

THE MID-MONTH

Magazine

October 2022

BB insights

Tips & Tricks
Boss Day

15 Oct - 15 Nov
Calendar

World Diabetes Day

**PROSTATE
CANCER!**

CPHI
in frankfurt

Top Trends

World Diabetes Day

Education to protect tomorrow

World Diabetes day is the world's largest diabetes awareness campaign as it targets a global audience all around the world, reaching 1 billion people in more than 160 countries ! Diabetes awareness campaign focuses on improving knowledge about diabetes and increasing the quality of life for people living with diabetes.

World diabetes day campaign is done to be the platform that enhances the International Diabetes Federation (IDF) efforts throughout the year, and to raise awareness of taking coordinated and planned actions to face diabetes as a critical global health issue.



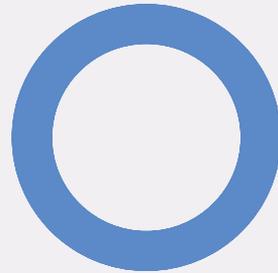
Statistics about Diabetes

6.7 million

deaths were caused
by Diabetes in 2021.

643 million

cases all around the
world by 2030.



world diabetes day

14 November

Blue circle logo represents diabetes world day, which symbolizes the unity of the global diabetes community in response to the diabetes epidemic.

World Diabetes Day Theme 2022 “Education to protect tomorrow”

The International Diabetes Federation (IDF) is focusing on facilitating learning opportunities for all patients that are affected by diabetes, & on increasing awareness for people all around the world.

And this is will be done by:

1-Providing Understanding Diabetes platform that aims to help people to understand and manage their cases, by interacting with them through FREE online courses.

2-The IDF school of Diabetes, aims to help health professionals by providing them free and premium online courses to keep them updated with all aspects of diabetes management and treatment.

References

<https://worlddiabetesday.org/about/key-messages/>

<http://worlddiabetesday.org/about/>



1 out of **8** men will develop prostate cancer!



Be part of it, and increase men's awareness!

1 Increase your knowledge about prostate cancer!

Read more about prostate cancer and educate yourself about its symptoms, causes and risk factors! Your knowledge may benefit others.

2 Share your knowledge to raise awareness.

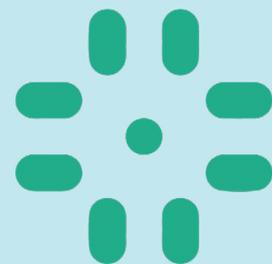
Tell your surroundings about prostate cancer, and try to increase their awareness about it.

3 Participate in prostate cancer campaigns

Be part of prostate cancer awareness campaigns, and support prostate cancer foundations.

References

- <https://nationaltoday.com/prostate-cancer-awareness-month/>
- <https://kirurgia.ge/en/full-article/World-Prostate-Can->



CPHI

in frankfurt

CPHI will be held this year on 1st November in Frankfurt! Each year CPHI unites more than 100,000 pharmaceutical professionals through conferences, online communities and exhibitions to increase connections, explore opportunities and expand the global market.

CPHI aims to encourage innovators that drive the pharmaceutical industry forward, through products, people and performance! CPHI greets participants from pharmaceutical and biopharmaceutical companies that are engaged in the manufacturing, production, distribution, development and design drug products from all around the world.

In 2022, There are more than 181 entries that will participate across 10 categories that cover all aspects of the industry from API Development, Manufacturing technology and equipment, Digital innovation, Supply chain, Logistics and Distribution to the CEO of the year award.

CPHI will have 18 Jury members, from big pharma companies that are experts in consultancy, regulatory, market intelligence and academia! Each participant receives a score from the jury according to specific criteria, and top-scoring participants are shortlisted and in the running to take home the trophy!

The criteria that jury members follow to shortlist pharmaceutical companies are innovation, outcomes, features and purpose, problem-solving and competitive advantage.

Congrats to all shortlisted pharmaceutical participants! the winner announcement will be held at the ceremony site in Frankfurt, on 1st November.





GITEX

Healthcare in GITEX





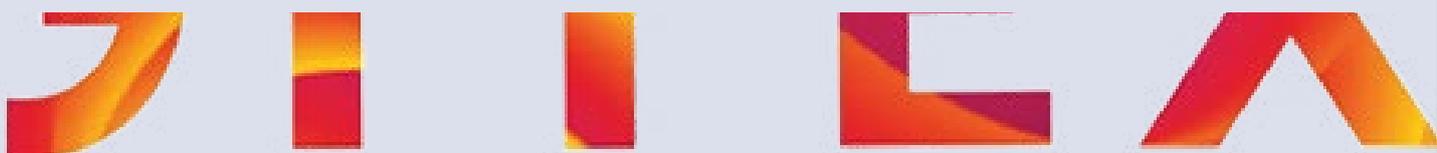
GITEX was held this year for 4 days from the 10th -14th of October, in Dubai! There were more than 5,000 leaders and innovators from tech powerhouses and startups to increase networking, and have the chance to exchange knowledge and business.

GITEX had more than 500 hours of hard-hitting talks across 14 conferences to increase engagement and enhance learning. Moreover, it allows new interventions to be discovered all over the world.

Healthcare topics that were discussed in GITEX 2022

GITEX had hosted speakers to propose variety of topics, such as:

- The role of technology to accelerate the healthcare industry.
- How Human-AI collaboration can assist in making better decisions and managing illnesses.
- Launching World's First Hospital in Metaverse with augmented and virtual reality
- How is AI reinventing modern healthcare through machines that can predict, comprehend, learn and act, and how can surgical robots be applied.
- Micro-robotic Pill inside the human body that will change the future of endoscopy.



BB insights

Our Recommendations on Diabetes World Day

We advise as a pharmaceutical marketing team, every healthcare provider to be part of this day! Diabetes world day is being significantly important to prevent the annual rise of diabetes cases.



As diabetes world day campaign's theme is education to protect tomorrow, every pharmacy and pharmaceutical company should be involved in diabetic care and prevention! This can be done in three various ways; medical promotion, provide optimal treatment and interprofessional collaboration.

Medical promotion

Pharmacists are considered one of the healthcare providers that are trusted by people!

That's why community or chain pharmacies should be involved in this campaign through:

- A Patient Counseling campaign** about diabetes risk factors, causes and ways to prevent its incidence! And you can also save all patients' history to follow up with them. Don't forget to promote it through public posters to attract patient's attention or through social media posting.
- B Encourage people** to use sugar alternatives through making promotions on artificial sweeteners inside the pharmacy.
- C Promote Glucometers** in order to increase people's awareness of regular checkups on their sugar blood level.



Pharmaceutical companies should also participate in medical campaigns awarenesses, and here are some suggestions for pharmaceutical companies medical promotions:

- Create your event and try to interact with people directly! This event can be held in incorporation with chain or community pharmacies.
- Get more people involved in world diabetes day by inviting them to wear blue to symbolize their logo.
- Increase people's awareness about diabetes disease through social media platforms.

Providing optimal treatment advises

Every pharmacist in a community pharmacy or chain pharmacy can help in managing drugs prescribed for every patient by determining patient needs and identifying their drug problems! Then you can help them by developing a care plan according to their case.

Also, every pharmaceutical company should participate in increasing patient's awareness of how to use diabetic drugs.

Interprofessional Collaboration

Pharmacies and pharmaceutical companies can collaborate on diabetes world day, and this will increase the campaign's success rate!

References

https://www.fip.org/files/fip/news/WorldDiabetesDay_web_final.pdf



Tips & Tricks

TO CREATE A FRIENDLY
WORK ENVIRONMENT

Developing a positive environment will be reflected on your consumers!

Make sure to create a friendly work environment with your employees.



Appreciate your employees and try to give them positive feedback when they go beyond their duties.



Communicate with your employees and be an active listener to them.



Respect all your employees, and treat them fairly.

Top Trends





Jordan

#WorldMentalHealt Day
#Bitcoin
#كرةالقدم



KSA

#الفلال_الشباب
#اليوم_العالمي_للصحة_النفسية
#سعد_جمعه_ياهلا_وياغلا



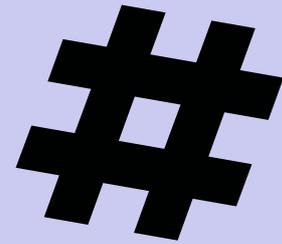
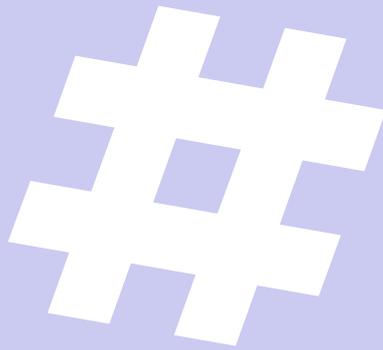
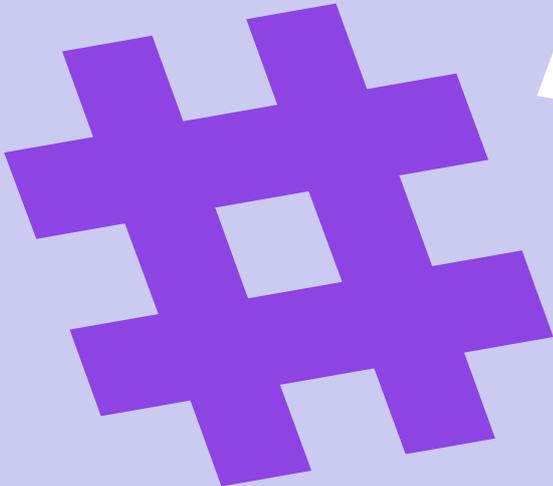
UAE

#WorldMentalHealt Day
#GITEX2022
#ARSLIV



QATAR

#حياكم_قطر
#حياكم_في_قطر
#ILoveQatar



15 October

Calendar

15 November

Oct

16 Oct

World Food Day
Boss Day

20 Oct

World Statistics Day

24 Oct

United Nations Day

Nov

7 Nov

Infant Protection Day

10 Nov

Science Day for Peace & Development

12 Nov

World Pneumonia Day

14 Nov

World Diabetes Day



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