

MEDHEALTH  
CAIRO 2016



2-3 MARCH 2016  
SEMIRAMIS INTERCONTINENTAL HOTEL  
CAIRO - EGYPT



CHALLENGES OF BUILDING  
EXCELLENCE  
ARAB HEALTHCARE SYSTEM



# OVERVIEW

MedHealth Cairo 2016 is the regular annual gathering of the Arab Hospitals Federation.

MedHealth Cairo 2016 is the most prestigious Healthcare event in the Arab World simultaneously with the Arab Health Ministers Council under the theme of “Challenges of building Excellence Arab Healthcare System ” . It is dedicated to Healthcare Systems, Healthcare management and other related Healthcare issues .

MedHealth has established itself as one of the most distinguished events in the Arab World.

The reputation of the MedHealth emerged through 17 editions starting back in 2003. In 2016, the Seventeenth edition will be held on 2 -3 March 2016.

MedHealth Cairo 2016 receives the support of the League of Arab States (LAS), Council of the Arab Health Ministers, Executive Board of the Health Ministers' Council for GCC states , the World Health Organization (WHO) and many other Arab Healthcare Organizations.

Building on the success of the previous 16th edition which witnessed the participation of 16 Arab Countries ,“MedHealth Cairo 2016” includes 2-day conference sessions with highly selected presentations from all over the world, including interventions by renown experts & speakers in addition to the participation of the Arab Ministers of Health.

MedHealth Cairo 2016 is organized by MCE GROUP for Congresses and Exhibitions.









# CONFERENCE HIGHLIGHTS

LEADERSHIP

BRAIN DRAIN

FINANCIAL SUSTAINABILITY

THE NEXT GENERATION OF HEALTHCARE PROFESSIONALS

HEALTH FOR ALL EVERYWHERE

BUILDING AN EXCELLENCE ARAB HEALTHCARE SYSTEM



AFTER 16 SUCCESSFUL YEARS, THE 17th EDITION IS EXPECTED TO BE ONE OF THE MOST PRESTIGIOUS HEALTHCARE EVENTS IN THE ARAB WORLD







## REVIEW 2015

The 2016 edition of Medhealth will continue its legacy as one of the leading healthcare event offering a unique platform of communication and networking with high level decision makers in the Arab healthcare sector and allowing the attendees to share their input on healthcare policies.

14 ARAB HEALTH MINISTERS WERE PRESENT

25% INCREASE IN THE NUMBER OF DELEGATES AND EXHIBITION SPACE

99% FROM ATTENDEES WERE SATISFIED BY THEIR PARTICPATION

90% OF EXHIBITORS RATED THE NB AND QUALITY OF VISITORS

AS VERY GOOD



# ADVISORY COMMITTEE MEMBERS



**DR. FAOUZI ADAIMI** - President of the Arab Hospitals Federation

**PROF. TAWFIK KHOJA** - Director General - Executive Board of the Health Ministers Council for Cooperation Council States - Secretary General of the Arab Hospitals Federation

**MR. HATEM EL ROUBY** - Member of Technical Secretariat of the Council of Arab Health Ministers - League of Arab States

**MR. MOHAMAD AL NOIMI** - Chief of Communications - Chief of Staff - Managing Director Office - Hamad Medical Corporation - Qatar

**DR. SAFA EL QSOOS** - Managing Director Assistant for Planning - MOH - Jordan

**MR. MOHAMAD ALI HAMANDI** - Secretary of the Arab Hospitals Federation & Strategic Manager - Makassed General Hospital - Lebanon

**MRS. ALICE YAMMINE BOUEIZ** - Head of Organizing & PR Committee - Arab Hospitals Federation

**DR. ALI ABOU GRAIN** - Secretary General of Arab League for Quality Healthcare Services

**MR. NAJI HANI** - Legal Advisor - Arab Hospitals Federation





# EXHIBITION 2015





Learn from some of the most inspiring minds in the Healthcare Field

Join elite & exclusive peer to peer roundtable discussions chaired by industry experts

Get practical insights from experts.

#### KEYNOTES



#### PANEL DISCUSSIONS



#### EXHIBITION FLOOR



Explore the latest technology and services

#### WORKSHOP



Hear Interesting case studies from experts in the Healthcare field

## EVENT'S FEATURES

- Plenary Lectures
- Roundtable discussion
- Impressive Closing ceremony
- Unique networking opportunities with key decision makers
- Distinguished Awards Announcement
- Highly selective specialized exhibition

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& EXHIBITIONS

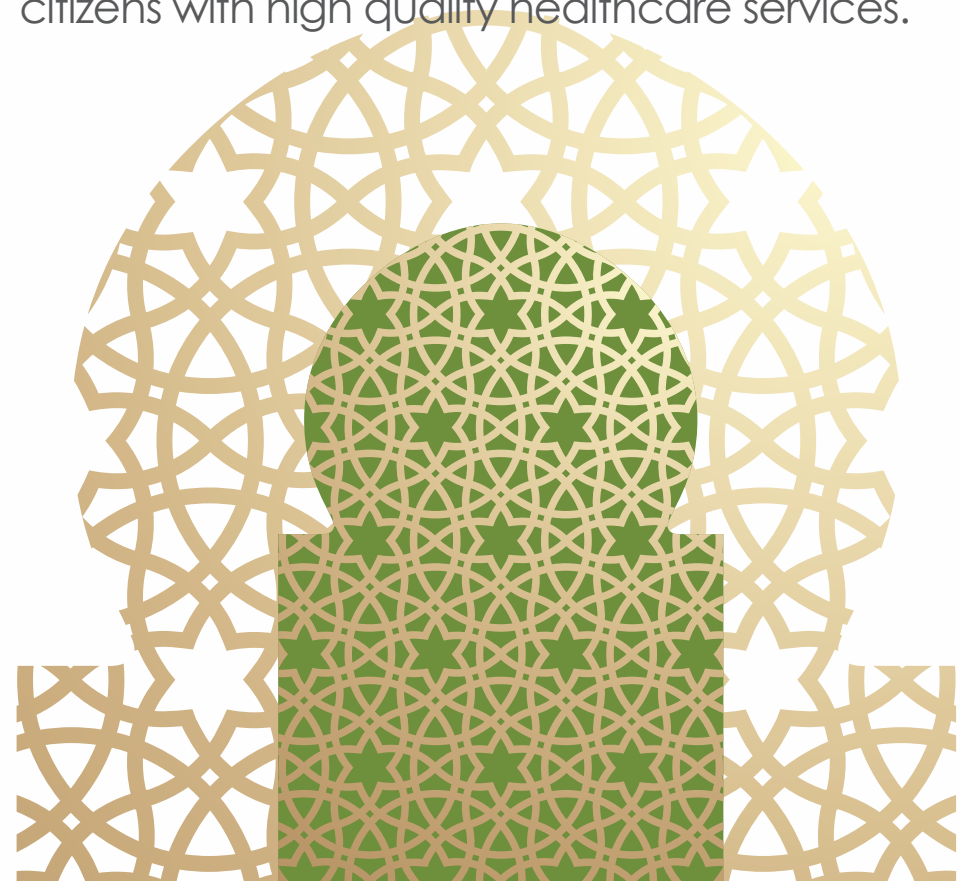


# AWARDS 2016



Each Year, the Arab Hospitals Federation grants two kinds of awards:

**The Recognition Awards** granted to several personalities who have contributed in developing the healthcare sector , as well **the Voting Awards** to Healthcare Institutions and Organizations who have contributed in implementing efficient strategies aiming to raise awareness and provide the Arab citizens with high quality healthcare services.





# Reasons to Sponsor & Exhibit

- Get Exposure in front of the most prominent and prestigious thought leaders in the Arab Health Care Industry
- Align your corporate strategies with specific programming, themes and speakers
- Partner with AHF to invite thought leaders and/or clients to contribute to the overall agenda and highlight your organization's successes
- Network with international health care policy makers, industry leaders and other key decision makers
- Leverage your company's exposure and positioning in the events promotional campaign reaching health care industry stakeholders in the Arab countries
- Feature your corporate materials and solutions in the presentations, and one-on one client engagements

# Visitor Profile

- High level staff in the Ministries of Health
- CEOs & Directors of Private & Public Health Establishments
- High level policymakers, regional & international Accrediting bodies
- Chief Medical Officers and Head of Nursing Staff
- Head of Quality Department in Health Institutions
- Head of Purchasing Units
- Deans of Health Management and medical faculties
- Directors & Owners of Consulting Companies in the Healthcare field
- IT professionals

# Exhibitor or Sponsor Profile

- Medical Cities
- Healthcare Institutions
- Suppliers of Healthcare Products & Equipment
- Health & Financial Consultants
- Accrediting bodies
- IT Software
- Insurance & Banks
- Health Tourism Companies
- Pharmaceutical Companies





# AGENDA DAY 1

## 2 MARCH 2016

### MORNING SESSIONS



09.00 10.00	<b>REGISTRATION OF DELEGATES</b>
10.00 10.15	<b>OPENING ADDRESS BY DR. FAOUZI ADAIMI - AHF PRESIDENT</b>
10.15 11.30	<b>SESSION 1: IDENTIFY AND DEVELOP HEALTHCARE TOMORROW'S LEADERS FOR AN EXCELLENCE ARAB HEALTHCARE SYSTEM</b>
5 min	CHAIRMAN: <b>PROF TAWFIK KHOJA</b> - DIRECTOR GENERAL OF EXECUTIVE BOARD, HEALTH MINISTERS' COUNCIL FOR COOPERATION COUNCIL STATES & AHF GENERAL SECRETARY
10.20 20 min	Ladder to leadership : Developing the next generation of Community Healthcare Leaders <b>DR. SAMEEN SIDDIQI</b> - DIRECTOR DEPARTMENT OF HEALTH SYSTEM DEVELOPMENT - WHO/EMRO
10.40 20 min	Connecting & Preparing Leaders for Healthcare Challenges or Transformations <b>PROF. OSSAMA MOSSALLAM</b> - CO FOUNDER & BOARD MEMBER OF THE SCIENTIFIC COUNCIL OF THE EGYPTIAN MEDICAL BOARD FOR HOSPITALS MANAGEMENT
11.00 20 min	Building relation between Healthcare providers and patients: A Way to Excellence <b>MR. NASSER SAID AL NAIMI</b> - DEPUTY CHIEF QUALITY OFFICER, CO-DIRECTOR HAMAD HEALTHCARE QUALITY INSTITUTE - QATAR
11.20	<b>DISCUSSION</b>
11.30 12.00	<b>COFFEE BREAK AND EXHIBITION NETWORKING</b>
12.00 13.30	<b>SESSION 2 : PANEL DISCUSSION : HEALTH FOR ALL EVERYWHERE – A MESSAGE FROM HEALTHCARE LEADERS</b> <i>In this Panel, Former Ministers of Health &amp; Well known personalities will give their opinions, share their experiences and visions on how to deliver healthcare coverage for all Arab Citizens</i> MANAGED BY: <b>MR. FADY ALAME</b> - VICE PRESIDENT - SYNDICATE OF HOSPITALS - LEBANON <b>DR. RANDA HAMADEH</b> - HEAD OF THE PRIMARY HEALTH CARE DEPARTMENT, MINISTRY OF PUBLIC HEALTH - LEBANON <b>SPECIAL ADDRESS : TOWARDS UNIVERSAL HEALTH COVERAGE FROM DR. RANDA HAMADEH</b> PANELISTS: <b>HE. DR. HAMAD ALMANAE</b> - FORMER MINISTER OF HEALTH - KSA <b>HE. PROF. ADEL AL ADAWI</b> - FORMER MINISTER OF HEALTH - EGYPT <b>HE. PROF. MOHAMAD JAWAD KHALIFE</b> - FORMER MINISTER OF HEALTH - LEBANON <b>HE. DR. MAHMOUD SHEYYAB</b> - FORMER MINISTER OF HEALTH - JORDAN <b>HE. DR. MOHAMAD SALEH</b> - FORMER MINISTER OF HEALTH – TUNISIA

### LUNCH BREAK AND EXHIBITION NETWORKING

### AFTERNOON SESSIONS

13.30 15.00	<b>SESSION 3 : MINISTERIAL PANEL DISCUSSION : CHALLENGES OF BUILDING AN EXCELLENCE ARAB HEALTHCARE SYSTEM</b>
15.30 17.30	<b>ADDRESS OF LEAGUE OF ARAB STATES</b> <b>ADDRESS OF HE. MINISTER OF HEALTH &amp; POPULATION – EGYPT</b> <b>KEYNOTE SPEECH: BRAIN DRAIN ... BRAIN GAIN</b> <b>DR. MUBASHIR SHEIKH</b> – FORMER EXECUTIVE DIRECTOR OF THE GLOBAL HEALTH WORKFORCE <i>In this Panel, Dr. Mubashar Sheikh will give a keynote speech about the challenges of Building an Excellence Healthcare System and the solutions to sustain this sector. He will discuss the Importance of the Brain Drain in the world and Precisely in Arab world , as well the Importance of building capacities of the Human Resources in this sector .</i>
15.35 15.45 15.55	<b>OPEN DISCUSSION MODERATED BY: PROF TAWFIK KHOJA - DIRECTOR GENERAL OF EXECUTIVE BOARD, HEALTH MINISTERS' COUNCIL FOR COOPERATION COUNCIL STATES &amp; AHF GENERAL SECRETARY (40 MIN)</b> PANELISTS: <b>HE. MINISTERS OF HEALTH IN JORDAN, LEBANON, IRAQ, PALESTINE, SULTANATE, OMAN, BAHRAIN, TUNISIA, LIBYA, MOROCCO ....</b>
16.15	<b>AWARDS OF THE YEAR</b>
17.00 17.30	<b>MINISTERS EXHIBITION TOUR &amp; COCKTAIL</b>





# AGENDA DAY 2

## 3 MARCH 2016



09.30 09.45	<b>OPENING OF DAY TWO</b> <b>DR. ALI ABOUGRAIN</b> - AHF BOARD MEMBER & GENERAL SECRETARY ARAB LEAGUE FOR HEALTHCARE QUALITY
09.45 11.00	<b>SESSION 4: DEVELOPING THE NEXT GENERATION OF HEALTHCARE PROFESSIONALS TO OVERCOME THE CHALLENGES</b> CHAIRMAN: <b>MR. MOHAMAD ALNOIMI</b> - CHIEF OF COMMUNICATIONS - CHIEF OF STAFF MANAGING DIRECTOR OFFICE - HMC - QATAR
5 min	
09.50 10.20	Talent Management for Healthcare : Facilitating Organizational Excellence & Appropriate patient Care <b>DR. ALI ELHAJ</b> - CHIEF EXECUTIVE OFFICER - CLINGROUP HOLDING
10.10 10.20	Investing in Human Resources for Health: the need for a paradigm shift <b>DR. MAMDOH EL ARABY</b> - CHIEF EXECUTIVE OFFICER - EL ARABY HOSPITAL - EGYPT
10.30 10.50	Build Culture ... Build Capacity <b>DR. SAFA EL QSOOS</b> - MANAGING DIRECTOR ASSISTANT FOR PLANNING - MOH - JORDAN
10.50	<b>DISCUSSION</b>
11.00 12.15	<b>SESSION 5 : CREATING A FINANCIALLY SUSTAINABLE HEALTHCARE SYSTEM</b> CHAIRMAN: <b>DR. MOSTAFA ASMAR</b> - VICE PRESIDENT OF PRIVATE SECTOR HEALTHCARE PROVIDERS CHAMBER - EGYPT
5 min	
11.05 11.25	Understanding the challenge of financial sustainability in Health <b>MR. ADEL OLLEIK</b> - CHAIRMAN & CHIEF EXECUTIVE OFFICER - GATES GROUP
11.25 11.45	The Journey towards Value based Healthcare <b>DR. JULIA SPERLING</b> - PRINCIPAL - MCKINSEY
11.45 12.05	Changing how we pay for Health <b>MRS. ROULA GHARIOS ZAHAR</b> - CO FOUNDER & DEPUTY GENERAL DIRECTOR - MOUNT LEBANON HOSPITAL - ISQUA EMERGING LEADER 2015 /2016
12.05	<b>DISCUSSION</b>
12.15 12.45	<b>COFFEE BREAK AND EXHIBITION NETWORKING</b>

12.30 14.30	<b>SESSION 6: STEMMING THE BRAIN DRAIN TO GUARANTEE AN EXCELLENCE ARAB HEALTHCARE SECTOR</b> CHAIRMAN: <b>PROF. OSSAMA RASSLAN</b> - GENERAL SECRETARY- ARAB MEDICAL UNION PANELISTS: <b>ENG. SLEIMAN HAROUN</b> - PRESIDENT OF SYNDICATE OF HOSPITALS - LEBANON <b>DR. FAWZI AL HAMMOURI</b> - CHAIRMAN OF THE PRIVATE HOSPITALS ASSOCIATION - JORDAN <b>DR. ALAA ABDEL MAJEED</b> - CHAIRMAN OF PRIVATE SECTOR HEALTHCARE PROVIDERS CHAMBER - EGYPT <b>MRS. KAWTHER MAHMOUD</b> - HEAD OF CENTRAL NURSING ADMINISTRATION - EGYPT  <b>PRESENTATIONS GIVEN BY:</b> Support Local Doctors to help eliminate Brain Drain <b>DR. SOBHI BATTERGI</b> - PRESIDENT & CEO - SAUDI GERMAN HOSPITAL GROUP  Nursing Migration in Arab World: Implication and Limitation <b>MR. MOHAMAD ALI HAMANDI</b> - AHF SECRETARY & STRATEGIC MANAGER - MAKASSE GENERAL HOSPITAL - LEBANON  <b>PANEL DISCUSSION : WHAT IS THE ROLE OF THE ARAB HEALTH ORGANIZATIONS, ASSOCIATIONS &amp; SYNDICATES IN REDUCING THE BRAIN DRAIN?</b>
14.30	<b>CLOSING AND LUNCH BREAK</b>

