

**MEDHEALTH**  
**CAIRO 2020**  
SIMULTANEOUSLY WITH THE ARAB  
HEALTH MINISTERS COUNCIL MEETING



إتحاد المستشفيات العربية  
ARAB HOSPITALS FEDERATION

**26 FEBRUARY 2020**  
SEMIRAMIS INTERCONTINENTAL HOTEL

# PEOPLE'S VOICE IN HEALTHCARE



**22<sup>nd</sup>**  
**edition**

# OVERVIEW

We all talk about People - Centric Health Care, but do we really take into account the actual needs and requirements for such approach?

When was the last time you involved people / patients in the design of your healthcare delivery and provision? Understanding and listening to the needs of the people and patients can ensure good quality of care.

In our scientific activities for the last 21 forums, the Arab Hospitals Federation always aimed to keep people and the patients perspective at the heart of its discussions.

Meeting the needs of patients and their families requires collaboration with them to learn from their experience and engagement.

The Federation works to encourage a strong relationships with people, patients, family members and caregivers who are keen to share their experiences and voice to improve the quality of care throughout Arab Healthcare institutions.

We are energized by their passion as well as the desire from Healthcare organizations to develop meaningful opportunities for patients and caregivers to shape Healthcare services and delivery.

The long successful journey of MedHealth Cairo positioned it to be the unique forum held simultaneously with the Arab Health Ministers council to discuss "PEOPLE' S VOICE IN HEALTHCARE " in its 22nd edition in order to issue recommendations that helps the decision makers in advancing their services.

## **THE GOAL OF MEDHEALTH CAIRO 2020 IS TO:**

- Inspire the audience to connect with real patients and family members expectations as well as their perceptions.
- " Listen to your patients, he's telling you the diagnosis" a quote that should be applied in our daily mission.
- Provide updates about smart hospital, deepen understanding of the roles that various organizations play in using Standards that centered on Patients and Improve Quality .
- Explain the impact of technology on the Patient journey.
- Making the patient my case not a task.

MedHealth Cairo 2020 will be held on 26 February 2020 and will give you the opportunity to hear, participate, engage and exchange expertise with your peers on people voice in Healthcare from insights, engagement and advocacy.



# EVENT & SCIENTIFIC COMMITTEE



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## CONTACT US

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# REVIEW 2019

In the 22nd edition, the forum will continue its legacy as one of the leading healthcare events offering a unique platform of communication and networking with high level decision makers in the Arab healthcare sector and allowing the attendees to share their input on healthcare policies.

MedHealth Cairo 2019 attracted 260 delegates from 10 different countries, bringing together a wealth of knowledge and experience from across the globe. In this way, the event is uniquely placed to deliver a networking platform to exchange ideas and practices for the whole industry.



**100%** rated as good the scientific topics discussed



**99%** of the attendees were satisfied by their participation



**92%** rated as good the speaker's knowledge



**98%** rated the event as an excellent networking platform



The 22nd edition forum of the Arab Hospitals Federation MedHealth Cairo 2020 is the Arab Healthcare Annual Forum for key decision makers, hospital owners, C- level executives, directors, clinicians and healthcare leaders to get insights on worldwide healthcare management thinking, best practices and solutions while creating a real and virtual forum for networking in the Arab countries. Leading health executives from around the region will meet to exchange and learn ideas on evolving business models, innovative technologies and improvements in management & healthcare system.

Each year, the Arab Hospitals Federation grants awards for distinguished personalities and hospitals who have made outstanding achievements and contribution to advance the Health sector in the Arab world, provide patient centered safe care and High quality services for lower cost to all the Arab citizens.

The Recognition awards are distributed during the opening ceremony in front of a high level audience.



## VISITOR PROFILE

- High Level Staff in the Ministries of Health
- CEOs & Directors of Health Establishments
- High Level Policymakers
- Regional & International Accrediting Bodies
- Chief Medical Officers
- Head of Nursing Staff
- Head of Quality Department in Health Organizations
- Deans of Health Management and Medical Faculties
- Directors & Owners of Consulting Companies
- Patient support groups
- Various Healthcare Providers



## REASONS TO SPONSOR & EXHIBIT

- Get Exposure in front of the most prominent and prestigious thought leaders in the Arab Health Care Industry
- Align your corporate strategies with specific programming, themes and speakers
- Partner with AHF to invite thought leaders and/or clients to contribute to the overall agenda and highlight your organization's successes
- Network with international health care policy makers, industry leaders and other key decision makers
- Leverage your company's exposure and positioning in the events promotional campaign reaching health care industry stakeholders in the Arab countries
- Feature your corporate materials and solutions in the presentations, and one-on one client engagements.

## EXHIBITOR OR SPONSOR PROFILE

- Medical Cities
- Healthcare Institutions
- Suppliers of Healthcare Products & Equipment
- Health & Financial Consultants
- Accrediting bodies
- IT Software
- Insurance & Banks
- Health Tourism Companies
- Pharmaceutical Companies





# AHF AWARDS 2020

After the immense success of the AHF Awards in the previous years, we are proud to divide it in the three editions of year 2020 . The Awards will acknowledge the institutions which are forging our future and the people who are working hard in the Healthcare field. AHF Board will recognize efforts in the Healthcare sector in the Arab World, institutions and persons bypassing borders for a better future in many categories.

- **PIONEER LEADERSHIP AWARD IN HEALTHCARE**  
TO HE. DR. JAMIL JABAK - MINISTER OF PUBLIC HEALTH - LEBANON
- **EXCELLENCE AWARD FOR HEALTH COVERAGE IMPROVEMENT**  
TO HE. DR. HALA ZAID- MINISTER OF HEALTH AND POPULATION - EGYPT
- **EXCELLENCE AWARD FOR SUPPORTING THE ARAB PATIENTS**  
TO THE WORLD HEALTH ORGANIZATION - EMRO
- **ARAB WOMAN LEADERSHIP AWARD IN HEALTH SECTOR**  
TO HE. MRS. HAIFA ABU GHAZALEH - ASSISTANT SECRETARY GENERAL - HEAD OF SOCIAL AFFAIRS - LEAGUE OF ARAB STATES
- **LEADERSHIP AWARD IN SUPPORTING THE ARAB HEALTHCARE SECTOR**  
TO MR. KAMEL GHRIBI - CHAIRMAN - GSD - HEALTHCARE
- **DISTINGUISHED WOMEN AWARD FOR LEADERSHIP AND MANAGEMENT**  
TO MRS. ALIA ABBASS - GENERAL DIRECTOR OF ECONOMY AND TRADE - MINISTRY OF ECONOMY- LEBANON
- **LEADERSHIP AWARD FOR SUPPORTING THE ARAB PATIENT**  
TO DR. HEBA ELSEWEDY- FOUNDER & CHAIRWOMAN OF THE BOARD OF TRUSTEES- AHL-MASR HOSPITAL
- **HEALTHCARE PERSONALITY OF THE YEAR 2020**  
TO DR. FAWZI HAMMOURI- CHAIRMAN - PRIVATE HOSPITALS ASSOCIATION & GM & CEO OF SPECIALTY HOSPITAL - JORDAN

