MIDDLE EAST
HEALTHCARE &
TECHNOLOGY

04th - 05th March, 2019

Sheraton Jeddah, Kingdom of Saudi Arabia

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Day-1 | 04th March, 2019

08:00   Registration and Morning Coffee

08:30   Opening and Welcome remarks from the Chairperson

09:00   Kingdom's National Transformation Plan (NTP) and healthcare goals
- Expanding privatization of governmental services in healthcare
- Improving the efficiency and effectiveness of the healthcare sector through the use of information technology and digital transformation
- Enhancing the affordability of quality healthcare services
- Developing the infrastructure, facility management capabilities and safety standards in healthcare facilities

09:30   Launch of a Contract Manufacturing Operation (CMO) arrangement - SPIMACO, AstraZeneca sign MOU to improve access to medicines in Saudi Arabia
- Investment, Development and Technology Transfer initiatives
- Achieving the Vision 2030 ambition to become 'the investment powerhouse and the Hub connecting 3 continents
- Building economic competitiveness

10:00   UAE's NMC to form joint venture with GOSI/ Hassana in Saudi Arabia
- One of the largest private healthcare platforms operating in the Gulf kingdom
- Filling service gaps in the market
- Ambitious growth plans across different healthcare sub-sectors

10:30   Morning Refreshments and Networking Break

11:00   Technological innovations and increasing demand
- 3D Printing in Healthcare
- Digital transformation of the healthcare industry, mobile healthcare – or mHealth
- Blockchain to Improve Healthcare
- Potential growth in Healthcare Biometrics

11:30   Application of Blockchain in Healthcare
- Patient-Generated Data and Encryption
- Bill Management solutions
- Security with Blockchain technology

12:00   Advancement in Surgical technology
- Minimally invasive/ Non-Invasive surgery benefits
- Robot assisted surgery and its applications
- Telesurgery and its potential in Middle East
- Sutures and automated suturing devices

12:30   Ethical and Legal aspects
- Formation of new policies and strategies required by the Ministry of Health
- Major ethical challenges facing the healthcare providers and public
- Ethics of surgical innovation and incorporating latest technologies

Day-1 | 04th March, 2019

13:00   **Networking Lunch**

14:00   **Medical Research in Middle East and Funding**
- Investment in Research Infrastructure and research funding
- Increasing Research productivity and quality publications
- Involving students in research

14:30   **Financing the Healthcare system**
- Responsibility to finance the public healthcare system
- Contributing towards financing the healthcare services
- Promoting private sector investment in healthcare

15:00   **Refreshments and Networking Break**

15:30   **Emerging Technology in Medical Devices to optimize results**
- Disposable devices and infection control
- Prefilled Drug delivery devices – Convenience and dosage accuracy
- Medical Device Connectivity – transferring data between medical devices

16:00   **Disposable Medical Devices**
- Factors involved in designing disposables
- Cutting Costs and long-term benefits
- Reducing wastage from manufacturing to disposal
- Disposable surgical instruments

16:30   **Panel Discussion: Disruption in Healthcare-Riding through the wave**
- Reviewing traditional healthcare system and identifying the areas of opportunity
- Implementing latest medical devices into the healthcare system – overcoming the challenges
- Reinventing healthcare through connected care

17:30   **Closing Remarks and End of Day 1**

Day-2 | 05th March, 2019

08:00   Registration and Morning Coffee

08:30   Opening and Welcome remarks from the Chairperson

09:00   **Bupa Arabia- A gamechanger in the health care industry**
  • Utilizing technological advancements for the convenience of users
  • Exceeding regular healthcare services
  • Providing health insurance to businesses, families and individuals living in Saudi Arabia

09:30   **Application of 3D printing in dental sector**
  • Digitalization of the Dental sector

10:00   **Medical applications of 3D printing**
  • Personalized drug doses- treatment tailored to individual's pathophysiology
  • Benefit of patient specific implants and regulatory challenges

10:30   **Morning refreshments and networking break**

11:00   **Technology playing role in pharmacy**
  • Automated dispensing system-patient safety and challenges
  • Application of nanotechnology for drug delivery-targeted delivery
  • Supporting and Funding Pharmaceutical Research Institutions

11:30   **Exoskeleton – enabling people with disability to live independently**
  • Various types of medical exoskeleton
  • Difference between traditional rehabilitation therapies and powered robotic exoskeletons
  • Robotic-Assisted therapy and its promises

12:00   **Babylon providing First Artificial Intelligence Healthcare to Saudi Arabia**
  • Cost-effective, accurate and on-demand health information
  • AI central to Vision 2030
  • AI chatbot on smartphones to assesses health and arranging virtual consultations with doctors

12:30   **Hospital Information System (HIS) and Electronic Medical Records (EMR) in Saudi Arabia**
  • EMR software making records more reliable and protecting from mishaps
  • Various benefits for both healthcare providers and patients
  • Linking all parts of a healthcare enterprise into an integrated management system

13:00   **Networking Lunch**

14:00   **Artificial Intelligence in Healthcare**
  • Improving outcomes and reducing treatment costs
  • Drug Research and recovery
  • Virtual Nursing Assistants
  • Strengthening medical imaging diagnosis and effective treatment

14:30   **Adoption of AI in UAE's healthcare sector**
- UAE Artificial Intelligence Strategy 2031" aiming to bring AI tools and technology to various sectors including healthcare
- Minimising chronic and dangerous diseases
- Dubai Health Authority (DHA) expected to launch the first radiology AI algorithm as part of Dubai Health Strategy 2021

15:00   **Refreshments and Networking Break**

15:30   **Connected wearable devices in Healthcare**
- Tracking real-time health data
- Smart clothing to collect users' physiological data and receive the analysis results of health and emotional status
- Supporting fitness, health education, symptom tracking, & collaborative disease management & care coordina   tion

16:00   **Challenges for Big Data in Healthcare**
- Fiscal and policy issues
- Fragmented data and other Technical barriers
- AI yielding meaningful insights through data store built from different sources and integrated into a unified data structure

16:30   **Panel Discussion: New Era of Digital Healthcare**
- AI-derived recommendations used by Health Coaches", Tele-Carers or Digital Health Advisors
- Empowering patients with real-time, believable and personalized guidance
- Remote health monitoring system -patients monitored and advised from anywhere

17:30   **Closing Remarks and End of Day 2**

More About Middle East – Healthcare and Technology

About us:

Bricsa Consulting is involved in hosting industry specific gatheirngs and currently our focus area is Healthcare and Technology, which is one of the key priorities in terms of large-scale development across emerging markets. We have successfully executed programmes in Malaysia, South Africa, India, Saudi Arabia, Qatar, UAE, Kenya and Vietnam while we are exploring some of the upcoming emerging markets like Nigeria, Ghana, Tanzania, Oman, Myanmar among others.

Our programmes are extensively researched and all efforts are put forward to highlight current projects in the respective regions. The audience is a mix of Ministries, Government Agencies, Healthcare Expertise, Information Technology Agencies, Infrastructure Developers and Health care Maintenance, Consultants and Advisors, etc. with a goal to create a practitioner focused platform and making it a leading global meeting place for the Healthcare Infrastructure and Investment community

Highlights of the Middle East – Healthcare & Technology

• Kingdom's National Transformation Plan (NTP) and health care goals
• To recognize the future of Healthcare in Saudi Arabia
• Inception of Technological Innovations in medical devices
• Application of Blockchain in Healthcare

Prospective Delegation that you can meet

• Medical Devices, Instruments & Supplies
• Electronics & Electrical
• Machinery & Equipment
• Hospital and Medicare
• Medical Laboratories & Research
• Plastic & Rubber Products Manufacturing
• Biotechnology
• Metal Parts & Components Manufacturing
• Chemical and Medicinal Drugs
• Medical Practitioners and Experts

Solution Providers:

• Project Management
• Healthcare Consultants
• Companies providing solutions in the Healthcare sector
• Financial Consultancies
• Legal advisories
• Surgical and disposable medical product's suppliers
• Technological service provider
• Infrastructure Companies
• Engineering Procurement firms
• Operations management companies

Who Should Attend ?

• Top level decision makers such as CEOs, COOs, Heads, Presidents, VPs, SVPs
• Directors, GMs and Senior Personnel:
• Ministries
• Medical Research experts
• Commerce and Investment
• Environment
• Planning and Devolution
• Foreign Affairs
• Project planning firms
• Operations management companies
• Procurement Firms

Financial Institutions:

• Banks
• Investment Banks
• Investment firms providing funds for the Healthcare projects
• International Financial Institutions
• Head of Regional Representation

Other organizations:

• Research Institutes and Universities
• Medical Associations
• Investment associations

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Contact us to discuss further
If you wish to speak at this Middle East – Healthcare and Technology; please email us your details and a topic outline at
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