

## **PRESS RELEASE**

**23<sup>rd</sup> February, 2010**

### **Abu Dhabi to Host the Third Medication Safety Conference in April *Forum to Address Regional Challenges & Regulations of Medication Safety***

**Abu Dhabi, UAE**—The Third Medication Safety Conference, a conference to explore the critical issues relating to patient safety, specifically medication safety, institutional frameworks, legislative requirements and the role of healthcare professionals in all sectors, will be held in the capital on 10 and 11<sup>th</sup> April 2010.

Recognised as the first regional initiative devoted to medication safety practices, the forum will feature high calibre speakers from around the globe and will be led by world expert David U, the *President of Institute of Safe Medication Practices (ISMP), Canada*.

Supported by Abu Dhabi Health Services Company (SEHA), and chaired by Dr. Sohail Fitieh, Head of the Pharmacy Department at Mafraq Hospital. The conference is organized by Synovetics, a leading organizer for continuing healthcare education events.

"We are proud to host for the third year the medication safety conference which has grown to attract a strong participation from the region and succeeded to significantly elevate the standards of medication safety practices" said Dr. Sahar Abu-Omar, chair of SEHA Medication Safety Committee.

The two day conference will bring together over a dozen highly distinguished speakers from around the world in addition to the estimated 500 pharmacists, nurses, physicians, healthcare managers and quality specialists and other healthcare officials to discuss critical issues and key advancements in medication safety practices.

Speakers include Allen Vaida, Executive Vice President of ISMP USA, Dr. David Cousins, Head of Safe Medication Practices at National Patient Safety Agency (NPSA) – UK as well as eminent speakers from the GCC and Middle East. The topics will cover preventive measures, research and best international practices, and will include successful strategies dealing with high alert medications, human factors components in medication safety, emerging data analysis and new insight from Adverse Drug Reaction and global medication errors reporting programs.

"The conference is rich with substantial scientific material and will be of great benefit to healthcare professionals by providing them an opportunity to gain valuable insight on developments in medication safety that they can apply to their practice. We believe the conference will help bring innovative concepts from around the world to the Middle East. We look forward to the sharing of new ideas and advances in the field of medication safety and automation which will undoubtedly strengthen its importance in the region" stated the conference chairman, Dr. Sohail Fitieh.

The pharmaceutical experts will lead the discussions through a streamed session focusing on important advancements in the field of safe medication practices. The scientific sessions will include lectures, workshops and a large exhibition showcasing products and services aimed at raising medication safety standards and research.

Participants will be able to secure Continuing Medical Education (CME) hours as well as benefit from the opportunity to update their knowledge through case studies, alternative techniques and innovative methodologies. The conference will provide ample regional networking opportunities.

For further information and to register for the conference, logon to [www.synovetics.com](http://www.synovetics.com) or call us at 02-6673349.

### ***About Synovetics***

Synovetics is a leading organizer of healthcare seminars and conferences in the UAE. As one of a few companies in the region that are fully specialized in healthcare learning Synovetics focuses on providing programmes that are practical, thorough, accurate and scientifically based. Synovetics offers high-quality educational programs that are flexible, reliable and cost effective, and specifically designed to enhance the knowledge of the healthcare community and improve standards in medical, nursing, and pharmacy care. The company's partners are renowned faculty from universities and healthcare institutions.

Among Synovetics' recent events were the: The Royal College of Obstetrics and Gynaecology 8<sup>th</sup> International Scientific Meeting in December 2009, Emirates Aesthetic and Dermatology Conference (EMADERM) January 2009, Middle East Cardiology Forum October 2008 & 2009, Medication Safety Conference 2007 & 2009, as well as CPHQ courses conducted for health professionals in the first quarter of 2008.