The 3rd World Health Care Congress
MIDDLE EAST
9 - 11 DECEMBER 2012  •  THE SOFITEL ABU DHABI CORNICHE  •  ABU DHABI, UNITED ARAB EMIRATES

SHARING GLOBAL INNOVATIONS IN HEALTH TO DRIVE IMPROVEMENT

Key Reasons to Attend:

1. To develop implementable strategies and solutions to the key health challenges facing the Middle East
2. To share the experiences of leading global health systems and learn how to replicate their successes
3. To participate in high level strategic keynote panel discussions and attend focused streams of detailed content
4. To network with high level peers from across the Middle East and from around the World
5. To hear the latest global innovations in mHealth and telemedicine at the World Connected Health Care Congress, co-located in Abu Dhabi

Dr. Mohammed R. Al Yemeni
Deputy Minister of Health
Kingdom of Saudi Arabia

Sobhi Batterjee
Chairman & CEO
Saudi German Hospitals Group

Dr. Oliver Harrison
Director of Strategy
Health Authority Abu Dhabi

Paula Wilson
President and
Chief Executive Officer
Joint Commission Resources

George Cheriyan
Chief Executive Officer and Chief Medical Officer
The American Mission Hospital Bahrain

Michael Bitzer
CEO
DAMAN National Health Insurance Company
Abu Dhabi

Dr Walid Fitaihi
CEO
International Medical Centre, Jeddah
Saudi Arabia

Enis Baris
Sector Manager, Health - Middle East and North Africa
Region The World Bank

George Jepson
Chief Executive Officer
Al-Ain Hospital
Abu Dhabi

Dr. Amer Ahmad Sharif
Director of Healthcare Operations
Dubai Health Authority

Professor the Lord Kakkar
Director, Thrombosis Research Institute
Chair for Clinical Quality, University College London Partners Academic Health Science System
UK

Dr Salim Aziz
Cardiac Surgeon and Professor, Clinical
George Washington University
USA

Dr Ashraf Ismail
Managing Director – Middle East
Joint Commission International

Professor Mohammad Jawad Khalifeh
Head of General Surgery Division
American University of Beirut & Former Minister of Health for Lebanon

Dr. Amer Ahmad Sharif
Director of Healthcare Operations
Dubai Health Authority

To Register, visit www.worldcongress.com/me  •  Phone: +1 781 939 2500  •  Fax: +1 781 939 2543  •  Email: wcreg@worldcongress.com
We are delighted to invite you to join us in Abu Dhabi for the 3rd Annual World Health Care Congress Middle East, the leading healthcare conference in the region, co-sponsored by the Health Authority Abu Dhabi and the Abu Dhabi Tourism Authority.

The Congress is a global event in which over 600 health care, government and corporate leaders from over 25 countries come together to define objectives and frame solutions to the challenges of health care reform, cost, quality and delivery. Our goal is to bring the world’s preeminent healthcare experts and innovators together with healthcare leaders from across the Middle East, so that we are all able to learn from each other.

Vidar Jorgenson  
Chairman  
World Congress

Holly Gately  
Senior Conference Producer  
World Congress

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<td>18:00 – 19:30</td>
<td>Insider’s Reception for WHCC ME Speaker Faculty, Sponsors and VIP Invitees</td>
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<td>09:00 – 09:45</td>
<td>Opening Ceremony</td>
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<th>KEYNOTE PANEL: Ministers of Health Forum - Strategies and Solutions for Health Care Reform</th>
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<tr>
<td>Improving access to care affordably and sustainably</td>
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<td>Reducing the burden of non-communicable diseases</td>
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<td>Developing the ability to prevent illness and improve the health of populations</td>
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<td>Exploring what the GCC and MENA countries are doing to improve the health care available to their populations</td>
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<td>Developing the local human capital and resources needed to deliver health care reform</td>
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<td>Examining where investments are being made by Governments within the region – what are they looking to achieve and what are the criteria for investment?</td>
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<td>Understanding how to make decisions about healthcare expenditure – where can most value be achieved with limited resources?</td>
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<td>Lessons from global health reform and innovation</td>
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**Moderator:** Riz Khan  
Broadcast, Journalist and Presenter – The Riz Khan Show  
Al Jazeera International

**Confirmed Speakers:**  
Dr. Mohammed R. Al Yemani  
Deputy Minister of Health for Planning and Health Economics  
Kingdom of Saudi Arabia

**Dr. Amer Ahmad Sharif**  
Director of Healthcare Operations  
Dubai Health Authority

**Professor Mohammad Jawad Khalifeh**  
Head of General Surgery Division  
American University of Beirut & Former Minister of Health for Lebanon

| 11:00 – 11:30  | Networking Refreshment Break in Executive Lounge  |
| 11:30 – 12:30  | KEYNOTE ADDRESS: Developing the Human Capital Required to Deliver Healthcare Sustainably in the Middle East  |

**Moderator:** Riz Khan  
Broadcast, Journalist and Presenter – The Riz Khan Show  
Al Jazeera International

**Confirmed Speakers:**  
Dr. Walid Fitaihi  
CEO  
International Medical Centre, Jeddah  
Saudi Arabia

**Dr. Adnan Tahir**  
Center Director & Chief Medical Officer  
American University of Beirut Medical Center  
Lebanon

**Dr Mohammad Alkhazim**  
Professor - College of Applied Medical Sciences  
King Saud ben Abdulaziz University for Health Sciences  
Saudi Arabia

| 12:30 – 14:00  | Networking Lunch in Executive Lounge  |

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SUNDAY, 09 DECEMBER 2012: KEYNOTE PANELS - PM

14:00 – 14:45

KEYNOTE PANEL: Health Financing and the Health Insurance Industry Outlook for the Future

- Understanding the consumer centric imperatives for health insurers
- Exploring the developing policy issues and their effects on health financing in the MENA region
- Promoting successful regulatory and supervisory approaches for increased access to insurance
- Assessing the impact of mandatory insurance on the delivery of quality healthcare in the region

Moderated by:
Riz Khan
Broadcaster, Journalist and Presenter – The Riz Khan Show
Al Jazeera International

Confirmed Speakers:
Michael Bitzer
CEO
DAMAN National Health Insurance Company
Abu Dhabi

Dr Enis Baris
Sector Manager, Health - Middle East and North Africa Region
The World Bank

14:45 – 15:30

KEYNOTE PANEL: Improving Health Care Costs with Public Private Partnerships (PPPs)

- Aligning incentives to generate long-term cost savings and improve the quality of public health
- Using PPPs to develop world class and sustainable healthcare systems
- Managing the move from public to private healthcare
- Exploring the current progress of large scale PPP procurement projects in the region
- Developing mechanisms to measure the effectiveness of PPPs
  - Public health outcomes
  - Insurance coverage

Moderated by:
Riz Khan
Broadcaster, Journalist and Presenter – The Riz Khan Show
Al Jazeera International

Confirmed Speakers:
Sobhi Batterjee
Chairman & CEO
Saudi German Hospitals Group

Dr. Musses Al-Razzouk
CEO, Kleos Healthcare Corporation
Kuwait Ministry of Health

15:30 – 16:00

Executive Refreshment Break in Executive Lounge

16:00 – 17:00

KEYNOTE PANEL: Using Mobile and Connected Health Care to Transform Through Innovation

- Understanding the opportunities that mHealth and telehealth present:
  - To reduce the cost of care delivery across health systems
  - To enable access to quality care in emerging health systems
- Assessing the scale of the savings available to health systems through the coordinated implementation of remote monitoring for chronic disease
- Leveraging the power of connected technologies to join up clinical professionals, enable care integration and deliver cost savings across health systems
- Understanding global health reimbursement landscapes and their evolving approaches to connected health care

Moderated by:
Riz Khan
Broadcaster, Journalist and Presenter – The Riz Khan Show
Al Jazeera International

Confirmed Speakers:
Dr. Oliver Harrison
Director of Strategy
Health Authority Abu Dhabi

Dr. Zakkiuddin Ahmed
President, Healthcare Paradigm; Medical Director, PharmEvo; CEO, eHealth Services; COO, Smart Health Care
Pakistan

Professor James Barlow
Chair in Technology and Innovation Management
Imperial College London
UK

17:00 – 18:00

Executive Networking Reception in Executive Lounge

MONDAY, 10 DECEMBER 2012: KEYNOTE PANELS - AM

08:30 – 10:00

KEYNOTE PANEL: Developing a Coordinated Approach to the Management of Chronic Diseases

- Tracking the epidemiological and lifestyle changes that are driving the increase in chronic disease across the region
- Developing a strategic approach to reduce the growing cost burden of treating chronic diseases
- How do we develop and align the organisational and financial incentives to better manage chronic disease?
- The role of data driven clinical decision support in the management of chronic disease
- Developing world class cardio-vascular and cardiology services in the region
- Exploring a range of chronic disease management strategies and tools

Moderated by:
Riz Khan
Broadcaster, Journalist and Presenter – The Riz Khan Show
Al Jazeera International

Confirmed Speakers:
William D. Marder, Ph.D.
Senior Vice President
Truven Health Analytics Inc, USA

Professor the Lord Kakkar
Director, Thrombosis Research Institute
Chair for Clinical Quality, University College London Partners Academic Health Science System
UK

Dr Salim Aziz
Cardiac Surgeon and Professor, Clinical Director, Cardiovascular Medicine
George Washington University
USA

Dr. Mustafa Z. Younis
Professor, Executive Committee Member
International Society for Research of Healthcare Financial Management

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10.00 – 11.00 **KEYNOTE PANEL:** Strategic Responses to Public and Population Health Challenges

- Exploring the impact of a range of global legislative and regulatory approaches to improving the health and wellness of populations
- Shifting health care from a reactive model to a preventative model
- Understanding the growing role of local and municipal authorities and city mayors in driving health improvement for their populations
- Determining the role of the food industry in supporting consumers to make healthy choices and choose healthy lifestyles - developing healthy options for consumers
- Empowering people to live healthy lifestyles through health promotion and the delivery of health information

Moderated by:

Riz Khan
Broadcast, Journalist and Presenter – *The Riz Khan Show*
*Al Jazeera International*

Dr. Javaid Sheikh
Dean
*Weill Cornell Medical College in Qatar*

Dr. Omniyat Al Hajri
Director of Policy and Public Health
*Health Authority Abu Dhabi*
*UAE*

Dr. Sascha G. Wolf
Geschäftsführer
*Bundesverband Managed Care*
*Germany*

11.00 – 11.30 Networking Refreshment Break in Executive Lounge

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11.30 – 12.30 **EMERGING TRENDS FORUMS** (Choose 1)


- Exploring how connected, collaborative technologies improve access to information and records, increase the efficiency and quality of care delivery and make healthcare more affordable
- Developing the remote monitoring capability through mHealth and telehealth to reduce the costs of chronic disease management and improve outcomes
- Examining how integrated imaging systems are transforming critical care pathways and enabling the delivery of the highest possible care quality
- Exploring the trend towards the development of interoperable, modular healthcare ICT systems
- Building the capability to manage and analyze big data

Moderated by:

Riz Khan
Broadcast, Journalist and Presenter – *The Riz Khan Show*
*Al Jazeera International*

Dr. Sami Alom
Chief Strategy Officer, Al Noor Hospital Group
*UAE*

Dr. John Parry
GP & Clinical Director, TPP
*UK*

Dr. Richard Pope
Consultant Diabetologist & Clinical Director
*Dynamic Health Systems*
*UK*

11.30 – 12.30 **Emerging Trends Forum B – Pharmaceutical, Clinical Research and Medical Device Business Models**

- Developing access to industry innovations in Middle East health systems
- Compliance and regulatory issues impacting industry – what are the latest updates?
- Exploring the value proposition of medical technology and medical devices
- Update on status of clinical research in the MENA region
- Introducing clinical research on medical devices in the GCC
- Examining research around trust in the pharmaceutical industry

Moderated by:

Marc Ruggiano
Partner and Healthcare Practice Leader
*Peppers & Rogers Group*
*UAE*

Craig McClaren
Chairman, Mecomed Regional Managing Director
*Johnson and Johnson*

Dr. Nadia Cheaib
President & CEO
*ClinGroup Holding SA*

Dr. John Parry
GP & Clinical Director, TPP
*UK*

Dr. Richard Pope
Consultant Diabetologist & Clinical Director
*Dynamic Health Systems*
*UK*

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12:30 – 14:00 Networking Lunch in Executive Lounge
14:00 – 15.00 **KEYNOTE PANEL:** Practical Mechanisms to Promote Healthy Lifestyles

- Delivering Health Promoting Schools in the Middle East – empowering schools to tackle health improvement
- Providing the environment, nutrition and physical activity in school needed to foster healthy lifestyles among children
- Using children and in-school health education to reach into families with information about healthy lifestyles
- Working with the media to promote good nutrition and healthy eating
- Tackling wellness in the workplace
- Helping people develop the ability to cook healthy meals
- Developing locally culturally sensitive methods of reaching out to populations with information about healthy lifestyles

**Moderated by:**

Riz Khan
Broadcasters, Journalist and Presenter – The Riz Khan Show
Al Jazeera International

**Confirmed Speakers:**

Laura Putnam
CEO
Motion Infusion
USA

Chef Osama El Sayed
The Good Taste Company
UAE & USA

Stephen Yang
CEO
Exergames Lab
USA

Dr Fadia AlBuhairan
Assistant Professor, Adolescent Medicine
King Abdulaziz Medical City
SAUDI ARABIA

15.00 – 16.00 **KEYNOTE PANEL:** Delivering a Public, Private Partnership to Transform the Emirate of Dubai from a Paper Based System to an E-Claims System

- Delivering healthcare reform to improve affordability through Public Private Partnerships (PPPs), e-claims and change management
- Candid exploration of the pitfalls experienced in implementation

**Moderated by:**

Theodore J. Waz
Managing Director
Gulf-Healthcare Revenue Advisors

Dr. Haidar Saeed Habib Al Yousef
CEO – Finance
Dubai Health Authority

**Confirmed Speakers:**

Mr. Warren Guillett
CEO
OPTUM Middle East

Dr. Mohammed Mahfoudh Bahtaghi
General Manager
Neuron

14.00 – 14.30 **Reimbursement and financing models for mobile and connected health**

- Understanding global healthcare reimbursement landscapes and their evolving approaches to connected health care
- Case study – Developing a reimbursement framework for Connected Health

**Confirmed Speaker:**

Dr. Mohammad Ansari
Head of Medical Quality and Case Management
DAMAN National Health Insurance Company UAE

14.30 – 15.00 **Connecting professionals with the information they need when they need it**

- Developing the mobile technology that enables clinical professionals to remotely share information in real time
- Building the capability to provide clinical staff with remote access to integrated care records

**Confirmed Speaker:**

Dr. Andrej Vckovski
CEO
Netcetera, Switzerland

16.00 – 16.30 **Evidence and best practice session:**

- Diabetes management
  - Examining the evidence to date of the impact of remote monitoring in diabetes management on clinical outcomes
  - Developing an analysis of the cost savings available from the effective delivery of remote monitoring in diabetes
  - Reviewing the available technologies
  - Making it work on the ground and overcoming organisational barriers – best practice implementation guidance

**Confirmed Speaker:**

Dr. Mohammad Ansari
Head of Medical Quality and Case Management
DAMAN National Health Insurance Company UAE

16.30 – 17.15 **Case study:**

- Developing a local eco-system to build connected health services
  - Engaging the entire local health community to form eco-systems which facilitate the adoption and delivery of mobile and connected health solutions in a region
  - Learning through doing – best practice guidance from developed eco-systems on implementing connected health in your organisation
  - Reporting real outcomes so far

**Confirmed Speaker:**

Bleddy Rees
Head of Healthcare
Wragge and Co

17.15 – 18.00 **Bringing down barriers: Overcoming healthcare resistance to innovation**

- Why is healthcare so conservative and apparently resistant to innovation?
- Acknowledging that many telemedicine and mHealth projects actually involve more work for clinicians rather than less
- Clearly demonstrating the benefits to clinicians and their patients and providing them with the meaningful evidence for change
- Developing the cultural shift that is required to engage professional and organisations in transformation

**Confirmed Speaker:**

Professor James Barlow
Chair in Technology and Innovation Management
Imperial College London
### TUESDAY, 11 DECEMBER 2012

#### KEYNOTE SESSIONS - AM

**WORLD HEALTH CARE CONGRESS MIDDLE EAST**

**09:00 – 10.00** **KEYNOTE PANEL: Exploring the Opportunities for Investment in Middle East Healthcare**

- Recent trends in the development of healthcare in the region
- Financing MENA's healthcare infrastructure needs
- Current and developing investment opportunities
- Investing in the development of medical tourism – what is the capacity for the further development of this market in the region?
- Islamic finance, the Islamic concept of Zakat and investment – what does this mean for healthcare investors in the region?

**Moderated by:**

- Riz Khan
  - Broadcaster, Journalist and Presenter – The Riz Khan Show
  - Al Jazeera International

**Confirmed Speaker:**

- Dr. Sarper Tanli
  - Vice President
  - Methodist International
  - UAE

- Dr Salim Aziz
  - Cardiac Surgeon and Professor, Clinical
  - George Washington University
  - USA

**10:00 – 11.00** **KEYNOTE PANEL: A Practical Guide to Developing Hospital and Health Infrastructure Building Projects in the Middle East**

- Developing guidance for developers, contractors and investors
- Understanding the criteria on which the appropriateness of infrastructure development projects are judged:
  - Location
  - Population need & local service gaps
  - Minimizing medical errors through safe healthcare design – building in patient safety from the beginning
  - Working with local licenced consultants on hospital build projects

**Moderated by:**

- Riz Khan
  - Broadcaster, Journalist and Presenter – The Riz Khan Show
  - Al Jazeera International

- Paula Wilson
  - President and Chief Executive Officer
  - Joint Commission Resources

**WORLD CONNECTED HEALTH CARE CONGRESS**

**09:00 – 10.00** **Weill Cornell Market Insights Symposium**

**Practical Guidance on Losing Weight and Keeping it Off**

- Rising prevalence of obesity, and its impact on health
- Factors that affect body weight
- Practical tips for weight management
- The truth about low calorie diets and supplements

**Confirmed Speakers:**

- Dr. Ravinder Mamtani
  - Professor of Public Health, Associate Dean for Global and Public Health and Associate Dean for Admissions and Student Affairs, Weill Cornell Medical College in Qatar

- Professor the Lord Kakkar
  - Director, Thrombosis Research Institute
  - Chair for Clinical Quality
  - University College London Partners Academic Health Science System
  - UK

**Clinical Masterclasses**

1. Exploring the latest developments in the Prevention and Treatment of Venous Thromboembolic Disease

**Clinical Masterclasses**

2. Managing Combined Coronary Heart Disease and Peripheral Vascular Disease

**Clinical Masterclasses**

**12:30 – 14:00** **Networking Lunch in Executive Lounge**

**SUPPORTING ORGANIZATIONS:**

[List of logos and names of supporting organizations]

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**BREAK-OUT SESSIONS**  (choose 1)

### 14:00 – 14:45

**KEYNOTE PANEL: Exploring the Role of the Media in Health**

- Do the media have responsibility to promote health in the region?
- Is health and healthcare newsworthy?
- Exploring how the media can work with health systems to improve the health of their readers and viewers

**Moderated by:**

- Riz Khan
  Broadcaster, Journalist and Presenter – The Riz Khan Show
  Al Jazeera International

- Mike Tanousis
  Publisher
  Middle East Hospital, UK

- Hassan Fattah
  Editor in Chief
  The National Newspaper, UAE

### 14:45 – 15:30

**KEYNOTE PANEL: Understanding the Impact of Political Changes in the Middle East on Health Care**

- What impact has the Arab Spring had on healthcare and health in the region?
- Exploring whether there is a link between aspirations to democracy and social accountability and the development of healthcare consumerism
- Learning from the use of technology and social media in the Arab Spring – how can these approaches be leveraged more effectively in healthcare
- What will this mean for healthcare reform in the Middle East?

**Moderated by:**

- Riz Khan
  Broadcaster, Journalist and Presenter – The Riz Khan Show
  Al Jazeera International

**Confirmed Speaker:**

- Dr. Walid Fitaihi
  CEO
  International Medical Centre, Jeddah
  Saudi Arabia

### 15:30 PM

**Congress Adjourns**

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**REASONS TO SPONSOR THE HEALTH CARE INDUSTRY’S LEADING EVENT:**

**Exposure to the Most Prominent and Prestigious Thought Leaders in the Health Care Industry** —
Align with The World Health Care Congress' mission to address escalating challenges and to promote solutions that lower cost, improve quality, and maximize outcomes. We work closely with sponsors and underwriters to develop a comprehensive, dynamic, and strategic solution to your marketing challenges. Customized deliverables correspond to both level of investment and direct goals for the Congress.

**Position Your Company as a Thought Leader** —
The World Health Care Congress is the only agenda addressing the most pressing challenges facing the five major health care industry sectors: purchasers, payers, providers, pharmaceutical/biotech, and government officials. Panel discussions and expert presentations focus on solutions to overcome challenges faced by US business and health care executives while providing key international comparisons.

**Assisted One-to-One Networking** —
Personal introductions to key opinion leaders are made at gala receptions, luncheons, executive discussion groups, invitational dinners, innovative electronic networking programs, and executive peer-to-peer receptions.

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**For More Information Please Contact:**

Adele Newton, Business Development Manager - Middle East & Europe
Phone: Dubai- 971 0502514312 Email: adele.newton@worldcongress.com

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Sharing global innovationS in health to drive improvement

Registration Fee:

<table>
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<tr>
<th>Registration By</th>
<th>Register By 10/28/2012</th>
<th>Register After 12/09/2012</th>
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<tbody>
<tr>
<td>Standard Conference</td>
<td>$ 495</td>
<td>$ 995</td>
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Attention Health Policy and Management Students, Medical Schools and Teaching Hospitals, student rates are available. Please inquire for additional information.

Registration fees include Leadership Forums, Executive Summits, Market Insights Series, Emerging Trends Forums, luncheons, gala receptions and networking functions. Please make checks (in U.S. funds drawn on a U.S. bank) payable to WC Research, Inc. (No personal checks accepted. Verification may be required for special discounted rates.)

Please contact us should you have any special needs.

Multiple Registration Discount: Your organization may send 1 executive FREE for every 3 delegates registered. All registrations must be made at the same time to qualify.

Substitution & Cancellation: Your registration may be transferred to another member of your organization up to 24 hours in advance of the conference. No refunds will be made after this date; however, the registration fee less the $295 administrative charge can be credited to another World Congress conference if you register within 6 months from the date of this conference. Cancellations received in writing on or before November 9th 2012 will be refunded less an administrative charge of $295. In case of conference cancellation, World Congress’ liability is limited to the refund of the conference registration fee only. World Congress reserves the right to alter this program without prior notice.

Satisfaction Guaranteed: World Congress stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable World Congress conference of your choice.

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The 3rd World Health Care Congress

MIDDLE EAST

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Abu Dhabi, United Arab Emirates
Phone: (+971)02/8137777 • (+971)02/8137799
Web: H7507@sofitel.com
Cut-off Date: November 19, 2012

Please mention you are with World Health Care Congress Middle East to receive these special rates.

Avoid Visa Delays Book Now: Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.