WHY? SUMMITS

Future of Health Summit

20 - 21 November 2023, Dubai

GCC Patient Experience & Health Tech Summit

*Where Great Minds meet Today to improve the Health of the Society Tomorrow.*

About the event

Event breakdown:

38% CXO, MD, Chairman, President, VP, Executive Director & General Manager

27% Senior Patient Experience/Relations Management & Service Excellence Executives

20% Administration & Quality assurance management

15% Others: Nursing management, Clinicians, data management, pharmacy directors

Geography:
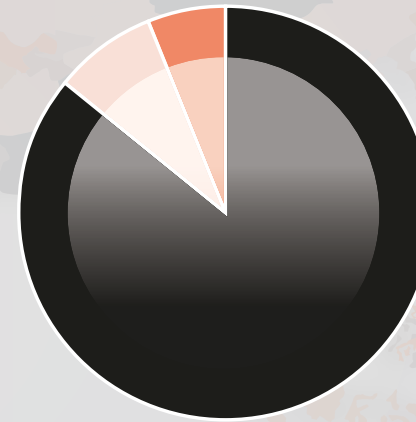
86% Middle East & North Africa

8% Uk & EU

6% US & North America

What to expect?

Key Topics

During the last two decades, our perception of the quality and performance of healthcare organizations have begun to move beyond examining the provision of excellent clinical care, alone, and to consider and embrace the patient experience as an important indicator An important pioneer of Patient Experience, J. Robinson once said: "it's no wonder that hospitals are struggling with the best way to provide it. After all, if you can't define what it is, you can't provide it—and you certainly can't measure it". Discussing Patient Experience, its evolution, implementation, and palpable results are central objectives of our summit.

The main takeaways from our GCC Patient Experience Conference encompass:

- Case studies of implementation of Connected Devices and Electronic Healthcare Records
- Empowering Patients via digital health & social media
- Challenges and Opportunities in implementing Block-chain Technology & Omni-Channel Strategy
- Discussing the importance of the "Family physician" concept across Emiratis & Expats
- Patient experience vs patient satisfaction
- Role of Pharmaceutical companies as a stakeholder in PX

- Serving the new generation of tech-savvy consumers
- Creating a Patient-Centered team-based primary care - Success & Barriers
- Innovative ways to capture and process patrons' feedback
- Healthcare Pioneers: Recognizing and honoring outstanding accomplishments in PX

Authorities Supporting the Summit

Partners

Tech pioneers

Gold sponsor

Associate partner

Networking partner

Knowledge partners

"ALWAYS BE CURIOUS"

Expert Speakers and Panelists

Tamara Sunbul
Medical Director of Clinical Informatics
Johns Hopkins Aramco Healthcare, SA

Sameer Kumar
Chief Executive Officer
Samaya Hospital

Mazin Gadir
Dubai Healthcare Authority consultant

Khulood Alsayegh
Head of clinical standards & guidelines
Dubai Health Authority

Deepinder Singh Chhatwal
Chief Quality Officer
NMC Healthcare

Amr Mohamed Elsayed Metwally
Assistant executive director
Hamad Medical corporation

Santosh Marathe
Regional CEO
Apollo Hospitals

Muhammad Hadi
Data strategist
Sheikh Shakhbout Medical City

Doaa Alhaboby
Innovation director
Unilabs UAE

Monica Jacobs
Associated Vice President Clinical Governance
NMC Healthcare

Sravan Kumar
Healthcare quality professional
Mediclinic City Hospital
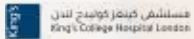
Zeina Khouri-Stevens
Group Chief Nursing Officer
Emirates Hospitals Group

Tania Yehya
Lead Biochemist
Diagonio

Expert Speakers and Panelists

Noman A. Farooqi
Head of Biomedical Engineering
King's college hospital London - KSA

Kowshik Bhattacharjee
Head of Service Excellence Patient Experience
Medcare Hospitals & Medical Centres

Majed Sweis
Head of Clinical Decision Support
Elsevier

Bob Verbruggen
Director of Sales eHealth
Comarch

Joe Hawayek
CEO
Diginova Health

Hassa Saif Al Mazrouei
Director Patient experience
SSMC

Ramy Khalil
Medical Director of Clinical Informatics
Circle Care Clinic

Vivek Shukla
Healthcare Growth Catalyst
Pure Health

Maria Antonela Axinte
Certified Genetic Counsellor Veritas
chair of MENA Association for Genetic Counselors

Sandeep Sinha
Head of Healthcare, Strategic Consulting
JLL

Saranya Balijepalli
Healthcare Director
JLL

Manish Kohli
CEO
Beyond Horizon Health,
Sr. Advisor
Albright Stonebridge Group

Emine Butun
CEO
Mintea

Day1

8:00 am **Start of registration**

8.30 am **KEYNOTE:** RISE OF VALUE-BASED HEALTHCARE IN GULF COUNTRIES - CONSEQUENCES FOR HEALTHCARE PROJECTS
Tamara Sunbul, *Medical Director of Clinical Informatics,* **Johns Hopkins Aramco Healthcare, SA**

9.00 am **RESERVED PRESENTATION:** PATIENT EXPERIENCE – EVOLVING TRENDS
An impactful presentation discussing the pandemic impact on the patient journey, technology adoption, behavioral clustering, big data and HIPAA/HL7 framework – BYOD, Handheld solutions, Predictive Analytics in Apollo Hospitals in the form of case studies as well as success stories of personalized healthcare
Santosh Marathe, *Regional CEO,* **Apollo Hospitals**

9.30 am **PANEL DISCUSSION:** REDEFINING COSTS OF PATIENT-CENTRIC APPROACH FOR STATE OF ART HEALTHCARE FACILITIES: USE-CASES FROM GCC REGION & WORLDWIDE
Discussing current and possible KPIs for departments involved in patient experience. Possibilities of calculating ROI from PX activities. Is the patient-centric approach inherently associated with the rise of costs of healthcare services, or can a patient-oriented hospital be also managed lean?
Vivek Shukla, *Healthcare Growth Catalyst,* **Pure Health**
Santosh Marathe, *Regional CEO,* **Apollo Hospitals**
Deepinder Singh, *Chief Quality Officer,* **NMC Healthcare**
Kowshik Bhattacharjee, *Head of Service Excellence Patient Experience,* **Medcare Hospitals & Medical Centres**
Sandeep Sinha, *Head of Healthcare, Strategic Consulting,* **JLL**
Panel moderator: Mazin Gadir, *Dubai Healthcare Authority consultant*

10.00 am **NETWORKING BREAK**

GCC REGION AS RISING STAR OF PATIENT-CENTRIC INNOVATIONS

10.30 am **HEALTHCARE PIONEERS HOUR- GCC REGION**
A set of 3 dynamic presentations of innovative startups and middle-sized companies along with industry-disrupting projects focused on improving healthcare connectivity, diagnostics, the life of patients as well as and availability of care and efficiency of hospitals and clinics in the Middle East. Join the journey and become a part of the conversation!
(startups & SMEs listed before the conference)
Tania Yehya, *Lead Biochemist,* **Diagnio**
Maria Antonela Axinte, *Certified Genetic Counsellor,* **Veritas Intercontinental,** *chair of MENA Association for Genetic Counselors*
Emine Butun, *CEO,* **Mintea**
Moderator: Mazin Gadir, *Dubai Healthcare Authority consultant*

11.00 am **KEYNOTE:** DUBAI REGULATORY ENVIRONMENT SUPPORTING STARTUPS & TECHNOLOGY TRANSFER: HOW TO BRING INNOVATIONS DIRECTLY TO PATIENTS
Khulood Alsayegh, *Head of clinical standards & guidelines,* **Dubai Health Authority**

11.30 am **PANEL DISCUSSION:** BURNING FAIRY TALES ABOUT PATIENT EXPERIENCE- WHEN TECHNOLOGY IS THERE, BUT PATIENT REMAINS RELUCTANT
Amr Mohamed Elsayed Metwally, *Assistant executive director,* **Hamad Medical corporation**
Khulood Alsayegh, *Head of clinical standards & guidelines,* **Dubai Health Authority**
Sravan Kumar, *Healthcare quality professional,* **Tertiary care private hospital, Dubai**
Joe Hawayek, *CEO,* **Diginova Health**
Ramy Khalil, *Medical Director of Clinical Informatics,* **Circle Care Clinic**
Emine Butun, *CEO,* **Mintea**
Moderator: Mazin Gadir, *Dubai Healthcare Authority consultant*

12.00 pm **NETWORKING LUNCH BREAK**

1.00 pm **KEYNOTE:** SERVICE EXCELLENCE, THE GAME-CHANGING FRONTIER IN MODERN HEALTHCARE
Kowshik Bhattacharjee, *Head of Service Excellence Patient Experience,* **Medcare Hospitals & Medical Centres**

1.30 pm **PANEL DISCUSSION:** WAVE OF COVID-19 CHAPERONING A WAVE OF DIGITAL INNOVATION: DRIVING EXCELLENCE IN THE POST-COVID PATIENT EXPERIENCE ERA IN REGIONAL HEALTHCARE & DIAGNOSTIC FACILITIES
Doaa Alhaboby, *former Innovation director,* **Unilabs UAE, healthcare consultant**
Tamara Sunbul, *Medical Director of Clinical Informatics,* **Johns Hopkins Aramco Healthcare, SA**
Ramy Khalil, *Medical Director of Clinical informatics,* **Circle Care Clinic**
Hassa Saif Al Mazrouei, *Director Patient experience,* **SSMC**
Moderator: Mazin Gadir, *Dubai Healthcare Authority consultant*

2.00 pm **REGIONAL CASE STUDY ON PATIENT EXPERIENCE**
Sandeep Sinha, *Head of Healthcare, Strategic Consulting,* **JLL**

2.30 pm **CASE STUDY:** NEW MIDDLE EASTERN-SPECIFIC ELDERLY RESIDENTIAL MODEL
Amr Mohamed Elsayed Metwally, *Assistant executive director,* **Hamad Medical corporation**

3.00 pm **NETWORKING COFFEE & CAKE BREAK**

3.30 pm **KEYNOTE:** REACHING PATIENTS OUTSIDE THE HOSPITAL SETTINGS IN DEVELOPING COUNTRIES
Manish Kohli CEO, *Beyond Horizon Health, Sr. Advisor,* **Albright Stonebridge Group**

4.00 pm **FREE NETWORKING ROUNDTABLE DISCUSSIONS**

7.30 pm **EVENING NETWORKING PROGRAM IN THE CITY - SPONSOR INVITES ONLY**

End of conference Day 1

Day2

HOSPITAL OF THE FUTURE – VISION FOR GULF REGION

8.30 am — **KEYNOTE:** TRANSFORMING GCC HOSPITALS WITH A.I.
Muhammad Hadi, *Data strategist,* **Sheikh Shakhbout Medical City**

9.00 am — **KEYNOTE:** BRIDGING THE DIVIDE IN TECHNOLOGY ADOPTION: Engaging Patients and Physicians in the Gulf region
Joe Hawayek, *CEO,* **Diginova Health**

9.30 am — **CASE STUDY:** SAFETY OF HEALTHCARE FACILITY OF THE FUTURE: DOES PATIENT EXPERIENCE AND PATIENT SAFETY CO-EXIST?
Sravan Kumar, *Healthcare quality professional,* **Mediclinic city hospital, Dubai**

10.00 am — **NETWORKING BREAK**
10.30 am QUALITY AS A TRADEMARK OF GULF HEALTHCARE

10.30 am — **CASE STUDY:** HOW INNOVATIVE REMOTE CARE CAN SUCCESSFULLY SUPPORT HEALTHCARE
Bob Verbruggen, *Director of Sales eHealth,* **Comarch**

11:00 am — **RESERVED KEYNOTE:** PATIENT EDUCATION REINVENTED: UNDERSTAND HOW EFFECTIVE YOUR PATIENT EDUCATION EFFORTS ARE & HOW TO ADJUST YOUR APPROACH
So much of a patient's experience is lived outside the hospital, when they're at home or seeking treatment in the community.

But outcomes are still the health system's responsibility. There may be a blind spot in understanding how effective your patient education efforts actually are. How do you know what's working and what's not and how to adjust your approaches?

Majed Sweis, *Head of Clinical Decision Support,* **Elsevier**

11.30 am — **IMPROVING PATIENT EXPERIENCE IN THE FRONT LINES- FUTURE OF NURSING EXPERIENCE**
Zeina Khouri-Stevens, *Group Chief Nursing Officer,* **Emirates Hospitals Group**

12.00 pm — **NETWORKING LUNCH BREAK**

PATIENT AS A CONSUMER, PATIENT AS A HUMAN

1.00 pm — **VALUE OF PRIMARY CARE DURING THE RENAISSANCE OF UAE HEALTHCARE SYSTEM**
Ramy Khalil, *Medical Director of Clinical informatics,* **Circle Care Clinic**

1.30 pm — **HUMAN-CENTERED DESIGN IN HEALTHCARE**
Deepinder Singh, *Chief Quality Officer,* **NMC Healthcare**

2.00 pm — **PANEL DISCUSSION: ENHANCING PATIENT RETENTION: BALANCE OF INNOVATION & HUMAN APPROACH**
Monica Jacobs, *Associate Vice President, Clinical Governance,* **NMC Healthcare**
Sameer Vinod, *Chief Executive Officer,* **Samaya Hospital**
Deepinder Singh, *Chief Quality Officer,* **NMC Healthcare**
Zeina Khouri-Stevens, *Group Chief Nursing Officer,* **Emirates Hospitals Group**
Moderator: Tamara Sunbul, *Medical Director of Clinical Informatics,* **Johns Hopkins Aramco Healthcare, SA**

2.30 pm — **CASE STUDY:** "I AM RIGHT HERE, TALK TO ME!"- EFFECTS OF POOR COMMUNICATION IN HEALTHCARE
Monica Jacobs, *Associate Vice President, Clinical Governance,* **NMC Healthcare**

3.00 pm — **NETWORKING COFFEE & CAKE BREAK**

3.30 pm — **WRAP-UP OF DAY 2:** PATIENT EXPERIENCE IN GCC REGION & WORLD
Knowledge focused interactive summary of the second day, pinpoint of the most important issues & questions discussed during the two days of the conference, along with closing remarks of chair

WHY? SUMMITS

Sponsorship

Exhibiting:

With a large and senior audience and decision makers, thoroughly selected, along with limited competitive vendor participation, the exhibiting at any Summit at 2023-2024 FUTURE OF HEALTH SUMMITS is a popular sponsorship option with great value for solution providers.

Sponsorship includes:

Selected Summit Three Access Passes • Exhibition space • Helping to prearrange face to face meetings with selected participants

Dinner Sponsorship:

2023 FUTURE OF HEALTH SUMMIT WORLD TOUR will host a series of dinners.

These dinners bring together thoughtfully selected groups of 15-20 peers from leading hospitals, clinics, healthcare diagnostic & pharmaceutical companies. The dines start with a 30-minute networking reception followed by a 60-minute seated dinner, with the option for participants to remain afterward to continue networking. • Selected Summit Three Access Passes • 30-minute reception, and 60-minute seated dinner

Speaking:

Limited speaking opportunities are available for our sponsoring partners to demonstrate the expertise of their organization. Be sure to ask about these early so we can ensure your presentation flows seamlessly with the overall content. Speaking sponsorships has several options – keynote presentations, case study presentations, expert presentations, panel discussions, workshops, or roundtable leadership. Speaking opportunities are available for experts in the field of Patient Experience, Digital health, hospital and clinics IT solutions & CRM systems, remote monitoring, Patient engagement, diagnostics, customer experience professionals, healthcare investors and scientific & government authorities. Additional sponsorship opportunities are available for those who wish to further customize their involvement. Additional sponsorship opportunities are available for those who wish to further customize their involvement.

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Contact us

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"ALWAYS BE CURIOUS"

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