

3rd MEH*i*S

3rd Annual Middle East Healthcare Informatics Summit
~ *Seamless Integration for Superior Healthcare* ~

4 to 6 October 2016, Dubai, United Arab Emirates



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OVERVIEW:

According to data released by IDC, spending on IT services and products among health care providers in Saudi Arabia, South Africa, Turkey and the UAE are expected to grow at double digit, with healthcare being the second-fastest-growing sector after government, in terms of IT spending. Saudi Arabia is the fastest-growing healthcare IT market in Middle East & Africa region, forecasted to grow by around 13.4% annually, followed by United Arab Emirates. The UAE government is making tremendous efforts to modernize technologies in an attempt to develop a world-class healthcare system that falls in line with the country's Vision 2021. Over the past 10 years, Saudi Arabia has spent billions of dollars on information technology applications within healthcare institutions.

Overall, the use of health informatics in the region is expected to expand over the next five years as a greater understanding of the role is being realized and the impact it can have on the meaningful use and adoption of technologies and the data that can be extracted. However, one of the challenges faced today is that there is plenty of talk, but little change in the direction. Too much big data, not enough operational integrity of getting data to fulfill the promise of big data. While healthcare systems in developed countries are focusing on optimizing costs and building an effective care for the older generation, the Middle East is working towards integrated technologies for enhancing patient experience. With the region being more open to new technologies, there is a paradigm shift from 'diagnose and cure' to 'sense and prevent.'

ABOUT MEHIS 2016:

In line with the region's vision for healthcare, the 3rd Annual Middle East Healthcare Informatics Summit will look at a holistic approach into where the region stands and what healthcare providers need to do towards achieving superior population health management. This year's program will discuss new and latest technologies that bring a new approach to the way doctors can interact with patients. MEHIS will probe into some of the most effective enablers for patient centered healthcare in today's time. While remote patient monitoring allows doctors to follow a larger group of patients, the ability to track, analyze and predict a patient's health allows fewer interactions; intervention only when necessary.

In 2016, the **3rd Annual MEHIS** brings to you:

- ✓ Health Information Management, Documentation Standards and Benchmarking
- ✓ eHealth and applications towards becoming a Digital Hospital
- ✓ Information Security, Data Analytics and Integrity
- ✓ Role and applications of IoT in achieving the National Vision
- ✓ An interface between technologists, informatics professionals, front-line care providers and decision makers to develop a sustainable and world-class ecosystem

WHO SHOULD ATTEND

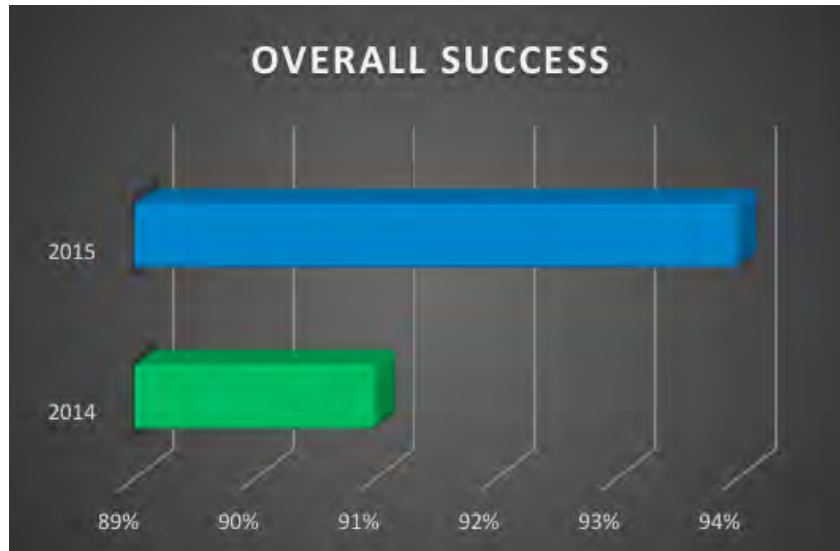
Industries and Sectors:

Government and Policy Makers, Associations, Healthcare Providers, Hospital Management, Clinics, Pharmacies, Insurance Providers, Payers, Technology Providers, Consultants, Healthcare Designers and New Hospital Planners

Department & Job Titles:

Chief Executive Officer, Chief Information Officer, Chief Operating Officer, Head of Informatics, Head of Clinical Informatics, Nurse Informatics, HIM Professionals, Head of IT, IT Manager, ICT Manager, Health IT Director, Head of Growth & Innovation, Head of eHealth, 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, Coders, Coding Specialists

GLIMPSE OF THE PAST



PAST SUPPORTERS



CONFIRMED SPEAKERS & PANELLISTS



KEYNOTE SPEAKER
Dr. Kalthoom Mohammad
Director Hospital Department,
Hospital Sector
Ministry of Health UAE



Dr. Salim Abdullah Al Salim
Advisor Health Information Management,
Ministry of Health and Dean, **Oman Health**
Information Management Institute



Dr. Ali Al Sanousi
Executive Chief Medical
Information Officer
Hamad Medical Corporation



Hika Mengistu
HIM Manager
Pacific Grove Hospital USA



Dr. Taghreed Justinia
Assistant Professor of Health
Informatics, Regional Director IT
Services, Technology & Health
Informatics, **King Saud bin**
Abdulaziz University for Health
Sciences, Ministry of National
Guard Health Affairs



Russel Gann
Chief Information Officer,
Vinnell Arabia (Ministry of the
National Guard)



Frances Beadle
Nurse Manager Nursing
Informatics, **Tawam Hospital**



Dr. Samina Ashiq
Group Manager, CDI &
Denials Management
Al Noor Hospitals



Dr. Amar Hijazi
Consultant and Director,
Information Technology, King
Khaled Eye Specialist Hospital



Thomas Adolph Spies Jr
Senior Director Revenue
Cycle Management
Cleveland Clinic Abu Dhabi



Kathleen VanEnkevort
Senior Vice President, Client
Solutions
Truven Health Analytics



Nadeem Siddiqui
Director Middle East,
Truven Health Analytics



Nicole Hill,
Global Healthcare
Sector Director
Alcatel-Lucent Enterprise



Cherie Pardue
Chief Information Officer
American Hospital Duba



Jeffrey Hanson
Vice President International
Consulting Services
Truven Health Analytics



K.C. Anand
Chief Operating Officer
AAPC International



Jeffrey Bird
Director HIMs
Cleveland Clinic Abu Dhabi



Adilakshmi Sankara
Head of Training & Auditing
AAPC International



Dr. Charushila Thadani
Associate Medical Director
CARE Team
Aetna International



Jeff Young, Vice President
Product Development and
Enterprise Solutions
AAPC



Abdulwadood Marashi
Chief Technology Officer
**Manteq Systems and
Information Technology**



Amid Abu Hmaidan
Manager Qatar National Cancer
Registry, **Ministry of Public
Health Qatar**



Sheila Burns
Manager Case Management
Department
Cleveland Clinic Abu Dhabi



Dr. Mohammed Ezzat Agamy
CEO Revenue Cycle Management
VPS Healthcare



Dr. Bandar AlHaqbani
President
**Saudi Association for Health
Informatics**

4th OCTOBER 2016, PRE-CONFERENCE WORKSHOP

Simplifying the Process Through CDI Training

09.00 **Registration**

09.30 **Introduction to the Workshop**

09:45 **Overview:**

Clinical documentation improvement is the topic that has been on the mind of the healthcare industry for years with the inception of various quality programs and will not be going away any time soon. Simplifying the process for physicians is important for improvement strategy. This workshop will help you with templating efforts, physician training and meeting documentation necessary to meet the coding process.

This training is designed specifically for CDI specialists, auditors, coders and those who may work directly with physicians.

Workshop Highlights:

- The benefits and use for good documentation
- How ICD-10-CM intersects with clinical documentation
- How to apply clinical documentation concepts
- Hands-on reinforcement exercise

Meet your workshop leader:

Adilakshmi Sankara, Head of Training & Auditing, **AAPC International**

Adilakshmi Sankara, is an astute & result oriented professional with over 20 years of experience in Healthcare, Medical Coding, Auditing, Education and Operations, and is also a certified medical coder. Proficient in managing medical coding operations and complex business models, Adilakshmi also has experience in enhancing business processes, optimizing resource utilization, improving productivity and operational efficiencies.



Additionally, Adilakshmi also possess expert knowledge in all specialties such as E/M coding, Surgery coding, IP-DRG Coding, Physician and Hospital coding. She also presents seminars to physicians on proper documentation requirements for services rendered and is also, experienced in AR denial management process.

Adilakshmi is CPC, CPC-I, CIC, CPMA and CRC certified from AAPC and is also an AAPC certified instructor.

American Academy of Professional Coders, AAPC is the second largest healthcare association in the US, with over 150,000 members. AAPC provides training, certification, ongoing education, networking, job opportunities and consulting services in medical coding, auditing, compliance, and practice management. AAPC has been recognized and acclaimed Internationally which has marked its Global footprints, with presence in Asia, Middle East and Africa.

13.00 **Close of workshop followed by Networking Lunch**

5th OCTOBER 2016, DAY ONE

08:00 Registration and Coffee

08:45 **Chairman's Welcome Address: K.C. Anand**, Chief Operating Officer, **AAPC**

Health Information Management

09:00 **OPENING KEYNOTE ADDRESS** **Dr. Kalthoom Mohammad**, Director Hospital Department, Hospital Sector, Ministry of Health UAE

09:30 **ICD 10 Implementation in the Region**

10:00 **A Holistic Approach to the Design and Meaningful Use of Electronic Health Records: A Nursing Experience**

- To understand how a holistic approach to design decisions impacts adoption of electronic medical records
- To understand how appropriate design decisions impacts the capture of Key Performance indicators
- To understand how a structured approach to change control impacts in overall clinician satisfaction and improves patient safety

Frances Beadle, Nurse Manager Nursing Informatics, **Tawam Hospital**

10:30 Morning Coffee and Networking

11:00 **Case Management: Perspective from Payer and Provider**

- Objective and Purpose of Case Management
- Case Management Process for UAE Market
- How Case Management supports providing quality care to patients

Dr. Samina Ashiq, Group Manager, CDI & Denials Management, **Al Noor Hospitals**

11:30 **RN Case Management: Cleveland Clinic Abu Dhabi Model**

- Objective of Case Management for CCAD – the bigger picture
- Repatriations and Case Management (case study)
- 'No man is an Island'- Interdisciplinary approach to support patient first philosophy

Sheila Burns, Manager Case Management Department, **Cleveland Clinic Abu Dhabi**

12:00 **Case Management: Perspective from Aetna International**

Dr. Charushila Thadani, Associate Medical Director CARE Team, **Aetna International**

12:20 **Interactive Panel Discussion: Revenue Management Optimization and Relevance to Health Information Management**

- Effective management of administrative and clinical functions
- Increasing the accuracy level for better patient care
- Clinical documentation improvement

MODERATOR: Nadeem Siddiqui, Director Middle East, **Truven Health Analytics**

Thomas Adolph Spies Jr, Senior Director Revenue Cycle Management, **Cleveland Clinic Abu Dhabi**

Dr. Mohammed Ezzat Agamy, CEO Revenue Cycle Management, **VPS Healthcare**

Abdulwadood Marashi, Chief Technology Officer, **Manteq Systems and Information Technology**

13:00 Networking Lunch

Digital and eHealth

MODERATOR: Nadeem Siddiqui, Director Middle East, **Truven Health Analytics**

14.00 Understanding Coding Patterns Through Data Analytics

- Data and Analytics provides key insight into an organization's coding patterns
- What are the benefits of understanding how coding patterns compare to norms?
- Examples of coding analytics

Jeff Young, Vice President Product Development and Enterprise Solutions, **AAPC**

14.30 Big Data in Healthcare

- Operational and financial benchmarking to save costs
- Clinical benchmarking to improve patient outcomes
- Custom analytics that combine both clinical and operational data

Kathleen VanEnkevort, Senior Vice President, Client Solutions, **Truven Health Analytics**

15.00 Afternoon Networking Break

15.30 Disease Registries to Big Data

- Big Data as a tool for HIT
- Registries provide significant data for evaluation and input to big data algorithms
- Both tools to be used together to build a complete picture of the healthcare of a nation

Russel Gann, Chief Information Officer, **Vinnell Arabia (Ministry of the National Guard)**

16.00 The Role of Patient Portal in Patient Empowerment: King Khaled Eye Specialist Hospital Experience

- Portals provide efficient and easier consumers-providers communication method
- Effects of Health Literacy on Population
- Encouraging patients to play vital role in their health

Dr. Amar Hijazi, Consultant and Director, Information Technology, **King Khaled Eye Specialist Hospital**

16.30 BYOD Technology: Patient & Physician Benefits

17.00 Closing Remarks from the Chairman

6th OCTOBER 2016, DAY TWO

Information Security and Data Analytics

08:00 Registration and Coffee

08.45 Chairman's Welcome Address

09.00 Health Information Privacy Policy and Practice in Oman

- Explore the current status of health information privacy practice among different healthcare providers
- Understand the similarities and differences among different healthcare providers' health information privacy practices and way do they exist
- Identify the major factors that affect the implementation of health information privacy best practice

Dr. Salim Abdullah Al Salim, Advisor Health Information Management, Ministry of Health and Dean, **Oman Health Information Management Institute**

09.30 Large-scale Technological Transformation in Healthcare: A Change Management Approach

- Deploy healthcare transformation with technology
- Design effective strategies for managing large-scale health informatics change
- Avoid the socio-technical pitfalls and challenges
- Recognize the role of leadership is successful transformation

Dr. Taghreed Justinia, Assistant Professor of Health Informatics, Regional Director IT Services, Technology & Health Informatics, **King Saud bin Abdulaziz University for Health Sciences, Ministry of National Guard, Health Affairs**

10.00 **Objectives of Privacy & Security**

- Enables to understand why Privacy & Security is Important
- Introduces the responsibility of the providers
- Understanding of Patients' Rights and Responsibility
- Ensure confidentiality, integrity, and availability of records
- Protection against anticipated intruders and threats
- Management and governance of sensitive data

Hika Mengistu, HIM Manager, **Pacific Grove Hospital USA**

10.30 Morning Coffee and Networking

11.00 **Business Intelligence for Healthcare Revenue Cycle Management**

- Analyze the Past to Extrapolate the Future
- Streamline the Revenue Cycle Tracking Process
- Support Medical Decisions
- Support Financial Decisions
- BI for Efficient Revenue Results

Abdulwadood Marashi, Chief Technology Officer, **Manteq Systems and Information Technology**

11.30 **Confidentiality and Security of Health Information**

- Security of patient health information in the age of the electronic medical record.
- Electronic Health Record (EHR) versus Electronic Medical Record
- Governance in the UAE
- Protections
- Case study from CCAD on their data privacy and security program
- Defining Best Practice

Jeffrey Bird, Director HIMS, **Cleveland Clinic Abu Dhabi**

12.00 **How do you Ensure Patient Data Security & Integrity**12.30 **Interactive Panel Discussion: Transforming Healthcare through Big Data Analytics**

- Custom data analytics
- Identifying fraud, waste and abuse in the reimbursement / insurance system
- Clinical quality performance measures

MODERATOR: Jeffrey Hanson, Vice President International Consulting Services, **Truven Health Analytics**

Jeffrey Bird, Director HIMS, **Cleveland Clinic Abu Dhabi**

Cherie Pardue, Chief Information Officer, **American Hospital Dubai**

Hika Mengistu, HIM Manager, **Pacific Grove Hospital USA**

13.00 Networking Lunch

14.00 **Cancer Registry: Source of Standardized Data**

- What is a Cancer Registry?
- Benefits of the cancer registry in clinical research, healthcare improvement and program planning
- Standardization of data collection, management and dissemination

Amid Abu Hmaidan, Manager Qatar National Cancer Registry, **Ministry of Public Health Qatar**

14.40 **Monitoring and Control of Critical Health Risk Factors**

15.00 Afternoon Networking Break

15.30 **Remote Monitoring of Patients in Outpatient Settings**16.00 **Closing Remarks from the Chairman**16.15 **Close of Summit**

Middle East Healthcare Informatics 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

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Early Bird till 15 th August 2016	Conference + Workshop	Conference Only	Workshop Only
AAPC Members	\$ 399	\$ 349	\$ 100
Non Members	\$ 499	\$ 449	\$ 149
After 15 th August 2016			
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For Vendors and Technology Providers			
Registration Fees	\$1999	\$1899	\$ 149

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What is Included in?

- General registration fee:
 - Sessions
 - Coffee breaks & refreshments
 - Group discussions
 - 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 15 Sep 2016. 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.