

Telemedicine Healthcare Multiplies Channels of Medical Resources

Press Release

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Last week, a Middle East news source reported that long hours on the job in the UAE have led to a staggering increase in stress-related illnesses such as heart ailments and diabetes. As a result of a worldwide surge in chronic health conditions, many international governmental figures are all channeling focus to one area of healthcare where adoption and advancement are vital to ensure that future medical service supply keeps pace with the world's growing healthcare demand: Telemedicine.

On January 24th, Dr. Salem Al Darmaki, Acting Underwriting Secretary of the Ministry of Health in Dubai, highlighted the crucial role of partnerships between the Middle East and US as a means to ensure and improve provision of healthcare resources. The following day, during President Obama's State of the Union Address in the US, Obama zoned in on the importance of investment into IT innovation, with specific reference to telemedicine. Obama stated, "Within the next five years, we will make it possible for business to deploy the next generation of high-speed wireless coverage to 98% of all Americans" He continued, "This isn't about faster Internet or fewer dropped



calls. ... It's about a firefighter who can download the design of a burning building onto a handheld device; a student who can take classes with a digital textbook; or a patient who can have face-to-face video chats with her doctor."

As the world evolves into an era with an unprecedented increasing aging population and the associated need for healthcare services, telemedicine is an essential resource. Additionally, integrating telemedicine into healthcare services is critical in order to meet current and future needs of many chronic conditions with considerable expected increase, such as Diabetes. The ability to adequately resource world healthcare needs is dependent upon global collaboration via telemedicine. In the future, telemedicine will be the pumping force, circulating expert opinions and lifesaving resources among different countries.

Expounding on the use and benefit of health technologies in a global context, telemedicine is revolutionizing the continuity of care for post-medical travel. Physicians are now more easily able monitor a medical traveler's post-operative condition once the patient has returned to his/her respective country. Thereto, telemedicine is a conduit by which patients may now relay concerns/afflictions immediately to physicians. Moreover, this intimate physician-patient contact can in some circumstances either save lives or prevent unnecessary visits to the hospital. For example, using telemedicine, physicians

are able to assess a patient with chest pains and confirm if the patient seems to be experiencing symptoms of a heart attack, a condition necessitating a trip to the Emergency Room, or if in fact, the chest pain is resulting from heartburn rather than the onset of a heart attack, in which case a glass of milk and Tums is the solution.

Having the status of a pioneer in the world of telemedicine, SenaCare, headquartered in Philadelphia, functions not only as a designer/vendor of telemedicine but also a full service provider of telemedical services. SenaCare is a physician based, modern healthcare organization, founded by Dr. Wehbe and a group of American Board Certified physicians with Arab heritage. Currently, SenaCare has its headquarters in Philadelphia and representation in many geographic locations, including an office in the Middle East, situated in Beirut. Recently, the company launched its Telecare Portable Unit with many adaptable remote care service options and features at the world's second largest healthcare exhibition in the world, Arab Health in Dubai. Uniquely positioned in the world of modern health, SenaCare's multilingual American Board Certified physicians offer international patients access to an expert panel referral service for recommendation on the best treatment anywhere in the US as well as continuity of care via their telemedicine and network of worldwide physicians. SenaCare works to ensure that patients from all over the world receive top notch individualized care, incorporating the use of telemedicine and state-of-the art medical technologies.

Although SenaCare's services and technologies are cutting edge, the company's core is rooted in the principles governing traditional standard care. SenaCare uses telemedicine to provide pre and post consultations to elite medical travelers coming to the United States for medical treatment. Additionally, telemedicine enables SenaCare's physicians to remotely care for the elderly, monitor pregnancy development, and offer international patients around the clock care. SenaCare's functionality as a telemedical designer, vendor, and service provider truly demonstrates the company's acute understanding of the global telemedical landscape and its ability to translate the utility of telemedicine into the employment of SenaCare's proprietary telemedical equipment line and healthcare services. Furthermore, SenaCare's in-house operations result in very affordable healthcare, a dynamic which certainly differentiates SenaCare from the competition.

As the world approaches a convergence in the increasing demand for healthcare and for personalized service, patient demand will veer toward healthcare companies such as SenaCare, which are rooted in high quality care principles and committed to customizing cultural focus in care delivery.

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Summary:

In 2011, SenaCare is planning to enter into at least five new international markets, with a high focus on Dubai, the UAE, and the MENA/GCC region. SenaCare is an elite modern medical service provider founded by Dr. Anthony Wehbe and a multi-national spanning group of physicians. The company's operations are divided into three primary business segments - travel health (medical tourism), telemedicine products, and telemedicine consultations - that work in unison to improve global access to quality healthcare and advanced medical technologies. SenaCare's headquarters are in Philadelphia. Outside the US, SenaCare conducts telemedicine in West Africa and has physician representation in many countries.

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