

## SPONSORED BY HADI CLINIC: DR JOHN GRAY LIVE IN KUWAIT

**KUWAIT:** Dr John Gray is back in Kuwait with 2 highly engaging sessions sponsored by Hadi Clinic and that will revolutionize one's understanding of men and women and massively improve their relationships both professionally and personally on 7th February 2016, Dr John Gray will conduct a morning seminar from 9:00 am and until 1:30 pm titled "How to Get What You Want at Work". The seminar is based on the book by the same title in which Dr. Gray analyzes the ways men and women misunderstand and misinterpret each other in the workplace, and he offers concrete advice on reducing unnecessary conflict and frustra-

tion. Applying his trademark practical advice to everyday office issues, he will teach attendees how to achieve their goals and make their workplace a source of fulfillment.

This enlightening seminar has been developed for all successful business professionals who want to ascertain what exactly it is that they want from their workplace, and will assist them in removing any obstacles - whether external or internal - with their opposite gender coworkers.

On the same evening, Dr Gray will be presenting an evening session based on his New York Times #1 best-selling book

of the last decade - "MEN ARE FROM MARS, WOMEN ARE FROM VENUS". This LIVE Session from 6:00 pm to 9:00 pm will give attendees the strategies, tips and tools needed to create truly amazing relationships. Considered one of the most trusted voices in relationships today, Gray's illuminating session will help both genders increase their self-esteem and confidence, understand their differences and improve communication to create lasting relationships.

A must attend session for both genders, John explains what it takes to have a successful relationship. He provides different scenarios from both the woman's

and the man's point of view and offers advice on how to counteract differences in communication styles, emotional needs, and behavior patterns.

For more than 35 years, John Gray has conducted public and private seminars for thousands of participants. He is a popular speaker on the national and international lecture circuit and often appears on television and radio programs to discuss his work. He has made guest appearances on Oprah, The Dr Oz Show, Good Morning America, The Today Show, The CBS Morning Show, Live with Regis, Fox & Friends Weekend, Larry King Live and many others.

John has inspired numerous Fortune 500 companies, national trade associations, non-profits, and educational institutions with his entertaining and engaging talks that deliver "aha!" moments to every audience. His presentations are fun, dynamic, and full of real-life examples, including the very latest brain research on the gender differences in the workplace and at home. John Gray's seminars are organized by Vigor Events and Cube Training and Consultancy Center, co-organized by ALGAS Events Company and in supported by the International Advertising Association (Kuwait Chapter).



## PHILIPS SHEDS LIGHT ON THE FUTURE OF PERSONALIZED CANCER CARE

**KUWAIT:** Royal Philips (NYSE: PHG, AXE: PHIA) recently held a roundtable discussion as part of its wide range of activities during Arab Health 2016, to address the challenges of cancer care in the region as well as raise awareness around the need to have an earlier cancer diagnosis. The activity is in line with Philips continued efforts to delivering connected oncology care solutions across the health continuum - from healthy living to disease prevention, diagnosis, treatment and homecare.

The meeting included a number of prominent thought leaders from the region who discussed issues facing both healthcare providers and patients with the purpose to improve cancer care delivery. Cancer accounts for more than 10% of all deaths in most Middle Eastern countries, and currently 1 in 3 women and 1 in 2 men are diagnosed globally with the disease in their lifetime. The region's ageing and growing population will result in an increasing incidence of cancer by 2030.

Philips is connecting care across the health continuum, and believes data integration as well as real time analytics is core to deliver a value added approach to personalizing cancer care. The company's solutions help make diagnosis quicker, exact and safer for the patient. The aim is to integrate clinical and patient data in one place, to potentially help clinicians improve multidisciplinary collaboration, decision making and treatment outcomes while supporting patients during chemotherapy to improve the overall quality of life.

### Minimal invasive

Arjen Radder, Philips CEO Middle East and Turkey said, "Philips is addressing the growing need for a new approach to cancer care. We strive to deliver better, more personalized care to patients while reduc-

ing healthcare costs. This is done by constantly looking at better ways to locate cancers earlier, diagnosing them more precisely, making therapies more accurate with minimal invasive and taking a personalized approach in giving the patient the best possible care."

"Not only are we providing integrated ways to collect and analyze information but our clinical and biological expertise enables clinicians to interpret this data and choose the optimal treatment for the individual patient," added Radder.

While the vast majority of cancer diagnoses are made or confirmed by a pathologist, the increased demand for pathology services continues to grow. Philips IntelliSite Pathology Solution and advanced visualization helps care providers reach informed decisions through enhanced productivity with high resolution digital images, collaboration features and case management tools.

The roundtable included the signing of a memorandum of understanding (MoU) between Philips and the King Hussein Cancer Centre to collaborate more closely on fighting cancer in the Middle East. The MoU will see the two partners working together to implement cancer awareness campaigns, setting up continual medical education programs relating to the practice oncology, and helping to improve quality assurances throughout the field.

Philips forms long term partnerships with those connected to the patient care journey to develop integrated solutions supporting them in making care informed, efficient and sustainable. The company helps make this possible with solutions for accurate decision-making to enable patient specific therapy with a primary objective of redefining the future of personalized oncology.

## HOTELS EXPAND OPTIONS TO KEEP GUESTS HEALTHY ON THE ROAD

'IT'S WHAT THE MARKETPLACE IS DEMANDING'

**FORT LAUDERDALE, Florida:** Running concierges, a hotel mini bar stocked with produce from the local farmers market and a training wall that comes standard in every room. The hotel industry is moving beyond basement gyms and basic spa menus to accommodate guests' growing requests to stay healthy while on the road. The trend has been a mainstay at spas and wellness resorts for years, but now hotels frequented by business travelers and families are showing that life on the go doesn't have to mean sacrificing spin class or a quinoa superfood bowl. Boutique and luxury hotels along with big name brands including Westin and Wyndham have vastly expanded fitness programs and dining options in recent years. The luxury gym Equinox is even opening its own hotel in New York. The number of hotels with fitness facilities jumped from 63 percent in 2004 to 84 percent in 2014, according to a study by the American Hotel & Lodging Association. And hotels offering in-room exercise equipment has nearly doubled in the past 10 years, from seven to 13 percent, according to the study. "It's what the marketplace is demanding," said Dena Roche, wellness travel expert and editor of The Travel Diet website. "People are trying to lead a healthier lifestyle in their daily life so when they go on the road they want to keep doing those things."

### Rooftop yoga classes

At the Even Hotels, every room has a training zone with a yoga mat, exercise ball, foam roller and a mounted fitness wall with resistance bands plus 19 videos and training guides to help you get your sweat on. Wyndham guests can request a room stocked with an exercise machine (like a stationary bike, elliptical machine or treadmill) and free workout wear, and the W hotel chain partnered with popular yogi Tara Stiles for free in-room yoga videos and a set of tip cards placed around the room to suggest poses to help you relax, wake up or get in the mood.

"It's pushing from a trend to a tipping point where there's mass adoption around wellness into every aspect of people's lives," Jason Moskal, a vice president at Intercontinental Hotels Group, which owns the Even brand. Even Hotels have three locations, including one in New York City, and are planning to open eight more including one in Miami. "Everyone has a different aspect of what they're looking for ... the hotel was designed with this idea of wanting wellness on my own terms," he said.

Rooftop yoga classes are all the rage at hotels across the country including The James Hotel in New York and the Mondrian South Beach. Guests at The Standard in Miami Beach can also enjoy waterfront yoga or stand-up paddle board classes and grab a green drink from the hotel's juice bar. Their spa, which offers a variety of fitness classes for guests (some are for members only) is also a hub for sessions taught by some of the world's top yogis. Spinning junkies only have to walk downstairs at the 1 Hotel South Beach for a Soul Cycle class. Forgot to pack your workout clothes? No problem. Trump Hotels and Fairmont have partnered with Under Armour and Reebok respectively to style your workout. Westin's lending program with New Balance had a 16 percent increase in requests in 2015. At the hotel's Grand Central location in New York, more than 2,000 guests paid \$5 to use a new pair of



**MIAMI BEACH, Florida:** In this photo, Paula Walker, center foreground, an instructor with Green Monkey Yoga, leads a yoga class at the Mondrian South Beach Hotel in Miami Beach. — AP Photos  
sneakers and clothes delivered to their room. Kimpton's running kit includes a map of the Hudson River running path and pre-loaded iPod shuffle. Fairmont and several other hotels have running programs including "run concierges" at roughly 200 Westin locations and other options for runners.

### Room-service

The beefed-up offerings come as guests, particularly younger ones, say it's one of the deciding factors on where they will stay. Forty-five percent of millennials and 38 percent of Gen-Xers said spa and fitness centers were influential in where they booked a room, according to a 2015 survey from travel and hospitality marketing firm MMGY Global. Several hotel chains are also

targeting the tech-minded fitness buffs. Trump SoHo has a new program that gives guests a free Fitbit Charge to help track whether they meet their daily step goal. Westin is also partnering with Fitbit to deliver personalized video-based exercises that guests can download on their phones or on the Internet along with real-time feedback. And there's no need to wonder whether there are gluten-free options at hotel restaurants. Most have even revamped the notoriously calorie-laden room service menus. The Epiphany Hotel in Palo Alto, California, offers guests a fridge stocked with produce from a local farmers market, green juices and homemade power bars for \$95. Kimpton hotels overhauled room-service menus, substituting quinoa and oats for white flour. — AP



**MIAMI BEACH, Florida:** Paula Walker, standing right, an instructor with Green Monkey Yoga, leads a yoga class.

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