

5th Annual



01 - 03 October 2019

Millennium Airport Hotel,
Dubai, UAE

EXPLORING OPPORTUNITIES IN AN EVOLVING HEALTH INSURANCE SYSTEM



Workshops



Presentations



Panel discussions



Networking

2019 CONGRESS HIGHLIGHTS

200+
ATTENDEES

3
WORKSHOPS

30
HOURS OF
NETWORKING

40+
SPEAKERS

DYNAMIC
INTERACTIVE
PANEL
DISCUSSIONS

Key Benefits of Attending

- **Exploring** new regional updates about health insurance across GCC
- **Setting up** an effective partnership between payer and provider to ensure delivery of care to patients
- **Learning** the Oman Health Insurance Market Updates and Growth Prospects
- **Exploring** the latest trends in the Saudi health insurance market
- **Identifying** innovative strategies for controlling pricing and medical inflation
- **Listening** the strategies for Public-private partnership (PPP) and Health investment opportunities
- **Understanding** the population health management – value based insurance design
- **Modernizing** claims process and data-driven pricing analysis in the health insurance
- **Investigating** applications of IoT, Blockchain and AI in health insurance business operations
- **Devising** a robust real time fraud detection framework to combat fraud and abuse in the health
- **Highlighting** the digitization of Health Insurance distribution and the rise of wearable technology
- **Understanding** technology innovation in wellness & employee benefits insurance

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Dr. Muhammad Fazil, Director Revenue Cycle Management, **Sheikh Khalifa Medical City Ajman, Ministry of Presidential Affairs(MOPA), UAE**
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Dr. Sven Rohte, Ex-Chief Commercial Officer, **Daman, UAE**
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CONGRESS OVERVIEW

The MENA Health insurance Industry as a fast growing, developing with highly advanced vision for health strategy, which has opened up enormous opportunities for growth. Major trends include the progress and continuous development of mandatory health insurance, a sharper focus on value, and a renewed emphasis on patient access, affordability, and quality.

The 5TH MENA Health insurance congress, gather key decision makers from health, public policy, insurance experts from the region and the globe to highlight the efforts made to develop the health insurance market in the MENA region, significant roles of insurers and healthcare providers in the process, critical success strategies for the healthcare market, global healthcare trends, regulatory issues, managing rising healthcare costs; impact of healthtech and insurtech on insurance: use of AI & analytics and innovative healthcare solutions for success; cyber security and examine fraud and abuse in the health insurance, exploring the latest trends in the Saudi health insurance market, developments of compulsory health insurance in Oman; corporate and employee wellness, medical and healthcare products for sustainability and success through brilliantly credentialed speakers addressing complex and thought-provoking issues with presentations, interactive panel discussions and workshops to improve operational efficiencies and cost mitigation.

Who Should Attend

- Government and insurance authorities
- C-Level Executives from providers
- Heads and general managers of medical insurance companies
- Third Party Administrators
- Managed care service providers
- Management consultants, risk managers and Claims Specialists
- Revenue cycle managers
- Market access managers from pharma companies
- Technology experts and solutions providers
- Healthcare Infrastructure Developers
- Legal and Consulting firms
- Employers and HR Managers dealing with health and healthcare issues
- Senior managers in quality and patient services



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CONFERENCE DAY ONE

Tuesday, 01 Oct 2019

- 08:00 Registration, networking and coffee
- 08:30 Welcome from Maarefah Management
- 08:40 Chairman's welcome and opening remarks
- 08:50 Official inauguration

SESSION I: Strategic Overview of Saudi Health Insurance Market

- 09:00 **CEO's Interactive Panel Discussion : Future trends in Health Insurance Outlook of vision 2030**
- 09:30 **Ministry of Health Keynote : Implementation of a minimum benefit package for medications in health insurance in Saudi Arabia**
- 10:00 **The importance of Public Private Partnership on Health Insurance Sector**
- 10:30 **Networking coffee break**

SESSION II: Revenue Cycle Management and Modernizing Claims

- 11:00 **Driving Efficiencies and Controls in Healthcare Claims Payments**
- 11:30 **Revenue cycle management impact on Healthcare providers**
Dr. Ali AlOthman, Member of Permanent Executive Committee for Private Medical Sector, **Council of Cooperative Health Insurance (CCHI)**; Asst. Director, Insurance Center, **Specialized Medical Center & Hospital**, Health Insurance Expert, Healthcare Management, **KSA**
- 12:00 **Quality Indicators for Service Providers and Insurance Companies**
Dr. Abdelaleem Shishi, MEAHCO Insurance & Sales Director, **Saudi German Group of Hospitals, KSA**
- 12:30 **Insights about the Saudi Health Insurance Bus (SHIB)**
- 13:00 **Prayer and lunch break**

SESSION III: Digital disruption in insurance /Fraud & Abuse/ Population Health Management

- 14:00 **Digital Disruption in Healthcare and its impact on Insurance Services**
- 14:30 **The Key to Success with Value Based Healthcare**
Dr. Sedeek ElHakeem, MBBS, TQM, IFCE, cert. TOT, Health Insurance Expert and Deputy Manager of Health Insurance, **Al Salama Hospital, KSA**
- 15:00 **The impact of the Ageing Population and Chronic Disease Management on Health Insurance Operations**
- 15:30 **Networking coffee break**

16:00 Workshop A : Medical Coding

- 17:00 Closing remarks and end of day one



CONFERENCE DAY TWO

Wednesday, 02 Oct 2019

- 08:00 Registration, networking and coffee
- 08:30 Welcome from Maarefah Management
- 08:40 Chairman's welcome and opening remarks
- 08:50 Official inauguration

SESSION IV: The Future Trends of Global Health Insurance Outlook

- 09:00 Key leaders Interactive Panel Discussion : Future of Health Insurance
Dr. Michael Bitzer, Chief Executive Officer, Daman, UAE
Mr. Arafat Khatib, General Manager, Lockton Insurance Brokers, Abu Dhabi, UAE
Mr. Joseph Boulos, Group Chief Executive Officer, NAS Administration Services, UAE
- 09:30 Keynote Address:
Future of Health Insurance in Oman : Market Updates and Growth Prospects
Mr. Ahmed Ali Al maamari, Vice President, Insurance Sector, Capital Market Authority, Oman
- 10:00 Keynote Address:
Kuwait transformation to private health insurance
Dr. Ahmed Mohammed Al-Saleh, CEO, Dhaman, Kuwait
- 10:30 Networking coffee break

SESSION V: Pricing and Medical Inflation

- 11:00 Preventing overutilization/overtreatment of medical services and how key stakeholders can collaborate to ensure sustainability
Dr. Mohamed Saheed Thabit Ghazaly, Expert-Medical Insurance Strategy, Capital Market Authority, Oman
- 11:30 Challenges for a Provider to sail through DRG reimbursement system
Mr. Jayagopal Pallath, Group Manager – Insurance Contract & Pricing, NMC Healthcare, UAE
- 12:00 Global best practices in healthcare insurance risk management
Mr. Karunanidhi Muthuswamy, Chief Actuary, RGA Reinsurance Company Middle East Limited, UAE
- 12:30 Corporate and Employee Benefits Interactive Panel Discussion: How to Achieve The Possible Win-Win: Providing Better Personalised Insurance to Employees and Workplace Wellness Without Spending More
Ms. Nita Nair, Assistant Vice President – Strategic Sourcing & SRM Group Procurement and Realty Services, Emirates NBD
Dr. Muhammad Farhan Sher, Human Capital Director, Al Zahra Pvt. Hospital Dubai, UAE
Mr. Gregory Komarow, Chief HR officer, Sheikh Khalifa General Hospital, UAQ, UAE
Ms. Hessa Al Ghurair, Director Human Capital, UAE General Civil Aviation Authority (GCAA)
- 13:00 Prayer and lunch break

SESSION VI: Revenue Cycle Management and Modernizing Claims

- 14:00 Using a Tech-Enabled Revenue Cycle to Optimize Performance
Muhammad Fazil, Director Revenue Cycle Management, Sheikh Khalifa Medical City Ajman, Ministry of Presidential Affairs, UAE
- 14:30 Artificial intelligence repositioning Medical claims process
Dr. Mohamed A Hamdy, Group Chief Operating Officer, Al Salama Hospital, UAE
- 15:00 Data and documentation driven clinical protocols for revenue optimization
Mr. Sunil Raj, Corporate Insurance Manager, Mediclinic Middle East, Dubai, UAE
- 15:30 Networking coffee break

16:00 Workshop B : Cost Containment Strategies in Health Insurance

- 17:00 Closing remarks and end of day two

CONFERENCE DAY THREE

Thursday, 03 Oct 2019

- 08:00 Registration, networking and coffee
- 08:30 Welcome from Maarefah Management
- 08:40 Chairman's welcome and opening remarks
- 08:50 Official inauguration

SESSION VII: Integration of Digital transformation & AI in health Insurance

- 09:00 Artificial Intelligence (AI) for operational efficiency
Mr. Anshul Srivastav, Chief Information Officer & Digital Officer, Union Insurance, UAE
- 09:30 Digitalization in the insurance sector and its effect on pricing
Mr. Andrew Stoker, Head of Employee benefits, MetLife Gulf
- 10:00 Added Values of Insurance and Technology to the practical patient's life
Dr. Yaser Sabsabi, Director, Revenue Management, American Hospital, UAE
- 10:30 Networking coffee break

SESSION VIII: Value Based Care/PPP

- 11:00 Health insurance market trends and Health investment opportunities in Dubai
Dr. Ahmed Faiyaz Sait, Advisor-Health Investments and PPP's Dubai, Dubai Health Authority, UAE
- 11:30 Interactive Panel Discussion: Dubai Standard of care: Value based payment as a new model for a healthy partnership between payer, regulator and provider
Dr. Ahmed Faiyaz Sait, Advisor-Health Investments and PPP's Dubai, Dubai Health Authority, UAE
Dr. Mohamed Farghaly, Consultant Dubai Health Insurance Corporation and Director of Health Insurance Policies & Health Ec, Dubai Health Insurance Cooperation (DHA), UAE
Ms. Laura Gerstein, Chief Employee Benefits Officer, AXA Gulf, UAE
Mr. Srinivasan Vaidyanathan, Senior Vice President, Chief Underwriting Officer, ADNOC, UAE
- 12:00 Partnerships in pharmaceutical management in health insurance-systematic review
Dr. Husam Majali, Insurance Associate Director Merck Sharp & Dohme (MSD), UAE
- 12:30 Innovative business models to achieve universal health coverage : regional & global experience
Dr. Sherif Mahmoud, Regional Head, Healthcare Operations, AXA Insurance Gulf, UAE

SESSION IX: Abuse & Fraud Management/Chronic Disease Management

- 14:00 An Innovative Approach to Health Care Delivery for Patients with Chronic Conditions
- 14:30 Devising a robust real time fraud detection framework to effectively combat fraud and abuse in the regional health insurance system
- 15:00 Health insurance solution for aging population and people with chronic diseases
Mr. Shyam Sankar, General Manager, RAK Insurance, UAE
- 15:30 Networking coffee break

16:00 Workshop C : Combatting Health Insurance Fraud: Effective screening to detect patterns and enhance collaboration across geographies

- 17:00 Closing remarks and end of day three



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“I like the conference. And also because it talks about the wellness in our society”

Fareed Lutfi, Secretary General, Emirates Insurance Association

“It is a very informative congress and encourages theMENA region continuous improvement multidimensional initiatives in developing the health insurance”

Lina Jichi, Manager of Health Financing Advisory and Monitoring Department, Strategy Division, Department of Health - Abu Dhabi

“Congress had very good selection of topics and most speakers had excellent grasp of the topics. I would like to have more speakers from outside the UAE to broaden experience

Charles Fagbohunlu, General Manager, Clearline HMO

“Excellent forum to network and share experiences and up to date insights in the industry. The knowledge share will surely benefit all stakeholders in the industry”

Mohamed Saheed Thabit Ghazaly, Manager Medical Strategy, Daman

“It was a very good congress, with the fact that you brought together the two main parties which are the healthcare provider and the healthcare finances or the insurance companies”

Ralph Kabban, Managing Director, United Insurance Brokers (Dubai) LLC





01 - 03 October 2019
Millennium Airport Hotel,
Dubai, UAE

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VENUE AND ACCOMMODATION

VENUE: Millenium Airport Hotel
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Hotel and travel costs are not included in the registration fee.



ROOM RESERVATION

Special / corporate rate for room accommodation is available at the hotel.
You may contact the hotel directly as per the details above quoting
MENA Health Insurance Congress.

TERMS AND CONDITIONS

Registration and Payment Policy

- All participants must register prior to congress admission.
- Pre-registered participants are advised to present a copy of their registration/payment slip at the onsite registration desk.
- Payment is due at the time of registration and includes lunches, refreshments, conference materials and certificate of attendance.
- Your registration will not be confirmed until payment is received in full.
- Cheque payment may only be made from UAE and in AED. Kindly contact us at info@healthinsurancecongress.com to discuss.
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- Payment should be made within 7 days of invoice date.
- Payment can also be done through credit card or Paypal.

Discounts

- All early bird discounts require payment at the time of registration and before the early bird deadline in order to receive any discount.
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Cancellation Policy

- Registration cancellations must be notified in writing by email to the Maarefah's office in Dubai.
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- Cancellations received 30 days prior to the event will receive a refund of the registration fees, less an administration charge of 100 USD of the congress fee.
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- Refunds will be processed 2 months after the event completion date.

Liability

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- While every consideration has been taken when presenting the demographics of the attendees in the programme, Maarefah doesn't guarantee the exact demographics of the congress attendees and can not be held responsible for the same.

2 Days conference + workshops Gold Pricing :	Early Bird Book By 1 August 2019	Standard Price
Insurance Companies	USD 999	USD 1,199
Hospitals	USD 599	USD 699
Solution Providers and Pharma Companies	USD 2,299	USD 2,499

2 Days conference only Bronze Pricing :	Early Bird Book By 1 August 2019	Standard Price
Insurance Companies	USD 799	USD 999
Hospitals	USD 499	USD 599
Solution Providers and Pharma Companies	USD 1,999	USD 2,199

ALL OUR PACKAGES INCLUDE THE FOLLOWING:

- Networking Coffee Breaks
- Lunch
- Post Congress Presentation Access
- Certificate of Attendance

*** Early Bird for first 20 Delegates ONLY**
*** All Prices Exclude 5% VAT**

CME Accredited Conferences

2019 Events	Dates	Location
Dubai International Nursing and Midwifery Congress	24-25 Jan 2019	Dubai, UAE
Arab International Paediatric Medical Congress	14-16 Feb 2019	Dubai, UAE
Arab International Neonatal Medical Congress	14-16 Feb 2019	Dubai, UAE
International Cold Chain Management Congress *	26-28 Feb 2019	Riyadh, KSA
Middle East International Adult Vaccination Forum	14-15 Mar 2019	Manama, Bahrain
Middle East Pharma Cold Chain Congress *	19-21 Mar 2019	Dubai, UAE
Dubai International Paediatric Neurology Congress	04-06 Apr 2019	Dubai, UAE
Middle East Laboratory and Diagnostics Congress	18-20 Apr 2019	Dubai, UAE
RAK International Psychiatry Congress	19-20 Apr 2019	RAK, UAE
Dubai International Conference on Infectious Diseases and Vaccination	25-27 Apr 2019	Dubai, UAE
Dubai International Paediatric Dermatology Congress	25-27 Apr 2019	Dubai, UAE
GCC Healthcare Innovation Congress	28-29 Apr 2019	Dubai, UAE
Middle East Healthcare Financing Summit *	18-19 June 2019	Abu Dhabi, UAE
Middle East Healthcare Revolution Summit *	18-19 June 2019	Abu Dhabi, UAE
Middle East International Nursing and Midwifery Congress	21-22 June 2019	Dubai, UAE
Middle East Paediatric Medical Conference	27-29 June 2019	Istanbul, Turkey
Middle East Infectious Diseases Conference	28-29 June 2019	Istanbul, Turkey
Middle East International Pharmacy Conference	09-11 July 2019	Cairo, Egypt
Arab International Pharmacy Congress	16-18 Sept 2019	Riyadh, KSA
MENA International Orthopaedic Congress	19-21 Sept 2019	Dubai, UAE
MENA Women's Health Congress	26-28 Sept 2019	Dubai, UAE
MENA Health Insurance Congress *	01-02 Oct 2019	Dubai, UAE
Oman International Paediatric Congress	10-12 Oct 2019	Muscat, Oman
Saudi International Laboratory and Diagnostics Congress	13-15 Oct 2019	Jeddah, KSA
Abu Dhabi International ID Week	23-26 Oct 2019	Abu Dhabi, UAE
GCC Pharmacy Congress	24-26 Oct 2019	Dubai, UAE
MENA Physical Medicine and Rehabilitation Congress	31 Oct-02 Nov 2019	Dubai, UAE
Dubai International Asthma, Allergy and COPD Forum	08-09 Nov 2019	Dubai, UAE
International Paediatric Medical Congress	14-16 Nov 2019	Dubai, UAE
International Neonatal Medical Congress	14-16 Nov 2019	Dubai, UAE
Middle East Pharma Excellence Congress *	19-20 Nov 2019	Dubai, UAE
MENA Pharma Manufacturing Congress and Exhibition *	03-05 Dec 2019	Riyadh, KSA
Egypt Healthcare Advancement Summit	10-12 Dec 2019	Cairo, Egypt

* Not a CME Accredited Event