



Malaffi becomes a key part of the important healthcare conversations in UAE

The dynamic healthcare landscape in UAE is populated with many industry events that offer a platform for the healthcare community to come together, discuss, exchange experiences and share knowledge. These discussions drive innovation and shape the future of healthcare in the UAE and region.

This event season in the UAE saw Malaffi thought leaders contribute to conversations shaping the industry

and become an important part of this dialogue.

On October 3rd and 4th, Malaffi supported the **AHIMA International Healthcare Information Summit**, an event that gathered many of Abu Dhabi's health informatics professionals. During the conference, **Atif Al Braiki**, CEO of Malaffi, delivered a keynote speech on the topic of "United Health Information Exchange Platform, Practices and

Implementation", alongside Dr. Sanji de Sylva, Head of Clinical Adoption at Malaffi, who spoke on the topic of "Malaffi and HIE Best Practices" during the event workshops. On the second day, Malaffi's SVP of Operations and Technology, Robert Denson, shared his experiences from the USA and UAE in the panel discussion on the topic of "Healthcare Ecosystem and Lessons Around the World."

As a Health Information Exchange

(HIE) platform that will connect all healthcare providers in Abu Dhabi, Malaffi plays an important role in enhancing the interoperability of the sector, which further improves patient care and safety. Elaborating more on this topic, Atif Al Braiki, CEO at Malaffi, contributed to the knowledge exchange on the first day of the 3rd **Abu Dhabi Ambulatory Healthcare International Congress (ADAHIC)**, held in Abu Dhabi from 16th-19th October.

Recognising the importance of the conference, Al Braiki said "Malaffi will empower primary care practitioners in Abu Dhabi to better triage, refer and coordinate care for their patients, as

well as make more efficient and well-informed decisions. Strong primary care is very important for any healthcare system, and in this regard, ADAHIC is a significant facilitator of discussions and ideas that will contribute to its improved delivery in Abu Dhabi."

By increasing the overall quality of healthcare and patient outcomes, Malaffi supports the strategic goal of Abu Dhabi to become the region's leading medical tourism destination. Elaborating further on this topic, Malaffi's Vice President of Policy and Compliance, Erik Koornneef, PhD, participated at a panel discussion during the **World Medical Tourism &**

Global Healthcare Conference in Abu Dhabi, on October 16th.

As a result of the efforts to digitally transform healthcare in the UAE and the region, there is an immediate need to create a robust and competent eHealth workforce, by building skills and competencies, and attracting talent. This was the focus of the **GCC eHealth Workforce Development Conference** held on November 2nd and 3rd in Dubai. During the HIE forum, the CEO of Malaffi, Atif Al Braiki, shared his up close experience with the planning, founding and operating Malaffi, as the region's first Health Information Exchange platform.

