

MEDHEALTH
CAIRO 2017



SIMULTANEOUSLY WITH THE
ARAB HEALTH MINISTERS COUNCIL

UNDER THE HIGH PATRONAGE OF
HE. ABDEL-FATTAH EL-SISI
PRESIDENT OF THE ARAB REPUBLIC OF EGYPT



اتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

28 FEB - 1 MAR 2017

CAIRO MARRIOTT HOTEL

**YOUR HEALTH
IS OUR PRIORITY**

2017

ARAB WOMEN'S HEALTH YEAR



18TH
EDITION

ORGANIZED BY

**MCE
GROUP**
FOR CONGRESSES
& EXHIBITIONS

28 FEB-1 MAR 2017
HALL A

TRANSFORMING VALUE
AND SUSTAINING IMPACT:
THE NEXT PROSPECTUS IN
HEALTHCARE



09.30
10.30

REGISTRATION

10.30

WELCOME MESSAGE BY THE AHF BOARD

10.35
12.00

PRE CONFERENCE WORKSHOP 1: ACCREDITATION: THE DAY AFTER

FACILITATOR: DR. ALI ELHAJ- CHAIRMAN & GENERAL MANAGER - VERITAS SCIENTIFIC, R&D COUNCIL



WORKSHOP OUTLINE:

- *Functional transition: from planning to sustainability. Importance of continuous readiness.*
- *Elements of readiness, continuity, and sustainability: Understanding, accountability, status, action, outcomes, and education.*
- *Ready or not: you will be judged*
- *Lessons from the field: current situation and proposed solutions.*
- *Are you on the right path?: how do you know when you get there?*
- *Appropriate care is a way of life: Accreditation must expose your system function, process and outcomes*



WORKSHOP DISCUSSION: FACING THE CHALLENGES OF SUSTAINING QUALITY : THE ARAB HEALTHCARE SECTOR EXPERIENCES

MODERATOR: DR. ALI ELHAJ- CHAIRMAN & GENERAL MANAGER - VERITAS SCIENTIFIC, R&D COUNCIL



PANELISTS:

MR. SLEIMAN HAROUN- PRESIDENT OF THE SYNDICATE OF HOSPITALS IN LEBANON

DR. SAFA EL QSOOS- MANAGING DIRECTOR ASSISTANT FOR PLANNING- MOH- JORDAN

DR. KAWTHER MAHMOUD- HEAD OF CENTRAL NURSING ADMINISTRATION & GENERAL DIRECTOR OF EGYPTIAN NURSING SYNDICATE



12.00
12.30

COFFEE BREAK AND EXHIBITION NETWORKING

12.30
13.30

PRE CONFERENCE WORKSHOP 2 : INCREASING SUSTAINABLE HOSPITAL PROFITABILITY CASE STUDY

FACILITATOR: MR. ADEL OLLEIK- CHAIRMAN AND CHIEF EXECUTIVE OFFICER- GATES GROUP



WORKSHOP OUTLINE:

- *Hospital Profitability between cutting Costs and incising revenues*
- *Revenue Cycle Management*
- *Using Socio-Economic Approach to Management (SEAM): a global Strategic Control methodology taking care of your people & your profits*
- *Implemented solutions for Sustainable Profitability: examples from the field*

BENEFITS:

Participants shall be familiarized with applying a holistic method for increasing hospital profitability in a sustainable manner.

13.30
14.30

LUNCH BREAK AND EXHIBITION NETWORKING

The lunch will be in Omar Café Restaurant located one level below the Lobby on the left side of the Garden Exit

15.00
18.00

ANNOUNCEMENT OF CAIRO DECLARATION ON ARAB WOMEN HEALTH

- ADDRESS OF THE MASTER OF CEREMONY MR. OSSAMA KAMAL - EMINENT MEDIA PERSONALITY

SIGNATURE OF DECLARATION BY ALL ARAB MINISTERS OF HEALTH



FORUM OPENING CEREMONY

- ADDRESS OF **DR. MOHAMAD ABDALLAH** - PRESIDENT OF THE ARAB HOSPITALS FEDERATION
- ADDRESS OF **DR. MAHMOUD FIKRI**- REGIONAL DIRECTOR - WORLD HEALTH ORGANIZATION / EMRO
- ADDRESS OF **HE. MR. AHMED ABOUL GHEIT**- GENERAL SECRETARY - LEAGUE OF ARAB STATES
- ADDRESS OF **HE. DR. AHMED EMAD EL DIN RADY** - MINISTER OF HEALTH & POPULATION - EGYPT
- ADDRESS OF PATRONAGE



SESSION 3 : MINISTERIAL PANEL: SETTING PRIORITIES FOR THE CHALLENGES OF THE ARAB WOMEN'S HEALTH : VISION 2030

CHAIRD BY HE. DR. AHMED EMAD EL DIN RADY - MINISTER OF HEALTH & POPULATION - EGYPT

MODERATED BY PROF. TAWFIK KHOJA- GENERAL SECRETARY- AHF

SUCCESS STORIES FROM: MINISTRY OF HEALTH IN EGYPT & LEBANON

PARTICIPANTS : THEIR EXCELLENCIES ARAB HEALTH MINISTERS

DISTRIBUTION OF THE AWARDS OF THE YEAR :



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- * **HEALTH AMBASSADOR OF THE YEAR 2017 AWARDS IN WOMEN HEALTH**
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 - سفراء العمل التطوعي - NGOS
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to Sahel General Hospital - Beirut - Lebanon
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to Bahman Hospital - Beirut - Lebanon

18.00

MINISTERS EXHIBITION TOUR & WELCOME RECEPTION SPONSORED BY
SPECIALIZED MEDICAL CENTER - RIYADH - KSA



10.00
11.30

WORKSHOP 4: HUMAN CENTERED LEADERSHIP AND SUSTAINABLE ORGANIZATIONAL DEVELOPMENT

FACILITATORS: DR. ALI ELHAJ- CHAIRMAN & GENERAL MANAGER - VERITAS SCIENTIFIC, R&D COUNCIL & **MR. ADEL OLLEIK-** CHAIRMAN AND CHIEF EXECUTIVE OFFICER- GATES GROUP

WORKSHOP OUTLINE:

- Bio-Organizations
- People: Costs, Capital, Resources, Talents or Potentials!
- Leading through People
- Sustainable Organizational Development & Agility in Main Stream Strategic Control Methodologies as TQM, Lean, Balanced Score Card, Six Sigma, & Socio-Economic Approach to Management (SEAM)
- Elements of Human Centered Approach (HCA)
- Impacts of HCA on sustainable Quality, economic growth, and social development



11.30
12.00

COFFEE BREAK AND EXHIBITION NETWORKING

12.00
13.00

SESSION 5: SUSTAINING VALUE IN HEALTHCARE SERVICES

CHAIRMAN: MR. HASSAN AMMAR- HEAD OF THE SCIENTIFIC COMMITTEE - SYNDICATE OF HOSPITALS - LEBANON

DOES STRATEGIC PUBLIC PRIVATE PARTNERSHIP CREATE VALUE ?

PROF. SALMAN RAWAF- DIRECTOR- WHO COLLABORATING CENTER - DEP.OF PRIMARYCARE & PUBLIC HEALTH - IMPERIAL COLLEGE LONDON

Public private partnerships (PPP) have become wide spread in all Arab countries due to financial constraints faced by the governments, limited human resources and a strong demand for new, modern, and efficient services. In this lecture, the speaker will expose the different PPP concepts, exploring their development, level and benefits and analyze how the PPPs can make an impact for improvement of the efficiency and add more value for both sectors.



12.05



12.25

PAYING FOR VALUE-BASED INNOVATION

DR. YOUSEF AL MASLAMANI - MEDICAL DIRECTOR - HAMAD MEDICAL CORPORATION - QATAR
As the healthcare industry continues to transition from paying for value rather than volume, new payment models are playing out across the world. We are moving away from fee-for-service to systems that both encourage coordinated care and focus on rewarding outcomes. This lecture will explore payment innovations that emphasize value from the perspective of payers, providers, and government, with the ultimate goal of reducing costs and improving patient care.



12.45

DISCUSSION

13.00
14.30

LUNCH BREAK AND EXHIBITION NETWORKING

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14.30
16.00

WORKSHOP 6: MOVING FORWARD TO PEOPLE CENTERED CARE

FACILITATORS: PROF. SALMAN RAWAF- DIRECTOR- WHO COLLABORATING CENTER - IMPERIAL COLLEGE LONDON & **PROF. TAWFIK KHOJA-** GENERAL SECRETARY- AHF

WORKSHOP OUTLINE:

- Role of PCC in management , planning delivery of health services and Strategies needed .
- Importance of healthcare systems and health care delivery

BENEFITS:

Delegates will:

- Learn how to develop PCC Strategies
- Recognize the importance of HR development in PCC model
- Discover the role of health leadership in evolving services and products that match the expectations of patients and consumers



16.00
17.30

SESSION 7: THE FUTURE OF PATIENT SAFETY & RISK MANAGEMENT IN THE ERA OF SUSTAINABILITY

CHAIRMAN: MR. MOHAMAD ALNOIMI - CHIEF OF COMMUNICATIONS - CHIEF OF STAFF MANAGING DIRECTOR OFFICE - HMC - QATAR



16.05

FAIR AND JUST CULTURE

MS. KAMAR KHALIFA - QUALITY MANAGEMENT DEPARTMENT - AL HAMMADI HOSPITAL

16.25

THE IMPORTANCE OF RISK MANAGEMENT IN HEALTHCARE

DR. ADEL BATAWEEL - RISK MANAGER - KING FAHAD MEDICAL CITY



The management of any healthcare organization aims in order to achieve its objectives to monitor and reduce risk by implementing a risk management strategy that optimizes the organization's exposure to risk in order to prevent losses, avoid threats and exploit opportunities. In this lecture, the speaker will define the integrated risk management approach, its functions, impact on the organization and advantages.

16.45

EMERGING THREATS TO PATIENT SAFETY

DR. SAFA EL QSOOS- MANAGING DIRECTOR ASSISTANT FOR PLANNING- MOH- JORDAN



The trends in Healthcare are increasing the risks to safety. This presentation will focus on several emerging threats faced nowadays: Complex patient, Complex care, budget constraints and anti microbial resistance. These factors impose a large burden on Healthcare system which can compromise performance and lead to errors adverse events and harm to patients.

17.05

THE PATIENT SAFETY TOOL BOX FOR THE COMING YEAR

MR. MOHAMAD ALI HAMANDI- STRATEGIC MANAGER - MAKASSED GENERAL HOSPITAL



Health system leaders have a broad range of options to influence patient safety. This presentation highlights many areas that show great potential to reduce patient harm as Regulation and governance, Leadership, Education and training, Data and information, Behavioural insights and design and others.

All these tools have a strong evidence base demonstrating their effectiveness as well there are some promising innovations in the field.

17.25

DISCUSSION

17.30

CLOSING SESSION

MEDICAL CONFERENCE

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**SETTING PRIORITIES FOR THE
CHALLENGES OF THE
ARAB WOMEN'S HEALTH :
VISION 2030**



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WELCOME MESSAGE BY THE AHF BOARD

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11.00

KEYNOTE SPEECH : VISION 2030: WOMEN'S HEALTH AND RIGHTS IN FOCUS

DR. MAYA MORSY - CHAIRWOMAN OF THE NATIONAL COUNCIL FOR WOMEN - EGYPT



11.00
12.00

TRACK ONE : ROLE OF GOVERNMENTS IN IMPROVING WOMEN'S HEALTH CHAired BY : DR. MAYA MORSY - CHAIRWOMAN OF THE NATIONAL COUNCIL FOR WOMEN - EGYPT

11.00

FIGHTING NON COMMUNICABLE DISEASES : A PRIORITY FOR WOMEN'S HEALTH AND DEVELOPMENT

DR. MARIAM AL-JALAHMA - CEO - NATIONAL HEALTH REGULATORY AUTHORITY- BAHRAIN

This lecture will focus on the specific needs and challenges of women at risk of, or living with NCDs. It aims to draw attention to key risk factors, screening & surveillance methods.

11.20

GOOD PRACTICE IN THE FIELD OF HEALTH PROMOTION & PRIMARY PREVENTION

SHEIKH DR. MOHAMED H. AL-THANI - DIRECTOR OF PUBLIC HEALTH - MINISTRY OF PUBLIC HEALTH - QATAR

The Speaker will highlight the importance of Health Awareness and Primary prevention in our Arab Healthcare sector and he will focus on the good practices used and the results achieved .

11.40

UNIVERSAL HEALTH COVERAGE: AN IMPERATIVE FOR THE HEALTH OF WOMEN

DR. MAHA EL ADAWY - DIRECTOR FOR HEALTH PROMOTION - WHO /EMRO

Universal health coverage is generally agreed to be an essential mean of achieving SDG, including addressing inequalities in women's health care. This lecture looks at critical factors for designing and implementing universal health coverage to improve women's health.

12.00

DISCUSSION

12.00
12.30

COFFEE BREAK AND EXHIBITION NETWORKING

12.30
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TRACK TWO : REPRODUCTIVE HEALTH AND FAMILY PLANNING

CHAired BY : DR. SOAD ABDEL MEGID - FIRST UNDERSECRETARY FAMILY PLANNING & REPRODUCTIVE HEALTH - MINISTRY OF HEALTH - EGYPT

12.30

REDUCING MATERNAL MORTALITY : A PRIMARY GOAL IN WOMEN'S HEALTH

PROF. IHAB ABDEL FATTAH- PROF. OF OB. & GYN - AIN SHAMS UNIVERSITY- CAIRO -EGYPT

The speaker will share with the attendees the strategies implemented by the Ministry of Health to reduce maternal mortality in Egypt.

12.50

FAMILY PLANNING- MINISTRY OF HEALTH EXPERIENCE

DR. SOAD ABDEL MEGID - FIRST UNDERSECRETARY FAMILY PLANNING & REPRODUCTIVE HEALTH- MINISTRY OF HEALTH - EGYPT

In this lecture the speaker will illustrate the success points of Egyptian Family Planning and Reproductive Health Program. She will focus on next steps , Future Strategies , by addressing goals, current situation , conceptual framework, and set up target for the unmet needs , postpartum counselling ,family planning & contraceptive services for the purpose of improving maternal and child health , decreasing mortalities by defining the evidence based healthy timing and spacing of pregnancies.

13.10

WOMEN - BABY HEALTH (SPONSORED BY JOHNSON & JOHNSON)

DR. AYMAN ABDEL HAY AYOUB - SPECIALIST OF PEDIATRIC, NEONATAL &PREMATURE - MANAGER OF TABARAK HOSPITAL - MANAGER FOR (MY CHILD) CENTER

13.30

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14.30
15.30

TRACK FOUR : WINNING THE FIGHT AGAINST BREAST CANCER

CHAired BY : PROF. ABEER MAGHAWRY - MINISTER ADVISOR FOR RADIOLOGY AFFAIRS - MOH - EGYPT

14.30

SCREENING OF CANCER BREAST IN EGYPT (WHOP experience)

PROF. ABEER MAGHAWRY - MINISTER ADVISOR FOR RADIOLOGY AFFAIRS - MOH - EGYPT

The speaker will present the women health outreach programme WHOP experience in screening and early detection of Breast cancer in Egyptian women along its journey from 2007 till now.

14.50

CANCER CONTROL PLAN - SUCCESS STORY

PROF. MOHAMED LOTAYEF- DEAN OF THE NATIONAL CANCER INSTITUTE- CAIRO UNIVERSITY

The speaker will expose the cancer control plan for 2016-2020 developed by the Ministry of Health in Egypt and that includes various aspects from prevention to early screening to improving facilities and palliative care.

15.10

BREAST IMAGING UNITS ACCREDITATION : QUALITY IN SUPPORT OF SAVING LIVES

MRS. SALMA JAOUNI - CEO of the Health Care Accreditation Council (HCAC) - Jordan

15.30
16.00

COFFEE BREAK AND EXHIBITION NETWORKING

16.00
17.30

TRACK FIVE : FACING THE CHALLENGES OF NCD IN ARAB WOMEN'S HEALTH

CHAired BY : DR. ALI ABOU GRAIN - AHF BOARD MEMBER

16.00

OSTEOPOROSIS – THE SILENT DISEASE

PROF. AHMED RASHED – PROF. IN OBSTETRICS AND GYNECOLOGY - AIN SHAMS UNIVERSITY

Osteoporosis is a disease in which bones become weak and are more likely to fracture or break. It is called a "silent" disease because bone loss often occurs without your knowing it. In this lecture, the speaker will expose the scope of Osteoporosis disease in Arab countries. he will shed the light on prevention measure, diagnosis and current treatment.

16.20

COMMITTED TO IMPROVING HEART HEALTH FOR WOMEN

DR. SAMEH SHAHEEN- PRESIDENT OF THE EGYPTIAN SOCIETY OF CARDIOLOGY - EGYPT

All Arab Health Ministries are committed to improving the cardiovascular health of women. This commitment is demonstrated in many ways, from preventing, raising Awareness, following advances in clinical research and partnering with the citizens to spread solutions that will raise the standard of care for cardiovascular disease in women.

16.40

OBESITY PREVENTION IN WOMEN: TIPPING THE SCALES TOWARDS HEALTH

PROF TAWFIK KHOJA - AHF GENERAL SECRETARY

Obesity is a health, economic and national security concern. Families, schools, health care providers, researchers, businesses and communities all must step up to address this crisis. Women themselves must make their health a top priority and take steps towards eating a well balanced nutritious diet, getting regular physical activity as well as routine checkups and screening exams.

17.00

TOBACCO FREE PUBLIC PLACES INCLUDING HOSPITALS, TOWARDS A TOBACCO FREE FUTURE, IS IT POSSIBLE??

DR. FATIMAH EL AWA - REGIONAL ADVISOR - TOBACCO FREE INITIATIVE - WHO /EMRO

In this lecture, the speaker will highlight the size of the tobacco use epidemic and the main tobacco control policies including tobacco free public places. She will explain the role of health professionals in the tobacco free movement in general and how hospitals and health professionals play an integral role in supporting tobacco free public places policies.

17.20

DISCUSSION

17.30

CLOSING SESSION