



# DISC KUWAIT

PROFILE





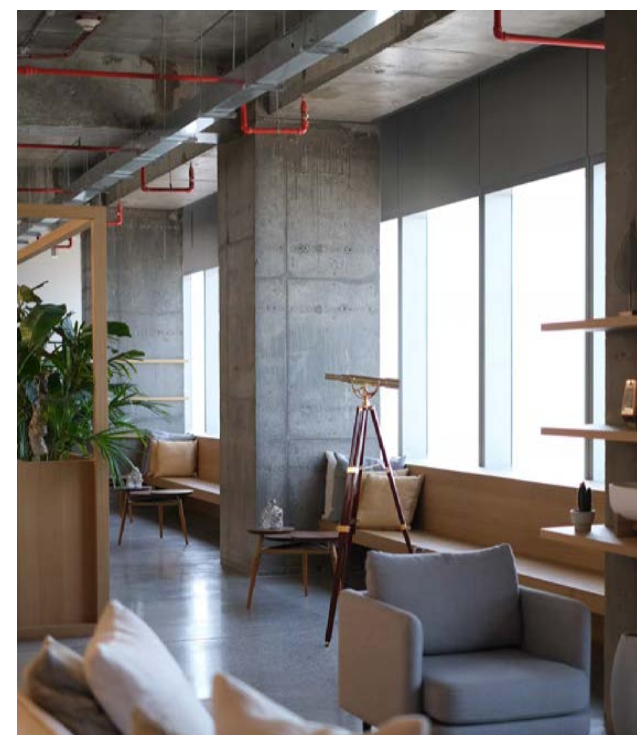
## DIVERSIFIED INTEGRATED SPORTS CLINIC (DISC)

is a group of clinics founded by individuals who share a passion for improved wellbeing through preventative healthcare.

We launched in September 2014 in Dubai Healthcare City, United Arab Emirates. Our holistic multidisciplinary care approach soon developed into a successful model.

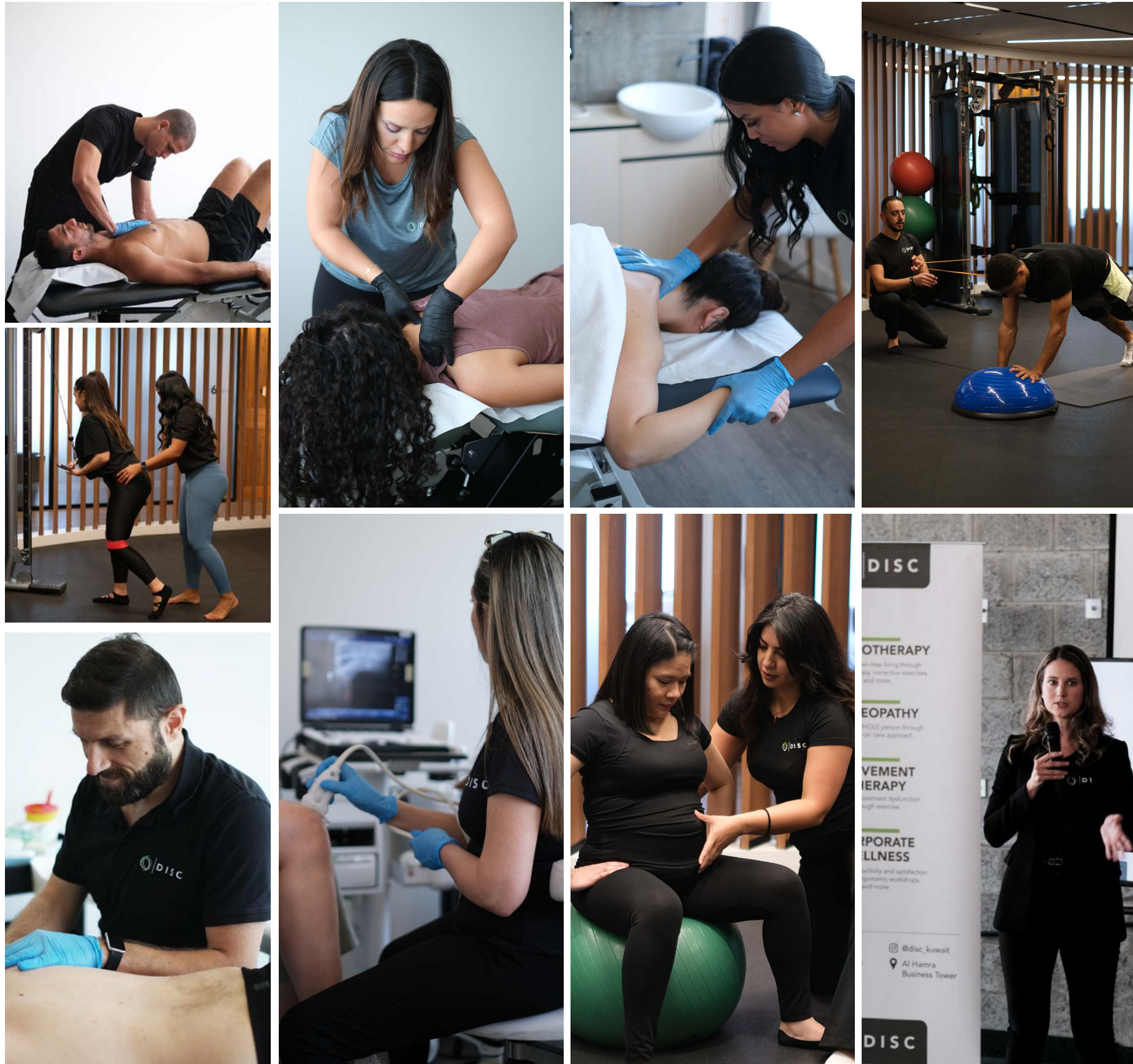
In line with growing patient needs, we expanded to other geographies. As of 2021, DISC has two clinics in Dubai, one in Kuwait and one in Abu Dhabi (under development).

We aim to provide high quality integrative and innovative evidence based patient care with a vision of regional and international expansion.





# SERVICES



## Physiotherapy:

Restoring pain-free living through manual therapy, dry needling, corrective exercises and more. We specialize in the treatment of musculoskeletal dysfunction, pain management, post-op rehab, pelvic floor rehabilitation, and return to sport.

## Osteopathy:

Treating the WHOLE person through a hands-on therapy approach to optimize function and enhance the quality of living.

## Chiropractic:

Treating neuromuscular pain and dysfunction through manual therapy including spinal manipulation to help patients maintain optimal health and wellbeing.

## Physical Medicine & Rehabilitation:

Providing minimally invasive, non-surgical interventions to restore and enhance function while supporting the body's regenerative processes.

## Movement Therapy:

Correcting movement dysfunction and treating chronic pain through mobility and strengthening exercises to prevent injuries and improve wellbeing.

## Therapeutic Massage:

Utilizing a combination of manual therapy techniques that aim to achieve a structural change or therapeutic benefit in the body. This involves mobilizing soft tissues to restore normal function. It can be recommended as part of the integrated treatment plan or as a maintenance program.

## Women's Health:

Physiotherapy and osteopathic approaches to treating and managing women's conditions and dysfunctions throughout the life stages, including pelvic floor rehabilitation and prenatal and post-natal care.

## Corporate Wellness:

Improving productivity and satisfaction through educational workshops that aim to facilitate healthy work habits and boost fulfillment.



# COMPANY VISION & MODEL

**Vision:** To help individuals and communities around the world live to their full physical potential.

**Mission:** Treat, educate, and inspire through innovation and integrative care for musculoskeletal disorders and injuries.

## Pillars

- Clinical Effectiveness
- Operational Efficiency
- Teamwork
- Responsive Governance
- Safety First
- Patient Centeredness

## USP

- High quality care
- Integrated healthcare model
- Proprietary AI-powered system for enhanced patient and employee experience "MedAi"
- Strong focus on employee development
- Recruitment of local talent
- Resilient business







# INTEGRATION OF PATIENT CARE

*Patients at DISC receive an integrated care approach to optimize healing and facilitate return to normal activities.*

*Integration of patient care is a multifaceted approach to heal the whole person.*

## Integrated care approach

- Coordinated across a multidisciplinary team of clinicians
- Utilizes different therapeutic approaches seamlessly and harmoniously
- Tailored to patient needs, expectations, and preferences.
- Based on a shared responsibility between patient and clinician for optimal results
- Aimed at identifying and treating the root cause of the problem





*Our clinicians collaborate on integrated care plans for patients who require a multidisciplinary approach.*

## SPECIALIZATION

### **Therapeutic approaches:**

- Physiotherapy
- Osteopathy
- Chiropractic
- Movement Therapy
- Women's Health
- Prenatal and Postnatal classes
- Pelvic Floor Rehabilitation for men
- Acupuncture

### **Medical interventions:**

- Hyaluronan injection (intra-articular injection)
- Anesthetic and Corticosteroid injection (Intra-articular injection)
- Platelet Rich Plasma Therapy /PRP (Intra-articular injection)
- Trigger point injection (Intramuscular injection)
- Immunity Booster (IV Infusion)
- Botox injection (subcutaneous or intramuscular)
- Neural therapy (subcutaneous injections)
- Nerve block (sciatic nerve anesthetic injection)

## SKILLS

- Manual therapy
- Dry needling
- Acupuncture
- Kinesiotaping
- Myofascial release
- Instrument Assisted Soft Tissue Mobilization (IASTM)
- Cupping
- Joint mobilization and manipulation
- Spinal mobilization and manipulation
- Visceral manipulation
- Cranial manipulation
- Manual Lymphatic drainage
- Vestibular rehabilitation
- Global postural re-education
- Prenatal & Postnatal care
- Biofeedback therapy (pelvic floor dysfunction)
- Movement analysis

# CONDITIONS WE TREAT

- Neck and lower back pain
- Peripheral joint disorders (shoulder, hip, knee, ankle, elbow, etc)
- Sports injuries
- Pre and post-surgical conditions  
(Post-ACL reconstruction, Post total knee/hip replacement)
- Chronic musculoskeletal disorders
- Scoliosis
- Postural Dysfunction
- Pelvic Floor Dysfunction
- Diastasis recti
- Fibromyalgia
- TMD (Temporomandibular Joint Disorders)
- Headaches and migraines
- Vestibular Disorders
- Pediatric (Colic, tongue-tie, respiratory conditions)
- Long COVID





# DISC CULTURE

*Our diverse team of employees work collaboratively to ensure the delivery of high-quality integrated services to patients.*

*We work harmoniously as a team to optimize the patient experience while delivering high quality of care.*

*We communicate and collaborate to continuously elevate our performance.*

*Our mindset is rooted in Safety-First approach.*

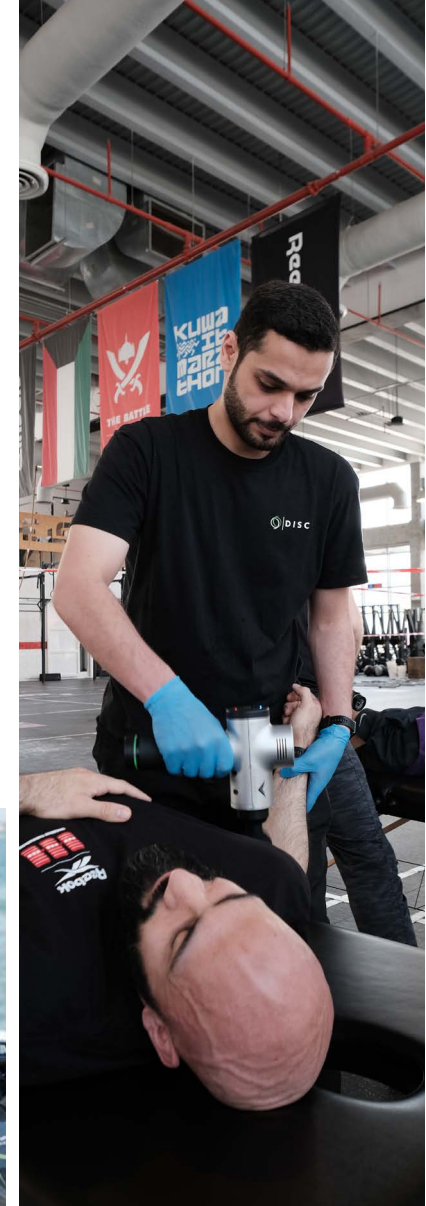
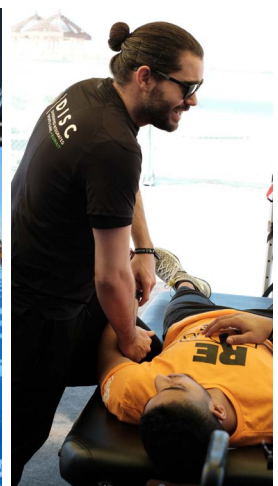
*We value continuous learning and encourage our team to share their knowledge and skills in clinical meetings and beyond.*





# MARKETING

Giving back to our community through active participation to raise awareness about health and wellness and enhance quality of living.



**الخرافي يتألق في ثاني أيام بطولة الأمير لقفر الحواجز**  
مركز ديسك يخطف الأنظار بفعالية توعوية لتأكيد أهمية التأهيل البدني



**«ديسك» يعالج إصابات لاعبي نيوزلندا في «آسيوية اليد»**  
النفسي وقع الاتفاقية مع مسؤولي المنتخب: بداية لتفقد اتفاقيات أخرى



## / Offline / Ambassadors & Sponsorships

**HAYA ALQASSAR**  
/ Powerlifter

**ABRAR AL MUSALLAM**  
/ Showjumper

**YOUSEF AL ABDULRAZAG**  
/ Jet Ski Champion

**NAJEEB AL AWADHI**  
/ Padel Player

**SARA AL KHURAIBET**  
/ Motorcross & Rally Rider

**NEW ZEALAND HANDBALL TEAM**  
/ Sponsorship - Asian cup games

**WOMEN'S FOOTBALL TOURNAMENT**  
/ Sponsorship & recovery booth

**LYFCYCLE INSTRUCTORS**  
/ Spinning instructors

## / Offline / Events

**BATTLE OF THE EAST**  
/ 2018, 2019, 2021 & 2022

**GBI / GLOBAL BIKING INITIATIVE**  
/ Recovery booth

**MENTAL HEALTH CONFERENCE**  
/ Educational booth / 3 day event

**AMIRI CUP / ESC KUWAIT**  
/ Equestrian club event

**KUWAIT MARATHON 2019**  
/ Recovery booth

**NBK RUN**  
/ Recovery booth

**CIRCIUT+ THROWDOWN**  
/ 2021 & 2022 Recovery booth



Promote employee wellness

Kuwait Finance House, DISC ink 'partnership agreement'

KUWAIT CITY, Sept 21: Kuwait Finance House (KFH) signed a partnership agreement with the highly regarded Diversified Integrated Sports Clinic (DISC), one of the leading rehabilitation and wellness clinics in Kuwait. This comes as part of the Bank's wellbeing strategy for KFH Staff and in efforts to create a more dynamic, effective and efficient working environment.

"Employee health and wellbeing is now a business value of strategic importance and is fast becoming a source of competitive advantage. Here at KFH we believe there is a clear and direct relationship between our employees' wellbeing and our organizational performance", said Frederick Carstens-Group Chief Human Resources Officer at KFH.

Carstens' statement was made on the sidelines of the signing ceremony that took place at KFH's premises in the presence of Executive Manager Group Public Relations and Media Youssef Abdullah Al-Ruwaiha and Managing Director at Diversified Integrated Sports Clinic (DISC) Talal Al-Nafisi.

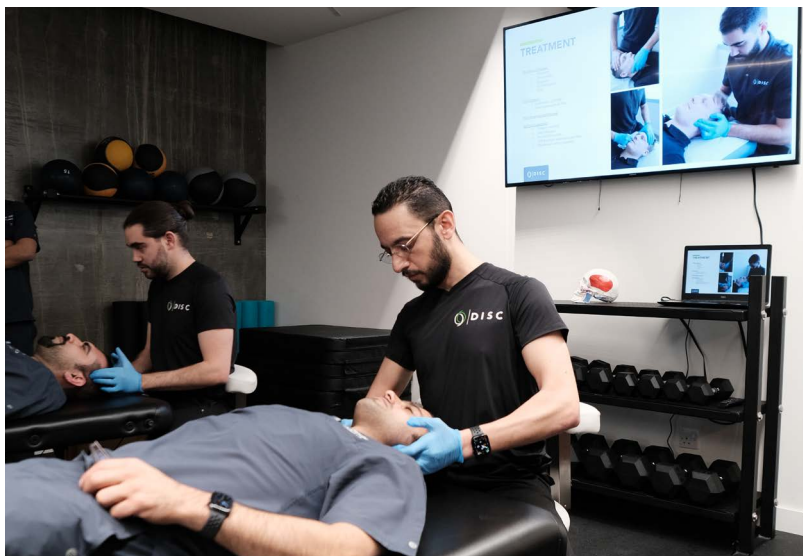
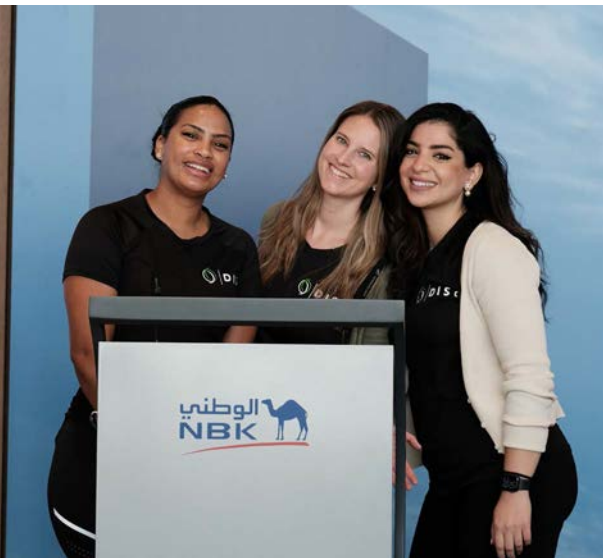
Carstens added: "We are sure that optimal engagement is only possible when the two, wellbeing and health are positively aligned. Adopting and implementing health programs in the workplace is very important for employees and the business as this helps to improve the overall happiness and productivity."

He said: "We are delighted and honored to sign the partnership agreement with DISC and we are looking forward to further corporate wellness", indicating the partnership with DISC confirms that KFH is on track of successfully implementing their wellbeing strategy for KFH Staff.

Carstens pointed out that KFH has launched several initiatives that have already started earlier in the year focusing



From right: Talal Al-Nafisi, Frederick Carstens and Youssef Al-Ruwaiha ink-ing the partnership agreement.



Dasman Diabetes Institute Holds 'Corporate Wellness Week'

Dasman Diabetes Institute (DDI), founded by Kuwait Foundation for the Advancement of Sciences held recently its first ever 'Corporate Wellness Week'. The program was developed and arranged by Osama Aluwaihi, an Exercise Physiologist at the Institute, as part of DDI's initiative to assure staff wellness in the workplace. The week was comprised of talks and interactive sessions promoting wellness at work. The

speakers on the first day included Prof Harri Vainio, Dean of the Faculty of Public Health at Kuwait University, Dr Jaber Gassem, acting Head of the Department of Environmental and Occupational Health. On the second day, Diversified Integrated Sports Clinic gave a talk regarding optimal office ergonomics as well as posture and alignment checks. On the final day, Dr Dana Al Tarrah, As-

stant Professor of Social and Behavioral Sciences at the Faculty of Public Health at Kuwait University gave a talk regarding proper nutrition at work and gave her recommendations for healthy eating during the holy month of Ramadan. Following this wellness week, DDI expects to host similar projects and assure its staff well-being.

اقتصاد 16 العدد 11 مارس 2019 / 27 رجب 1440 هـ

www.aljazeera.com

## بورصة الكويت تنظم جلسة تثقيفية بالتعاون مع DISC Kuwait

### لرفع مستوى الوعي بالعادات وأسلوب الحياة الصحي لدى موظفيها

أكدت بورصة الكويت (BACCH) بالتعاون مع شركة ديسايم دايابيتس انستيتوت (DISC) على أهمية تعزيز الصحة والرفاهية بين موظفيها. وتأتي هذه الجلسة التثقيفية في إطار سلسلة من المبادرات التي تهدف إلى تحسين بيئة العمل ورفع مستوى الإنتاجية من خلال الاهتمام بالصحة الجسدية والنفسية للموظفين.

وقد شارك في الجلسة عدد من الخبراء والمختصين في مجال الصحة العامة والتغذية، حيث قدموا نصائح قيمة حول كيفية التعامل مع التوتر، والحفاظ على نمط حياة صحي، وأهمية الفحوصات الدورية. كما تم توزيع مواد توعوية على الحاضرين، مما ساهم في زيادة الوعي بأهمية العناية بالصحة.

تأتي هذه الجلسة في إطار التزام بورصة الكويت بدعم موظفيها، وتوفير بيئة عمل صحية وآمنة. وتعد هذه المبادرات جزءاً من استراتيجية الشركة الشاملة لتعزيز الصحة والرفاهية بين موظفيها، مما يساهم في تحقيق أهدافها التشغيلية والمالية.



## MARKETING

/ Offline

Corporate wellness presentations & workshops

GATEHOUSE (investment company)

/ Presentation

BOURSA (Kuwait stock exchange)

/ Presentation

DASMAN DIABETES INSTITUTE

/ Presentation

KFH & KFH GROUP (Kuwait financial house)

/ Bahrain, Turkey & Kuwait

/ Women's health webinars

& workshops

/ Multiple workshops

PIC (petrochemical industries company)

/ Presentation

ALHAMRA REAL-ESTATE COMPANY

/ Workshop

NATIONAL BANK OF KUWAIT

(Partnership)

/ In house medical consultations

/ Women's Health workshop

BAYAN DENTAL (Partnership)

/ Wrokspace Wellness workshop

KPMG

/ Women's Health Workshop

CSR

BACCH

(Bait Abdullah)

/ Charity & workshop for staff &

patients

KPT

(Kuwait Physical Therapy

Association)

/ Honored & supported

'Physitrack program'

DUBAI BEACH CLEAN-UP

/ Work with Beach Please DXB

to help clean public beaches

around Dubai

LEBANON REFUGEE CAMP

/ Chiropractic and

Physiotherapy treatment for a

range of individuals.

LABOR CAMPS

/ Fundraising and food

distribution for labor camps

during Ramadan



# PARTNERS



***Dr. Tamara Ghazi***  
***Founder – CMO***

Dr. Tamara began her career as a doctor of chiropractic in 2010. Passionate about sports, she moved from trail-running to completing the Dubai Marathon, a solo 50km run, a half-ironman, and many others. This competitive drive and dedication to sport is a driving force for her at DISC. After working in Dubai Healthcare City, she opened her own treatment center to fulfill her dream of providing the Dubai community with a state-of-the-art integrated preventative sports medical center.



***Michael Becker***  
***Founder – CEO***

Michael worked 12 years in the Oil and Gas sector in business development and people management positions. He moved with his family to the UAE 10 years ago as the Managing Director of a subsidiary of the largest European construction company. Son of a psychotherapist, Michael always dreamt of working in healthcare, his true calling. In 2014, Michael founded DISC along with Tamara Ghazi. His passion for Human and Sports sciences and technology drives his mission to positively impact the world through integrated and innovative wellness.



***Talal Alnafisi***  
***Founder – CFO***

With 19 years of experience locally and regionally, Talal has been actively engaged in a wide range of sectors throughout his years in investment, banking, wealth management, planning, and business development. Talal builds on practical and innovative solutions to the business. In addition to the network he has built in the region, as a GCC national, Talal adds value in supporting DISC's vision and steering the company. His goal is to drive the company business strategy and expansion plans.





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