



Dubai International Nursing & Midwifery Congress

25th & 26th of January 2018 | Dubai, UAE

**CME
ACCREDITED**

Global Advances in Nursing & Midwifery Practices



PRESENTATIONS



PANEL DISCUSSIONS



WORKSHOPS



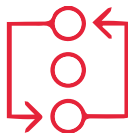
NETWORKING

UNDENIABLE REASONS YOU CANNOT MISS THIS CONGRESS:

- **Featuring** over 15 scientific sessions on nursing, midwifery and quality in an inspiring mix of interactive formats
- **Earn** CMEs credit hours by attending this congress
- **Meet** more than 20 renowned speakers with the leading global experts from the field of nursing, midwifery and quality care
- **Enjoy** interactive presentations and panel discussions covering the latest advances on nursing, midwifery and healthcare system
- **Join** interactive hands-on workshops on Midwifery that will enhance your learning experience
- **Participate** in the International Nursing & Midwifery Awards by submitting your research, case study or research in progress
- **Network** with your peers in the field of nursing and midwifery to build relationships and exchange lessons learned
- **Learn** more about midwifery and recent practices in the Focus Day of Midwifery

2018 Congress Highlights:

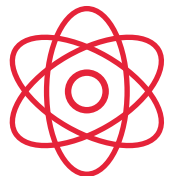
**Largest platform
on nursing and midwifery
in the region**



70%
New Speaker Faculty
Leadership in improving patient
outcomes and primary care



More Than 15
sessions on nursing
and midwifery



AN INITIATIVE BY



MEDIA PARTNERS



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Scientific Board

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Aysha Al Mahri, Director of Nursing, **Al Jalila Children Specialty Hospital**, President, **Emirates Nursing Association**, UAE

Elizabeth Macaulay Sojka, EN, BTA (Cert), RN, DMS, MBA, Director of Nursing, **Al Noor Hospitals Group**, **Al-Ain Branch**, UAE

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Nawal Ahmed Awad, Assistant Director of Nursing, Nurse Administration, Nursing Administrative Services, **Al Mafraq Hospital**, UAE

Exclusive Speaker Faculty Includes

Asma Agha, Head of Midwife, **Medcare Hospitals and Medical Centers**, UAE

Aysha Al Mahri, Director of Nursing, **Al Jalila Children Specialty Hospital**, President, **Emirates Nursing Association**, UAE

Avon Strahle, President of the Midwives Section, **Emirates Nursing Association**, Assistant Director of Nursing, **Dubai Hospital**, UAE

Beverley Swinerd, Clinical Education Manager, Learning & Development Department, **Mediclinic Middle East**, UAE

Ciba Sunil, Senior NICU Nurse, **Medcare Hospital for Women's Wellness**, UAE

Elizabeth Macaulay Sojka, EN, BTA (Cert), RN, DMS, MBA, Director of Nursing, **Al Noor Hospitals Group**, **Al-Ain Branch**, UAE

Fouad Hussein Chehab, RN, MQM, MBR, Director of Nursing, **Dubai Hospital**, UAE

Grace Lindsay, PhD, MD, Professor in Medical-Surgical Nursing, **Umm Al Qura University**, KSA

Hussam Al Nusair, Chief Nursing Officer, **Sheikh Khalifa General Hospital**, UAE

Ines Haddad, BA, RGN, RM, Senior Charge Nurse, Unit Manager, **Tawam Hospital**, UAE

Jane Leane Griffiths, RN, MHP, Chief Information Officer, Associate Professor, **Dubai Health Authority**, UAE

Louise Breedt, Lactation Consultant, **Tawam Hospital**, UAE

Manimala Stanley, Senior Staff Nurse, **Dubai Hospital**, UAE

Mariam Ahmad Al Gobari, Head of Midwives, **Al Ain Cromwell hospital**, UAE

May McCreaddie, MD, PhD, Senior Lecturer, RCSI, **Bahrain**

Mona A. S. Hussein, RN, MSc, Director of Nursing, Comprehensive Cancer Center, **King Fahd Medical City**, KSA

Nabeel Al Yateem, Assistant Professor, Department of Nursing, **College of Health Sciences**, **University of Sharjah**, Adjunct Lecturer and Researcher, **Charles Sturt University**, Faculty of Science, School of Nursing, Midwifery and Indigenous Health, **Orange Campus**, **New South Wales**, **Australia**

Nawal Ahmed Awad, Assistant Director of Nursing, Nurse Administration, Nursing Administrative Services, **Al Mafraq Hospital**, UAE

Nisrine Abou Fadel, Chief Nursing Officer, **Emirates Hospital**, UAE

Rajaa Hammoud, BSN, MPH, Chariman of Nursing Programs, **Nahdat Al Tamayuz**, Former Corporate Chief Nursing Officer, **Al Noor Hospitals Group**, UAE

Soosan Varghese, Charge Nurse, Neonatal Intensive Care Unit, **Latifa Hospital**, UAE

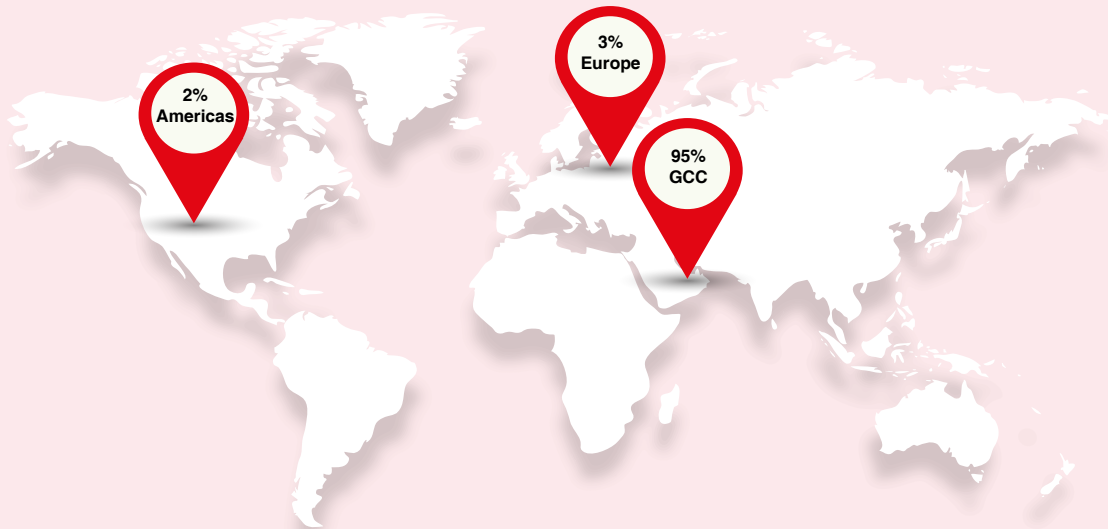
Trudy Rowsell, Director of Nursing, **Oasis Hospital**, UAE

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Who will you meet?

Geographic Distribution:



Job Profiles:

Nurses
Midwives
Educators
Lactation Consultants
Other Healthcare professionals
Health Care Quality Specialists
Healthcare Policy Makers



“Very well-organised, especially during registration.”

Alicia Samsuangco
Corniche Hospital



“As a lactation consultant, I have attended many conferences before and I can tell you this conference was one of the most memorable. It was excellently-organised and a very friendly and welcoming staff. May god bless and reward you for it and wish you more successful events.”

Zahra Omar Warsame
Dubai Lactation Education Training
Program Coordinator and DHA Staff



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Dear Colleagues

The Dubai International Nursing & Midwifery Congress is the leading platform for nursing professionals and midwives in the region will be held during 25-26 January 2018 in Dubai UAE. The event is designed to provide nurses and midwives in the Middle East with up-to-date information to highlight the recent developments in nursing and midwifery healthcare practice and to provide key solutions to the latest challenges faced by nurses and midwives global wide.

Professional excellence in nursing and midwifery practice requires you to take responsibility and accountability for patients' health outcomes. To achieve this level of professional excellence, it is important to fully engage in team-based patient care and maintain expertise through advanced training and professional development.

We have been working over the last months listening to the nurses and midwives to develop high quality programmes meeting your expectations. This year we have expanded the scope of the meeting to cover more areas, such as health informatics, quality, medication safety and leadership.

Our commitment to being professionally excellent, keeping up-to-date and continuously seeking improvement is the key of improving your professional competence and sustaining it by providing you quality practical learning opportunities that will help in closing the gap between theory and practice for the benefit of the patient.

We would like to thank you for your commitment, for seeking excellence in your practice, and your interest in attending these valuable topics. We are confident that you all will enjoy this years' theme and leave the conference with deepen knowledge that you will be able apply at your own practice.

Doaa Said

Managing Director, Maarefah

Dubai International Nursing & Midwifery Awards: The International Nursing & Midwifery Awards

The mission is to distinguish, celebrate and support the impressive work that is done by Nurses and Midwives to enhance the quality care and patient safety. If you have done research, or have a research in progress or an interesting case study, submit your abstract today to join the International Nursing & Midwifery Award.

Deadline: 21/12/2017

For more information, contact:

info@inmc-dubai.com
or visit www.inmc-dubai.com

Eligibility should be registered at Dubai

Entrants should be registered at Dubai International Nursing & Midwifery Congress.

Start knowledge sharing and networking before the congress



Follow us on Twitter:

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Nursing & Midwifery Professionals



"This conference was extraordinarily well-organised, user friendly and the venue was superb. The organisers obviously care about hosting premier events. The speakers were passionate, educated and interactive. I will definitely return in 2018. Thank you."

**Ines Haddad, Senior Charge Nurse
Tawam Hospital**



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Congress Day One: Thursday, 25 January, 2018

- 08:00** Registration, coffee and networking
08:45 Maarefah's welcome and opening remarks
08:50 Chairperson's Welcome and Opening Remarks
09:00 **KEYNOTE ADDRESS:** Development of leadership and role models amongst nurses and midwives in the UAE
Aysha Al Mahri
09:30 Risk assessment in the clinical areas
10:00 **INTERACTIVE PANEL DISCUSSION:** Ethical Dilemmas: How to avoid it?
Moderator: Nabeel Al Yateem
Panelists:
May MacCreaddie
Nawal Ahmed Awad
Avon Strahle
10:30 Networking coffee break

Nursing Stream
Chairperson: Aysha Al Mahri

Session I: Nursing Innovation

- 11:00** Nursing roles in accreditation in healthcare organizations
Nisrine Abu Fadel
11:30 Research priorities for nursing profession in UAE
Nabeel Al Yateem
12:00 Nurse engagement and the triple aim: improving quality, cost management, and patient satisfaction
Hussam Al Nusair
12:30 A traumatic journey: Problematic interactions and complaints in healthcare settings
May MacCreaddie
13:00 Networking lunch break

Session II: Nursing Informatics

- 14:00** 'Computer to computer' healthcare: Nurse-patient perspectives
Grace Lindsay
14:30 Paper informatics: Electronic medical records
Jane Leane Griffiths
15:00 Electronic medical records & the implications for healthcare in UAE
15:30 Networking coffee break

16:00 **Practical Workshop A:**
Seven Habits of Highly Effective Nurse Educators: Nursing Competency

Workshop Leader:
Overview:

The primary goal of this workshop is to learn the outlines of nurse educator core competencies and performance expectations, that will result in developed competence nursing environment in the organization.

Learning Objectives:

- Learn about the behavioral traits and psychomotor skills
- Discuss the Social and human relationships and the exceptional conditions between the nurse and the patient
- Identify the professional codes of ethical practice

17:45 Closing remarks and end of day one

Midwifery Stream
Chairperson: Avon Strahle

Session I: Current Approaches in Midwifery Practice

- 11:00** Minimum standards and expectations facing the midwives
Avon Strahle
11:30 Empower the role of midwives to provide quality of care
Mariam Ahmad Al Gobari
12:00 **INTERACTIVE PANEL DISCUSSION:** Changing the image of midwifery in the region
Moderator: Aysha Al Mahri
Panelists:
Avon Strahle
Mariam Ahmad Al Gobari
12:30 Midwifery global perspectives, practices and challenges
Asma Agha
13:00 Networking lunch break

Session II: Woman's Health 'Maternal Care' I

- 14:00** Staff kindness: Why do nurses eat their young?
Ines Haddad
14:30 Practical Breast feeding in the 21st century
Louise Breedt
15:00 Birth complications and challenges
15:30 Networking coffee break

16:00 **Practical Workshop B: Breast Feeding 'Lactation Techniques'**

Workshop Leader: Louise Breedt
Overview:

The aim of this workshop is to identify the relationships among maternal and infant characteristics, breastfeeding techniques, and exclusive breastfeeding initiation in different modes of birth using structural techniques. How to assess the need for and how to operate a breast pump and the use and application of nipple shields.

Learning Objectives:

- Avoid baby straining for nipple.
- Ensure that infant latches on to entire areola.
- Use C-Hold to support Breast and direct latch-on.
- Encourage infant to empty both Breasts at each feeding.

17:45 Closing remarks and end of day one

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Congress Day Two: Friday, 26 January, 2018

08:00 Registration, coffee and networking

08:45 Chairperson's welcome and opening remarks

Session III: Recent Approaches in Primary Care

- 09:00 How to provide high quality care under the pressure of advanced technologies?
Elizabeth Macaulay Sojka
- 09:30 Mental Health Literacy of healthcare professionals working with children and adolescents with chronic illnesses in UAE
Nabeel Al Yateem
- 10:00 Continuity of care for a positive environment for patients
Rajaa Hammoud
- 10:30 Networking coffee break

Session IV: Patient Safety

- 11:00 Engaging patients in their safety: From R To R
Mona A. S. Hussein
- 11:30 Nursing staff training needs analysis: Why and how?
Beverley Swinerd
- 12:00 Prayer and lunch break
- 13:30 Medication errors from nursing perspectives
- 14:00 Green Crescent: A visual patient safety method
Mia Miller

Session V: Clinical Findings

- 14:30 Nursing care and management for cardiac and stroke assessment
- 15:00 Paediatric nursing care plan and assessment
- 15:30 Networking coffee break

16:00 **Practical Workshop C: How to prevent stress, burnout and compassion fatigue**

17:45 Closing remarks and end of day two



08:00 Registration, coffee and networking

08:45 Chairperson's welcome and opening remarks

Session III: Advances in Midwifery

- 09:00 Role of the midwife in technological birth: The need to be embraced with wisdom
- 09:30 Antenatal education training and effectiveness
- 10:00 Foster a better working environments for midwives and maternity professionals
- 10:30 Networking coffee break

Session IV: Evidence Based on Clinical Aspects of Midwifery Care

- 11:00 Water birth delivery
- 11:30 Emergency management of umbilical cord prolapse 'UPC'
Ciba Sunil
- 12:00 Prayer and lunch break
- 13:30 Postpartum hemorrhage: Treatment and management
- 14:00 Birth complications: How to prevent it from a midwife's perspective
Soosan Vurghese

Session V: Perinatal Mental Health

- 14:30 **Meet the Expert**
This is your opportunity to discuss pressing issues and challenges in smaller, interactive groups. You will be able to share your own experiences and hear from the industry experts; benchmark; exchange ideas and get clear answers to specific questions. Therefore, in order to make the most of these interactive sessions, you should come ready with all your questions!

ROUND TABLE DISCUSSIONS:

- Table I** Mental Illness in pregnant and postnatal women
- Table II** Management of Antepartum Hemorrhage
- Table III** Care and handling of newborns
- Table IV** What types of mental health assessments are there

15:30 Networking coffee break

16:00 **Practical Workshop D: Obstetric Emergencies**

17:45 Closing remarks and end of day two



"The venue is conducive for learning. The topics are good. The speakers were discussing and presenting their topics in an interesting way to keep the audience engaged and concentrated on the subject. The food was good."

Jennifer Foronda
Emirates Hospital



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25th & 26th of January 2018 | Dubai, UAE

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YES! Please register me for:

☐ Bronze ☐ Silver

☐ Workshop A ☐ Workshop B

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DELEGATE DETAILS

Please complete in BLOCK CAPITALS as information is used to produce delegate badges.
Please photocopy for additional delegates and/or delegate with different addresses

DELEGATE 1 ☐ Mr ☐ Mrs ☐ Ms ☐ Dr ☐ Other

Name:

Organisation:

Title:

Tel:

Fax:

Email:

Website Address:

Nationality:

Age Group ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 44-54 ☐ 55-64 ☐ 65+

CONFERENCE PACKAGES

Bronze Pricing: • 2-day conference	Early Bird 10 January 2018	Standard Price
Midwives and Nurses	USD 200	USD 250
Students	USD 150	USD 200
Pharmaceutical Companies and Solution Providers	USD 799	USD 999

NOTE: Students fee is applicable ONLY for undergraduate students. A valid student ID must be presented at the Registration Desk during the Congress. Otherwise, discounted fee will not apply.

Silver Pricing: • 2-day conference	Early Bird 10 January 2018	Standard Price
Midwives and Nurses	USD 250	USD 300
Students	USD 200	USD 250
Pharmaceutical Companies and Solution Providers	USD 999	USD 1200

Includes:

- Choice of 1 Workshop

All our packages include the following:

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

PAYMENT METHOD

☐ By Wire Transfer

☐ By Credit Card

Please debit my credit card: ☐ Visa ☐ Master Card

Card No:

Valid From: /

Expiry Date: /

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Internal use only:

Registration received on:

Full payment received:

TEAM DISCOUNTS

Team discounts available on request.

Check for special group discount for registration of 3 or more. Call +971 4 361 9616 for more information.

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@inmc-dubai.com to discuss.
- EFT / Direct Deposit to be effected as per bank details on the invoice.
- 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.
- Discount offers cannot be combined with any other offer.

Cancellation Policy

- Registration cancellations must be notified in writing by email to the Maarefah's office in Dubai. Email: info@inmc-dubai.com
- 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.
- Cancellations received less than 30 days prior to the event are not eligible for a refund.
- Refunds will be processed 2 months after the event completion date.

Liability

- Maarefah reserves the right to amend any part of the congress' programme if necessary at any time.
- Maarefah will not be held liable for damages of any nature sustained by delegates or accompanying persons, or loss of, or damage to their personal property as a result of attending the congress or its related events.
- 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.

All Prices Exclude 5% VAT

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2018 Events

Events	Dates	Location
2018		
Dubai International Nursing and Midwifery Congress	25-27 Jan 2018	Dubai, UAE
Arab International Paediatric Medical Congress	08-11 Feb 2018	Dubai, UAE
Arab International Neonatal Medical Congress	08-11 Feb 2018	Dubai, UAE
Rare Diseases Day	10-Feb-2018	Dubai, UAE
Dubai International Musculoskeletal Medicine and Rehabilitation Congress	09-10 Mar 2018	Dubai, UAE
Middle East Pharma Cold Chain Congress	20-21 Mar 2018	Dubai, UAE
Dubai International Neuroscience Congress	01-Apr-2018	Dubai, UAE
Dubai International Dentistry Congress	04-07 Apr 2018	Dubai, UAE
Arab International Men's Health Congress	12-14 Apr 2018	Dubai, UAE
Dubai International Conference on Infectious Diseases and Vaccination	19-21 Apr 2018	Dubai, UAE
GCC Healthcare Innovation Congress	24-25 Apr 2018	Dubai, UAE
Middle East Laboratory and Diagnostics Congress	03-05 May 2018	Dubai, UAE
Dubai International Paediatric Neurology Congress	03-06 May 2018	Dubai, UAE
Dubai International Pediatric Dermatology Congress	10-12 May 2018	Dubai, UAE
MENA Health Insurance Congress	25-26 Sep 2018	Dubai, UAE
MENA Orthopaedics Congress	28-30 Sept 2018	Dubai, UAE
MENA Physical Medicine and Rehabilitation Congress	11-13 Oct 2018	Dubai, UAE
GCC Pharmacy Congress	18-20 Oct 2018	Dubai, UAE
Dubai International Asthma & COPD Forum	27-28 Oct 2018	Dubai, UAE
MENA Women's Health Congress	08-10 Nov 2018	Dubai, UAE
MENA Pharma Manufacturing Congress & Exhibition	13-15 Nov 2018	Dubai, UAE
International Paediatric Medical Congress	15-17 Nov 2018	Dubai, UAE
Dubai International ID Week	05-09 Dec 2018	Dubai, UAE



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