



News Release

Optimiza to participate in the Emergency Congress in Abu Dhabi

The regional healthcare industry needs bigger focus, says Optimiza, who will bring full suite of healthcare service solutions to audience of premier congress

Dubai, UAE- 2nd September 2007- Optimiza, a leading technology and services company, is set to take part in the upcoming regional healthcare event in Abu Dhabi, the Emergency Congress, as it moves towards one of the fastest growing sectors in the Middle East region. The event takes place from September 2nd – 4th at the Abu Dhabi National Exhibition Center.

“Driven by the ongoing demand for high quality services, the healthcare industry is making significant strides in technology advancement, allowing it to increase efficiency and fully integrate its operations and business processes. Middle East governments are investing in developing the healthcare sector as a top priority, and in order to support these investments, local service providers and technology companies need to provide resources in the region,” said Mr. Hazem Malhas, CEO, Optimiza. “Optimiza has both the international best practice and the regional experience to help Arab healthcare institutions achieve their goals.”

Designed in consultation with the Mayo Clinic’s electronic medical record standards, eHOpe™ is a hospital management system from Optimiza that offers a full suite of services that enables healthcare providers to serve patients and clients more efficiently. eHOpe™ is a comprehensive, integrated and communication-rich hospital management information system, which ensures automation of all the complex medical, financial and administrative functions of today’s modern hospital, clinic, lab or emergency center.

As Optimiza gears up for its regional launch in GITEX TECHNOLOGY WEEK 2007 taking place in Dubai from the 8th till the 12th of September, the company presents to the region its eHOpe™ offerings through touch screen, state of the art kiosks at its stand *4E10*, located at Hall #4 in the Abu Dhabi National Exhibition Center.

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