

PRESS CLIPPING SHEET

PUBLICATION:	The Daily News
DATE:	28-January-2016
COUNTRY:	Egypt
CIRCULATION:	20,000
TITLE :	Xpert Medical conference reveals new real-world evidence of lower bleeding rates in atrial fibrillation using Rivaroxaban
PAGE:	06
ARTICLE TYPE:	Agency – Generated News
REPORTER:	Staff Reporter
AVE	4,000

XPRT Medical conference reveals new real-world evidence of lower bleeding rates in atrial fibrillation using Rivaroxaban

Nearly 600 physicians from across the Middle East participated at the XPRT Medical Forum inaugurated on 15 January by H.E Dr Amin Al Amiri, Assistant Undersecretary for Public Health Policy and the Licensing Sector in the UAE Ministry of Health, and organised by global healthcare leader Bayer Pharmaceuticals.

The third annual edition of the event, which unfolded over two days, underscores Bayer's commitment to developing treatments that improve the quality of life for thrombosis patients, thereby transforming the XPRT conference to a pivotal industry landmark.

Cardiology Professor and Consultant at the American University in Beirut Maurice Khoury emphasised the growing danger of thrombosis which puts the lives of millions of



patients worldwide at risk. "Statistics show that one person dies every 37 seconds as a result of venous thromboembolisms, accounting for nearly 834,000 deaths every year. Bayer Pharmaceuticals is committed to help and announced the availability of its new oral anticoagulant, an evidence-based medication for the prevention and treatment of thrombosis with an established efficacy and safety profile," he said.

"Real-world evidence is increas-

ingly relevant for physicians since it complements and expands on insights gained from clinical trials," professor of Cardiology and Chief of the Cardiology Department at Ain Shams University and Head of the Egyptian Cardiology Society Adel El Etreby said. "Real-World evidence including registries, non-interventional studies, data repository reviews, surveys and big data, can enhance understanding of the disease burden and everyday use of newer medicines, help inform decision-making, support guideline implementation, and improve patient safety and outcomes."

"Results of the real-world evidence study XANTUS were revealed at the European Society of Cardiology 2015," Professor of Cardiology at the Dubai Hospital Nooshin Bazargani said.