

**Letter to Editor - World Family Medicine Journal
On Behalf of International Family Medicine Conference & Exhibition**

Dear Editor,

Your publication, the World Family Medicine Journal, is an important influence for sharing vital information in Family Medicine and we appreciate the hard work and determination of everyone involved for producing such a rich and comprehensive journal.

With the upcoming 9th edition of the International Family Medicine Conference and Exhibition – IFM 2022, we believe that it is important for your readers to know about this event taking place in Dubai, UAE for it provides the perfect platform to showcase our work to the public and directly hear from the experts themselves. More than 2500 healthcare professionals, 50 expert speakers, and 40 international brands will be in attendance at the largest gathering of General Practitioners and Family Medicine Practitioners in the GCC.

IFM is the focal meeting point for education, knowledge transfer, and wholesome networking through its conference and exhibition. We will be joined by numerous expert doctors, public health administrators, nurses, social workers, scientists, medical researchers, pharmaceutical developers and manufacturers, academic professionals, university students, and the general public, all with the common goal to promote and maintain the best ethics and high-quality standards in the primary health care system through continuous education, informative discussions, and live demonstrations of the most advanced medicines and technology to date.

Primary Healthcare has always been the frontline of the healthcare system and it is quickly developing and expanding. The growth and improvements in technology is also evolving and this ultimately has an impact on the way we treat patients and develop new cures, especially recently with the advancements in Artificial Intelligence and Virtual Reality. These remarkable innovations will be conferred upon during the conference to show how precise technology is assisting us in diagnosing and treating our precious patients.

IFM contributes towards the betterment of health by enhancing the Family Medicine concepts inclusive of health promotions, prevention techniques and guidelines, curative programs, promoting equality for accessing health and medical services, and providing effective health programs to the community. IFM will also spend a great deal of time this year covering many topics to tackle mental health at the Primary Care level.

In 2020, due to COVID 19, more than 300 million people around the world and about 57% of people in the UAE have suffered from at least one mental health disorder, most commonly anxiety and depression. So, it is important for us to start addressing these issues early on to prevent them from occurring. However, this can be a sensitive issue for most. Although we are known to possess and handle effective treatments for mental disorders, more than 75% of people in low- and middle-income countries either take or receive no action because they consider it a stigma. That is why topics such as Integrating Psychiatry Services in Primary Care, From Depression to Somatic Diseases, Updates in Dementia Management, and new approaches to Brain Healing will be a valuable effort from our expert speakers to cover during IFM and help others to feel comfortable when addressing these matters.

Moreover, the recent Covid-19 pandemic also tested the basics of the healthcare industry. The Family Medicine sector played a key role in the general management of this pandemic, thereby being the true 'Gateway to Healthcare.' The best way to handle a situation is to start at the beginning, and this is why we put great focus and emphasis on continuously improving Primary Healthcare in Family Medicine.

We take this time to invite you and all your readers to attend the International Family Medicine Conference and Exhibition that will take place in the Rashid Hall of the Dubai World Trade Centre on October 25-27 to gain more insight on Family Medicine as a whole. It will be a chance for everyone to join in on our discussions and spend valuable time with healthcare professionals on a personal level to attain a better understanding on Primary Care. Additionally, it will also be a chance for healthcare professionals to attain CME credits to add to their profile.

Thank you, World Family Medicine Journal, and we hope to see you there!

Dr. Ibtesam Al Bastaki
IFM 2022 Conference Chairperson