

Philips joins forces with Dubai Healthcare City and other leading Middle East healthcare providers to bring its vision of people-centered innovation to Arab Health 2008

Philips Healthcare, which has seen sales across the Middle East rise by 34 percent during 2007, believes the key to improving health outcomes is through strong partnerships with leading healthcare providers across the region. Philips has sponsored Arab Health for the last seven years and this year is also a Platinum sponsor of the Diagnostic Imaging conference and Gold sponsor of the Interventional Cardiology and Minimally Invasive conferences. Additionally, the company has worked with Dubai Healthcare City to set up a Mobile Health Unit where medical professionals attending the congress can themselves be checked for risk factors linked to conditions which represent a serious health challenge in the region. The initiative reflects Philips

Published on : Mon, 28 Jan 2008