

8<sup>th</sup> World Congress on

# HEALTHCARE & MEDICAL TOURISM

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## Markus Giebel

*Eternity Clinics Dubai, UAE*

### HOW SAM IS REVOLUTIONIZING TRADITIONAL SICK CARE IN THE MIDDLE EAST TO A NEW MODEL OF PREDICTIVE AND PREVENTIVE HEALTHCARE

The developed world is slowly beginning to shift from traditional models of sick care to new systems, where genuine healthcare plays a more important role. This shift will involve changes across the board in the way that both patients and physicians approach medical care. Eternity is now the largest health screening company in the Middle East and has developed its own Software for Age Management, or SAM. This unique software addresses both the client experience and the physician experience within a cloud-based environment; any physician can use SAM without complex training. This new approach to predictive and preventive healthcare allows each client to view a fully visualized report of his or her health, and measure themselves against benchmarks, much like the P&L statement of a company. A client health app that works on any smartphone delivers medical reports, medical product recommendations, fitness and nutritional advice, and much more, on one single platform.

#### Biography

Markus Giebel is the CEO and co-owner of Eternity, previously the CEO of Deyaar, a publically traded company, and Vice President of Corning, a Fortune 500 technology company in the US. He serves on several company boards and has more than 25 patents registered in his name. Working from Dubai, Markus Giebel recognised early that predictive and preventive healthcare, or age management, is fast developing into a multi-billion Dollar global market. His vision was, with the correct screening and intervention, people need no longer wait to get sick before late-stage diseases were treated and cured. Within the next ten years, he said, annual health screening would be as commonplace as regular inspections are for your car today. The current sick-care system would evolve into a genuine healthcare system. At every regular car inspection nowadays, your car is plugged into an analytical computer system that provides vital data. Predictive and preventive healthcare works on the same principle and, in future, sophisticated computer systems will support your physician in his diagnosis and decision-making processes.

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#### Notes: