MHA,
Executive Director, Global
Services



Rami Al-Tayar, MBA,
Regional Director, MENA

Children's National Hospital is a premier pediatric academic medical institution located in Washington, D.C. Children's National is consistently ranked as one of America's best pediatric institutions by U.S. News & World Report and is Magnet®-designated for excellence in nursing. Serving children for more than 150 years, Children's National has been an innovator in pediatric health care. As the nation's children's hospital, the mission of Children's National is to excel in Care, Advocacy, Research and Education.

The Global Services Division at Children's National Hospital features a dedicated team experienced in providing world-class service to international patients and families seeking medical care in the United States for close to 25 years. Our international patients have 24/7 access to a robust team of doctors, nurses, coordinators, and interpreters, ensuring timely appointments and constant communication with health care providers. Our Global Consultants work within the region of the Gulf Cooperation Council to educate patients and their families about services offered at Children's National by partnering with local physicians, insurance companies, or third-party referral sources to ensure a seamless transition of care for travelling patients.

Aside from receiving patient referrals and providing in-person treatment care for international patients, Children's National also offers capacity building services to international organizations looking to strengthen their organization's offerings. Children's National's capacity building offers a wide range of activities, such as training and development programs for hospital staff, providing technical consultancy, and developing new systems and procedures.



Children's National®

111 Michigan Avenue NW, Washington, DC, 20010





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Jen Jones
Founder & CEO



Mike Blundell
VP of Consulting & Delivery

Cordea Consulting is a woman-owned IT consulting firm that has exclusively served the healthcare industry since 2008. We have extensive leadership, product, and operational experience partnering with healthcare organizations in the U.S. and around the world to evaluate, design, implement, and optimize complex HIS solutions. We provide vendor-agnostic, end-to-end support for Oracle Health, Epic, MEDITECH, and other technologies. We are large enough to provide expert advisory and implementation services to organizations of any size but nimble enough for our executive team to stay involved in client engagements.

Cordea Consulting builds and scales expert teams of all sizes and project roles to lead or augment in-house resources. Our highly qualified, results-driven consultants have real-world experience across clinical, technical, and revenue cycle disciplines, and they are 100% dedicated to healthcare consulting. We bring a creative problem-solving approach driven by the organizations objectives where we proactively address challenges before, they become issues, resulting in greatly improved outcomes.



1131 East 9th Street #100, Edmond, OK 73034





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Patricia Williams
Founder & President



Christopher Williams
Director of Business
Development

Global Health Services Network (GHSN) has been a leader in international healthcare services management since 2008. We work in collaboration with both public and private healthcare organizations worldwide to improve their healthcare services and outcomes. We do this by improving the quality of care provided, efficiency of operations, and service delivery for an enhanced patient and family experience. Our services include:

- Consultation and Technical Assistance;
- Staff Training and Education (all professions, including hospital management certificate and nursing diploma as well as continuing education);
- Hospital Pre-Design (Space and Functional Planning, Feasibility Studies and Business Plans);
- Hospital Operational Design and Commissioning (SOPs, Organizational Planning, Simulations & Training);
- Hospital Management and Operations;
- Staffing services

Having worked in over 60 countries, we recognize that every healthcare organization is unique, and we explore and undertake innovative and creative approaches to customize services. We collaborate and innovate to bring the best resources to our local partners in order to attain long term, sustainable, and measurable outcomes that build the local capacity of healthcare professionals, while strengthening processes and operations.



23917 Cass Avenue Farmington, Michigan USA



Dr. Usamah Mossallam
VP/Medical Director



Morris Blake
Director

Henry Ford Health (HFH) is a large health system located in Michigan and founded by auto pioneer Henry Ford in 1915. With over 108 years of experience providing high quality healthcare, HFH has yearly revenue of \$6.3 billion USD and 33,000 team members caring for patients at its 5 hospitals and 200+ care sites and medical centers, seeing more than 10,000 patients per day.

With 40+ specialties and 5800 physicians in our network, HFH has become a premier medical destination for care, teaching, and quality patient outcomes. HFH has centers of excellence in cancer, heart/vascular, Orthopedics, neurology/neurosurgery, urology and transplant.

Henry Ford Health International opened its first international hospital partnerships in 2020 with Aldara Hospital in Riyadh, Saudi Arabia and Naruvi Hospital in Vellore, India. A major affiliation and licensing agreement has also been achieved with a rehabilitation and wellness centers in India. The first facility opened in late 2022. An additional 3 -5 hospitals are planned with openings before 2030.



1 Ford Place, Detroit, Michigan USA 48202



Dr. Sikder M Zakir
CEO



Dr. Wenhui Laura Li
CEO, Breakthrough Genomics,
Inc. (Partner of Histofi, Inc.)

Histofi is a MedTech platform that specializes in providing cancer diagnostic and treatment decision support resources for healthcare providers. Our strength has evolved from a collaborative foundation, anchored by partnerships with CAP and CLIA certified genomic labs in Southern California.

Histofi offers the following solutions:

1. Care-Path Navigation: A customizable digital cancer care ecosystem.
2. Early Cancer Diagnosis: We utilize minimally invasive liquid biopsies for early-stage cancer detection and for monitoring minimal residual disease (MRD). Our early cancer diagnosis services include:
 - A pancreatic early cancer detection test (recently approved by US-FDA).
 - CAP and CLIA certified Lab Developed Tests (LDTs) for early detection of Liver, GI, Colon, Lungs, and Breast cancers.
3. NGS Services: Comprehensive molecular tumor profiling (DNA and RNA).
4. Pathology Digitization: For AI-enabled clinical diagnosis.
5. Treatment Planning and Cancer Care Personalization: We support clinicians with independent analytical reporting tools, on-demand tumor board (Saudi-USA), an AI-driven journal search engine, and a virtual geneticist app.

Histofi delivers turn-key project implementation through technology transfer and training in our labs in California. We are looking forward to collaborating with cancer centers, anatomical and molecular pathology labs, and academic/clinical oncologists engaged in cancer research, clinical trials, and care delivery in Saudi Arabia.





Jeanette Lee
Global Director

HistoSonics® is developing a robotic, non-invasive, sonic beam therapy platform capable of destroying tissue at a sub-cellular level. This new therapy, called “histotripsy,” is the phenomenon where focused sound energy creates a “bubble cloud” that mechanically destroys diseased, targeted tissue, creating an acellular and uncoagulated lysate with the tissue that is treated. This “bubble cloud” is the only area where there is a treatment effect.

Unlike other modalities, there is no damage to intervening tissues as is typically seen with other therapies such as radiation. While the “bubble cloud” renders treated cells non-viable, it does not perforate critical structures such as bile ducts and blood vessels. Unlike other treatments that require needle punctures, venous access or open surgery, patients can often return to normal activities very quickly after undergoing the procedure.

Histotripsy represents a potential paradigm shift in oncologic therapy. The implications of the homogenate created as a byproduct of the therapy are promising based on preclinical data and various case examples. This also represents a completely uncharted area of research as no such modality on the market today can create, in-situ, an acellular homogenate with the patients’ own lesion materials. Aligning with partners who are capable and willing to uncover the various benefits of this homogenate along with the myriad clinical benefits and potential indications of the therapy is of interest and one of the goals of this mission.



16305 36th Ave N #300 Plymouth, MN 55446



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Dr. Rohan Jain
President



JP. Goenka
Director International Business

Human BioSciences, Inc. (“HBS”) is the biotechnology company which pioneered the advanced wound care industry by creating the world’s first reimbursable collagen wound care product more than 30 years ago.

The flagship products of Human BioSciences include Medifil® II Collagen Particles and Skin Temp® II Collagen Sheets, both made from 100% native collagen. Collagen provides the cellular scaffolding essential for all stages of wound healing. Our propriety process preserves the structure of the collagen molecule, ensuring our products are readily accepted by the body. Our products are 100% made in the USA, providing the highest quality for superior wound healing.

Over the last three decades HBS has mastered its supply chain and built extraordinary relationships with vendors. The company has an inexpensive supply of raw material and is vertically integrated, allowing it to offer and pass along amazing savings and high-quality materials at competitively low prices. Partner with us to provide life changing wound care products with confidence.





Hussain Alkhuwaildi
Director of Sales Middle East
& India



Ali AbiRaad
Country Manager Middle
East, India & South Africa

Established in 1978, **InterSystems** is the leading provider of next-generation solutions for enterprise digital transformations in the healthcare, finance, manufacturing and supply chain sectors. Its cloud-first data platforms solve interoperability, speed and scalability problems for large organizations around the globe. InterSystems is committed to excellence through its award-winning, continuous support for customers and partners in more than 80 countries including Saudi Arabia; and its regional offices provide training and support its clients and partners to ensure they have the necessary skills and knowledge to support InterSystems' products effectively.

InterSystems' product portfolio includes several solutions that are specifically targeted to the healthcare industry, such as our tier 1 HIS electronic health record (EHR) system (TrakCare), as well as our data management analytics (IRIS Data Platform). InterSystems' solutions align seamlessly with Saudi Arabia's healthcare objectives, and it contributes to Saudi's Healthcare Vision 2030. With a strong track record of providing innovative solutions to its Saudi clients for over two decades, InterSystems remains dedicated to empowering the healthcare sector across the Kingdom.

Overall, InterSystems' international business activities are focused on building strong partnerships and providing innovative solutions to customers in targeted regions and industries. The company's direct and partner-led approach allows it to serve customers effectively in different countries and regions, while its product portfolio and strategic vision enable it to stay competitive and address evolving customer needs.



One Memorial Drive, Cambridge, Massachusetts 02142



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Kay Neseem, OT/MBA
President & Founder



Dr. Scott Leckman, MD
Vice President

Kay Kare was founded by Kay Neseem, an occupational therapist with 18 years of experience working with shoulder patients in leading hospitals in the USA. She noticed difficulties with existing shoulder braces being cumbersome and complicated with multiple straps and buckles. Clinicians also found existing shoulder immobilizers to be complex and time consuming, often causing delays in patient education and discharge planning.



Kay Kare has innovated a U.S. patented “open flap” technology that offers a simpler and faster application in shoulder braces with no strap pulling on the neck. It saves clinicians application and training time and facilitates patient compliance and wellbeing. Kay Kare has four variations of shoulder braces that cater to orthopedics, pain management, neurology, trauma, sports medicine and emergency medical care.

An independent comparative study done by Virginia Tech Biomedical Engineering Department ranked Kay Kare technology best for ease of use, learning curve, application time and optimum for shoulder stability. Premier Inc., one of the leading Group Purchasing Organizations has awarded Kay Kare a “Tech Breakthrough” contract in soft orthopedic goods for its innovation in shoulder braces.

It is Kay Kare’s mission to provide simplified limb bracing systems for optimum healing and clinical effectiveness. It is Kay Kare’s goal to serve humanity in sickness and bring the same passion to the Saudi Healthcare consumer.





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Dr. Luis F. Lobón, MD MHPM
FACEP
Executive Director Strategic
Partnerships, Mass General
Brigham Global Advisory



Dr. Sarper Tanli
Managing Director – Middle East,
Africa, Mass General Brigham
Global Advisory

Located in Massachusetts, United States, **Mass General Brigham** is an integrated academic healthcare system connecting a full continuum of care across a system of world-renowned academic medical centers, community and specialty hospitals, a health insurance plan, physician networks, community health centers, home care, and long-term care services.

For over 200 years, Mass General Brigham has been one of the world's foremost engines of scientific innovation, knowledge, and medical progress. There are 18 Nobel Laureate winners affiliated with Mass General Brigham institutions, dating as far back as 1934.

Created from some of the first and most prestigious hospitals in the world, today Mass General Brigham includes 16 member institutions and has 5 Harvard Medical School teaching hospitals that includes Massachusetts General Hospital, Brigham and Women's Hospital, Mass Eye and Ear, McLean Hospital and Spaulding Rehabilitation.

As a world-recognized leader in research, Mass General Brigham is the largest hospital system-based research enterprises in the U.S., with an annual research budget exceeding USD \$2 billion. Currently, there are over 2700 ongoing clinical trials, including nearly 100 for COVID-19, to accelerate bringing new treatments and therapies to our patients and the world.

Over 7500 physicians and 80,000 employees care for 2.6 million patients each year, including international patients from over 140 countries.



Boston, MA, USA





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Szabolcs Dorotovics, MD
President, Senior Vice
President, International
Ventures



Jonathan Wetzel
Executive Director

Mount Sinai International is the arm of the Mount Sinai Health System (New York, USA) that is responsible for developing relationships with entities outside of the United States. We are focused on establishing long-term collaborations to support the improvement of local healthcare delivery. We have 171+ years of experience in providing healthcare services, advancing science and medicine, and training the physicians, nurses, and healthcare executives of tomorrow. Through our 8 hospitals, 410+ outpatient practices, preeminent medical school, nursing school, graduate school, 43,000+ employees, and many accolades, we are uniquely positioned to deliver for our partners around the globe.

Mount Sinai International has vast experience advising hospitals, investors, governments, and other healthcare entities around the world. Our ability to customize our approach for each relationship is a point of pride and core to our mission to extend Mount Sinai's knowledge and capabilities in clinical care, academics, and healthcare administration to our partners. Further, we are focused on advancing the health care delivery, quality, and safety for all. We are uniquely positioned to leverage our experience in operating a large, quality-oriented, integrated health system, based in New York City, for each of our international relationships. We recognize that providing guidance and recommendations is dependent on practical knowledge and having the ability to share tangible, real-world, insights with our partners will help set them apart too.



**Mount
Sinai**
International

150 East 42nd Street, New York, NY 10022, USA



Milly Valverde, MA CMI
Director Destination Medicine

Mission: As one of America's top-ranked academic health centers, **The Ohio State Wexner Medical Center's** mission is to improve health in Ohio and across the world through innovations and transformation in research, education, patient care and community engagement.

Education and Research Excellence: Ohio State is one of two universities in North America with seven health science colleges on one campus. Our integrated teams of about 15k-20k clinicians, researchers and educators all have clinical experiences at our medical center. We are home to more than 20 research centers and institutes and 25 core research laboratories. The OSUCCC – James is one of seven hospitals in one of the most preeminent and diverse academic medical centers in the country.

Top Cancer Care: **The James Comprehensive Cancer Center** is the third largest cancer hospital in the U.S. with 356 beds. It's one of only 51 National Cancer Institute-designated comprehensive cancer centers and one of only a few centers to conduct both phase I and phase II clinical trials on novel anticancer drugs sponsored by the NCI. The James has been ranked as one of the best cancer hospitals in the nation for decades. Our centers of excellence include:

- hematology oncology
- skull base and head & neck cancers
- sarcoma
- solid organ transplant
- lung cancer

We partner with preeminent doctors and health systems around the world to provide world class cancer care.

The James



THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER

460 W 10th Ave - Columbus, Ohio 43210



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U.S. Commercial Service –Saudi Arabia Team



Carla Menendez
Deputy Senior Commercial Officer
U.S. Embassy Riyadh
carla.menendez@trade.gov



Julie LeBlanc
Commercial Consul for the
Western Region
U.S. Consulate Jeddah
Julie.LeBlanc@trade.gov



Kerry LePain
Commercial Officer
U.S. Embassy Riyadh
Kerry.LePain@trade.gov



Anwar Shaqhan
Senior Commercial Specialist
U.S. Consulate Jeddah
Anwar.Shaqhan@trade.gov



Khalid Khan
Commercial Specialist
U.S. Embassy Riyadh
Khalid.Khan@trade.gov



Tatyana Aguirre
Commercial Consul
U.S. Consulate Dhahran
Tatyana.Aguirre@trade.gov

International Trade Administration, U.S. Export Assistance Center Team



Lisa Huot
Senior International Trade Specialist
International Trade Administration
Office of Health and Information
Technologies Industry & Analysis
Lisa.Huot@trade.gov



Khalid Darazi
Commercial Specialist
U.S. Consulate Dhahran
Khalid.Darazi@trade.gov

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Saudi Arabia



Monica Toporkiewicz
Senior International Trade Specialist
International Trade Administration
U.S. Commercial Service Chicago
Monica.Toporkiewicz@trade.gov

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