

MEH*i*S 2014

October 26 - 28, 2014 | Shangri-La, Dubai

Middle East Healthcare Informatics Summit

Building an Effective Healthcare Informatics Ecosystem



Knowledge Partner



MCI Middle East, UAE. Tel: +971 4 311 6300, Fax: +971 4 311 6301, Email: conferences@mci-group.com

Industry at a Glance

The Middle East has been witnessing a boom in healthcare investments and this will continue to grow in the years to come. According to a report of Frost & Sullivan, healthcare spend in the region in 2011 was estimated to be USD 46.12 billion and is estimated to reach USD 133.19 billion by 2018. One of the areas gaining attention is healthcare informatics. Healthcare authorities across the region have been taking the initiative to provide education and training in all aspects of technology and communications with the objective of improving performance in hospitals. There is a rising demand in promoting innovation in service delivery and using technology with better resource allocation and a continuous drive to process improvement. Policy makers, payers and healthcare providers are working towards innovative technology and empowering users with information to manage their own care better and make decisions in partnership with healthcare providers.

About the Summit

What makes Middle East Healthcare Informatics Summit different:

- Review existing methodologies and practices learnt and applied across the middle east region in healthcare informatics
- Identify the learning gap in healthcare informatics v/s international standards
- Find out what healthcare professionals are implementing and integrating in hospitals and clinics
- Meet regulatory bodies and institutional stakeholders to define a way forward
- Get up-to-date with latest developments in healthcare technology and policies and how these developments affect you
- Recognise current best practices and showcase thought leadership in the region

Middle East Healthcare Informatics Summit will engage local and regional stakeholders to highlight the region's best practices in the sector. The summit will bridge the gap between policy makers, healthcare providers and solution providers with the objective of achieving top-line growth through innovative IT technologies. The summit will feature case studies, presentations and interactive discussions on how to raise its current practiced standards, devising a world-class IT strategy to drive healthcare transformation and make the middle-east a global voice in the Healthcare ICT sector.

Who Should Attend

Industries and Sectors:

- Government
- Associations
- Healthcare Providers
- Hospitals
- Clinics
- Solution Providers (Insurance, HIS, RIS, LIS)
- Payers
- Vendors
- Consultants

Department & Job Titles:

- Chief Executive Officer
- Chief Information Officer
- Chief Operating Officer
- Head of IT
- IT Manager
- ICT Manager
- Health IT Director
- Head of Growth & Innovation
- Head of e-Health
- Head of Information Services
- Head of Systems
- Head of Medical Informatics
- Medical Information Officer
- Service Delivery Manager Medical Technology Specialist
- Head of Business Intelligence
- Analytics / Data Analytics Clinical Analytics Manager
- Claims Manager
- Business Development Managers
- Trainers
- Chief Medical Officers
- Chief Nursing Officers
- Medical Directors
- Chief Quality Officers



Key Features

- 25+ Speakers and Panelists
- 16+ Hours of Presentation and Discussion
- 15+ Exhibitors Showcasing Their Exclusive Products and Solutions
- 6+ Hours of Networking
- 1 Middle East Healthcare Informatics Summit

Distinguished Speakers & Panelists



Ahmad Yahya
Chief Information Officer
Sheikh Khalifa Medical City
(UAE)



Mollie Pillman, MS, CSSBB, RHIA
Senior Director, Strategy & Transformation
American Health Information
Management Association



Dr. Amir Hekmatpour
Chief Healthcare Information
Systems and Technology Analyst
CMS Health
(UAE)



Mubbashir Iftikhar
Chief Information Officer
KPJ Healthcare Bhd
(Malaysia)



Burak Uzkan
Chief Information Officer
Anadolu Medical Center
(Turkey)



Muhammad Saleem
Government Entity
(Saudi Arabia)



Deborah Green, MBA, RHIA
Executive Vice President and
Chief Operating Officer,
American Health Information
Management Association



Dr. Mustafa Qurban
Assistant Military Hospitals Director
in Eastern Province for ICT and
Consultant and Director IT,
King Fahd Military Medical Complex
KFMCC (Saudi Arabia)



Dr. Greg Raglow
Group Health Informatics Director
Abu Dhabi Health Services Co.
SEHA (UAE)



Nawras Lebzo
IT Director
King Hussein Cancer Center
(Jordan)



Hamza Al-Katranji
Head Health Informatics Department
King Fahad Specialist Hospital
Dammam
(Saudi)



Dr. Osama Elhassan
Head of e-Health Section Health &
Data Information Analysis Department
Dubai Health Authority



Khalid Hamad Al Khalifa
Chief Information Officer
King Hamad University
Hospital
(Bahrain)



Dr. Syed Tirmizi
Chief Health Informatics Officer
U.S. Department of Veterans
Affairs
(USA)



Linda van Dijk
Director of Medical Strategy
and Development
Daman Insurance
(UAE)



Sleiman Haroun
President
Syndicate of Hospitals in
Lebanon



William "Bill" Rudman, PhD, RHIA
Executive Director
AHIMA Foundation and
Vice President of Education Visioning,
American Health Information
Management Association

Pre-Event Workshop, 26 October 2014

10.00 Introduction to the Workshop Leader: Deborah Green, MBA, RHIA, Executive Vice President and Chief Operating Officer, AHIMA

10.30 Pre-event Workshop: Information Governance for Healthcare
(Overview and Program highlights to be updated soon)

13.30 Close of workshop followed by Networking Lunch

27 October 2014 - Day One

08.45 Chairman's Welcome Address

Data Analytics in Healthcare

09.00 Keynote Address: Deborah Green, MBA, RHIA, Executive Vice President and Chief Operating Officer, American Health Information Management Association

09.30 Developing an Analytics Strategy to Drive Healthcare Transformation

- Moving from a volumes based business to a value based business
- Barriers to adoption: what are others doing differently
- Strategies to improve patient safety and reduce medical errors

10.00 How to Move Healthcare to the Next Level: The DHA Approach

This talk discusses some of the strategic challenges that Dubai Health Authority faces, and how they prepare the public and private stakeholders for the forthcoming national initiatives such as the health information exchange project

Dr. Osama Elhassan, Head of e-Health Section Health & Data Information Analysis Department, Dubai Health Authority

10.30 Morning Networking Break

11.00 Data Analytics in Healthcare Payables

- How healthcare providers and payors are applying analytics
- Lowering your processing costs and yet increasing operational efficiency
- Automating processes
- Using data analytics to detect accounts payable fraud

Mubbashir Iftikhar, Chief Information Officer, KPJ Healthcare Bhd (Malaysia)

11.30 In Quest of Quality Patient Care through Data Analytics

- Leveraging big data to reconnect with customers by fully understanding their needs
- Creating a connected healthcare system that enables doctors and patients to make better choices
- Transforming clinical data into simpler format to help patients understand their health information

Dr. Mustafa Qurban, Assistant Military Hospitals Director in Eastern Province for ICT and Consultant and Director IT, King Fahd Military Medical Complex KFMMC

12.00 Role of Technology and Analytics in Healthcare Management

- Exploring the trends in healthcare management and how technology and analytics can improve the efficiency and effectiveness of healthcare management
- What should be the focus of healthcare management, healthcare providers, facility and equipment, care flows, policies, plans and procedures, patients, patient care & safety, overall patient care quality and rapid response
- When is technology an enabler? How can technology, automation and over analysis impede the main goal of Healthcare - Patient- center care, Patient safety, Patient Experience?
- Sharing experience across Africa, Asia and Middle East that would highlight the role of technology and analytics in designing, defining and operating healthcare facilities and operations
- How culture, local regulations and requirements, healthcare services are provided and the overall goal and mission of a facility that plays important roles in how technology and analytics are utilized and integrated in the daily management of healthcare facility and operations.

Dr. Amir Hekmatpour, Chief Healthcare Information Systems and Technology Analyst, CMS Health (UAE)

*Scientific Program

12.30 Interactive Panel Discussion: Career and Workforce Development
Moderator: William "Bill" Rudman, PhD, RHIA, Executive Director of the AHIMA Foundation and Vice President of Education Visioning, American Health Information Management Association

13.00 Networking Lunch

Healthcare Security and Safety

14.00 Cloud Security in Healthcare

- Evaluating the risks and taking the right steps to obtain due diligence protection
- Addressing key information security and privacy compliance issues
- Identity based security

14.30 Challenges in Protecting Healthcare Infrastructure
Muhammad Saleem, Government Entity (Saudi Arabia)

15.00 Afternoon Networking Break

15.30 Becoming a World-class Digital Hospital: Case Study by Anadolu Medical Centre

- Setting a comprehensive IT strategy aligned with ASM's vision to be a global leader in healthcare delivery
- 'Lessons learned' in execution of the IT strategy
- Importance of developing strategic partnerships in IT vs. traditional vendor relationships
- How to maximize IT investment through measuring effectiveness
- Gaining a competitive edge in healthcare delivery through IT

This session will provide insight into how effective planning and execution of an IT strategy has helped Anadolu to gain a competitive edge and become one of the leading healthcare providers in the region. A brief introduction of Anadolu Sağlık Merkezi will be followed by a real time case study highlighting the path to achieving a world class Digital Hospital.

Burak Uzkan, Chief Information Officer, Anadolu Medical Center (Turkey)

16.00 Risk Management - Is there a Total Solution

- Challenges in establishing clear means of communicating risks to stakeholders
- Security and risk management in healthcare

16.30 Closing Remarks from the Chairman

16.45 End of Summit Day One

28 October 2014, Day Two

08.45 Chairman's Opening Remarks
Data Virtualization, Centralization and Management in Healthcare

09.00 Keynote Address by American Health Information Management Association

09.30 Data Centralization through Hospital Information Systems

- Integration with all departments and modalities: how it helps the hospital function smoothly
- Electronic and health records

10.00 Interactive Panel Discussion: Data Virtualization as a Solution to the Healthcare Provider

- Redefining your data integration and business intelligence architecture
- Overcoming challenges of going virtual
- Investing in more agile systems

10.30 Morning Networking Break

11.00 Big Data Usage in the Healthcare Space

- Can big data improve healthcare and make it cheaper?
- Impact on patient privacy
- Key learnings
- Speaker from AHIMA

*Scientific Program

11.30 **Change Management and Process to Successful Implementation**

- Healthcare technology management: focus on technology and processes
- Managing the people side of change while adopting new technical systems and processes
- Leveraging Technology to Optimize Operations and Advance Quality of Care
- Impact of innovation on patient experience and clinical outcomes

Ahmad Yahya, Chief Information Officer, Sheikh Khalifa Medical City (UAE)

12.00 **Change Management - VistA Implementation Project at KHCC**

- Need for Change and Business Case
- Scope of work
- Approach and Methodology
- Challenges
- Solutions and Workarounds
- Outcomes and Results
- Lessons Learned

Nawras Lebzo, IT Director, King Hussein Cancer Center (Jordan)

12.30 **Interactive Panel Discussion: Engaging New Innovations in the Healthcare Sector**

Moderator: Mollie Pillman, MS, CSSBB, RHIA, Senior Director, Strategy & Transformation, AHIMA

13.00 **Networking Lunch**

Engaging Innovative New IT Technologies in the Healthcare Sector

14.00 **Documentation Standards for the Electronic Environment**

- Blending world-class healthcare expertise within your current system: partnering for success
- Ensuring data accuracy: Application of documentation guidelines and data standards

14.30 **Case Study: SEHA's Experience in Leveraging their EHR for Improving the Health of Patients and Populations** **Dr. Greg Raglow, Group Health Informatics Director, Abu Dhabi Health Services Co, SEHA (UAE)**

15.00 **Afternoon Networking Break**

15.30 **Connected Healthcare: The Value of M2M in Healthcare**

- Opportunities for connected healthcare within in the region
- Sustainable business models for M2M in the healthcare sector
- What will a health M2M value chain look like and what are the main drivers?
- Big data as an opportunity for influencing patient behaviour

16.00 **How can e-Healthcare Turn Data into Clinical and Business Insights for Better Patient Care**

- Using healthcare data, systems and processes to facilitate secure communications and information sharing
- Exploring solutions for asset management, member 360 healthcare, business analytics, patient care and insights
- Regional examples including mobile doctors 24-7 initiative

16.30 **Closing Remarks from the Chairman**

16.45 **Close of Summit**

Registration Form

Please complete the registration form and fax/email to MCI Middle East
 Fax No: + 971 (0) 4 311 6301 | Email: conferences@mci-group.com

Early Bird till 15 th July 2014	Conference + Workshop	Conference Only	Workshop Only
AHIMA Members	\$ 399	\$ 349	\$ 100
Non Members	\$ 499	\$ 449	\$ 149
After 15 th July 2014			
AHIMA Members	\$ 499	\$ 449	\$ 100
Non Members	\$ 599	\$ 549	\$ 149

	Title	First Name	Surname	Job Title	Department	Mobile	E-mail
1st Delegate							
2nd Delegate							
3rd Delegate							
4th Delegate							

Company: _____
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 City: _____ State: _____ Country: _____ Postal / Zip Code: _____
 Phone: _____ Mobile: _____ Fax: _____
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What is Included in?

- General registration fee:
 - Sessions - Group discussions
 - Coffee breaks & refreshments - Lunches
- The conference fee does not include travel, hotel stay, transfers or insurance.

Terms & Conditions

- Registrations are confirmed only upon receipt of payment.
- Registration fee applied will be based on date of payment.
- If the payment is made within 10 days to the event date, a proof of payment or a credit card/letter of guarantee will be required.
- Should your registration remain unpaid 10 days before the event, the Event Organizer reserves the right to cancel your pre-registration.
- If you cannot attend the event, we are happy to accept a substitute delegate until 27 Sept 2014. After this date, name changes can only be coordinated onsite with a fee of USD 20.00 or AED 75.00 per name changed.

Individual and Group Cancellation Policy:

DATA SECURITY

By submitting your details in the requested fields, you agree that MCI Middle East and companies associated with this conference to contact you (by mail, email or fax) regarding their services. If you do not wish to receive such communications please contact us in writing.

NETWORKING

The contact details of registered delegates will be placed on the attendee list which will be shared to sponsoring companies and to attendees for them to see who they can meet for the purpose of networking and meetings.

DISCLAIMER: MCI reserves the right to alter the venue or speakers / content if circumstances demand.

CANCELLATIONS / SUBSTITUTIONS

In circumstances where you are unable to attend, we are happy to welcome a substitute delegate. If substitution is not possible we will offer you a credit note (provided cancellation is made no later than two weeks prior to the event) that would enable you attend another MCI event within six months of cancellation.