26th September 2014
Novotel Al Bustan

5th Annual
OTC EDUCATION CONFERENCE
ABU DHABI - UAE

Abu Dhabi’s Largest OTC event of the Year

CONFERENCE OBJECTIVES

★ Recognize the new regulatory mandates of OTC in the region.
★ Identify the challenging issues surrounding the management of patients by pharmacists
★ Explore new options for OTC treatments

TARGET AUDIENCE

★ Pharmacists
★ Family Doctors
★ General Physicians
★ Other Medical Professionals

LEADING INDUSTRY EXPERT SPEAKERS

Dr. Rani Khatib
Senior Pharmacist and Lecturer
University of Leeds & Leeds Teaching Hospitals
NHS Trust School of Healthcare

Dr. Mohammed Abuelkhair
Conference Chairman
Former Head of Pharma, Medicine & Medical Regulatory Section, HAAD

Dr. Sanah Hasan
Lecturer
Department of Pharmacy
University of Sharjah

Dr. Mazen Al-Asadi
Chief and Consultant of Gastroenterology and Hepatology Division at Mafraq Hospital, Abu Dhabi, UAE

DELEGATES

ATTENDEES BY OCCUPATION

PHARMACIST 75%  PHYSICIAN 15%  OTHER 10%

SPONSORS

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EXHIBITORS

MEDIA PARTNERS

FOR MORE INFORMATION OR TO REGISTER: CONTACT ERICA CHARVES at +971 55 404 8142 or +971 2 658 8717 | email: erica@mco.ae
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**AGENDA**  
FRIDAY, 26 SEPT 2014

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>08.00 - 09.00</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>09.00 - 09.15</td>
<td>Welcome, Introduction and opening Remark</td>
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| 09.15 - 09.45 | Key note Address, Role of Pharmacist in OTC  
Dr. Mohammed AbuelKhair |
| 09.45 - 10.00 | **MORNING COFFEE BREAK**                                                 |
|               | Interactive Workshop (Responding to Symptoms)                             |
|               | Workshop - 1                                                              |
| 10.00 - 10.40 | Pharmacists and smoking cessation  
Areej Yacoub  
Novartis |
|               | Workshop - 2                                                              |
| 10.40- 11.20  | "Urgency of treating diarrhead"  
Dr. Mazen Al-Asadi |
| 11.20-12.00   | Responding to Symptoms in Pharmacy - Gastrointestinal Conditions  
Dr. Rani Khatib |
| 12.00 - 13.30 | **LUNCH BREAK**                                                           |
|               | Workshop - 3                                                              |
| 13.30 - 14.30 | Responding to Symptoms in Pharmacy - Pain and Fever  
Dr. Rani Khatib |
|               | Kinesiology Tape Workshop                                                 |
| 14.30 - 15.30 | Kinesiology tape, designed from the science behind musculoskeletal movement, provides joint support while relieving common aches and pains. |
| 15.30 - 15.45 | **AFTERNOON BREAK**                                                      |
|               | Workshop - 4                                                              |
| 15.45 - 16.15 | "Cough, cold and flu: A pharmacist's choice into symptom relief"  
Dr. Sana Hasan |
|               | Workshop - 5                                                              |
| 16.15 - 17.15 | Responding to Symptoms in Pharmacy - Dermatological Conditions  
Dr. Rani Khatib |
| 17.30         | Closing Remarks                                                           |

**REGISTRATION FEE:** AED 600.00

**PRESENTING**

- **SMOKING CESSATION**
- **GI SYMPTOMS**
- **HEADACHE & FEVER**
- **DERMATOLOGY**
- **RESPIRATORY INFECTIONS**

**Venue:** Location Map

**Venue:** Novotel & Adagio Al Bustan

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**FOR MORE INFORMATION OR TO REGISTER**

www.mco.ae/otc_abudhabi