



- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
- A Trauma System Approach to Mass Casualty Events: Best Practices and Evidence

16 to 18 January 2020 Sheraton Grand Doha Resort and Convention Hotel, Doha, Qatar



Under the patronage of Her Excellency Dr. Hanan Mohamed Al Kuwari, Minister of Public Health.





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Date:	. 2019	
Name:		
Title:		
Organization:		

#### Dear Colleague,

Hamad Medical Corporation in collaboration with the Ministry of Public Health is organizing the **Qatar Health 2020** conference in preparation for the FIFA World Cup that will be hosted in Qatar.

As a valuable and respected member of the health community of Qatar, we would welcome your participation in this event as a **Partner/Sponsor** and invite your prestigious organization to be a part of the inaugural "Qatar **Health 2020**" Conference and Exhibition.

This spectacular event is to be held at the Sheraton Grand Doha Resort and Convention Hotel, Doha, Qatar from 16-18 January 2020. Highlights of Qatar Health 2020 include:

- A look at emerging trends and issues across three main areas:
   Mass Gatherings Health Care Services, Emergency and Disaster Management and a Trauma System
   Approach to Mass Casualty Events: Best Practice and Evidence
- Qatar Health 2020 will be a multidisciplinary academic meeting of more than 2,000 professionals from a wide variety of settings and countries who deliver care and education and conduct research in trauma, emergency and acute care medicine.
- Content structured around global Mass Gatherings Healthcare, Disaster Management and a Trauma System Approach to Mass Casualty Events.
- Keynote world-class speakers and industry leaders, cutting-edge products for global health emergencies and a full scientific educational program.
- The conference will offer a forum to MG experts from national, regional, international stakeholders from
  the health sector, World Health Organization and other international organizations involved in MGs,
  previous Host Countries (Russia, Brazil, UK (London), academic institutions, healthcare leaders, disaster
  managers, global experts and government bodies, to this unique educational opportunity to share
  experiences, lessons, best practices as well as advances in MG preparedness and planning in the field in
  order to set the scene for the successful development of the 2022 Qatar FIFA World Cup.

The partnership and sponsorship package included offers your organization the exciting and unique opportunity to participate in this historic event. We hope that you will want to be a part of this very special occasion.

We will be following up with you within the next few weeks to discuss your interest. Please feel free to reach out to **Mr. Ridha Miladi**, the Logistics Coordinator General for **Qatar Health 2020**. Any questions can be directed to E: Rmiladi@hamad.qa M: +974 5584 7685.

Sincerely,

#### Dr. Abdulwahab Al Musleh

Advisor Consultant to the Minister of Public Health; Chairman World Cup 2022 Healthcare and Doping Control Committee; MOPH Deputy Chair Emergency Preparedness Committee at MOPH Qatar Health 2020 Chairman

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### Mass Gathering Medicine:

Also known as Event Medicine, Crowd Medicine or Mass Gathering Health, this a field of medicine that explores the health effects / risks of mass gatherings and the strategies that can positively contribute to the effective delivery of health services during these events. The reason for the development of this field of medicine is because mass gatherings generate a higher incidence of injury and illness or may be the subject of a catastrophic accident or attack resulting in a large number of people who are injured or dead.

Key reasons for Mass Gathering Medical Services at an event are:

- Rapid access to the injured or ill patients
- Effective stabilizing and transporting injured or ill patients
- On-site care for minor injuries and illnesses

Given the growth in the area of Mass Gathering Medicine, there is a need for consistency in the research and evaluation of mass gathering events. This is important because mass gatherings may impact on health services and having a collective understanding of the impact of mass gatherings on health services may mitigate any poor outcomes for patients.

Health services are generally designed to meet routine priorities and demands and have limited capacity to expand. MGs can therefore place a strain on the local healthcare system. Even the most prepared of events may experience a disaster which can overwhelm local healthcare systems and their ability to provide an adequate emergency response. However, MGs also present opportunities for long-lasting positive effects such as stronger public health systems after the event, improved global health security, or keeping residents and visitors better informed about how they can protect themselves from certain diseases.

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### Purpose of the conference:

**Qatar Health 2020** is a collaborative effort between Hamad Medical Corporation and the Ministry of Public Health in preparation for the FIFA World Cup 2022. It will be hosted in Qatar from 16 to 18 January 2020.

Qatar Health 2020 will offer experts from the national, regional and international health sector, World Health Organization and other international organizations involved in mass gatherings as well as previous host countries (Russia, Brazil, UK (London), academic institutions, healthcare leaders, disaster managers, global experts and government bodies, a unique opportunity to learn about mass gatherings. Delegates will be able to share experiences, learnings and best practice as well as advances in mass gathering preparedness and planning as we prepare for the FIFA World Cup in Qatar in 2022.

The aim of this international conference is to provide the guiding principles for pre-planned mass gathering events; building relationships and sharing best practice in public health, security and crowd management.

### Objectives of the conference:

- Identify gaps and challenges in preparedness for and the management of MGs, between sectors and across levels (local, national, international).
- Gather learnings and best practice for better preparedness and response in support of mass gatherings.
- Foster multi-sector and multi-disciplinary collaboration between relevant stakeholders and find opportunities to enhance mass gathering preparedness.
- Review and analyze the latest advances on mass gatherings.

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#### Topics to be covered:

- Emergence of medicine for mass gatherings: lessons learned
- Public health surveillance and epidemiology
- Global perspectives on the prevention of infectious diseases associated with mass gatherings
- · Non-communicable health risks during mass gatherings
- Crowd and environmental management during mass gatherings
- Education and research for mass gatherings
- · Mass gatherings medicine: international cooperation and IHR
- Incident and outbreak response management
- Event context and risk assessment
- Risk and crisis communication
- Health promotion and public information
- Surveillance and alert systems
- Modern technologies in mass gathering planning and operations
- Environmental health and protection
- · Event medical services
- Disaster preparedness
- Preparedness for chemical, biological and radio-nuclear agents

### Proposed methodology:

- Panel discussions
- Case studies
- Presentations
- Small group workshops

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### Key speakers to be invited:

- World Health Organization Mass Gathering Collaborative Centers Expertise:
  - Public Health England, United Kingdom
  - Flinders University, Australia
  - Institute of Public Health of Vojvodina, Serbia
  - Centres for Disease Control and Prevention (CDC), United States of America
- International, regional and national experts in mass gatherings
- Other previous, current and future MG hosts:
  - Russian FIFA 2018 experts
  - Brazilian FIFA 2014 experts
  - South African FIFA 2010 experts
- WHO Headquarters

### Target audience:

- Health providers (doctors, nurses, paramedics and allied health)
- Public health specialists
- Emergency managers and planners
- Healthcare leaders, managers
- Academic and educational institutes
- National Emergency Services

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### **SPONSORSHIP PACKAGE**

### PARTNERSHIP/SPONSORSHIP AGREEMENT:

Referred to as the "Partner/Sponsor"

and

Referred to as the "Organizer / CPD provider"

This Partnership/Sponsorship Agreement made on day of \_\_\_\_\_\_\_\_BETWEEN: Hamad Medical Corporation – Qatar Health 2020 Organizing Committee.

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   Best Practices and Evidence

#### **TERMS OF AGREEMENT:**

- 1. The Organizer agrees to grant the Partner/Sponsor the benefits of sponsorship outlined in Schedule A: Partnership/Sponsorship Levels and Packages (attached).
- 2. The partnership/sponsorship will be within the period of 16 to 18 January 2020.
- 3. The Partner/ Sponsor agree to the CPD standards outlined in Schedule B (attached).
- 4. The Partner/Sponsor agrees to provide the Organizer with items outlined in Schedule C: Partner/Sponsor Deliverables (attached).
- 5. The Partner/Sponsor shall provide the Organizer with cash or in-kind contribution according to the Sponsorship Levels and Packages outlined in Schedule A (attached).
- 6. The Partner/Sponsor agrees to sign the Conference Sponsorship Agreement within 20 days of receipt of acceptance from the Organizer.
- 7. The Partner/Sponsor agrees to pay the sponsorship cash in full within 30 days of the Conference Sponsorship Agreement signature for the Platinum, Gold, Diamond, and Gold level sponsorships.
- 8. The Partner/Sponsor agrees to make the required arrangements for the sponsorship in-kind contribution within 30 days of the Conference Partnership/Sponsorship Agreement signature. Partnership/Sponsorship pledges cannot be processed without payment. For cash sponsorship, the Sponsor agreed to pay the sponsorship fee; the cheque should be made payable to the Organizer's bank account. For in-kind sponsorship, the sponsor agreed to provide in-kind contribution; the contribution should be provided to the target people through the Organizer.
- 9. The Sponsors of Qatar Health 2020 will not receive the attendee list.
- 10. Sponsors may not sublet, assign, or apportion any part of the items(s) sponsored nor represented, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by the Organizer.
- 11. The Organizer reserves the right to finalize the design of advertisement materials.
- 12. The Sponsor is responsible for the submission of the advertising copy and materials by material deadlines.

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
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   Best Practices and Evidence
- 13. The Sponsor agrees to submit all the soft copies related to the events; advertising and branding within three weeks of receiving the Conference Partnership/Sponsorship Agreement Signature.
- 14. The content submitted by the Partner/Sponsor to the Organizer will be published on the website within two weeks of the date of submission.
- 15. Should the situation arise in which the Organizer abandons the event at any time after the execution of this Conference Partnership/Sponsorship Agreement, this Agreement shall terminate.
- 16. The Organizer agrees to return the Sponsor's contribution. The Organizer shall not be liable to the Sponsor for any loss of publicity if the event is not conducted for any reason.
- 17. The Organizers agree to complete and submit a Satisfaction Event Report to the Sponsor's Communications Manager within 60 days of the completion of the event.
- 18. The terms of this Conference Partnership/Sponsorship Agreement shall not be the rights of either party under this Conference Partnership/Sponsorship Agreement shall not be transferable or assignable either in whole or in part.

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
- The Trauma System Approach to Mass Casualty Events: Best Practices and Evidence

Any demand, notice, or communication to be made in connection with this Conference Sponsorship Agreement shall be addressed to the recipient as follows:

#### **ORGANIZER DETAILS:**

Major Incident Planning Dept.,
Hamad Medical Corporation,
Chief Medical Office Department
P. O. Box 3050, Doha, Qatar
Phone: +974 44391050, +974 40260317

Filone. +974 4439 1030, +974 402003 1

www.hamad.qa

Email: qatarhealth2020@hamad.qa

### **PARTNER/SPONSOR DETAILS:**

Organization's Full Name:			
Postal Address:			
Website URL:	Telephone:	Fax:	
Authorized Contact for Agree	ment (name, email):		

The undersigned agrees to abide by the terms of this Agreement related to payments and by any further Qatar Health 2020 rules and regulations. This Conference Partnership/ Sponsorship Agreement and its attachments are the sole definition of the benefits of the partnership/sponsorship program. The undersigned give Qatar Health 2020 permission to use the Partner/Sponsor organizational name and logo for the purpose of sponsorship recognition and to display it on any applicable sponsored items. Certain recognition opportunities have specific deadlines, and failure to provide timely applications, logos, or artwork, etc., may result in a loss of benefits. The undersigned, by signing this Conference Partnership/Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and that this Conference Partnership/Sponsorship Agreement is subject to all such terms, which are expressly made a part of this Conference Sponsorship Agreement. The undersigned certify that he/she is authorized to commit the Organization to this Conference Partnership/Sponsorship Agreement.

- Mass Gatherings Healthcare Services
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   Best Practices and Evidence

Partner	Qatar Health 2020 Conference Chairman
IN THE PRESENCE OF:	IN THE PRESENCE OF:
Designation	Designation
Sponsor/Exhibitor	Qatar Health 2020 Conference Chairman
IN THE PRESENCE OF:	IN THE PRESENCE OF:
Designation	Designation

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
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#### **SCHEDULE A: PARTNERSHIP OPPORTUNITY**

#### **Partner**

#### The privileges presented to the Partner:

- Recognition as a Partner during the opening and closing ceremonies
- 6 VIP seats reserved in the opening and closing ceremonies
- Congress Complementary Registration (25 Registrations)
- Logo on delegate bags
- Exhibition booth at the event (space size 6\*6m with upgraded shell scheme)
   Preferential placement
- Opportunity to place a promotional flyer/brochure in conference packs
- Company name recognition and hyperlink to sponsor's website from Qatar Health 2020 website
- Maximum recognition logo on most platforms inside and outside the Scientific Program Halls for the non–profit organizations
- Maximum recognition logo on most platforms outside the Scientific Program Halls for the profit organizations— commercial
- Full page company profile premium position –in the Conference Guide for the non– profit organizations
- Full page advertisement premium position –in the Conference Guide for the non–profit organizations
- Full page company profile premium position –in the Exhibition Guide for the non–profit/profit organizations
- Full page advertisement premium position –in the Exhibition Guide for the profit/ non-profit organizations
- Recognition of partners in media releases
- 25% a la carte discount

#### The privileges presented to the Organizer:

Grant Organizer the amount of USD 50,000

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
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   Best Practices and Evidence

#### **SCHEDULE B: SPONSORSHIP OPPORTUNITY**

### **Platinum Level Sponsor**

#### The privileges presented to the Sponsor:

- Recognition as Platinum Sponsor during the opening and closing ceremonies
- 5 VIP seats reserved in the opening and closing ceremonies
- Congress complementary registration (15 Registrations)
- Exhibition booth at the event (6\*6m space- with upgraded shell scheme)- Preferential placement
- Opportunity to place a promotional flyer/brochure in conference packs
- Company name recognition and hyperlink to sponsor's website from the Qatar Health 2020 website
- Logo visibility inside and outside the Scientific Program Halls for the non-profit organizations
- Logo visibility inside and outside the Scientific Program Halls for the non-profit
- organizations
   Full page company profile premium position in the Conference Guide for non-profit
- organizations
   20% a la carte discount

#### The privileges presented to the Organizer:

Grant Organizer the amount of USD 40,000

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
- The Trauma System Approach to Mass Casualty Events: Best Practices and Evidence

#### **SCHEDULE B: SPONSORSHIP OPPORTUNITY**

#### **Diamond Level Sponsor**

#### The privileges presented to the Sponsor:

- Recognition as Diamond Sponsor during the opening and closing ceremonies
- 4 VIP seats reserved in the opening and closing ceremonies
- Congress Complementary Registration (10 Registrations)
- Exhibition booth at the event (6\*3m space- with upgraded shell scheme)
- Opportunity to place promotional flyer/brochure in conference packs
- Company name recognition and hyperlink to sponsor's website from the Qatar Health 2020 website
- Logo visibility inside and outside the Scientific Program Halls for the non-profit organizations
- Logo visibility on most platforms for profit organizations outside the Scientific Program Halls
- Half page company profile in the Conference Booklet for the non-profit organizations
- Half page advertisement in in the Conference Booklet for non-profit organizations
- Half page company profile in the Exhibition Guide for the non-profit organizations
- Half page advertisement in the Exhibition Guide for the non-profit organizations
- Half page company profile in the Exhibition Guide for profit organizations
- Half page advertisement in the Exhibition Guide for profit organizations
- 15% a la carte discount

#### The privileges presented to the Organizer:

Grant Organizer the amount of USD 30,000

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
- The Trauma System Approach to Mass Casualty Events: Best Practices and Evidence

#### SCHEDULE B: SPONSORSHIP OPPORTUNITY

### **Gold Level Sponsor**

#### The privileges presented to the Sponsor:

- Recognition as Gold Sponsor during the opening and closing ceremonies
- 2 VIP seats reserved in the opening and closing ceremonies
- Congress Complementary Registration (5 Registrations)
- Exhibition booth at the event (3\*3m space- with upgraded shell scheme)
- Logo visibility on most platform inside and outside the Scientific Program Halls for the non–profit organizations
- Logo visibility on most platforms outside the Scientific Program Halls for the profit organizations
- Quarter page company profile in the Conference Booklet for the non-profit organizations
- Quarter page advertisement in the Conference Booklet for the non-profit organizations
- Quarter page company profile in the Exhibition Guide for the non-profit organizations
- Quarter page advertisement in the Exhibition Guide for the non-profit organizations
- Quarter page company profile in the Exhibition Guide for the profit organizations
- Quarter page advertisement in the Exhibition Guide for the profit organizations
- 10% a la carte discount.

#### The privileges presented to the Organizer:

• Grant Organizer the amount of USD 20,000

- Mass Gatherings Healthcare Services
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   Best Practices and Evidence

#### **SCHEDULE C: EXHIBITOR OPPORTUNITY**

### **Exhibitor - Category 1**

#### The privileges presented to the Exhibitor:

- Exhibition booth at the event (3\*3m space- with upgraded shell scheme)
- Booth fascia board
- · Company logo in the Exhibition Guide

#### The privileges presented to the Organizer:

• Grant Organizer the amount of USD 10,000

### **Exhibitor - Category 2**

- Exhibition booth at the event (3\*2m space- with upgraded shell scheme)
- · Booth fascia board
- Company Logo in the Exhibition Guide

#### The privileges presented to the Organizer:

• Grant Organizer the amount of USD 7,500

- Mass Gatherings Healthcare Services
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# OTHER SPONSORSHIP OPPORTUNITIES A La Carte Sponsorship menu

#### Registration (USD 10,000)

All conference delegates will register through the website, and will receive registration reminders and details. On site, the registration area will also be a prime area for traffic and branding.

#### Conference tote bags (USD 10,000)

Every attendee will be carrying a tote bag around. Achieve visibility across the entire expanse of the conference and exhibition floors.

### Conference bag inserts (USD 10,000)

Conference bag inserts are great way to reach the delegates. The sponsor will supply the insert material and have the insert artwork approved by conference management beforehand (Limited to one item per company).

#### Conference guide (USD 10,000)

Increase your visibility by sponsoring conference proceedings which will be distributed to all delegates. Conference guide sponsors will receive a full page full color advertisement (premium position) and acknowledgment on the website and Conference guide.

#### Conference pens (USD 5,000)

Each attendee will receive a pen. Every time they use it to take notes, they will see your company's logo.

#### Conference guide advertisement (Half page: USD 3,000)

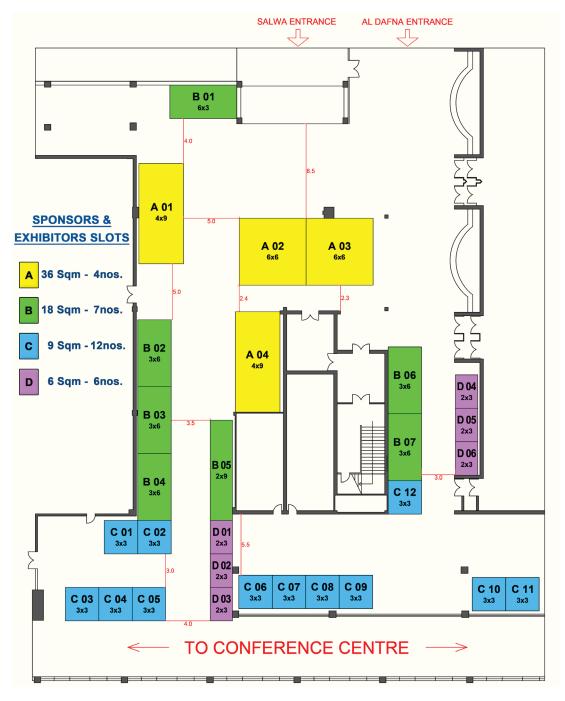
Get maximum value from your presence on a conference guide advertisement to drive traffic to your exhibition booth, focus group and industry solution session.

#### Message panels (multiple locations) (USD 4,000)

Reinforce your brand and message in high traffic areas in the foyer.

- Mass Gatherings Healthcare Services
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#### **EXHIBITION FLOOR PLAN**



- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
- The Trauma System Approach to Mass Casualty Events:
   Best Practices and Evidence

#### **CPD STANDARDS**

#### **Parties:**

#### This agreement is between:

- Party One (CPD Provider): Qatar Health 2020 Organizing Committee, Hamad Medical Corporation
- Party Two (Sponsor): .....

#### General Terms and Conditions:

#### 1. Funding/financial support:

• The HMC Finance Department is the only one that will receive the funds or in-kind sponsorship from the sponsor. No other personnel/employee is responsible for receiving any financial or in-kind sponsorship from the sponsor concerning this sponsorship agreement.

#### 2. Responsibilities/expectations:

#### 1. Party One

- Ensure that social activities associated with CPD activities cannot occur at a time or location that interferes/competes with or takes precedence over accredited CPD activities
- Upon request by Qatar Council for Healthcare Practitioners—Accreditation
  Department (QCHP-AD), CPD providers must disclose how the financial and
  in-kind support was used for the accredited CPD activity.
- CPD providers must recognize and disclose to participants financial and in-kind support received from sponsors of CPD activities using a standard acknowledgement statement on a page separate from the educational content, activity schedule, learning objectives, and accreditation statement.
- Ensure that their interactions with sponsors meet professional and legal standards including the protection of privacy, confidentiality, copyright and contractual law regulations.
- CPD providers will not accept advice from the sponsor as a condition of receiving financial and in–kind support.

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   Best Practices and Evidence

#### 2. Party Two (expectations/ responsibilities), the sponsor agrees that:

- Sponsor or any organization hired by a sponsor cannot participate in decisions related to CPD program elements.
- The sponsor cannot have any direct or indirect influence on any aspect of the development, delivery or evaluation of an accredited CPD activity.
- Sponsor or any organization hired by a sponsor cannot pay for or subsidize a participant's travel, lodging or other out of pocket expenses of spouses, partners or other family members of the: SPC (Scientific Planning Committee), faculty of the CPD activity or participants of CPD activities.

#### 3. Managing commercial promotion:

- 1. Product-specific advertising, promotional materials or branding strategies cannot be included on, or appear within, adjacent to:
  - Any educational materials, slides, abstracts and handouts used as part of an accredited CPD activity.
  - Activity agendas, programs or calendars of events (preliminary and final).
  - Any web pages or electronic media containing educational material.
  - Product-specific advertising, promotional materials or branding strategies cannot be included on/ appear within locations where accredited CPD sessions are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited CPD activity.
- 2. Commercial exhibits or advertisements must be arranged in a location that is clearly and completely separated from the accredited CPD activity.
- 3. Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization.

- Mass Gatherings Healthcare Services
- Emergency and Disaster Management Conference
- The Trauma System Approach to Mass Casualty Events: Best Practices and Evidence

#### **SCHEDULE C:**

# PARTNERSHIP/SPONSOR DELIVERABLES [DETAILS OF PARTNER/SPONSOR CONTRIBUTION]

In consideration of Hamad Medical Corporation being recognized as the Organizer for Qatar Health 2020, the Partner/Sponsor agrees to provide:

- 1. Event Name: Qatar Health 2020
- 2. Event Start/End Dates: 16 to 18 January 2020
- 3. Sponsorship Details:
  - I. Sponsorship Level or Type:
    - Sponsorship cash
  - II. Payment Details:
    - Sponsorship amount
    - Amount in words:

#### Payment Schedule:

- 100% to be provided within 30 days from signing the Conference Sponsorship Agreement
- Payable to:

Account Number	0013-027569-001
Account Name	General Conferences
Bank	Qatar National Bank
Branch	Main
Swift code	QNBAQAQA
IBAN	QA14QNBA0000000013027569001
FIN/Project code	9900184

100% – All arrangements for the in–kind contribution to be in place within 30 days from signing the Conference Partnership/Sponsorship Agreement

#### Provided to:

**Hamad Medical Corporation**