15th Annual
Healthcare
Insurance
Forum

Main Conference: 14 – 15 April 2020
Masterclasses: 13 April 2020
Dusit Thani Hotel, Dubai, UAE

UNDERWRITING HEALTHCARE WITH PROFITABILITY IN MIND

www.healthcareinsuranceforumme.com
ABOUT THE EVENT

As the healthcare insurance sector becomes increasingly competitive, organisations continue to seek ways of under cutting costs while ensuring profitability for sustainable operations. This is a critical time for the industry as it offers an opportunity for agile organisations to transform and forge their future as leaders in the sector.

Healthcare Insurance Forum 2020 brings together regulators, payers and providers to explore how organisations can improve operational efficiencies through tighter regulation, improved collaboration and sector wide engagement while leveraging the latest digital technologies.

WHO YOU WILL MEET

C Level Executives, Directors and General Managers from:

- Insurers & Brokers
- Healthcare Owners & Operators
- Technology & Service Providers
- Ministries, Regulators & Authorities
- Consultants & Advisors

WHAT’S NEW FOR 2020?

- New focus on improving ROI for all stakeholders
- Case studies from organisations that are leading in the sector
- High level discussions with healthcare insurance leaders from across the region and beyond
- Insights into the latest technology for improved cost containment
- Information on how your organisation can benefit from disruption for improved competitiveness

EVENT IN NUMBERS

- 3 Days of networking and learning
- 2 Days of certified learning
- 20+ Expert Speakers
- 100+ Conference Attendees

EVENT AT A GLANCE

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REGISTER TODAY

Call: +971 4 408 2894
Email: register-mea@informa.com
www.healthcareinsuranceforumme.com
FORUM DAY ONE | TUESDAY, 14 APRIL 2020

08:30  Registration & Welcome Refreshments

09:00  Chairperson’s Opening Remarks

09:10  **Keynote:** Developing an Advanced and Unified Sector to Meet the Demand for World Class Healthcare
       • What has happened since compulsory healthcare come into effect.
       • Analyzing new regulations and how these will affect payers and providers for a profitable sector
       • Increasing transparency in legislation and access to reliable data for improved efficiencies
       • Enforcing, monitoring and ensuring the effectiveness of the healthcare sector
       Senior Representative, Ministry of Health and Prevention

09:45  **Panel Discussion:** Making Healthcare Insurance More Palatable for Investors: Effective Management Strategies That Drive Excellence in Healthcare Operations
       • Establishing effective governance strategies to optimize payer/provider relationships
       • Monitoring and managing business performance to maintain exemplary standards
       • Engaging with all industry players to ensure return on investment for all stakeholders
       • Strategies for effective sector transformation through transparency, strict regulation and open communication
       Dato’ Amir Firdaus Abdullah, MD & Group CEO, Aurelius Healthcare & Director at PVRE Capital
       Dr Ramadan Alblooshi, Chief Executive Officer, Dubai Healthcare City Authority – Regulation (DHCR)

10:30  Speed Networking

10:45  Morning Networking and Refreshment Break

11:00  **Panel Discussion:** Is There A Case for Higher Medical Insurance Premiums?
       • How does the cost of healthcare in the region compare to other regions?
       • What premium would ensure profitability in the sector?
       • Are premiums the real issue or should we also analyse the quantity and quality of payers and providers?
       • What measure can be taken in the short term to improve profitability in the sector?
       Ahmed Faiyaz Sait, Advisor - Health Investments and PPP’s – Dubai, Dubai Health Authority
       Hamad Al Mehyas, Deputy CEO, Daman
       Fareed Lutfi, Secretary General, Emirates Insurance Association
       Mariano Gonzalez, Chief Executive Officer, Danat Al Emarat Hospital for Woman & Children

11:45  Innovation through the International Refined Diagnosis-Related Group (IR DRG)
       • Introducing measures to standardise medical coding and streamlining practices in claims procession across all payers and providers
       • Highlighting anticipated efficiencies due to the Introduction of DRG

12:15  **Presentation by Dubai Health Insurance Corporation**
       Saleh Al Hashimi, CEO, Dubai Health Insurance Corporation

13:00  Networking and Lunch Break

14:00  **New Innovations in the Insurance Sector**
       • What impact will AI have on laboratory and imaging diagnostics and how will this affect returns?
       • With a rise of non-invasive procedures, what impact will this have on claims in the next 5 years
       • Analysing the expected outcomes from the adoption of Smart Hospital Concepts and how this will impact claims
       • How are providers in the UAE improving clinical outcomes, costs and patient experience with technology adoption?
       Sam Shah, Digital Health Technology Advisor, Former Director of Digital Development, NHSX

14:30  **International Case Study:** Progressive Innovation Transforming Healthcare Insurance Models
       • Insight into an outcomes-based payment system from a global healthcare insurance organisation
       • How are stakeholders involved in this model and who benefits the most?
       • What does it take to set up an outcomes-based insurance model in the Middle East?

15:00  **Panel Discussion:** Taking the Charge for Value Based Healthcare Focusing On ‘Outcome-Based Care’
       • Business models for collaboration: hospitals/clinics, TPA’s and insurers - a successful model?
       • Analyzing how shifting to value-based healthcare can improve cost management for all parties involved
       • Improving quality of care, through a wholistic approach to healthcare
       Shainoor Khoja, Chief Impact Officer and MD Value Healthcare, Foundation Holdings
       Ahmed Faiyaz Sait, Advisor - Health Investments and PPP’s – Dubai, Dubai Health Authority

15:30  End of Conference Day One

15:40  Afternoon Networking and Refreshments
FORUM DAY TWO

WEDNESDAY, 15 APRIL 2020

09:00 Chairman: Welcome Back

09:15 Case Study: International Insurance Model

09:45 Panel Discussion: Swim or Sink: Analyzing the Increasingly Competitive Healthcare Insurance Sector
• What is the long-term prognosis for healthcare insurance in MENA?
• Is the market overcrowded and what are predictions for the landscape in the next 5 years?
• What profit margins are providers witnessing and will there be a change in the short term?
• Where are the spending priorities in times of increased competition, decreased values and bursting supply pipelines?

10:30 Morning Networking & Refreshment Break

11:00 Matching Supply to Demand: Opportunities for Businesses to Contribute to National Priorities
• Highlighting the niche segments that require investment and how this will affect profitability of the sector as a whole
• What is their vision for healthcare provision in their country or region long-term?
Which sectors, locations are they actively looking to attract to invest in?
Senior Representative, Ministry of Health and Prevention

11:45 Panel Discussion: Insight and Lessons from the Region’s leading Organisations
• How have organisations performed during the last 5 years?
• Where do they see opportunities for themselves over the coming years?
• Analyzing how changing demographics and increasing regulation impacted the industry?
• Examining effective leadership and transformation strategies for challenging times
Rohit Srivastava, Chief Executive Officer, Burjeel Specialty Hospital

12:30 Panel Discussion: Improving Efficiencies for Improved Cost Containment
• What are the key cost containment challenges faced by payers and providers in the MENA?
• How can we facilitate guarantee of payment agreements that are effective?
• Highlighting solutions to improve the release of payments and breaking the stretched payment cycle for improved provider cashflow
• An analysis of technologies that are being used to reduce fraud and what outcomes have been seen so far?
Sunil Raj, Group Insurance Manager, Mediclinic Middle East
Shyam Sankar, General Manager - Life & Medical at RAK Insurance
Dr. Ibrahim Dabbo, Director of Revenue Cycle Management (RCM), Neuro Spinal Hospital (UAE)

13:00 Networking & Lunch Break

14:00 Panel Discussion: Evolving Sector Relationships: Payors and Providers in Focus
• With other regions moving towards partnership models between payers and providers for increased efficiency through which providers are paid on per capita basis, will the GCC players move in the same direction?
• What impact will technology (new apps and wearables) have on the relationship between insurers and patients?
• Highlighting opportunities that are presented by remote diagnosis and how payors can leverage this to create provider networks
Dr Rana Ibrahim Aly Sayed Elbalshash, Chief Medical Insurance Officer, Al Salam International Hospital
Dr. Ahmed Seif Eldin, Chief Operating Officer COO & Director Revenue Cycle Management at Al Salama Hospital

14:45 Cyber Security in the New Data Era: How Safe is Your Greatest Asset?
• With the vast amount of data available to these entities from multiple sources, how can organizations ensure that patient information is protected but also available for multiple authorized users?
• Analyzing how consumer data is currently protected - the current legislation on data protection
• Highlighting steps to be taken that will ensure a higher standard of consumer data protection

15:30 Closing Remarks and Afternoon Networking

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It was a great event to challenge the current insurance landscape in light of the healthcare evolution and technology disruption.

Hasan Kapar, Head of Management Consulting, IQVIA

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REGISTER TODAY
Call: +971 4 408 2894 Email: register-mea@informa.com
MASTERCLASS A
08:30 – 12:30 (inclusive of networking breaks)

IMPROVING OPERATIONAL EFFICIENCIES FOR IMPROVED ROI

The healthcare sector has become increasingly competitive with more facilities serving the same market. Now more than ever, there is a need for institutions to ensure that facilities are serving their purpose and are targeting the correct market for their offering.

This masterclass will focus on how you can streamline your operations by evaluating your vision and mission and ensuring they are carried through all the functions of the facility. Strategies will be shared on how you can develop adaptable frameworks that serve your organisational goals.

MASTERCLASS B
13:30 – 16:30 (inclusive of networking breaks)

DRIVING INNOVATION FOR IMPROVED FINANCIAL OUTCOMES

Understanding emerging healthcare challenges, complexity of healthcare systems and ensuring leaders from different departments in healthcare institutions are working towards the same goals has become increasingly challenging with the introduction of technology.

This interactive masterclass will draw from real-life cases and will practically explore innovations, drivers of change and technology implications as well as how your organization can foster innovation across departments for improved outcomes.

"This conference was a great opportunity to enable collaboration between the insurance market and the InsurTech community. I believe that partnership between the old world and the new is critical to the future success of the insurance industry."

Dr. Nehal Eltrmesany, Senior manager- medical providers relation & life claims, ADNIC

The Health Insurance Forum provided a holistic view from providers, payors and technology providers. It appropriately covered how Block chain and Technology will change the way Healthcare is provided, policies are designed, priced, marketed etc. Indeed a topnotch conference for Health Insurance industry that almost is 50% of Premium Market."

Srinivas Achar, Chief Finance Officer, Nation Hospital
POSITION YOUR BRAND AT THE LEADING EVENT
DEDICATED TO HEALTHCARE INSURANCE IN MENA

Showcase your solutions in front of leaders of healthcare insurance in the region. We have tailored sponsorship packages to give your brand high value exposure and increase your client base with targeted speaking and networking opportunities.

WHO SHOULD PARTICIPATE

- INSURANCE BROKERS
- LAW FIRMS
- TECHNOLOGY COMPANIES – HARDWARE & SOFTWARE
- PHARMACEUTICALS

To discuss these opportunities or to tailor a package specific to your needs:
Get in touch with Sowmya on +971 (0) 4 407 2730 or email sponsorship@informa.com

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Srinivas Achar, Chief Finance Officer, Nation Hospital
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## Program Overview

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## Registration Information

- **Super Early Bird** Register before 6 February 2020: $3,699  
- **Early Bird** 1 Register before 7 March 2020: $3,899  
- **Final Price** Register after 7 March 2020: $4,099

### Conference Packages

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<th>Early Bird</th>
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<td>$3,699</td>
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Pricing excludes 5% VAT, which will be charged where applicable.

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**GROUP DISCOUNTS AVAILABLE**

Call: +971 4 335 2483  |  Email: a.watts@informa.com

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**PUSH THE BOUNDARIES OF DIGITAL DISRUPTION. LIVE & BREATHE HEALTHCARE INSURANCE.**

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