

HEALTHCARE DISRUPTERS

Real-Life Application

April 25th

JW Marriott Marquis Hotel
Dubai, United Arab Emirates



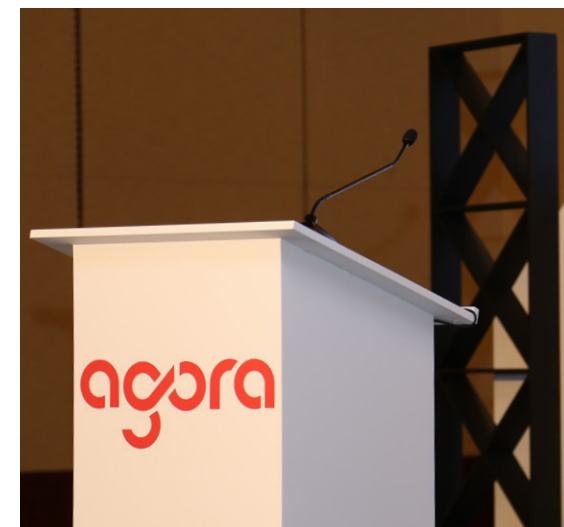


The first congress in the MENA region to explore the *opportunities and challenges of disruptive technologies in Healthcare* and real-life impact on patients' outcome and experience.

Nearly 70% of healthcare companies who transition to the digital economy are expected to see their growth significantly impacted over the next two years, according to a new survey. The digital economy harnesses the power of digital platforms and devices, analytics, the Internet of Things (IoT) and other technologies to reduce costs and create more value for patients across the continuum of care.

Digital innovation will fuel the next wave of breakthroughs in healthcare and accelerate the broader shift toward data-driven care for healthcare organizations. Unlocking actionable data insights in real time is critical for the future success of value-based care.

Digitization provides a path to *redesign business models, remove organizational and data silos, automate processes and reduce repetitive tasks.*





Healthcare organizations are planning to invest most heavily in big data and analytics (76%) and cloud technologies (65%) in the next two years.



Digital Transformation in Healthcare: A Positive Prognosis," from SAP/Oxford Economics



Global healthcare organizations are feeling the pressure of accelerated change and the disruption of traditional business models. They recognize the important role that technology must play in remaining competitive, and in delivering improved patient outcomes and experiences.

According to the survey, while healthcare organizations see the value of digitization, just 2% have completed digital transformation across their enterprises, while 54% of the organizations are testing/piloting digital transformation programs.

Moreover, digital transformation is seen by the greater percentage of companies as important or even critically important (61%) to their survival today. In two years, that importance climbs to 76% and in five years, to 86%.

Healthcare organizations are investing in technology most heavily:

1

Technology that improves efficiency.

With increased cost pressures, healthcare organizations are striving to standardize and streamline administrative processes for greater efficiencies and improved operations.

2

Technology that supports decision making and personalized medicine.

With aging demographics and the rise of chronic diseases, organizations are increasing investments in big data and analytics that can support simpler decision-making while providing data-driven insights for personalized clinical treatments and optimized patient outcomes.

3

Technology that empowers patients.

Digital empowered and connected patients have greater expectations for readily accessible and valuable healthcare insights. "The early prioritization to patient experience and digital engagement practices reflects the movement toward helping patients better navigate the healthcare system, empowering them to take active roles in monitoring and managing their health, and in the facilitation of open and immediate communication with the healthcare provider network—all with digital services."

4

Technology that protects against cyber threats and data breaches.

The shift to a connected digital healthcare network elevates the need for improved security and privacy, and this is reflected in increased investments in security.

5

Technology that improves remote health monitoring.

The emergence of advanced medical devices, sensors and wearables provide patients and healthcare providers an opportunity to reap the potential benefits of extended monitoring, greater disease prevention, and improved fact-based care decisions. Healthcare organizations are continuing their investments in mobile and IoT to support these emerging opportunities.

The Healthcare Disrupters Congress aims to significantly contribute to the advancement of the patients' journey and outcome in the Arab World by providing a unique platform that will connect, via *pre-arranged one-to-one meetings between buyers and vendors of the newest and most promising technology in healthcare*. It is the first event of its kind and it will bring together *corporate buyers of disruptive technology products and solutions from the MENA region to meet with pre-selected solution providers from all over the world*.

Why should you sponsor?

This is not a conference or an exhibition.

This is a sales platform – the entire event is focused on pre-arranged meetings between you and qualified buyers of healthcare technology solutions of your choice.

This format guarantees the best return on investment for you

HDC will allow you to meet, face to face, with the biggest and most qualified buyers of healthcare technology in the Arab World in one place, over two days.

We bring the buyers for you. We qualify them for you and we arrange for you to meet them one-on-one.

2 weeks prior to the congress you are sent a complete list of delegate attendees, including their company names, job titles, solutions of interest, readiness to buy and budget. This allows you to tailor your presentations accordingly.

More than 100 Corporate Buyers with a combined budget of over 500 Million Dollars



What you can achieve:

100 Buyer companies attend. All our Buyers are pre-qualified senior decision makers - no time-wasters! These are the people who are normally impossible to meet.

Only 20 solution providers' places are allocated. We recommend you send at least 2 people, so you don't miss anyone in the networking! We recommend you move quickly as we fill up earlier every year.



Categories of Solution Providers:



Personalized Health:

Bioinformatics, Diagnostics, Oncology
Neuroscience and Diabties



Digital Health:

Innovative devices & applications
for preventive healthcare, diagnos-
tics and patient rehabilitation



Sensor Technologies & Wireless Trasfer



Genomics & Biobanks:

Medical records, Public Private Partner-
ships, Research Collaborations, etc



Artificial Intelligence & Robotics



3D Printing, Imaging Technologies

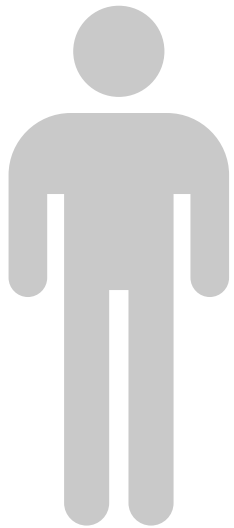


Data Analytics



Blockchain

Sample list of confirmed Buyers :



Director
ADNOC Medical Divison

Head of IT
Al Zahra Hospital Sharjah

Chief Technology Officer
Cleveland Clinic Abu Dhabi

Chief Executive Officer
Al Noor Hospitals Group

Chief Technology Officer
Aster DM Healthcare

Director of IT
Cleveland Clinic Abu Dhabi

Head of Lab Services
Al Qassimi Hospital

Head of IT
American Hospital

Chief Information Officer
Mediclinic Middle Eat

Chief Medical Officer
Al Zahra Hospital Dubai

Chief Information Officer
Aster Hospital

Managing Director
VPS Healthcare

Director of IT
*Sheikh Khalifa General
Hospital*

Deputy Director of IT
Zulekha Hospital

Director of IT & Promotions
Thumbay Group



**Dr. Amin
Hussain Al Amiri** MSc, PhD

*Assistant Undersecretary of
Public Health policy & Licencing Sector*
UAE Ministry of Health & Prevention

Dr. Amin Hussain Al Amiri is the Assistant Undersecretary for Public Health Policy and the Licensing Sector in the United Arab Emirates Ministry of Health. Dr Al Amiri is responsible for the Medical Licensing and Advertising Regulation department, the Drug department and the Empowerment and Health Care Compliance department within the Ministry of Health. His Excellency also oversees all Public Health Policies within the Ministry. Dr Al Amiri has many voluntary commitments alongside his current position.

He has been Secretary General of the Sharjah Voluntary Award for 13 years and has many publications in the field of blood transfusion medicine in local and international journals. Dr Al Amiri has been awarded for his vast voluntary services by the Cooperation Council for the Arab States of the Gulf Executive Office and the Arab League, as well as receiving the Sheikh Rashid Award for Culture and Science.



**Ahmed
Al Banna**

Innovation Director
ThoughtFire

An award-winning business innovator with a demonstrated record of delivering results in the government and healthcare sectors. Skilled in innovative strategy design, strategy execution, establishing and implementing Innovation Management systems, activating innovation labs and solving complex problems. Top achievements include designing and launching the Dubai Government's Legal Affairs Department's innovation System and winning the award of exceptional innovation provider with that project. launching the world's first wireless and touchless students' attendance system that got featured in top security magazines.

He is a pharmacist with a top MBA degree who worked for the world's largest organizations; Pfizer, Johnson&Johnson, and managed one of the world's top 100 business schools' in Dubai. He later challenged himself through founding a company that grew to become the preferred innovation consulting firm for the Dubai Government's Legal Affairs Department.



**Dr. Haidar
Al Yousuf**

Managing Director
Al-Futtaim Health Group

Dr. Haidar Al Yousuf is one of the most prominent figures in the UAE healthcare industry, he is now the Managing Director of Al-Futtaim Health Group. His previous role has been the design and successful implementation of the health insurance system of the Emirate of Dubai (ISAHD) and the mandatory health insurance law for Dubai.

Dr. Al Yousuf is involved in a wider system design and restructuring role concerning the Dubai health financing model. This has included designing the relationship between payers, providers and the public. It also involved provider payment systems (pay for performance), market operational and clinical guideline and quality indicators, healthcare electronic transaction infrastructures, and public response systems.

He has also designed and managed the payer function for the main government insurance programs SAADA and Enaya and have assisted other government programs design and operations. Dr. Al Yousuf is a specialist family physician (MRCGP), he received his medical degree (MBChB) from Dundee University, in the UK where he also practiced and published several papers.



Dr. Jassim Haji

President
Artificial Intelligence Society, Bahrain

Dr. Jasism Haji, Founder and President of Artificial Intelligence Society in Bahrain, which is the first and only Artificial Intelligence Society in the Middle-East and North Africa. With nearly 50 distinctive members, its president managed to successfully conduct over eight major conferences and workshops in the GCC and disseminate the AI technology to many public and private sectors.

He has also management and executive experience in Aviation, Hospitality, Technology and Telecommunications for over 30 years. He has served on the board of directors of a leading hospitality and tourism technology provider in the Middle East and on SITA Council representing Middle East and North Africa. Furthermore, he has been part of the Bahrain Centre of Excellence, which is over-looking excellence in the public sector.

Dr. Haji has been instrumental in implementing some key innovations at Gulf Air's IT systems and processes in recent times, most notably, the introduction of advanced technology for Gulf Air World Wide Contact Centre, Cloud Computing, Business Intelligence, Disaster Recovery Centre, Green Technology, In-house Oracle R12 upgrade, Big Data, Electronic Flight Bag and deploying tablets to cabin crew for on-board services plus ISO 27001, 9001, 20000, 240001, 22301, 55000 and 50001 certifications that have helped further improve customer interface services as well as cost efficiency to the company. He managed to achieve forty three top Middle-Eastern technology awards, including four CIO distinguished awards.



Dr. Mazin A. Gadir

Senior Consultant & Advisor
The Executive Office for Organizational Transformation
Dubai Health Authority

Dr. Mazin Gadir is the Senior Consultant and Advisor at The Executive Office for Organizational Transformation, Dubai Health Authority with responsibility for Health strategy development, implementation, execution and Transformation.

Prior to joining Dubai Health Authority, Dr Mazin Gadir worked in Healthcare Transformation Strategy and Digital Health Innovation at several companies, including Pricewaterhouse Coopers PwC, Abu Dhabi Healthcare Services Co. SEHA and Cerner Limited accumulating 18 years of experience in the field of Healthcare, innovation and transformation. Notable is his 18 years as a management consultant his depth of experience covered many global organizations in the UK, France, UAE, KSA, GCC, Australia, India and the USA.

Dr Mazin Gadir received his PhD in Quantum Electronics and Nanotechnology in Medical Diagnostics from The University of Leeds in the UK in 2005. He also obtained his MSc in Management and Business Administration and BEng in Electronics and Electrical Engineering from the same university.



Dr. Osama Elhassan

Head of the eHealth
Dubai Health Authority

Dr. Osama Elhassan is the Vice-Chair of the Emirates Health Informatics Society and the Head of the eHealth section at Dubai Health Authority. He also maintains relations with academia as he works as an Adjunct Assistant Professor at the e-School of Health and Environmental Studies at Hamdan Bin Mohammed Smart University.

He obtained a PhD in Software Engineering from the University of Leicester and an MSc from Imperial College, UK. Prior to and during his doctoral work, he spent 10 years serving multiple teaching and research positions in Middle East and UK universities. He developed an interest in healthcare information systems during his PhD work, which allowed him to play key roles in several healthcare authorities within Dubai after completing his research work.

Dr. Elhassan joined Dubai Health Authority in October 2012 to take the responsibility of devising and executing DHA's e-Health vision and to establish Dubai's Health Information Exchange project, NABIDH. Dr. Elhassan has also gained research and practical experience in eHealth workforce development and healthcare information governance.



Dr. Rahul Goyal

Physician Clinical Informatics Lead
Mediclinic Middle East

Rahul trained in the Northwest UK and was involved in setting up patient questionnaire templates for a nursing led walk in Centre clinic where his interest in health informatics was kindled.

Rahul is a practicing clinician and finds his job role to be quite exciting (not to mention busy) as he interacts with clinicians not only from a colleague's perspective but also as a bridge between the IT, the RCM team and the clinicians.



Reenita Das

*Transformational Health Partner
& Senior Vice President*
Frost & Sullivan

Reenita Das is a healthcare futurist and strategist, passionate about changing the healthcare industry. She has lived and worked in over 10 countries in the world, focusing on healthcare issues and working with public and private sector to implement growth change strategies. Das currently serves as Transformational Health Partner and Senior Vice President and is the first woman Partner at Frost & Sullivan. In addition, she is the Founder of GLOW (Growth and Innovation of Women) program. She is also on the Board of a non project "High Tech High Heels" Silicon Valley that focuses on increasing gender diversity for STEM.

In her current role, Das works on futuristic scenarios and forecasts in understanding how healthcare will operate 10 years from today, working with clients on the impact of these mega trends changes to their business. She is focused heavily on rethinking consumer business models as healthcare makes a transition to health and identifying opportunities with companies outside of healthcare to bring solutions to the healthcare sector. She is also focusing heavily on showcasing "Femtech" and the growth opportunities from that new sector.



Dr. Sami Farhat

Medical Director & Surgeon
Dr Sulaiman Al-Habib Hospital, Dubai

Consultant General, laparoscopic and Colorectal Surgeon
An experienced surgeon who lived in London for 35 years and trained in the prestigious hospitals of London such as the Royal London and St Bartholomew as well as the Royal Free hospitals.

He has worked as a consultant for the last 20 years and is skilled in colorectal and Gastrointestinal Surgery, screening for bowel and GI cancer with colonoscopy and endoscopy. He has innovative procedures in treating haemorrhoids, anal fissures, and fistulae.

He is one of the world leading surgeons in treating and Managing Faecal Incontinence. He performs laparoscopic Hernia and Gallbladder surgery.

In 2015 he was chosen as one of the most influential surgeons by Who's Who American Magazine and has been regular interviewee at BBC Arabic and World on Medical and Surgical Issues.



Sandeep Sinha

Associate Partner & Head Healthcare
Frost & Sullivan

Sandeep Sinha is a Director of Frost & Sullivan's Healthcare Practice for South Asia & Middle East. Sandeep has close to 10 years of experience in the healthcare industry covering areas like healthcare consulting, growth strategies, healthcare project management, hospital operations, commercial feasibilities, development of various e-Health program, developing business strategies for global and Indian healthcare companies in the areas of healthcare delivery, medical devices, diagnostics, medical equipment, healthcare IT, healthcare investments, etc.

Since the last two years, Sandeep has been responsible for the complete growth and P&L of Frost & Sullivan's South Asia & Middle East Healthcare Practice.

Sandeep has been working with Frost & Sullivan since the last four years on various healthcare consulting projects and has been instrumental in building relationships and working with leading organizations like Microsoft, IBM, HP, SRIT, Columbia Asia Hospitals, Philips, GE, Siemens, Agfa, SAP, Wipro Healthcare, Cisco, Manipal Hospitals, Bigtec, DM Healthcare, ICICI Venture, Johnson & Johnson etc.

Sandeep started his career as head operations for a leading super specialty hospital at Bangalore. He was responsible for reengineering hospital operations, administration and new projects. He also worked in the hospital project team at Narayana Hrudayalaya Group, where he was involved in implementation of more than 6 hospital projects and 20 successful telemedicine centers across India. He has worked in TeleVital, a HealthIT (Telemedicine & e-Health) company heading their business strategies and e-Health initiatives.



Tony Abi Khalil

Chief Information Officer
NEXtCARE

Tony joined NEXtCARE Holding in early 2009 as the Chief Information Technology Officer. He is working in tandem with each General Manager of the NEXtCARE operations; in the MENA region; to optimize the operation by applying the best practices inside the business processes and evolving the functionalities of the information system to simplify the administrative procedures.

He has worked in the health insurance benefits management domain for 22 years, with several major TPAs in the MENA region: MedNet, GlobeMed and Bankers Assistance. His professional responsibilities were extended from information systems management to operations management to design and implement smart information systems to simplify the administrative procedures and improve the controls over the business processes between the insurance companies and healthcare providers.

Tony holds several educational degrees and certifications: Computer Engineering, Masters in Business Administration (MBA) and CISM.

Wednesday 24th April

15:00

Check-in into the Hotel

20:30

Gala Dinner to all participants

Thursday

25th April

08:00 – 08:50

Registration and refreshments

08:50 – 09:00

Welcome remarks: CEO of Agora

09:00 – 09:20
20 Min

Keynote inaugural address:

Innovation Management in Healthcare

The demands placed on healthcare systems, worldwide are causing major concerns. Developed countries face the challenge of providing services to an ageing population with changing health needs, while countries with developing health systems must find ways of ensuring their populations are provided with access to healthcare. Innovative thinking is essential to meet these twin challenges, but innovation is both a cause and cure of many struggles in healthcare — we need it, but it is hard to manage and the introduction of new technology can lead to higher costs.

Dr. Amin Hussain Alameeri M.Sc, Ph.D

Asst. Undersecretary of Public Health Policy & Licensing
Ministry of Health & Prevention, UAE

09:20 – 10:05
45 Min

Panel Discussion:

Digitally Enabled Integrated Healthcare

The entire Healthcare ecosystem is no longer cutting it. A new approach has to emerge: Creating a consumer-centric, digitally enabled, and fully integrated health care ecosystem to help healthcare institutions improve operating and financial performance, connect with customers, bend the cost curve, and carve a meaningful place in the future of health care.

Moderator:

Dr Sami Farhat, Medical Director/Surgeon, Dr. Suleiman Al Habbib

Panelist 1: CEO of a Major Hospital

Panelist 2: Tony Abi Khalil, CIO - NEXtCARE

Panelist 3: Sandeep Sinha MD, Associate Partner & Head Healthcare - Frost & Sullivan

10:05 – 10:25
20 Min

Sponsor Presentation

10:25 – 10:45
20 Min

Exclusive Knowledge Partner Presentation:

The reimagination of healthcare: how healthcare and information technology is disrupting the landscape and creating enormous growth opportunities this presentation will cover AI, Blockchain, IoMedicalT, etc..

Reenita Das

Transformational Health Partner & Senior Vice President
Frost & Sullivan

10:45 – 11:00
15 Min

Coffee Break and Networking Session

11:00 – 11:45
45 Min

What Bigdata means for patients, payers & pharma

Moderator:

Dr. Mazin Gadir, Senior Consultant & Advisor, The Executive Office for Organizational Transformation - Dubai Health Authority

Panelist 1: Dr. Rahul Goya, Phusiciam Clinical Informatics Lead - Mediclinic Middle East

Panelist 2: Ahmed El Banna, Innovation Expert - ThoughtFire

Panelist 3: Dr. Haidar Al Yousuf, Managing Director - AL Futtaim Health

11:45 – 12:00
15 Min

Sponsor Presentation

12:00 – 13:40
Pre-arranged
One to One
Meetings

5 meetings
each one
lasting 20
minutes

One to One Meetings: Ballroom 2

Meeting 1 – 20 Minutes

Meeting 2 – 20 Minutes

Meeting 3 – 20 Minutes

Meeting 4 – 20 Minutes

Meeting 5 – 20 Minutes

13:40 – 14:30

Prayer break and lunch

14:30 – 14:50
20 Min

How AI+doc will transform patient care globally

Dr. Jassim Haji

President, Artificial Intelligence Society, Bahrain

14:50 – 15:05
15 Min

Sponsor Presentation

15:05 – 15:50
20 Min

Panel Discussion

Regulatory framework for digital healthcare innovation

Moderator:

Dr Osama Elhassan, Phd, Head of e-Health Section
Dubai Health Authority

Panelist 1:

Panelist 2:

Panelist 3:

15:50 – 16:05
15 Min

Sponsor Presentation

16:05 to 17:35
Pre-arranged
One to One
Meetings

Meeting 6 – 20 Minutes

Meeting 7 – 20 Minutes

Meeting 8 – 20 Minutes

Meeting 9 – 20 Minutes

Meeting 10 – 20 Minutes

17:40

Chairman closing remark



Sponsorship Packages Pricing

SILVER

\$ 15,000
(+5% VAT)

Pre-Event:

- Partner recognition in all event's media & promotion
- Full database of attending corporate buyers

Live Event:

- Two representatives to attend the event
- 10 one-to-one pre-scheduled meetings with corporate buyers of your choice
- 1 night accommodation at the venue of the event
 - Breakfast, 2 coffee breaks and lunch
 - Gala dinner

Post-Event:

- Access to the entire program of the event including all networking activities
- Access to high level post-event report

GOLD

\$ 25,000
(+5% VAT)

Pre-Event:

- Partner recognition in all event's media & promotion
- Full database of attending corporate buyers

Live Event:

- Three representatives to attend the event
- 20 one-to-one pre-scheduled meetings with corporate buyers of your choice
- One 20- minute presentation to the entire audience of 100+ Corporate Buyers
- 1 night accommodation at the venue of the event
 - Breakfast, 2 coffee breaks and lunch
 - Gala dinner

Post-Event:

- Access to the entire program of the event including all networking activities
- Access to high level post-event report



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www.agoragroup.ae