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TOP TOP MEDICAL COMPANIES OF GEORGIA COMPANIES



N Qiron +, a Ground-breaking Neonatal Care Centre, enters a new phase of development



Health Centre



The Natalia Kvantaliani Centre



Georgian National Plasmapheresis Centre



Institute of Hematology and Transfusiology

'This event is a step towards the further development of the health sector' - The Georgian Times organised a Health Care Festival in Tbilisi



NEW HOSPITALS Quality Matters

New Hospitals Team of professional doctors The most modern medical technologies



HELSICORE ISRAELI GEORGIAN MEDICAL RESEARCH CLINIC
Helsicore Protects Your Health



Tbilisi Cancer Center
Innovations in the Fight against Cancer



Prof. Maia Gotua and Georgia's World Leading Medical Centre



IVF & Human Reproductive Clinic



HEPA - A clinic of excellence for diagnostics and treatment of liver diseases in Georgia



Allergy XXI Century



Innova, High Quality Medical Services Offered by Professionals



The Dream Dental Group

N Qiron +, a Groundbreaking Neonatal Care Centre, enters a new phase of development



The neonatal care centre N Qiron + was opened on September 5, 2014, under the leadership of Nana Bukhrashvili. It provides neonatal intensive therapy and premature newborn care.



Nana Bukhrashvili

The centre is equipped with advanced high tech equipment. A pediatrician, child neurologist, surgeon, neurosurgeon, orthopedist, nephrologist and dermatologist are available in its outpatient clinic. It also includes an ultrasound room, which addresses cardiology, neuroscopy and orthopedics issues, and a high-tech diagnostic lab, which is vitally important for such clinics

as it can provide quick and high quality testing on the spot. This laboratory, which is operational 24 hours a day, is equipped with the latest model automatic and semi-automatic devices. All the necessary tests are done in the laboratory and all the laboratory staff are involved in the patient's treatment and rehabilitation.

Professor Gela Metskhvarishvili, Academic Doctor of



Gela Metskhvarishvili

Medicine, leads the centre's medical staff, who are all highly skilled professionals. The Intensive Care Unit is led by Tamar Danelia, who works alongside Nana Barateli, Manana Ghvaladze, Marina Baratashvili, Eliso Turkadze, Manana Tsulukidze, Natia Danelia and the other specialists with great experience and qualifications. The clinic works closely with the neonatal department of the Shiba National Medical Centre in Israel, and as part of this cooperation the centre's medical staff undertake internships and trainings abroad. This plays a substantial role in ensuring infant therapy and recovery.

Since its opening 636 patients have been registered with the clinic, 70% of which are infants with



low and extremely low birth weights. Patients who are discharged from the clinic are still supervised in the outpatient department.

The clinic has an ambulance service of its own, which is staffed by mobile reanimation teams. These ambulances are dispatched across the country to assist patients with severe illnesses on site or to transport them to the relevant hospitals.

N Qiron + is an affiliated clinic of Tbilisi State Medical University and is engaged in residency programmes. Its residents take part in its work on a daily basis.

The Director and leading doctors of the clinic spoke to The Georgian Times about its services,

proposals and future plans.

Nana Bukhrashvili, The Director: The idea of founding the clinic was born of increasing necessity. Our goal was, and is, to be a dominating, European standard-oriented, high technological, highest level clinic, where each patient is treated individually, it also implies that each patient is provided with individual equipment.

The clinic has a reanimation section, which means that we can place the twenty patients with the most difficult problems. In total, the clinic has a 45-50 patient capacity. Due to our relationship with the Shiba Medical Centre, our staff can undertake several months' training in Israel.

I cannot help mentioning the teamwork of our staff. This is the most important factor in achieving the best results. The administration, top management and frontline staff work in unison and focus on the patients. This big family is joined by the patients' families. We have ongoing contact with discharged patients, who often visit us, and this is a great motivation for our employees.

As for future plans, let me tell you that regionalisation is in progress. We are going to open a similar high tech and multi-profile pediatric neonatal clinic in one of Georgia's regions.

Tamar Danelia – Head of Neonatal Department



Generally, neonatology is a service for children from birth to the age of 28 days. Our patients come from different maternity hospitals and departments around the country, who are brought here by emergency ser-

vice vehicles. These are equipped with all the required devices and medications so as not to waste "golden minutes" and to diagnose the patient during transportation. The patients are placed in the appropriate departments according to the severity of their conditions.



Manana Tsulukidze

I can say with pride that the clinic is staffed with continuously developing personnel. They participate in trainings and conferences in various countries. Our doctors have completed one or three-year courses at the Shiba Clinic.

Manana Tsulukidze, Neonatologist: I often have contact with patients whose life just needs to be "caught" and then gifted. It is a big challenge for a doctor to exert all their efforts to save the life of a little baby. Saving a life gives me the same feeling a mother has when she gives a birth to a child.

We have several innovations in our clinic. One of these is the so-called "Laminar case", in which prenatal nutrition substances will be made in completely sterile conditions, which the majority of Georgian clinics lack.

The second innovation is screening for 32 metabolic diseases, which will be launched in October by Mr. Gia Melikishvili in partnership with German colleagues. Such screening has only so far been available in Georgia for three congenital diseases, and even then it took three weeks to get the results. Now the analyses will be sent to Germany, and we will know the results in a week. This will enable the early detection of diseases, intervention and reducing the risk of complications. Periodically, a German doctor will visit Georgia and deliver medical services to our patients on the spot.



Tamar Danelia

Health Centre – Multi-Dimensional and Multi-Useful

Health Centre is a multi-profile medical facility, based on the use of high tech processes, which offers contemporary methods of diagnostics and treatment.



A healthy child, a healthy mother, family planning and raising reproductive awareness in the younger generation are Health Centre's top priorities. Its medical services are delivered according to UN standards.

Its modern medical diagnostic equipment and perfection of research methods enable the Health Centre to provide medical services not only for mothers and children but the whole family. Its clinical, biochemical, immunological, serological, cyto-morphological and bacteriological diagnostic labs hold European certificates. Its 20 highly qualified doctors of medicine and 17 professors and academicians have a friendly attitude towards the population.

Health Centre is a basic facility of the Medical University, whose professors offer consulting services and undertake joint



Lali Gujabidze, Founder



projects with it. It incorporates departments of ophthalmology, surgical otolaryngology, gynaecology, plastic surgery and inpatient services. It has dedicated pediatric, therapeutic, gynaecological, cardiac, ophthalmological, neurological, psychological, otolaryngologic and surgical wards and endocrinology, nephrology, functional diagnostic, vascular ultrasound of head and limbs, ultrasound diagnostic of all body organs, roentgenography and roentgenoscopy rooms. Minimally invasive laparoscopic, plastic, reconstructive and aesthetic surgical services are also delivered.

In addition to diagnostics and treatment the health centre offers physiotherapy through "Galvamat" equipment. It also offers laser therapy for preventive, surgical and beauty treatment purposes. Its services are also available for minors and older people, and for citizens of every level covered by the state insurance programme.

Health Centre is distinguished by its charitable activities. Assisting the population living in the worst conditions in the border crossing areas and occupied territories has been a matter of concern for the Centre for many years. Residents of nearly twenty villages have already received medical aid. The centre provides ongoing assistance to disaster-affected and socially vulnerable persons. A well-equipped fitness hall and swimming pool for children, built in a modern high-tech style, and water filtration through ultraviolet rays are integral parts of the health centre.

The centre also includes a cafe and pharmacy. Come and enjoy our support: Health Centre is always at your service.

Address: Al. Kazbegi Ave:14 b

Reception T.214 44 05; laboratory T. 2 14 44 02; Consulting Service T. 2 14 44 04

The Natalia Kvantaliani Centre - Medicine For All

The Natalia Kvantaliani Medical Centre offers a wide range of different medical services. We are committed to creating the most comfortable environment and appropriate healthcare services to our patients and their families, adjusted to their needs. The Centre also undertakes various humanitarian actions, on its own or with partners, to make high quality and timely healthcare services available for everybody.

The Natalia Kvantaliani Central Blood Bank provides blood for patients with severe illnesses, oncological problems, infants, expectant mothers, surgical and traumatology patients, car crash victims and gynaecological patients. As you know, in cases such as car accidents, births, cardiac surgery and others, a blood transfusion constitutes an emergency procedure.

The Natali Travel Medical Hotel, another of our facilities, is a quality-oriented medical centre which is committed to providing a comfortable environment for patients' families. It offers a continuously calm



and pleasant atmosphere. It is also designed to host foreign healthcare specialists, and therefore a team of professionals and thoughtful medical personnel will always be available.

The hotel has 22 comfortable wards, a conference hall and

VIP rooms. All rooms are cozy and pleasant and furnished with modern furniture. There are also massage and beauty rooms, which contain the latest model high-quality equipment, a fitness area and bar. Thus Natali Travel offers you the full package of services typical of such hotels.

The Natalia Kvantaliani Medical Centre is intended for the people of any social class who are in need of our assistance. A cafeteria is operational at the centre, where our guests can take a rest and listen to piano music, which can be heard throughout the day.



Natalia Kvantaliani

Give Blood Save Life

Certain patients need components made from newly donated blood on a daily basis, but fresh blood is always in

short supply, since the limited number of donors cannot meet the growing demand. This poses a huge threat to the health and lives of our citizens. The

"Give Blood Save Life" campaign, which is organised by our company on a regular basis, seeks to eliminate this problem by creating a sufficient blood stock for treating different diseases.

Blood donation is not paid for. Donors are however given free examinations, in which we determine their blood type, rhesus type, rhesus phenotype, Kell factor and haemoglobin level. For the first time, we are now offering other free medical examinations: blood tests, serologic tests for syphilis, hepatitis B (HBsAg) virus tests, hepatitis C virus (HCV) antibody tests and human immunodeficiency virus (HIV) antibody tests.

Following blood donation the body starts to replenish the given blood, and this has a positive effect on human health. We would therefore like to ask you to take part in the "Give Blood Save Life" campaign and pay significant dividends to this very useful and generous deed.

Contact numbers:

551 311572; 2 545284

E-mail:

bloodprep@yahoo.com

Address: Kavtaradze street, blind alley N4, Tbilisi.

Georgian National Plasmapheresis Centre



Dinara Ramishvili

Therapeutic plasmapheresis is one of the most important and effective treatments in modern medicine. It results in the majority of patients being cured, or having their diseases put in remission.

Plasmapheresis is used in the treatment of over a hundred pathologies. These include:

- * autoimmune diseases (all forms)
- * autoimmune thyroiditis
- * antiphospholipid antibody syndrome
- * autoimmune endometritis
- * chronic recurrent salpingo-oophoritis
- * autoimmune cervicitis
- * EPH-gestosis, pregnant women's gestosis
- * termination of pregnancy
- * toxicity of 1st half of pregnancy
- * genital infections
- * climacteric syndrome
- * maternal sepsis

- * preparation for Caesarean section
 - * Rh incompatibility during pregnancy
 - * thyroid disease
 - * rheumatoid polyarthritis
 - * psoriasis, eczema, dermatitis, acne, dermatitis, rosacea
 - * intoxications (poisoning)
 - * hepatitis - all forms (including Hepatitis C)
 - * diabetes and its complications
 - * allergic diseases
 - * bronchial asthma
 - * obesity
 - * hypercholesterolemia, chronic ischemic heart disease.
 - * hypertonic disease
 - * drug and alcohol addiction
- Extracorporeal haemocorrection (plasmapheresis) is conducted discretely through photomodification techniques (as part of multifactorial quantum therapy).
- The procedure is very effective, but not without risk. The



most common side effects of plasmapheresis are:

1. Internal and external bleeding from the surgical source and vascular lesions (bleeding due to non-anticoagulants)
2. Eruption of potential bleeding (from ulcers, erosion, gastrointestinal tract and pulmonary tumors)
3. Acute inflammatory and purulent surgical infections.
4. The final stages of blood circulation failure.
5. Life-threatening heart rhythm disorders (ventricular polypotent extra-systoles, tachycal forms of blinking arrhythmia).

The doctor determines the number, frequency and methodologies of plasmapheresis procedures in accordance with the patient's transfusion history and pathology, after a free consultation.

Contact numbers:
2 14 86 22; 599 75 44 42
599 88 44 42;
579 78 22 11

E-mail: zrgdm@mail.ru ,
plazmamed@yahoo.com
Address: Kavtaradze street,
blind alley, N4, Tbilisi.

Hematology, a Great Georgian Tradition

Hematology has a long tradition in our country, the first blood bank in Georgia having been founded in 1932. The Institute of Hematology and Transfusiology was set up on the basis of the original Blood Transfusion Station in 1935, and has thus been working for decades. Its founder and first head was academician Grigol Mukhadze.

The Institute of Hematology and Transfusiology is a strong healthcare, diagnostic, educational and research centre. In recent years it has had been completely reconstructed both physically and technically and it is now a modern-type medical centre staffed with experienced healthcare personnel. The Institute has changed its name and address a number of times, and is now located at 4 Kavtaradze Str., the "MedInvest" building.

Many other blood banks, hematological clinics, rooms and facilities have opened in Georgia but all of these are based on the Institute of Hematology and Transfusiology. It is the flagman in the field of hematology, and the model for the following educational-scientific institutions: Ivane Javakhishvili Tbilisi State University, Tbilisi State Medical University, "Aieti", DAUG (Davit Aghmashenebeli University of Georgia) and so forth.

Professor Marine Abashidze heads the Institute of Hematology and Transfusiology,



Marina Abashidze

Professor of Medicine Nina Lolashvili is her deputy and Professor Manana Ghirdaladze is the head of Clinical Department. All these staff also engage in pedagogical activities, teaching in Georgian, as English and Russian, and helping students build their capacity.

"Our team is a group of highly qualified and outstanding specialists. Many of them are professors, and therefore also engaged in teaching. The number of visits to our clinic is high, largely due to the high public confidence in our outstanding doctors. We are regularly invited to international conferences and scientific congresses, where other doctors not only share their experiences and achievements with us but are interested in hearing our opinions and assessments.

"The Institute of Hematology and Transfusiology has been a leading scientific centre for many years, and continues to conduct the same activities, including diagnosis and treatment, research and teaching. The main services of our clinic are: 1. Clinic and Laboratory Hematology - oncohematology; 2. Laboratory Hematology; 3. Production and clinic transfusiology; 4. Treatment and diagnostics of blood and blood system diseases using the latest high tech methods.

Contact number: +995 32 2390213





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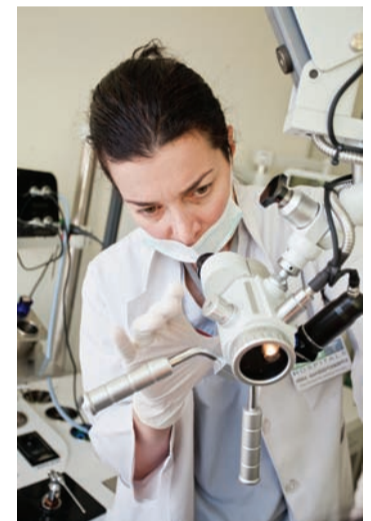


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2 190 190

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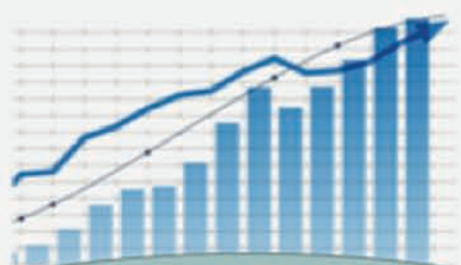
1183 Number of Staff
1000 Outpatient Visits Per Day
150 Inpatient Beds
29 Departments

Trend

Outpatient Visits

Inpatient Patients

Foreign Patients



More than 20,000



About 6,000



More than 7,000

Helsicore Protects Your Health



HELSCORE
ISRAELI GEORGIAN MEDICAL RESEARCH CLINIC

The Israeli-Georgian Medical Research Clinic Helsicore is celebrating its second anniversary. After opening in 2014 its staff quickly won the trust of their patients due to their experience, hard work and continual improvement of the quality of their medical services. In a very short time the clinic gained a high reputation for its fully furnished wards, modern infrastructure adjusted to patient needs and latest model high-tech medical equipment.

Helsicore is now known not only in Georgia but throughout the region as a medical clinic staffed with highly qualified, world-renowned local and visiting medical personnel.

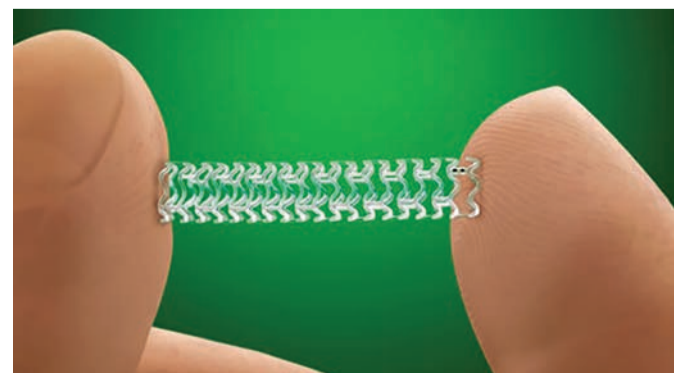
Helsicore's Intervention Cardiology, Cardiac Surgery and Vascular Surgery departments are already operational. Patients receive high quality inpatient, outpatient and laboratory services. Unique surgical operations are being performed, confirmation that Helsicore is delivering a new message in the field of modern medicine.

In addition to its high quality medical services Helsicore also gives special consideration to taking innovative approaches. It was the first clinic in Georgia to introduce the latest drug-eluting and absorbable polymer stent procedure. This is the latest achievement of modern intervention cardiology. Unlike its forerunner, a drug eluting coronary stent which is already well-known in cardiology, the new polymer is completely absorbed by the implanted blood vessels thanks to its composi-



tion and six month period of functionality. This process prevents any post-procedural complications occurring.

The Israeli-Georgian medical research clinic Helsicore is in the service of patients' health-care and expresses a constant readiness to be an innovator in the field of cardio-vascular medicine.



Tbilisi Cancer Center

Innovations in the Fight against Cancer

Tbilisi Cancer Center was founded in 2005 to implement prevention programs in the field of oncology. It subsequently expanded its activities and now pursues a range of scientific-research and teaching-educative activities.

The center offers diagnostics and all types of surgical and drug treatments for its patients. It includes the following operational departments: Breast cancer, Gynecology, Skin and

soft tissues, Head & neck oncology, Urology, Proctology, Abdominal surgery, Laparoscopy, Endoscopy, Otorhinolaryngology, Reconstructive surgery, Chemotherapy, **Hyperther-**



mia, Intraoperative radiotherapy (Liac), Hematology, Endocrinology, Adult & Child Allergy, Ophthalmology, Cardiology.

The following medical facilities are parts of the Tbilisi Cancer Center:

* The T. Oragvelidze Cardiac Center, which offers: Consultation with cardiologists, Electrocardiography, Echocardiography, Treadmill physical stress tests, 24 hour cardiac monitoring

* The 21st century Ltd. Ophthalmology Clinic, which offers: Full ophthalmic examinations, Selection of eyewear by computer, All types of eye surgery, Pediatric ophthalmology, Laser surgery

There is also available an ISO Standard Laboratory service where patients may receive any type of clinic-lab testing, including PCR diagnostics and golden standard servicing of Lymph & Leukemia and other oncology pathologies -Flow cytometry analysis via the latest model BD Accuri 6 System (Cat.# 653118)

The center houses four operating and inpatient care rooms with 36 beds. Its highly experienced and accredited specialists provide professional medical services at prices which are affordable in the current competitive environment. It is a provider clinic for leading insurance companies and renders free services and co-financing for already insured individuals and beneficiaries of the state Universal health-care program respectively.

Free examinations and tests are offered within the framework of the National cancer screening program. It is available for residents of both Tbilisi and the regions and for internally displaced persons.

The clinic is equipped with all appropriate technical and human resources to provide high quality medical services for non-residents.

The Training Center included as part of the complex is open to assistants and doctors of every discipline and conducts clinical lectures and trainings given by leading in-house and invited specialists, with the purpose of sharing expertise with non-oncology profile colleagues in order to raise-cancer awareness.

The introduction of innovations is an essential component of the center's strategic development. Intra operative radiotherapy (IORT) was launched in November 2012, using "INTRA-BEAM" medical equipment already tested in the world's leading medical centers. As this radiotherapy takes place in the tumor bed, unlike traditional radiotherapy, the healthy tissues remain protected from unnecessary impacts.

Other- "Liac" medical equipment is now being used for radiotherapy on breast, skin cancer, primary and metastatic brain tumors, and abdominal, gynecological and proctologic cancers. The Tbilisi Cancer Center is the only one in the Caucasus which has Liac equipment, and therefore it receives patients from neighboring countries.

The so-called ROMA Test is also undertaken at Tbilisi Cancer Center. This algorithm-based test predicts the risk of ovarian malignancy, and is thus applied to reveal ovarian cancer in its early stages and identify precancerous risks.

Hyperthermia, the latest method of treatment via elevated temperature of cancerous growths, was introduced in the center earlier this year. It is used both independently and in combination with chemo and radiotherapy; it yields the best results on tumors and spares healthy organs.

Tbilisi Cancer Center renders services to citizens of any social level, offers high quality medical services to preserve life, raises public awareness about healing, detecting and preventing cancerous diseases and is committed to reducing cancer mortality levels in Georgia.



‘This event is a step towards the further development of the health sector’



The Georgian Times organised a Health Care Festival in Tbilisi

The Health Care Fest organised by The Georgian Times was held on September 25 in the central atrium of the Tbilisi Mall. 8 medical centres participated in the event: Healthcare Centre, Tbilisi Oncology Centre, In Vitro, New Hospitals, Natalia Kvantaliani Central Blood Bank, Plasmapheresis Centre, Dream Dental Group and the Neonatology Clinic N Qiron.

A variety of activities took place. The centres demonstrated their equipment and instruments and medical companies arranged special promos for the day. Visitors received free medical consultations and contributed to donation programmes.

The event was opened by Nino Berdzuli, the Deputy Health Minister of Georgia.

Various participants gave us their reactions to the event. Nino Berdzuli told us: “I think The Georgian Times has made a very interesting

initiative. The Health Care Fest will encourage the companies operating in the medical sector to find their place in the market. During this festival they will communicate directly with the public, which is of paramount importance, as the population will receive all the necessary information about the services and new technology available at the different medical centres. This event is a step towards the further development of the medical sector. Big investments are already being made in the health-

care sector, and I do not think it is boasting to point out that the ongoing reforms being made by the government deserve considerable support. The cooperation between the public and private sectors is a great positive, and enhancing this will enable us to provide high quality medical services similar to those offered in European countries. I believe our collaboration will be successful and continue in many other directions”.

Natalia Khonelidze, Director of the In Vitro Clinic: “Events such as the Health Care Fest will contribute to the development of medical tourism. It is important to make sure patients keep coming into Georgia for treatment instead of leaving it. Each foreign patient is vitally important for Georgia. This is the sine qua non for our further advancement. We are glad that The Georgian Times has held this event”.

Tamar Danelia, Director of Neonatology Department of Neonatology Clinic: “The medical ser-



President of Media Holding The Georgian Times Malkhaz Gulashvili

vices of our clinic are being represented at the fest. Special thanks should go to The Georgian Times for giving us the opportunity to make

such a nice presentation. Similar events are vital for introducing people to new clinics. This event coincides with our jubilee, so we are dou-



President of Media Holding The Georgian Times Malkhaz Gulashvili and Nino Berdzuli, the Deputy Health Minister of Georgia



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bly happy with today's festival".
Davit Motsikulashvili, founder of the Dream Dental Group: "It is vitally important to enable companies with small to medium-size budgets present themselves to the public, and this is why I think such events are of great value. Today's event went above and beyond our expectations. We are happy with both the festival and our participation in it".
Dinara Ramishvili, Geriatric Doctor, Director of the National Therapeutic Plasmapheresis Centre: "This is a great initiative, as the population should be fully informed about the developments in this sector. Regrettably, people do not have enough time to visit the clinics themselves and see what they offer. We welcome such events, as patients



These vouchers were available for any person who attended".
The event was summed up as follows by Malkhaz Gulashvili, President of The Georgian Times Media Holding: "The Georgian Times has enabled medical centres to present themselves to potential patients, which is something new for Georgia. As is widely known, similar events take place overseas, but not here. The Georgian Times has always been, and continues to be, the initiator of progressive developments for the public.

Similar events will contribute to the popularisation of Georgian medical services in both the medical and tourism sectors. Shopping centres such as Tbilisi Mall are a hangout for a vast number of tourists, who will thus see the capacities of Georgian medical services and choose them in preference to the lower quality services they receive in their home countries.

The involvement of medical companies in this project was high, which is an important factor, and it will be even higher in future. The Georgian Times Media Holding is also planning to arrange exhibitions for the promotion of wine, restaurants, tourism, industry and other fields of business, which will raise awareness of Georgian companies even further".



and has garnered high public interest. The fact that we have been granted an opportunity to get closer to our patients is a matter of great interest to us. Although our clinic enjoys high public awareness and popularity, with its multi-profile, high technology services and highly qualified specialists, we still try to present ourselves to the public personally. We have offered more affordable terms to our customers as part of this event, and prepared special vouchers for patients we could not deliver services to on the spot, inviting them to see us at the clinic under more favourable terms and with special discounts.

learn helpful and valuable information from them. You are doing a great job for everyone".
Eka Sanikidze, Doctor of Medicine and Associate Professor of the Oncology Centre: "Today's event was of the utmost importance for us, because this is the first health care fest organised in Georgia. The only thing similar is the events of the late 19th century, which were dedicated to specific diseases and copied European models. This is how people got to know about the available medical services then. Today's event is not only informational or for business development, it is a kind of festivity, which provides psychological and emotional relief and removes the stigma which prevents them visiting the doctor in time. This is what healthcare fests do, and for that I would like to express my gratitude to The Georgian Times".
Nino Gokieli, Head of Public Relations of the Natalia Kvantaliani Central Blood Bank: "Today we have participated in the

event and also held an event of our own as part of it - Donate Blood Save Life. We hold such events on a regular basis, because there is always a deficiency of blood stocks and we need to continue upgrading them. Our involvement in similar events is of paramount importance, because it is our job, and we are pleased to take part in this event organised by The Georgian Times. I want to send special thanks to the organisers of the fest".
Luiza Marsagishvili, Doctor of Medicine, Head of the Laser Service Department of the Healthcare Centre: "Today's event is beneficial for both the public and our colleagues. It is of paramount importance because it fosters the development of specific medical fields and advanced technologies".
Natia Khabeishvili, Public Relations Manager of New Hospitals: "I welcome the fest organised by The Georgian Times. It is well-organised

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Prof. Maia Gotua and Georgia's World Leading Medical Centre

The Centre of Allergy and Immunology is a modern, Western-style medical institution which provides allergy-related services for both children and adults by applying the latest technological methods.



Maia Gotua

The Centre of Allergy and Immunology uses continuously updated allergy diagnosis tools and internationally-recognised high-tech analysers. The accuracy of these diagnoses ensures that the right treatment choices can be made. The allergens it uses for immunological therapy are manufactured by the best companies in Europe, and a different course of treatment is devised for each individual patient, meaning that safe and effective treatment can be guaranteed.

The Centre is run by Professor Maia Gotua, MD, PhD, the Vice-President of the Georgian Allergy and Clinical Immunology Association. Prof. Gotua has completed many internships and training programmes in France, Germany, America, Austria, etc. She participates at international forums all over the world and is an active member of the Drug Allergy interest group of the European Academy of Allergy and Clinical Immunology (EAACI), and the European Respiratory and American Thoracic Societies. She is also a member of the Editorial Board of the Clinical and Molecular Allergy Journal and a reviewer for the World Allergy Organisation Journal and the author of more than 100 scientific publications.

Prof. Gotua is the founder of modern allergology in Georgia. She has been the mentor of an already widely-recognised new generation of allergologists and is committed to advancing this field further. She is actively involved in the elaboration and implementation of the national guidelines for the management of allergic diseases (asthma, allergic rhinitis, atopic dermatitis etc.). She has been Georgia's coordinator for the International Network of Universities for Molecular Allergy and Immunology. She is also the Principal Investigator in various international epidemiological studies and clinical trials.

Here Prof. Gotua tells GT about her centre and its work.

As a result of our modern lifestyle allergy has become a serious concern, and therefore a lot of patients attend the

Centre of Allergy and Immunology, from early morning till late at night. Do you see more children or adults? How do patients access your services? What main allergic diseases do they have? Are your services available for foreign citizens?

The signs of allergy mostly appear in early childhood, and parents are more attentive to their children's health than their own, therefore we have a few more children as patients than adults. The familial manifestation of an allergy is of special significance, particularly when parents or siblings suffer from allergic diseases.

A certain number of patients simply walk in, but the rest have been referred by family doctors, pediatricians, otorinolaryngologists, dermatologists and others who have deemed it proper to involve an allergologist in the management of their particular diseases.

Patients most frequently come here with serious or complicated forms of allergy. Bronchial asthma sufferers visit all year round, and we also see many patients suffering from seasonal allergic reactions such as allergic rhinitis and conjunctivitis. The severe forms of atopic dermatitis, urticaria and angioedema, and complicated forms of food and insect allergies, are serious problems our patients present. Sometimes they have immediate life-threatening types of generalised systemic reactions, including anaphylactic shock, and very often we are asked to conduct drug allergy diagnoses. We take special care for such patients, in accordance with the latest international protocols.

How difficult is it to identify the causes of allergies, and how do you diagnose them?

The various different allergies have different immunological mechanisms. The education and analytical thinking of a doctor determine what diagnostic method should be adopted, what technologies should be used and what treatment should be undertaken. The most convenient method is skin testing for a set of diagnostic

allergens, but if this is impossible (because of exacerbation or changed skin reactivity) a blood sample is taken. It is of great importance to exclude the non-immunological causes of disease which happen to induce allergic symptoms (parasitosis, gastrointestinal problems, excessive food consumption and so forth).

Not all doctors are endowed with leadership qualities, or a talent for both conducting scientific research and teaching others. Some claim you are "groundbreaker" who has brought lots of new things to Georgia. Can you tell us the secret of your success?



I can simply say - I thank the Lord God for my good genetics from a noble, aristocratic, traditional Georgian family, a good education in the best institutions, huge personal interest and hard work. These are the keys to my career.

I was very lucky to take my first steps in Allergy under the supervision of Prof. G. Gurgenzidze, the founder of the School of Allergy in Georgia.

Prof. Amiran Gamkrelidze was my direct mentor in allergy and immunology, and still a devoted friend. It was he who got me interested in the immunogenetics of allergic diseases. Now Prof. A. Gamkrelidze is an adviser of our centre, and thanks to him our group has moved into the forefront of modern clinical and sci-

entific allergology. We are striving to maintain that position today.

You have visited many leading medical clinics around the world and built contacts with their highly qualified staff. What kind of criteria do you use when selecting staff?

Frankly, it is still hard to find highly qualified people in Georgia. We have many gifted and hard-working young people, but many of them go abroad for an education and do not return for fear of being unable to find a suitable job. My goal is to make the Centre of Allergy and Immunology a Western-type competitive medical institution which offers prestigious and highly remunerated jobs. This will only be possible if its diagnostic and curative technologies meet international standards and its staff undergo continual professional development.

Special efforts are being exerted to expand our immunology lab, which is being successfully run by Doctor of Biology Tamar Abramidze. She has undertaken various fundamental internships in leading laboratories in Europe and the United States, leads the research division and participates in many international scientific forums. The lab's highly professional staff conduct ongoing internal and external quality control of its activities.

The centre employs nurses and support personnel alongside the 10



al development. I am really very proud of our allergologists. Our doctors are members of the European Academy of Allergy and Clinical Immunology (EAACI) and regularly participate in its annual congresses. Two of their scientific works have been awarded EAACI prizes. This year alone 6 articles by members of our staff have been published in internationally reputable journals.

Our very experienced allergologist Dr. Maia Rukhadze, MD, PhD, has been elected to the board of the Allergy, Asthma and Sport Section of the EAACI. Twice she has been delegated to attend European Parliament sessions at which issues of allergy management and prevention have been discussed. One of our young doctors, Nino Lomidze, has been elected a board member of the primary care section of the EAACI Junior Council and is actively involved in its activities. The only male allergist at our centre, Bidzina Kulumbegov, has a vast number of patients but also manages

constantly seeking new, talented and future-oriented young people, and actively cooperate with the medical universities. The Centre of Allergy and Immunology is an academic medical base for the David Tvildiani Medical University.

What can we expect from the Centre of Allergy and Immunology in the future?

You may remember the words of Gottfried Leibniz: "The present is saturated with the past and is pregnant with the future". We believe it is of the utmost importance to maintain the traditions we have received from our teachers and then add new accomplishments and progress. Our development concept is therefore: "education, collaboration and professionalism".

The Centre of Allergy and Immunology has been a leading facility in its field throughout its 17 year history and develops professional practice and implements educational projects both in Georgia and on a global scale. The Centre was the first in the Caucasus to introduce the allergy diagnosis and treatment technologies developed by the world's leading companies and to conduct clinical activities which meet the latest European and US standards. Our future activities will also be based on the application of the latest innovations in allergy and immunology diagnosis and treatment. We would like to expand our School of Asthma and Allergy and make educational TV and radio programmes for the Georgian public.

The motto of our centre is: "One step forward". We were one of the first medical facilities in Eastern Europe to introduce high tech molecular allergo diagnostics, about 3 years ago, and in 2015 we signed a ten-year contract with the Medical University of Vienna on cooperation in the field of molecular allergology and immunology. Our objective is to develop these initiatives further, as they are promising vectors in global allergology.

The priority of the centre is to further advance our immunotherapy work, including that for insect allergies. In September of this year I participated in the GINA (Global Initiative of Asthma Management and Prevention) Assembly, as a member, during the European Respiratory Society Congress in London. The latest asthma diagnosis, treatment and prevention methods discussed in London should be shared with my colleagues in Georgia.

to anchor a medical programme on Imedi TV, and deservedly enjoys the love and respect of the public. Elene Kakabadze, a mother of three daughters, manages to run our Centre's Batumi branch and receives patients on a regular basis. Nino Mchedlishvili, a mother of twin boys, takes part in international congresses through received grants. Nana Mgaloblishvili, the senior allergist of our Avlabari branch, is working on a thesis on the latest methods for the management of Bronchial Asthma.

All our staff, whether doctors (Madona Devidze, Ketevan Kvaratskhelia and others) or nurses, are pillars of our centre, unique in their own way and professionally progressive. We endeavour to support our staff and celebrate our common achievements together. I am

IVF & Human Reproductive Clinic

It is time to talk about the achievements of the "In Vitro" clinic, whose core team has been working successfully in this field of medicine for 18 years. We were the first team in Georgia to tackle the big issue of in vitro fertilisation; the first test-tube baby and the first baby delivered by surrogate mother were both born thanks to our team. The technique of embryo and sperm freezing was established here as a result of our round-the-clock toil, as was the more advanced method of oocytes cryopreservation.



Although the original reason for in vitro fertilisation was the absence of the uterine tubes or their obstruction, infertile couples can now use this method for any reason, whether it is caused by the infertility of the man or the woman.

According to World Health Organisation data the infertility rates of men and women are about the same. Male infertility is mainly caused by the spread of sexually transmitted diseases, environmental stress and a variety of other reasons. There are numerous causes of female infertility: these include genital infections, malformations, reproductive system disorders such as polycystosis, and endometriosis and immunological and genetic factors. If these problems cannot be eliminated by drug intervention, in vitro fertilisation is the optimal solution.

A well-planned strategy, special and friendly relationships with patients and high



professionalism have driven the success of this clinic. The selection of a reproductive clinic and a suitable specialist is of vital importance for each patient: the patient chooses the specialist they are comfortable with, who will listen to their problems and increase their chance of achieving pregnancy. The In Vitro clinic is staffed by such specialists. We are the lead-

ers in our field, and more than 7,000 couples have already been made happy as a result of our great practical and theoretical experience.

It is widely acknowledged that the treatment of infertility is an emotional and stressful experience for any couple, and we understand how much they appreciate the quiet environment of the clinic and the professionalism of our doctors. Our doctors do everything they can to create a quiet atmosphere for their patients, not keep them waiting for their visits and make them feel they are receiving special support from us throughout the process.

The "In Vitro" clinic has acquired its distinctive, dazzling and professional hue from working with the best professors of Israel. Through this collaboration



we have developed a range of individual approaches towards patients and refined the details of our treatment programmes, which has led to higher rates of pregnancy. The clinic's work is measured by a success

the accurate and prompt detection and disclosure of the rare pathologies. The clinic houses the latest medical equipment.

The "In Vitro" clinic now also provides outpatient and surgical services for thyroid

clinic. He parents of minors come to us to protect their children from reproductive and endocrinologic risks at an early age; we are also consulted about contraception planning, and by those wanting the necessary med-



index, applied international-ly, and ours is as high as anyone's, even those of the world leading Israeli clinics we work with.

Couples are required to lead a healthy lifestyle to achieve pregnancy. They should therefore realise that smoking, alcohol and weight problems will have a negative impact on their fertility.

Over the years the "In Vitro" clinic has developed a number of different facets. It includes a surgical department, where operations are performed with the latest model, advanced endoscopic devices. Our Department of Radiology conducts effective gynaecological and obstetric treatment of a variety of pathological conditions in 2D, 3D and 4D formats. Our laboratory of the clinic equipped with the advanced technologies allows

sufferers. The full and partial removal of the thyroid gland is conducted through the intraoperative and post-operative management of patients. It is acknowledged that the thyroid plays an important role in the infertility of both men and women, and improper treatment of thyroid disorders often becomes a major cause of infertility.

It is not only infertile couples who visit the "In Vitro"

ical examinations before starting a family or a sexual life.

The "In Vitro" clinic is the member of European Society of Human Embryology and Reproduction. It has long experience of working with international associations and organisations.

Address: Lubliana Str. 2/6, www.invitro.ge. Facebook: In Vitro Fertilization. Tel: 215 7777, 215 7771.



HEPA – A clinic of excellence for diagnostics and treatment of liver diseases in Georgia

Infectious and non-infectious liver diseases represent one of the most serious public health problems worldwide as well as in Georgia because of their high burden and causing very serious and life-threatening complications.



Viral hepatitis has particular importance among liver diseases. According to the World Health Organization, 150 million people globally have chronic hepatitis C infection and 240 million people are chronically infected with hepatitis B virus.

Georgia has the fifth highest proportion of chronic hepatitis C infections in the world. 5.4% of the adult population suffers from it. Hepatitis C and its complications are one of the major reasons for morbidity, mortality, hospitalization and disability in

Georgia.

The Georgian French Joint Hepatology Clinic "Hepa" is one of the country's leading medical institutions in the field of liver diseases. It has been working since 2007, and is distinguished by its world-class, cutting edge medical equipment and highly qualified specialists who have completed short -and long-term internships in leading medical centers of the USA and Western Europe.

This clinic was the first in Georgia, and in Eastern Europe, to introduce the latest and most accurate non-invasive method of liver fibrosis and cirrhosis diagnosis - Liver Elastography, which is conducted with French FibroScan apparatus. Virtually all the latest and most advanced methods for the diagnosis and treatment of viral hepatitis and other liver diseases are available in the clinic.

Our services include:

- * The diagnosis of viral hepatitis A, B, C, D and E, autoimmune hepatitis, alcoholic and non-alcoholic fatty liver disease and the other hepatic diseases through immunoassay enzyme tests, immunofluorescence analysis, immunoblotting analysis and other modern tech-

niques.

- * The assessment of hepatic steatosis (fatty liver) grades with controlled attenuation parameters by using latest model FibroScan apparatus.

- * The diagnosis of liver fibrosis/cirrhosis, inflammatory activity, alcoholic and non-alcoholic steatosis and steatohepatitis by means of FibroTest and FibroMax.

- * The detection and quantification of hepatitis B, C and D virus DNA/RNA in blood by the real time polymerase chain reaction method using the world's best COBAS TaqMan automatic analyzer and test kits.

- * The detection of hepatitis B and C genotypes and subtypes through the reverse hybridization (the linear array and Inno LIPA systems) and sequencing methods.

- * Conducting liver function tests, and determining other biochemical indices by using the latest generation automatic biochemical analyzer.

- * Conducting abdominal ultrasound examinations.

- * Conducting gastrofibroscopy examinations.

All these services enable Georgians suffering from viral hepatitis and other liver diseases to obtain all the necessary international standard medical services they need without having to travel overseas, which is a very costly and practically inaccessible option for the majority of the population.

It is worth mentioning that clinic "Hepa" was one of the initiators and implementers of Georgia's national hepatitis C elimination



program. Together with the Infectious Diseases and AIDS Centre it played a crucial role in getting Georgia selected as the first model country for hepatitis C elimination in the world. Before the start of this program,

when a high ranking delegation from the US Centers for Diseases Control and Prevention and the Biopharmaceutical Company "Gilead Sciences" visited Tbilisi in April 2015 they paid a special visit to the clinic "Hepa", familiarized themselves with its activities and potential and gave it the highest assessment.

Since the start of the national hepatitis C elimination program about 2,500 hepatitis C patients have already received treatment in the clinic "Hepa". This equates to 12% of all patients treated within this program, the second highest proportion, with only the Infectious Diseases and AIDS Centre having treated more so far.



Allergy XXI Century

Our centres goals are diagnosis and treatment for children and adults who suffer from various types of allergic diseases. These include atopic dermatitis/eczema, severe and chronic urticarial, various allergic contact forms of dermatitis and upper and lower respiratory tract allergies such as: allergic rhinitis, conjunctivitis, pharyngitis, bronchial asthma and allergic gastrointestinal diseases.

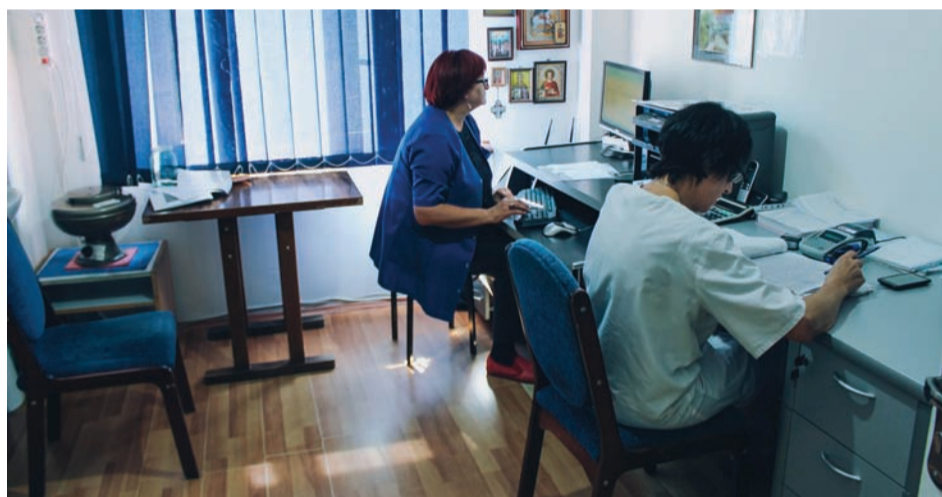


We make testing for the total and specific Ig E (Immunoglobulin E) antibody, then take skin relevant to different allergens. On the basis of these, we diagnose drug allergy also. This method is included in the International protocols.

4 and above;

3. Allergen diagnosis -- determination of which specific antibodies are in the blood;

4. Drug allergy diagnosis -- conducted via skin prick tests, intradermal and patch tests;



We have been working in close contacts with the German company FOOKE LAB, the French companies VEDA LAB and ALLDIAG and the British Company INBIO as well.

5. Twenty-four-hour monitoring of respiratory functions for bronchial asthma sufferers;

6. Identification of household dust mites (in beds, on carpets etc.) so that preventive measures can be taken;

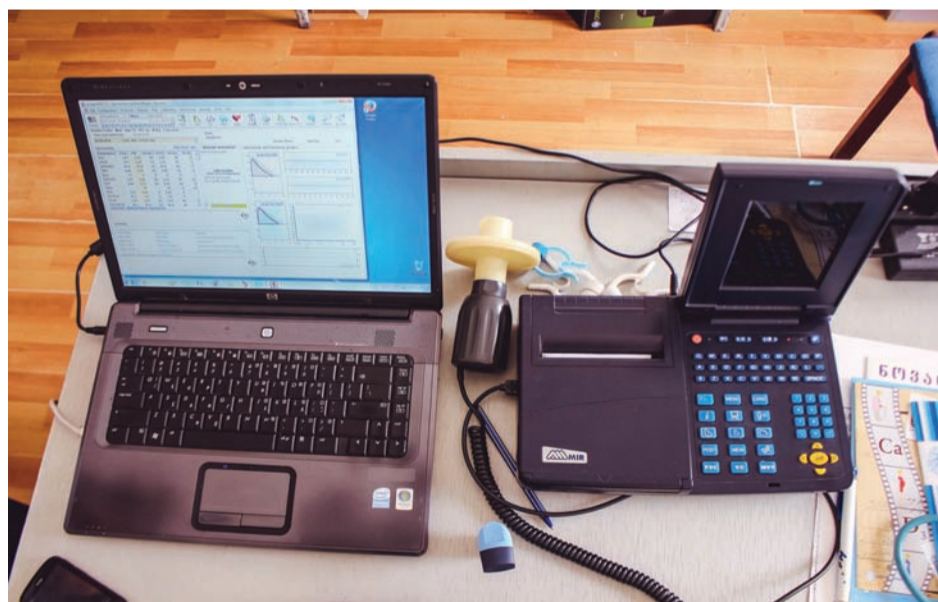
Our full range of services is as follows:

1. Consultation -- stating an objective evaluation of the patient's condition and choosing an examination plan for each individual;

7. Laser therapy and special nebuliser-sinus therapy for allergic rhinitis and sinusitis;

2. Pulmonary function diagnosis/ spirometry/- for infants and children aged

8. Desensitization -- a special method of allergy treatment.



Irina Miminoshvili

Irina Miminoshvili, Director of the Centre, EAACI/ European Academy Allergy and Clinical Immunology, Doctor of Medicine - "Patients visit our clinic by appointment (Tel: 230-26-49). An individual medical record is opened for each patient, and this includes a detailed description of the patient's problem, its origin and development and any previous other medical examinations and treatment they have had. We also record other complaints the patient might have in addition to the one they get us to know with. Based on this, we formulate individual examination plans which allow us to make exact diagnoses and so we use International standard medical treatment.

Our highly professional personnel creates a comfortable environment for our patients. Examinations can be done on the spot. Our clinic has contracts with German and French companies which supply us with European standard medical equipment and reagents, in order we could offer continually a European standard services. Our staff includes three Doctors of Medicine and several other experienced medical personnel.

I would like to advise patients to keep, and bring with them all documentation they have on previous medical examinations to the clinic. As the human organism is an integral system, a problem in part of it influences other parts, and this also is a result on how allergies develop."

Innova, High Quality Medical Services Offered by Professionals



Innova is a Multi-Profile Medical Centre founded by a team of professional physicians with a progressive attitude towards their patients. This is one of the factors which gives the centre a special importance and credibility.

These physicians are:

Gocha Chutkerashvili - Neurosurgeon. He has been working in medicine since 1993 and is an Expert-Neurosurgeon at the Ministry of Labour, Health and Social Affairs of Georgia, the author of a long list of scientific works, a member of the World Federation of Neurosurgical Societies and European Association of Neurosurgical Societies and the Clinical Director of Innova.

Irakli Chelishvili - Neurosurgeon, Doctor of Medicine, Professor, Director of the Neurosurgical Department of the Institute of Clinical Medicine, author of 20 scientific works and the Head of the Neurosurgical Department of Innova.

Vadim Khatiashvili - Doctor-Gynaecologist-Endoscopist, member of the Moscow Club of gynaecologist-endoscopists, author of 19 scientific works and 1 manual, one of the leading specialists in Laparoscopic Surgery who has successfully performed the most difficult operations with Karl Storz equipment, Gynaecologist-Endoscopist at Innova.

Irakli Todua - Gynaecologist, Oncosurgeon, Doctor of Medicine, holder of a Certificate from the Medical Colleges of the United Hospitals of Paris (College de Medicine des Hopitaux de Paris) in Obstetrics and Gynaecology, Gynaecologist, Oncosurgeon and leading specialist at Innova.

Ramaz Aglemashvili - Orthopedist - Traumatologist, Doctor of Medicine, qualified in Germany at the Stauferklinikum, in the United Kingdom at the Royal London Hospital and in France at the St. Etienne and Dijon University Clinics. He is the Head of the Orthopedic Department of the Scientific-Research Institute of Clinical Medicine. Under his leadership, the less invasive method of hip and knee joint replacement has been introduced to Georgia. He was the first doctor in Georgia to undertake endo-prosthesis of ankle and elbow joints and oncological surgery for various localised tumors. He has vast practical experience in the spheres of re-endo-prosthesis, unhealed and incorrectly healed fractures, bone and joint system complications and the

segmented lengthening of tubular bones and also performs arthroscopic operations. He is Head of the Orthopedic Traumatology Department of Innova.

These leading doctors joined

Euli St. Tbilisi. It covers 7,000 m² and uses the most up-to-date equipment. It has 8 operational blocks, a 30-bed reanimation unit, a 70-bed in-patient hospital and a high technology Diagnostic Centre. It fully conforms to European standards and is adapted to the needs of disabled persons. It provides a comfortable environment, food and basic supplies.

The emergency and outpatient departments and reception are located on the first floor, while the in-patient department is on the second floor and the reanimation and intensive therapy departments, and the 8 operational blocks, are on the third floor; an in vitro department and cafeteria are available on the fourth floor. A patient first attends reception, where the coordinator directs them to the appropriate section and issues an outpatient card. Innova specialists render consultations in the outpatient department on the first floor. Our primary objective is to ensure the delivery of high quality medical services for each patient who visits the clinic.

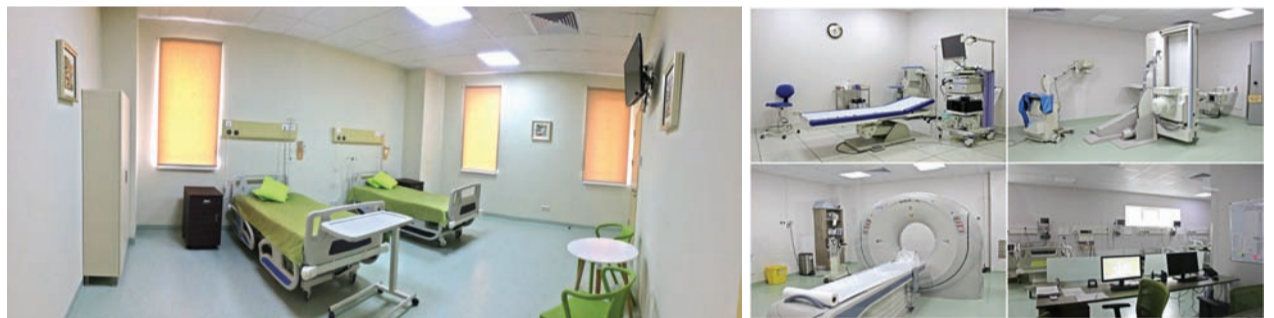
"The fact that the founders of Innova are leading surgeons has made our clinic immediately pop-



- * Plastic surgery. Head - Aleksandre Kutubidze
- * Reanimation. Head - Malkhaz Kuchashvili
- Innova offers the following outpatient services:
- Therapy - Head - Ekaterine Daushvili;
- Doplerography - Head - Nino Prangishvili;
- Densitometry - Head - Nana Kajaia;
- Instrumental research - Head - Lia Jvarsheishvili;
- Cardiology - Head - Ekaterine Daushvili;
- Angiology - Head - Giorgi Jinchveladze;

Georgia. This procedure is used in treating various diseases of the nervous system, but mainly spinal cord injuries. The transplant was successful. We are also engaged in global stem cell research. American colleagues recently visited our clinic as part of this research. We are the only clinic which offers the European method of scoliosis treatment, and I can safely say that we try our best to keep up with all the latest innovations in world medicine and introduce them to Georgia through our clinic.

"Innova is the only clinic in Georgia where the transplant of ankle and shoulder joints is under-



David Dotiashvili and Zurab Nari-manidze in promoting the idea of providing high quality medical services and on 1 October 2015, they established the Multi-profile Medical Centre Innova as part of Tbilisi Central Hospital. They were soon joined by Giorgi Kipiani - General Director, Gocha Chutkerashvili - Medical Director and Tea Chikviladze - Administrative Director.

Innova is located at 7 Sandro

ular. The high professionalism of our doctors has made our success visible. A visit to Innova is easy and available for all. There is a stereotype that a private clinic which meets the highest European standards is expensive but this does not apply to us. People should not be scared that we will charge high fees. We render services for every type of customer. We are involved in the state-sponsored universal healthcare programme, and also cooperate with the budgetary offices and private insurance companies. We also offer an internal instalment payment system for those patients who cannot afford to make full payment for some of our services. Our clinic is intended for all. Let no one think that this clinic sets the highest prices," - **Tea Chikviladze, Administrative Director of Innova, told The Georgian Times.**

The main services of the Innova Multi-Profile Medical Centre are:

- * Gynaecology. Head - Vadim Khatiashvili
- * Oncogynaecology. Head - Irakli Todua
- * Neurosurgery. Head - Gocha Chutkerashvili
- * Orthopedics-traumatology. Head - Ramaz Aglemashvili
- * General surgery. Head - Leko Lagvilava

- Mammology - Head - Gogita Dzagnidze;
- Ophthalmology - Head - Mikhail Kataev (Invited specialist from Russia)
- Endocrinology - Head - Maia Khubua;
- Gastroenterology - Head - Oleg Koiaava;
- Computer Tomography - Head - Nikoloz Sainishvili;
- Laboratory investigations - Head - Mariam Mestvirishvili;
- In vitro department - Head - Ketevan Osidze;
- X-ray/ultrasound examination - Head - Vasil Peradze.

The top priorities of Innova are:

- * Medical sphere development;
- * Development of innovative and high technology services;
- * High quality services and protection of patient health;
- * Flexibility and availability of medical services;
- * Continuous development of medical personnel's qualifications;
- * Continual service improvement;
- * Cooperation with international organisations and professional unions.

Gocha Chutkerashvili, Expert-neurosurgeon and Medical Director of Innova, told us:

"Our clinic has conducted the first stem cell transplantation in

taken by orthopedic-trauma specialists. We have extensive contact with the leading clinics in Germany and the Czech Republic, and often receive colleagues from there. Right now we have Turkish colleagues visiting Innova, who are giving consultations and medical treatment. We also perform some surgical operations alongside them, and our relations develop in this way.

We are involved in various successful clinical research programmes. In the future we plan to increase the scope of our services even further; we're looking for highly qualified Georgian doctors, who have completed internships or received a medical education overseas, as this will enable us to expand our range of healthcare services and further enrich our clinic".

Colleagues from France, Germany, Israel and Turkey come to Georgia from time to time to perform the most difficult surgical operations at Innova. The famous France-based surgeon-gynaecologist Revaz Bochorishvili, Director of the CICE (International Centre of Endoscopic Surgery), pays frequent visits to the clinic.

Innova is planning further enlargement and the introduction of new Cardio-surgery and oncology services, remaining in step with its foreign counterparts.



‘Heart, Motivation and Devotion are the most important things in any business’ – Davit Motsikulashvili’s Formula for Success

The Dream Dental Group is one of the leading dental clinics in Georgia, located in the centre of the capital (at Baratashvili Str. 10), and offers the highest standard dental services 24 hours a day.



Its team believes that three major factors are necessary for delivering high quality dentistry services. These are: a team of professionals, ideal hygiene/sterilisation conditions and a pleasant and friendly atmosphere. Its motto is “Your smile is our reputation”.

into action.

We first had the idea of the clinic in 2013, it had become real by September and we opened the clinic immediately.

What features does your clinic have and what makes you different from similar clinics?

Dream Dental Group is an



“The patient is almost a God, and deserves special respect. Each one of them is our guest and we feel like hosts. We must greet our patients with our traditional hospitality, as if they were visiting a Georgian family,” Davit Motsikulashvili, Owner of Dream Dental Group, told us The Georgian Times. Here he expands of the work and secret of the clinic.

When did the idea of setting up a clinic emerge?

I am not actually from the medical sector, strangely enough. But one day I fell in love with a beautiful girl who turned out to be a dentist, and the idea of setting up a dental clinic was born from love. We did some research, and this revealed that there were nearly 2,400 dental clinics operating in Tbilisi which did not provide full and high quality dental services to their customers. Sterilization was their main problem. The poor conditions we found in the dental centres motivated us to put this idea

American-type clinic, where various dental operations are carried out in the same place. These are: therapy (including cosmetic tooth restoration), skyce (zircon, diamonds), whitening, prosthodontics, orthodontics, surgery, implantation, paradontology and child dentistry – all these services are rendered in one place at affordable prices. Dental fillings for children start from 20 GEL and those for adults from 35 GEL.

Why did we call it “Dream Dental Group”? Because a patient can receive any kind of dental service at any time of the day or night, and because we pay attention to hygiene and sterilization. We use only the best quality materials. We own the latest generation laser and vector devices, which perform miracles during work such as teeth whitening and gum treatment. PealSmile – the most advanced teeth whitening system, which is absolutely harmless and very effective - is offered only at our clinic.

Another important novelty

is our House call service which is very comfortable for disabled patients, although the service will be available absolutely for everyone.

We also offer panoramic radiographs through the orthopantomogram procedure. Patients needing anaesthetic can ask for a special American Gel which makes the injection completely painless. Unlike in other dental clinics, an allergist serves our patients on the spot. Moreover, we have a unique orthodontic offer: sapphire braces, which offer the maximum comfort.

During tooth implantation we use the highest quality materials, made in Germany, Switzerland and Israel. The dental lab operates in the clinic itself, which increases quality and reduces the time needed to obtain a final result. Most importantly, I tell you with full responsibility that a team of highly skilled professionals treats the patients with smiles on their faces and great care.



Child dentistry is a special focus of your clinic. What kind of dental services do you offer your youngest and most capricious patients?

We always try our best to imagine that we are the patient – especially in the cases of children, who are often stressed when visiting a doctor.

I still remember, and perhaps will never forget, the feeling I had when I first went to the dentist. I was gripped by fear and nervousness – and by the specific odour which can be smelled in many clinics even today. We have therefore created a new, colourful environment – a so-called “Dream Land” - for our young customers, where they feel like they are in a fairy tale during their dental operations. The dentists sing and play with the children; they select and watch their favourite cartoons. We will soon have a larger monitor in the clinic, so children will be able to watch them on a big screen. Following their dental work the children choose a gift and are given an incentive certificate.

Right now we are developing a menu, the first page of which will include a colour selection of dental fillings and the second a list of cartoons, from which the child chooses the one they want to watch. The third new service we will add in the near future will be actors dressed as various cartoon characters. We will have the following figures roaming round the clinic: a lion, a female monkey, a pirate, a mermaid and Sponge-Bob. We will soon have a painted wall, where our little patients can have souvenir photos taken with these figures. We will also have a surprise to give to the winners of our games.

You participated in the Health Care Fest organised by The Georgian Times and presented your services to the public. How important are such events?

I believe such events are vitally important for both the clinics and potential patients. They are mutually beneficial and upgrade public awareness. The fest is the ideal way to promote oneself and one’s services pub-

licly. I would like similar events to take place more frequently.

Can you tell us your future plans?

We are planning to open branches in Rustavi and Gori in the future. Though our first priority is to develop our aesthetic line, and we are going to open an Aesthetic Centre in our building.

You have completely changed direction professionally and done so successfully. Can you give us your formula for success?

The first thing you need is heart, I mean, fondness for your job. This is the most important thing in any business. After that come motivation and then devotion to your work, which is linked to ongoing education. These factors form a chain, which I could call a formula for success. If we are guided by this formula I believe any goal is achievable.

Thank you for an interesting interview. I wish you further success!

Tamar Dughashvili



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