WHY? SUMMITS

2nd Edition

November 18 - 19 2024
Dubai
Business Bay

Dukes The Palm, a Royal Hideaway Hotel
Address: Palm Jumeirah, Palm - Jumeirah Rd - The Palm Jumeirah - Dubai - United Arab Emirates, Phone: +971 4 455 1111

Future of Health Summit

GCC Patient Experience & Health Tech Summit

Strategic Gold Sponsor:

Sunoh.ai

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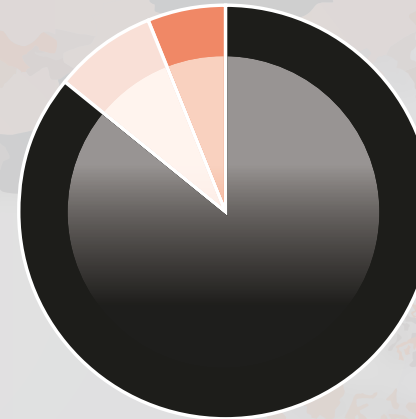
About the event

WHY? SUMMITS

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:

87% Middle East & North Africa

8% Uk & EU

5% US & North America

What to expect?

As we step into the future of healthcare, the integration of digital technologies is reshaping the landscape of patient care across the GCC and beyond. The 2nd GCC Future of Health Summit will focus on the pivotal role of innovation, data, and advanced technologies in transforming patient experience (PX) and healthcare delivery. Now, more than ever, the emphasis is shifting towards enhancing the entire patient journey through the use of Artificial Intelligence (AI), Machine Learning (ML), and data-driven insights.

An industry expert once said, "The future of healthcare is in the data we collect today and the insights we derive from it tomorrow." This year's summit will delve deep into how these technologies are not only redefining patient care but also ensuring continuous education and improvement in healthcare practices. Our discussions will explore the future of healthcare, where innovation meets patient-centric care.

The main takeaways from the 2nd GCC Future of Health Summit include:

- **Digital Transformation in Patient Care:** Leveraging AI & ML to improve diagnosis, treatment plans, and personalized care pathways.
- **Innovation in Patient Experience (PX):** Redefining the patient journey, from admission to discharge, using smart technologies and virtual tools.
- **Data for Improving Patient Lives:** Utilizing real-time data, predictive analytics, and big data for more efficient patient care and proactive health interventions.
- Next-generation KPIs for the patient experience
- Evolution of Electronic Healthcare Records & next disruptions in patient data management
- **Continuous Education for Healthcare Professionals:** Equipping healthcare workers with the latest knowledge and tools to adapt to rapidly evolving technologies and improve PX outcomes.

- **Challenges in Healthcare Innovation:** Exploring the regulatory, operational, and ethical barriers to the adoption of new technologies in healthcare.
- **AI & ML in Healthcare:** The potential benefits and risks of these technologies in healthcare settings, from personalized medicine to operational efficiency.
- **Healthcare Redefined in the Region:** A closer look at regional healthcare transformation, smart hospitals, and the importance of local innovations in solving regional challenges.

This year's summit promises to be an invaluable platform for healthcare professionals, innovators, and policymakers to collaborate and share insights on the most pressing trends and technologies shaping the future of health in the GCC.

Past Authorities Supporting the Summit

Partners

Tech pioneers

Gold sponsors

Associate partner

Networking partner

Knowledge partners

2024 Edition Speakers

Mohammad Kurdi
Chief Executive Officer
Procare Hospital

Deepinder Singh
Chief Quality Officer
NMC Healthcare

Rola Hammoud Houcheimi
Chief Executive Officer
Dr. Soliman Fakeeh Hospital Madinah

Jessy Jacob
Quality Director
Dar Al Shifa Hospital

Tamara Sunbul
Medical Director of Clinical Informatics
Sheikh Khalifa Medical City Ajman

Matouk M Zbaeda
Medical Director
Mediclinic Middle East

Dr Zakir K Mohamed
Consultant General and Colorectal
Surgeon
NMC Healthcare

Dr Malathi Arshanapalai
Chief Quality Officer
Aster DM Healthcare

Anita Madheshia
Director Business Development
International Modern Hospital

Shatha Abi Ghanem
Director of Quality Improvement
American Hospital Dubai

2024 Edition Speakers

Santosh Marathe
Chief Operations Officer
NMC Healthcare

Ibrahim Almaghlouth
Director of Clinical Information
Neom

Athar Munir
Chief Financial Officer
Al-Futtaim health

Waleed Tawfik
Chief Operations Officer
Burjeel Hospital

Peter Makowski
Chief Executive Officer
Sheikh Khalifa Medical City Ajman

Khalid Mohammed Alshaigi
Chairman Of accredation Committee
King Fahad Medical City KFMC

George Davis
Director of business development
Mubadala Health

Kowshik Bhattacharjee
Head of Service excellence
Medcare Hospitals

Emine Yilmaz Butun
Professor & Innovation accelerator
American University Dubai &
AcceleratEMEA

Ahmad Al Khayer
General Manager- Consultant Physical
Medicine and Rehabilitation
NMC Provita International Medical
Center Ltd

2024 Edition Speakers

Lydia Aoun
Quality Director
Dr Sulaiman Al Habib Medical Group

Firasat Khan
Director Emergency Services
Emirates Health Services (EHS) United Arab Emirates

Dr Nawal S. Alshammari
Chairperson of Genomic research department
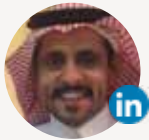King Fahad Medical City KFMC

Akanksha Dicholkar
Chief Nursing Officer
Medcare Hospital

Martin Lascano
Chief Medical Informatics
Cleveland Clinic

Fahad Almelafekh
Executive Director| Supply chain Management
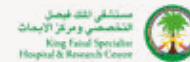King Fahad Specialist Hospital and Research Centre

Edward James Cupler
Executive Director
King Faisal Hospital and Research Centre

Rahul Deshmukh
International physician consultant
International Medical commission

Ebaa Abdullah Jastaniah
Medical Director, Quality Improvement and Patient Safety, Director of Data Analytics and KPIs, Pediatric Emergency Medicine Physician
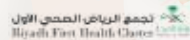King Faisal Specialist Hospital & Research Center

Tariq Shadid
Medical Director
Mediclinic Middle East

2024 Edition Speakers

Mohammed Ahmed Alshennawi
General Director, General Administration of Pharmaceutical Care
Ministry of Health Saudi Arabia

Zaid Ali Zaid Alhababi
Director of Patient experience
Riyadh First Health Cluster

Waleed Khaleefa Alshemimary
Innovation Director
SEHA virtual Hospital

Jennifer Kozaily
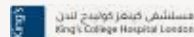Director of Risk Management
American Hospital Dubai

Njideka Nto
Manager, Digital Health
Mediclinic Middle East

Andrew Schroen
Manager, Digital Health
Mediclinic Middle East

Ahmed Usman
Commercial Director
King's College Hospital London-UAE

Kalthoom Blooshi
Director of Specialized Health Care Department
EHSUAE

Basem Khalil
Deputy chief medical officer
Kings college hospital London

Day1

8:30 AM START OF REGISTRATION

BUSINESS CASE IN PATIENT EXPERIENCE – NECESSITY TO BE THE BEST

9:00 AM **OPENING KEYNOTE:** REDEFINING PATIENT-CENTRIC HEALTHCARE
Redefining the Paradigm This keynote sets the tone for the conference, exploring the importance of patient-centered care in regional hospital settings, from the initial point of contact to ongoing treatment.
Dr. Malathi Arshnapalai, *Chief Quality Officer,* **Aster DM Healthcar**

9:20 AM **RESERVED CASE STUDY:** TRANSFORMING FIRST IMPRESSIONS: ENHANCING THE PATIENT JOURNEY THROUGH STATE OF ART CUSTOMER EXPERIENCE
Explore real-world examples of improving the patient experience from the moment they step foot in the hospital, highlighting successful strategies and lessons learned.
Dr. Anita Madheshia, *Business Developer,* **Modern Hospital**
Dr. Fatmah Al-Zahmi, *Head of Department,* **Mediclinic Middle East**

9:40 AM **OPENING PANEL DISCUSSION:** RESILIENCE OF BUSINESS MODELS IN LOCAL AND REGIONAL HOSPITAL GROUPS – RETHINKING HEALTHCARE MODELS
Balancing Patient Retention and Acquisition This session explores strategic shifts in healthcare business models to prioritize patient retention while also attracting new patients, emphasizing long-term relationships over one-time transactions.
Ahmad AlKhayar, *General Manager,* **NMC Provita International Medical Center**
Athar Munir, *Senior Finance Manager,* **Al-Futtaim Health**

10:10 AM NETWORKING COFFEE & CAKE BREAK

10:40 AM **KEYNOTE SESSION:** HOW TO PROVIDE SAFE CARE FOR PATIENTS - STRATEGIES FROM EMIRATES HEALTH SERVICE
Dr. Firasat Khan, *Director, Emergency Medical Services,* **EHS UAE**

11:00 AM **NEW PERSPECTIVES ON PARTNERSHIPS IN REGIONAL HEALTHCARE**
There is a growing need to explore innovative partnerships between healthcare and sectors such as technology, aviation, gastronomy, hotels, and IT, envisioning transformative possibilities for patient experience in large hospitals. By forging new alliances, they aim to revolutionize healthcare delivery, integrating cutting-edge technologies, service excellence, and diverse expertise to create holistic and enriching environments that prioritize patient well-being and satisfaction.

11:20 AM **CEO PANEL:** LEADERSHIP OF 21ST CENTURY IN HEALTHCARE: PROBLEMS OF STEERING LOCAL & REGIONAL TEAMS, ABILITY TO TRANSFORM LIVES THROUGH PERSONAL ACTIONS
How close can and should the CEO of a modern hospital be to a patient? In this insightful C-level panel, healthcare leaders delve into the challenges of steering local and regional teams in the 21st century, while also discussing the transformative potential of personal actions in improving patient lives. They tackle the complex question of the CEO's proximity to patients, exploring the balance between maintaining operational oversight and fostering meaningful patient connections, ultimately aiming to cultivate a culture of compassionate leadership that prioritizes patient-centered care at every level of the organization.
Waleed Tawfik, *COO,* **Burjeel Hospital**
Malathi Arshnapalai, *CQO,* **Aster DM Healthcare**
Mohammad Kurdi, *CEO,* **ProCare Hospital**

12:00 PM Lunch Break

INNOVATION AND CONTINOUS EDUCATION IN PX

1:00 PM **KEYNOTE:** TECHNOLOGY ADOPTION IN UAE: DEALING WITH INFLATION OF TECHNOLOGY WHILE MISSING REAL-WORLD USER CASE
Supporting Healthcare Startups in the Region Discover strategies for fostering innovation and supporting the adoption of healthcare technology startups to drive improvements in patient experience and outcomes.

1:20 PM **TECH PIONEER HOUR**
Revolutionizing Healthcare with Cutting-Edge Startups & young companies invite you to explore the latest advancements in healthcare technology, including artificial intelligence, machine learning, immersive VR, and their potential to transform patient experience and care delivery, through series of dynamic 10-minute presentations followed by a plenary discussion and Q&A

2:30 PM NETWORKING COFFEE & CAKE BREAK

3:00 PM **NEXT-GENERATION KPIS OF CUSTOMER SATISFACTION**
Redefining Success in Patient Experience Traditional metrics may not fully capture the nuances of patient experience. This session discusses innovative Key Performance Indicators (KPIs) tailored to measure and improve patient-centered care.
Andrew Schroen, *Manager Digital Health,* **Mediclinic Middle East**

3:20 PM **PANEL DISCUSSION:** CONTINOUS EDUCATION IN HEALTHCARE
Building Trust and Empowering Patients Effective communication and education are crucial for patient engagement and empowerment, as well as for healthcare staff. This session explores strategies to enhance communication between healthcare providers and patients, fostering a collaborative care environment.
Sameena Khanam, *Deputy Director,* **Zulekha Hospital**

4:00 PM DAY 1 Wrap-Up and INFORMAL Networking

Day2

REDEFINING PATIENT JOURNEY IN REGIONAL HEALTHCARE

9:00 AM **KEYNOTE:** REINVENTING PRIMARY CARE FOR THE MODERN ERA OF GCC HEALTHCARE SYSTEM
Primary care can be often defined by two features: Limited resources & unlimited potential. Explore the evolving role of primary care in the region and its significance in delivering comprehensive, patient-centered healthcare, supporting efficient patient distribution to specialized care, addressing region-specific needs of traditional patients.

9:20 AM **RESERVED KEYNOTE:** IMPROVING QUALITY THROUGH INNOVATIVE PATIENT DATA MANAGEMENT
Empowering Healthcare Professionals for Enhanced Patient Care Highlighting the importance of reducing administrative burdens, this case study showcases initiatives aimed at empowering healthcare professionals to focus more on patient care.
Shatha Abi Ghanem, *Director of Quality Improvement,* **American Hospital Dubai**

9:40 AM **CASE STUDY:** CHALLENGES AND INNOVATIONS IN FRONTLINE PATIENT CARE NURSES PLAY A PIVOTAL ROLE IN PATIENT EXPERIENCE
This panel delves into the unique challenges faced by nurses on the frontlines and discusses innovative solutions to enhance patient care
Akanksha Dicholkar, *Chief Nursing Officer,* **Medcare Hospital**

10:00 AM **PANEL DISCUSSION:** ROLE OF PHYSICIAN AND EVOLUTION OF NEW TYPE OF HEALTHCARE EMPLOYEE TO SECURE ADMINISTRATION EFFICIENCY & EMPLOYEE RETENTION
The Role of Family Physicians in Modern Healthcare As the concept of the family physician makes a comeback, this panel examines the benefits and challenges of reintegrating personalized, continuous care into the modern healthcare landscape.
Lydia Aoun, *Quality Director,* **Dr. Sulaiman Al Habib Medical group**

10:30 AM NETWORKING COFFEE & CAKE BREAK

DATA, AS THE MOST POWERFUL TOOL FOR IMPROVING PATIENTS' LIVES

11:00 AM **CASE STUDY:** PROTECTION OF PATIENTS DATA AS KEY OBJECTIVE OF EVERY MODERN HEALTHCARE FACILITY
It is of critical importance to safeguard patient data as a primary objective for every modern healthcare facility. Through real-world examples and best practices, the session underscores the significance of robust data protection measures in ensuring patient privacy, confidentiality, and trust, highlighting how proactive approaches to cybersecurity are essential for maintaining the integrity and security of sensitive medical information.

11:20 AM **RESERVED KEYNOTE:** NEXT STEPS OF EVOLUTION FOR ELECTRONIC HEALTHCARE RECORDS
Enhancing Data Management for Better Patient Care Explore the journey of Electronic Healthcare Records (EHRs) and discuss upcoming disruptions in patient data management, including interoperability and data security.

11:40 AM **PANEL DISCUSSION:** DATA HARVESTING IN HEALTHCARE FOR IMPROVED DECISION-MAKING AND PATIENT SAFETY
Exchanging best practices among healthcare & data management experts, examining the practice of data harvesting in healthcare, emphasizing its role in facilitating informed decision-making and enhancing patient safety. They explore the ethical considerations surrounding data collection, storage, and utilization, aiming to harness the power of data analytics to drive continuous improvement in healthcare delivery while prioritizing patient privacy and security.
Abdel Rehman Omer, *Group Medical Director,* **Burjeel Hospital**
Njideka NTO, *Medical Director,* **Mediclinic Middle East**

12:00 PM Lunch Break

1:00 PM **PANEL DISCUSSION:** A.I. AND M.L. IN HEALTHCARE: SHARING SUCCESSFUL IMPLEMENTATION: WHY LAYOFFS ARE NEITHER GOAL NOT THE ANSWER
Navigating the Opportunities and Challenges This session provides an overview of the applications of Artificial Intelligence (AI) and Machine Learning (ML) in healthcare, highlighting both the promising advancements and ethical considerations, with a focus on employee and patient reeducation, embracing unavoidable changes in daily life healthcare professionals will face in the future.
George Davis, *Business Development Leader,* **Mubadala Health**

1:30 PM **CASE STUDY:** HEALTHCARE IN IMMERSIVE VR – ARE WE MISSING THE ACTUAL POINT?
Current Status and Future Prospects Get an honest review of the current state of immersive VR in healthcare and explore its potential to revolutionize patient education, therapy, and treatment planning.

2:00 PM NETWORKING COFFEE & CAKE BREAK

2:30 PM **KEYNOTE:** PATIENT VOICE: I AM HERE, BUT DO YOU SEE ME?
In this poignant keynote, a patient bravely shares their journey of battling a serious illness in a regional hospital, shedding light on the emotional and practical challenges faced by both patients and their families. Through their narrative, they highlight areas where hospitals can improve in recognizing and addressing the holistic needs of patients, emphasizing the importance of empathy and personalized care in enhancing the overall patient experience.
Fatmah Al-Zahmi, *Head of Department,* **Mediclinic Middle East**

3:00 PM **PANEL DISCUSSION:** BACK TO THE ROOTS OF HUMAN EXPERIENCE IN HEALTHCARE: WHAT PATIENTS REALLY EXPECT?
The true art of meeting halfway between innovative, technology-driven patient experience and traditional human touch, that global and often affluent patient comes for to a renowned healthcare facility. How to choose right approach to ensure the prosperity of regional healthcare in the growing and diverse global health tourism market?

3:30 PM 2nd GCC PATIENT EXPERIENCE & HEALTH TECH SUMMIT Wrap-Up and Closing Remarks

Exhibiting:

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Dinner Sponsorship:

Speaking:

Contact us

SPEAKING:
Fanil Chokshi
fanil.chokshi@whysummits.com

ATTENDING AND SPONSORING:
Srihari Kamban
shk@whysummits.com

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