



DISC
DIVERSIFIED INTEGRATED
SPORTS CLINIC

GROUP PROFILE





ABOUT DISC

Diversified Integrated Sports Clinic (DISC) Group is the collaborative formation by Dr. Tamara Ghazi, Mr. Michael Becker and Mr. Talal AlNafisi, three individuals who share a passion for preventative healthcare and challenging the standards of health within the local community by providing an international team of highly qualified doctors from different medical backgrounds relating to musculoskeletal medicine.

DISC established its presence in the United Arab Emirates in September 2014 within Dubai Healthcare City. DISC continues to expand within the region; with an additional site in Dubai at the Jumeirah Lake Towers, the establishment of a branch in Kuwait at the iconic AlHamra Business Tower; and a vision to expand internationally.

The goal of the founders is to provide evidence-based innovative healthcare solutions for musculoskeletal and preventative medicine, which is the future and current inclination of healthcare, and target any individual of any age and any health condition. Our complementary services include sports and regenerative medicine, chiropractic, osteopathy, physiotherapy, musculoskeletal rehabilitation, massage therapy, strength and conditioning, kinesiology, with room to grow into traditional Chinese medicine. Our international team of therapists integrate all treatment approaches in the treatment plan and work closely together for the best interest of the patient.

The structure of the clinic is created around the principle of integrated medicine so that the patient can have different options and treatment approaches to healthcare to ensure a successful treatment plan and comfort.

We aim to provide the highest quality of complementary and alternative medicine anywhere in the world, allowing the community to benefit from higher healthcare standards.

VISION

To become the global preferred healthcare brand for musculoskeletal disorders and injuries.

MISSION

Treating, educating and inspiring through innovative healthcare and lifestyle wellness approaches.

OBJECTIVES

To carry out this Mission and foster the group practice of injury prevention and pain management, DISC must:

1. Be an innovative and resource conscious provider of quality and safe patient care.
2. Educate and promote lifestyle wellness approaches.
3. Engage, improve and retain a diverse workforce capable of implementing the activities and services to achieve the organizational goals.
4. Build a reputation as a patient-centered care provider.





OUR SERVICES

We aim to offer an integrative approach to pain management and rehabilitative therapy through services such as: chiropractic, osteopathic, physiotherapy, strength and conditioning, movement therapy / kinesiology, massage therapy, dry needling and acupuncture. Also including, Sports and Family Medicine specialist providing consultations, diagnostics and follow-up treatments.

In more details:

- **Chiropractic:** offer specialized spinal and joint manipulation from high amplitude, high velocity, to low amplitude low velocity techniques appropriate to the patients condition, health status and age.
- **Physiotherapy:** for manual and manipulative therapy to correct movement dysfunction for all spinal and joint conditions; ranging from TMJ, simple back pain, disc herniation rehab to post-operative joint care.
- **Osteopathy:** continues beyond the spectrum of manipulation, offering specialized diagnosis and treatment to all systems of the body including the musculoskeletal, respiratory, digestive; treated on a hands-on, natural therapy approach.
- **Kinesiology / Movement Therapy:** offer biomechanical strengthening and conditioning to supplement and complete movement correction needs. Patients will be taught postural correction and proper movement patterns to prevent pain and strengthen weak muscles.
- **Sports and Family Medicine:** consultations, diagnosis and team referrals for all musculoskeletal conditions such as muscular, ligament sprains and tears; fractures, acute and chronic joint pain. In-house procedures such as ultrasound guided joint injections, Platelet-Rich Plasma (PRP) injections.

OUR COMMITMENTS

DISC was established by leaders who believe in a diverse group of specialists working and thinking as a unit. Seven (7) core principles form the foundation of DISC's culture:

- 1. Be in the Now:** You can control your reaction to a situation, but you can't always control the situation.
- 2. Embrace the unknown:** Creativity lies in the ability to let go of the past, releasing old patterns of behavior and the willingness to embrace the unknown.
- 3. Ignite the Fire:** Wake up the potential to transform.
- 4. Open Heart, Open Mind:** be ready to accept ideas, opinions and learnings without judgement or comparisons.
- 5. Speak with Intention:** Words have power. How you use them can elevate the energy of the listener.
- 6. Trust the Process:** Everything unfolds at the right time when you are ready to receive it.
- 7. Forget about 'Me, this is a 'We' situation:** Leave your ego at the door. We trust your skills and experience. Learn to be open to the ideas of others, take a look from a different perspective. Your success is the success of others around you.





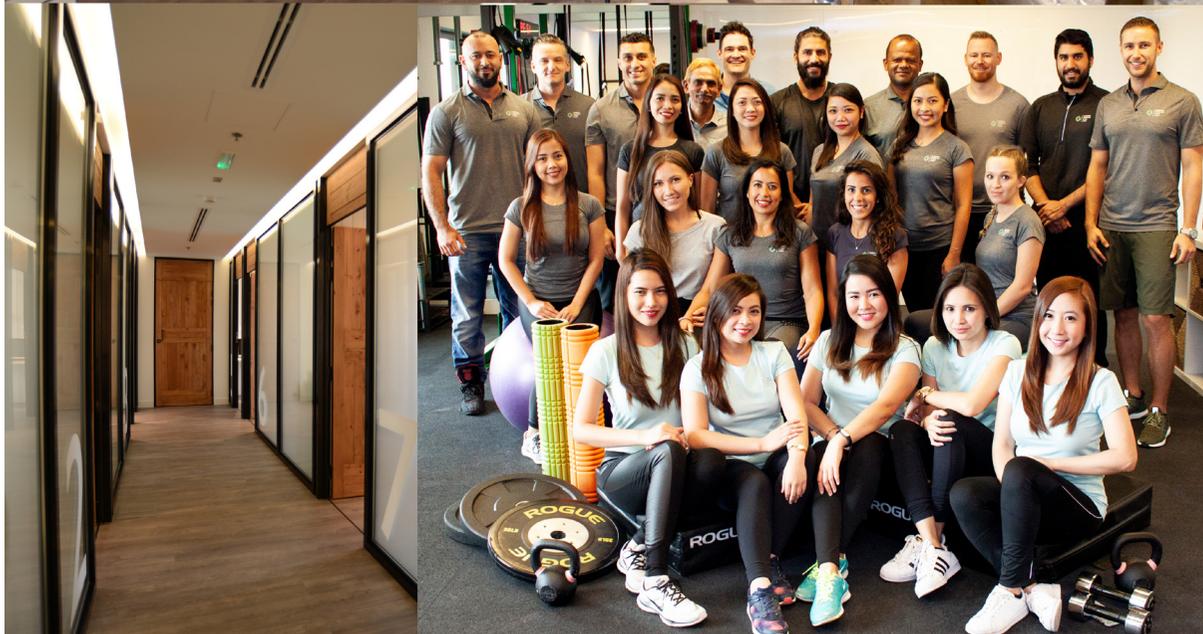
THE CLINICS

The idea of our space is to create a feeling of escapism, (warm, welcoming, healing, tranquility and comfort), by mixing the right kind of materials, such as concrete, wood, bricks and plants. The curved edge of the DISC logo serves as an inspiration which can be subtly implemented in many areas of the space. By treating the identity in such a way we avoid the corporate feel.

DISC - Dubai, DHCC



DISC-Dubai DHCC was established in 2014 in the prime location of Dubai Healthcare City (DHCC). Three (3) times accredited by the Dubai Healthcare City Authority-Regulatory (DHCR) under the umbrella of the International Society for Quality in Healthcare (ISQua), we target every aspect of injury and prevention from diagnosis and treatment plan formation, therapy, rehab, and prevention strategies through education, physical and emotional therapy in a patient.



Since the rapid economic growth spurt in Dubai, the city has seen a high influx of expatriates who are both extremely hard working, aware and health conscious, which has in turn caused an increased involvement in activities and sports. This trend has caused an increase in musculoskeletal conditions such as headaches, neck, mid and low back pain, hip, knee and any other joint injuries, sports injuries such as golfer's and tennis elbow, jumper's knee as well as work-environment related injuries due to poor ergonomics such as carpal-tunnel and sciatica pain, all of which are treated conditions at DISC-Dubai DHCC.

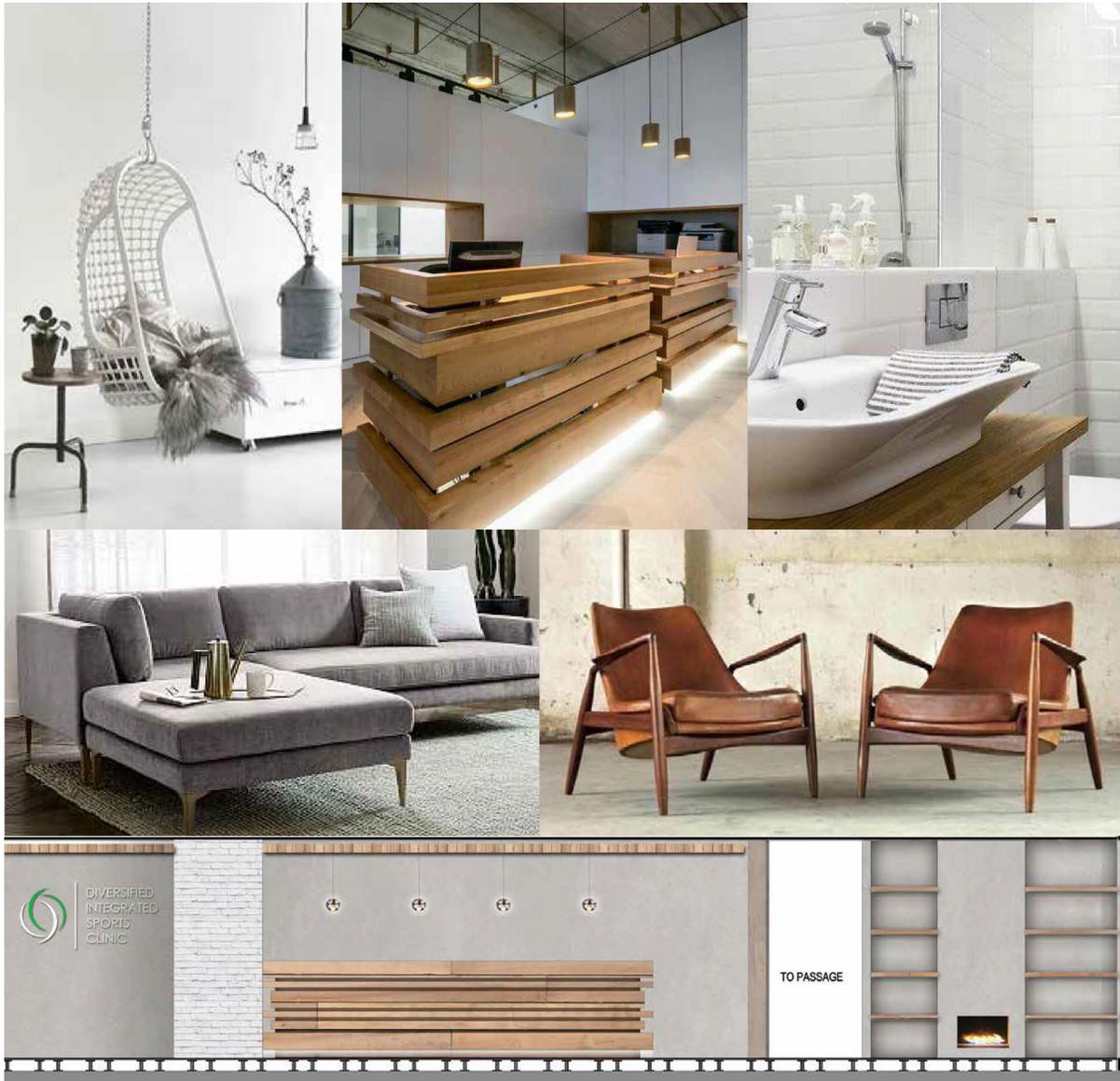
DISC - Kuwait



Established in October 2018, DISC-Kuwait is located in the luxurious AlHamra Business Tower in the heart of Kuwait City. Boasting 15 treatment rooms and 2 gyms, the clinic offers a place of comfort and tranquility. The most exciting part about our facilities is that any admitted patient may be simultaneously treated by a variety of practitioners, whose joint efforts optimize the patient's recovery.

The population of Kuwait is young and rapidly growing, the country has one of the highest obesity rates due to widespread sedentary lifestyle and poor diet habits. With the foundation of the knowledge and quality of DISC-Dubai DHCC, DISC-Kuwait is committed to lifting the standards of healthcare services in Kuwait and providing the highest quality of care that exceeds patients' expectations.

DISC - Dubai, JLT



Since our Dubai - DHCC clinic has reached its maximum patient treatment capacity, we are opening a new branch in Dubai at the Jumeirah Lake Towers. Set to open in February 2019, the clinic is of a similar size to the DHCC, with 8 treatment rooms and a gym, and offering the same unique services to the Dubai population on this side of town.

We are extremely confident with the market potential and forecast a rapid growth.

CONTACT

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