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Sheraton Grand Doha Hotel - Qata

UNDER THE PATRONAGE OF THE MINISTRY OF PUBLIC HEALTH IN QATAR



9.5 Hrs

CPD

Certificate

ANNUAL FORUM

> SHAPING HEALTHCARE FUTURE









By gathering Arab Ministers of Health, key decision makers, Top Healthcare executives, Healthcare Professionals and Healthcare workers from around the Arab Countries,

AHDAF Forum will offer an unmissable opportunity to share knowledge and lessons about various topics that will impact tomorrow's healthcare and build an efficient, equitable and resilient healthcare future.



The healthcare sector needs to play a vital role in incorporating sustainability into healthcare delivery and operations to ensure a sustainable future for the next generation.

AHDAF will shed the light on how hospitals can be sustainable by 2030 by sharing the information, tools, and skills to drive this sustainable transformation at leadership, management, and institutional levels.



Discover the transformation ways that should be implemented in the Healthcare sector to be smart by sharing insights and leading practices on embracing digital technology that delivers value and high quality service, adopting responsible AI use in healthcare, creating value-based care & improving total cost.

WELCOME MESSAGE

FROM THE ARAB HOSPITALS FEDERATION

On behalf of the Arab Hospitals Federation, It is our utmost pleasure to welcome you to AHDAF QATAR, the Arab Healthcare Development Annual Forum that will be held on 29 - 30 April 2024 at Sheraton Grand Doha Hotel - Qatar under the patronage of the Ministry of Public Health in Qatar with the valuable presence of Her Excellency Dr Hanan Mohamed Al Kuwari, Minister of Public Health in Qatar and many Arab Health ministers in Strategic partnership with Hamad Medical Corporation, and in collaboration with the World Health Organization - EMRO, Arab Ministries of Health , and many healthcare authorities from the Arab world and our scientific supporters Geneva sustainability center, HIMSS, Healthcare financial management Association HFMA and Gates group that worked hardly to have a valuable content for the sessions.

The Forum will gather different stakeholders of the Arab Healthcare sector such as Arab Government officials, Ministers of Health, Key decision makers and players in the Arab Healthcare sector to discuss and share visions, approaches and opportunities to Shape tomorrow's healthcare.

Qatar has set a goal of achieving world-class healthcare standards to be a global leader and it has played a multifaceted role in healthcare, with a focus on improving healthcare and contributing to many health initiatives through investment, research, and humanitarian efforts.

Qatar is characterized by modern infrastructure, comprehensive services, regulatory oversight, and a commitment to excellence in patient care. The government continues to invest in the sector to meet the growing healthcare needs of its population and enhance the quality of healthcare delivery.

"Shaping healthcare Future" is our theme for this edition as it is an important subject to address evolving challenges and leverage opportunities in the healthcare landscape. It involves integrating emerging technologies, such as artificial intelligence and telemedicine, enhancing patient care and optimizing healthcare delivery in addition to focusing on value-based care, sustainability and Digital Healthcare transformation. By embracing these principles and fostering a culture of innovation and collaboration, stakeholders can work together to create a healthcare system that is accessible, efficient, and patient-centered, ultimately improving health outcomes and enhancing the well-being of individuals and communities globally.

Our elite platform is renowned in gathering Arab Ministers of Health, key decision makers, Top Healthcare executives, Healthcare Professionals and Healthcare workers from around the Arab Countries to sit, network, discuss, share information and best practices and address the latest issues related to the industry.

AHDAF QATAR 2024 delves into the future of healthcare, challenges and opportunities across the Arab Countries through various activities organized over two days from theory to practice, and it will celebrate and grant recognition awards during its opening ceremony to the visionaries and impactful leaders across the region's healthcare organizations.

We seize the opportunity to thank HE. Dr. Hanan Al Kuwari, Minister of Public Health in Qatar for her support, to the Arab Ministers of Health present in AHDAF and to our supporters Hamad Medical Corporation, Elegancia Healthcare, Viatris, Q Holding, Johnson & Johnson, Abbott, GE Healthcare, Al Salam Hospital Kuwait, the Federation of private Hospitals in Kuwait, King Hussein Cancer Center, Santechture and Mannai Corporation Infotech for their contribution to the success of our journey and this forum and for gathering this distinguished Healthcare community.

We hope to meet you all on 29 - 30 April at the Arab Healthcare Development Annual Forum!



MP. FADI ALAME PRESIDENT



PROF. TAWFIK KHOJA GENERAL SECRETARY



ALICE BOUEIZ
CHIEF EXECUTIVE OFFICER

OVERVIEW

AHDAF QATAR is the Arab Healthcare Development Annual Forum that will be held on 29 - 30 April 2024 at Sheraton Grand Doha Hotel - Qatar under the patronage of the Ministry of Public Health in Qatar, in Strategic partnership with Hamad Medical Corporation, and in collaboration with the World Health Organization - EMRO, Arab Ministers of Health Council, and many healthcare authorities from the Arab world.

AHDAF QATAR is dedicated to Qatar Healthcare sector and is endorsed by many International organizations such WHO, Geneva Sustainability Center, HIMSS, HFMA and Gates. Key decision makers, hospital owners, C-level executives, Directors, Clinicians and Healthcare Leaders and professionals will be present to get insights on worldwide trends affecting hospitals and healthcare, sharing best practices and solutions while creating a real forum for networking in the Arab countries.

Leading Health executives from around Hospitals of the region will meet to learn and exchange ideas on new business models, innovative technologies and the future of Hospitals .

EVENT VISION

Shaping Healthcare Future

By fostering a culture of Digital Health Transformation, sustainability and Excellence, All stakeholders in the healthcare ecosystem can shape a future where healthcare is accessible, sustainable, and patient-centered, ultimately improving the health and well-being of individuals and communities worldwide.

While many disruptors impacting healthcare pose threats on health and healthcare systems, we see that technology and innovation are leading the way and changing how health and healthcare systems are designed and delivered.

It's therefore very important for stakeholders, industries and decision makers to sit together and discuss challenges faced, barriers to implementation, exchange knowledge and expertise to shape a future that is characterized by improved health outcomes, enhanced patient experience, and sustainable healthcare delivery systems.

Our event will focus on Five important pillars:

- Equitable access and outcomes in health and healthcare: The goal is to have equitable access to determinants of health and shift to Value-based care to prioritize patient outcomes and quality of care.
- Environmental Sustainability: that aims at reducing the healthcare industry's environmental impact, preparing for and addressing climate change for better health and wellness.
- Artificial Intelligence in Healthcare: All is driving advancement in diagnostics, treatment planning leading to more precise diagnoses, optimized treatment outcomes, and improved population health management and focus is currently on developing regulatory frameworks and guidelines for the clinical application of All and its usability.
- **Healthcare Digital transformation :** The integration of digital technologies is revolutionizing healthcare delivery, enhancing accessibility, and enabling personalized, data-driven treatments.
- Business Healthcare transformation: RCM is the core driver in business transformation and by optimizing this core, hospitals will reach financial sustainability.







WHAT TO EXPECT?

WHY TO ATTEND?

This conference will feature inspiring speakers, interactive sessions, and multiple opportunities to network and share lessons and success stories:

- 1. Participate in a discussion about shaping tomorrow's Healthcare Challenges
- 2. Learn from thought leaders, experts and high-level professionals about the Healthcare Digital Transformation provided by top notch speakers in the field.
- 3. Network with Decision- makers, Executives and industry peers to implement sustainability strategies.
- 4. Get acquainted with new programs, initiatives and skills to reshape tomorrow's Healthcare.

WHO SHOULD ATTEND?

- Ministries of Health
- Arab Healthcare Organizations & Associations
- Healthcare Facilities
- High level Policy makers
- Healthcare Professionals
- Consulting Companies
- Accrediting Bodies
- Healthcare technology developers, designers and programmers
- Healthcare visionaries and innovators

- Physicians
- Nurses
- Pharmacists
- AHP's,
- Healthcare universities and educators
- Healthcare management entities
- Healthcare Providers
- Pharmaceutical Companies
- Medical Equipment Companies

Activity Code: HGI-02-MED-P991

DHP accreditation statement

This activity is an Accredited Group Learning Activity Category 1 as defined by the Ministry of Public Health's Department of Healthcare Professions - Accreditation Section and is approved for a maximum of 9.5 hours.

SPD declaration

The scientific planning committee has reviewed all disclosed financial relationships of speakers, moderators, facilitators, and/or authors in advance of this CPD activity and has implemented procedures to manage any potential or real conflicts of interest.

AHDAF Qatar 2024 is accredited for a maximum 9.5 hrs









SHAPING HEALTHCARE FUTURE

The Arab healthcare sector is faced by multiple challenges ranging from unprecedented disruptions caused by pandemics the latest being COVID 19, followed by social, economic, geopolitical and environmental challenges that are incurring strains on healthcare systems, particularly healthcare workers, access to care, provision and supply of essential health products. Shaping the future of healthcare requires a collaborative and forward-thinking approach between various stakeholders to embrace innovation, equity, and patient-centered care and build a more resilient, efficient, and sustainable healthcare system that meets the needs of individuals and communities.

In AHDAF Qatar Forum, we will address how to shape the healthcare future by focusing on 5 fundamental pillars:

The Future of Healthcare is based on five pillars



Equitable access, patient centered care & outcomes

Ensuring equal representation, fostering a culture of excellence and improving outcome for all



Environmental sustainability

Reducing impact on the environment, preparing for, addressing Climate change



Healthcare Transformation

Managing the financial aspects of patient care from registration to the final payment



Digital Healthcare Transformation

Structuring smart healthcare systems to provide high - quality



Technology, Innovation & Al

Integrating technology and AI to lead to a more efficient, effective, and patient-centered care

THE HEALTHCARE FUTURE









SHAPING HEALTHCARE FUTURE

AGENDA HIGHLIGHTS

OPENING CEREMONY

ENDORSED BY HIMSS

PANEL DISCUSSION 1: FUTURE OF HEALTHCARE: TURNING CHALLENGES INTO OPPORTUNITIES

PANEL DISCUSSION 2: ANTICIPATING AND SHAPING THE FUTURE OF HEALTHCARE

PANEL DISCUSSION 3: CARING FOR TOMORROW: THE PATIENT IS THE COMPASS

PANEL DISCUSSION 4: SUSTAINABILITY IN HEALTHCARE MATTERS FOR THE FUTURE

ENDORSED BY WHO & GENEVA SUSTAINABILITY CENTER

SESSION 5: EXPLORING THE FUTURE OF HEALTHCARE REVENUE CYCLE MANAGEMENT

ENDORSED BY HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) & GATES

PANEL DISCUSSION 6: REINVENTING HEALTHCARE FUTURE WITH THE DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE

DAY TWO
FROM THEORY TO PRACTICE:
A DAY TO SPEND AT HAMAD MEDICAL CORPORATION





DAY ONE: MONDAY 29 APRIL, 2024



The official language of the Forum is English. Only the Opening Ceremony will be in Arabic, and no translation will be provided

07.30 - 08.45

REGISTRATION

08.45 - 09.15

OPENING CEREMONY

- •INTRODUCTORY KEYNOTE BY MRS. ALICE BOUEIZ CHIEF EXECUTIVE OFFICER ARAB HOSPITALS FEDERATION
- AHF VIDEO
- •SPECIAL ADDRESS FROM **DR. HANAN BALKHI** REGIONAL DIRECTOR WHO / EMRO REPRESENTED BY **DR. RAYANA ABU HAKA** WHO REPRESENTATIVE IN QATAR

AWARD CEREMONY

09.15 - 09.25

OPENING REMARK ABOUT THE AGENDA

PROF. TAWFIK KHOJA - GENERAL SECRETARY OF THE ARAB HOSPITALS FEDERATION

09.30 - 10.30

MINISTERIAL PANEL DISCUSSION 1: FUTURE OF HEALTHCARE: TURNING CHALLENGES INTO OPPORTUNITIES

CHAIRMEN: MR. JOSEPH HAZEL - CEO - ELEGANCIA HEALTHCARE

MS. NA'AM JAMSHED - VICE PRESIDENT GOVERNMENT AFFAIRS & POLICY - EMEA EMERGING MARKETS - JOHNSON & JOHNSON

PANELISTS:

HE. PROF. KHALED ABDUL GHAFFAR - MINISTER OF HEALTH & POPULATION - EGYPT SHEIKH DR. MOHAMMED BIN HAMAD AL-THANI - DIRECTOR OF NON COMMUNICABLE DISEASES PREVENTION PROGRAM DEPARTMENT - MINISTRY OF PUBLIC HEALTH - QATAR

CHAIRMEN SESSION



MR. JOSEPH HAZEL



MS. NA'AN







HE. PROF KHALED ABDEL GHAFFAR

- •SHAPING THE FUTURE OF HEALTHCARE
- COLLABORATING TO ACHIEVE UNIVERSAL HEALTH COVERAGE
- INTEGRATION BETWEEN ARAB COUNTRIES FOR STRATEGIES. POLICIES & REGULATIONS
- •STRENGTHENING INVESTMENTS TO IMPROVE HEALTHCARE

Leaders are working collaboratively to inspire change, drive the sector and shape the future of healthcare to advance health. In the first session of AHDAF Qatar, the fireside chat, Ministers of Health will discuss with Healthcare experts the importance of collaboration and integration between countries to lead the change in healthcare, open dialogue to enhance strategies, improve policies, and update regulations. The ministers will provide insights into their experiences, expertise, and perspectives on achieving universal health coverage. The discussion will cover the importance of prioritizing investment in healthcare to drive innovation, improve patient outcomes, and ensure the sustainability of healthcare systems worldwide.







DAY ONE: MONDAY 29 APRIL, 2024



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10.30 - 11.30



DR. ALI



MP. FADI

FADI MR. MATTHEW ME DRONSFIELD



DR. RAGHAD ALKAZEMI

DR. AHMED

FL SOBKY

MR. AMJAD

11.30 - 13.00

13.00 - 14.00



DR. SALLY



MR. NASSER

DR. AMEER



MR. NOUR



MR. TAMER

OUR DR. IYAD BIR SULTAN

PANEL DISCUSSION 2: ANTICIPATING AND SHAPING THE FUTURE OF HEALTHCARE

CHAIRMAN: DR. ALI ELHAJ - CHAIRMAN OF GOVERNANCE , LEADERSHIP AND RESEARCH DIVISION - ARAB HOSPITALS FEDERATION

PANELISTS:

HE. DR. AHMED EL SOBKY - CHAIRMAN - EGYPTIAN HEALTHCARE AUTHORITY, HE. MP. FADI ALAME - PRESIDENT - ARAB HOSPITALS FEDERATION, DR. RAGHAD A. ALKAZEMI - CHIEF MEDICAL OFFICER - ALSALAM ALASSIMA HOSPITAL - KUWAIT, MR. MATTHEW DRONSFIELD - CHIEF EXECUTIVE OFFICER - THE VIEW HOSPITAL, MR. AMJAD LAIMOUN - COUNTRY MANAGER - ABBOTT DIABETES DIVISION

- ADOPTING ANTICIPATORY AND PROACTIVE LEADERSHIP STRATEGIES
- •INFLUENCING HEALTH POLICIES
- •SHIFTING TO VALUE-BASED CARE AND POPULATION HEALTH MANAGEMENT
- EMBRACING DIGITAL TECHNOLOGIES TO IMPROVE ACCESS TO CARE & REDUCE COSTS

The future of healthcare is being shaped by several key trends and in this session, our panelists will discuss these trends and how they are driving transformative change, exploring opportunities for impacting health funding, legislation and policies, enhancing healthcare outcomes through digital transformation. It's a challenging time for the healthcare industry, and these discussions will help pave the way for a guided interventions and strategies.

PRAYER & LUNCH

PANEL DISCUSSION 3: CARING FOR TOMORROW: THE PATIENT IS THE COMPASS

CHAIRMAN: DR. SALLY AL-RABBAA - CHAIRMAN - ACADEMIC PARTNERSHIP DIVISION - ARAB HOSPITALS FEDERATION PANELISTS:

MR. NASSER SAID AL -NAIMI - CHIEF OF PATIENT EXPERIENCE AND DIRECTOR OF HAMAD HEALTHCARE QUALITY INSTITUTE, DR. AMEER EL TELWANY - CEO - EGYPTIAN HEALTHCARE AUTHORITY, MR. TAMER EL SALLAB - HEAD OF GCC & LEVANT CLUSTER - VIATRIS, MR. NOUR BARBIR - COUNTRY MANAGER - QATAR & OMAN - JOHNSON & JOHNSON INNOVATIVE MEDICINE, DR. IYAD SULTAN - CHIEF HEALTH INFORMATICS OFFICER - KHCC

- DRIVING CULTURES OF EXCELLENCE THROUGH PERSON-CENTERED CARE
- CREATING A FUTURE OF HEALTH EQUITY
- •IMPROVING ACCESS TO CARE AND MEDICINE FOR PATIENTS
- ENSURING CONTINUOUS QUALITY IMPROVEMENT
- PATIENT IS THE COMPASS

By embracing the philosophy that "the patient is the compass," healthcare providers and organizations can foster a patient-centered culture that prioritizes empathy, collaboration, and empowerment, ultimately leading to better outcomes, higher satisfaction, and improved well-being for patients. This panel will focus on the necessity to provide world-class services that prioritize patient needs and preferences, creating a future of healthcare equity, improving access to care and medicine for patients and shape a healthcare system that is inclusive, compassionate, and truly patient-centric.







DAY ONE: MONDAY 29 APRIL, 2024



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14.00 - 15.00



DR. MAZEN MALKAWI



MS. SONIA



DR. HAMID

RAVAGHI

DR. ALI LATIF



MR. DESMOND
DONNELLY

15.00 - 15.30

15.30 - 16.30



OLLEIK



MR. MARK KNIGHT



MR. SHELDON PINK



MR. ANAS

BATIKHI

MS. MARY

MIRABELLI

MR. HOWARD

PANEL DISCUSSION 4: SUSTAINABILITY IN HEALTHCARE MATTERS FOR THE FUTURE

CHAIRMAN: DR. MAZEN MALKAWI -REGIONAL ADVISOR ENVIRONMENTAL HEALTH EXPOSURES - WHO /EMRO

PANELISTS:

DR. HAMID RAVAGHI- REGIONAL ADVISOR FOR HOSPITAL CARE AND MANAGEMENT -WHO/ EMRO MS. SONIA ROSCHNIK -EXECUTIVE DIRECTOR - GENEVA SUSTAINABILITY CENTER (In Virtual)
DR. ALI LATIF- CHIEF OF STRATEGIC PLANNING AND PERFORMANCE - HAMAD MEDICAL CORPORATION MR. DESMOND DONNELLY - CHIEF COMMERCIAL OFFICER - ELEGANCIA HEALTHCARE

- •OVERVIEW FROM DR. MAZEN MALKAWI -REGIONAL ADVISOR ENVIRONMENTAL HEALTH EXPOSURES WHO /EMRO
- •GLOBAL & REGIONAL PERSPECTIVE ABOUT HEALTHCARE SUSTAINABILITY
- •MOVING TO PRACTICAL ACTION IN THE REGION
- •LEADERS COMMITMENT AND COMPETENCY TO DRIVE SUSTAINABLE TRANSFORMATION
- •ACCREDITATION STANDARDS FOR RESILIENT, SUSTAINABLE, AND LOW-CARBON HEALTHCARE FACILITIES

In this session, endorsed by WHO & Geneva Sustainability Center, the panelists will delve into the imperative of transitioning healthcare facilities towards sustainability. They will discuss ways to comprehensively support hospital leaders and integrate sustainability into accreditation standards.

Additionally, the discussion will emphasize the importance of leadership commitment in leading sustainable transformations within healthcare facilities, fostering a culture of sustainability, and engaging leaders and staff.

PRAYER & COFFEE BREAK

SESSION 5: EXPLORING THE FUTURE OF HEALTHCARE REVENUE CYCLE MANAGEMENT

CHAIRMAN: MS. MARY MIRABELLI - SENIOR VICE PRESIDENT - HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) - UK

DR. ADEL OLLEIK - CHIEF EXECUTIVE OFFICER - GATES GROUP

WELCOME NOTE FROM MR. MARK KNIGHT - CEO - HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION - UK (In Virtual)

- THE HOLISTIC PRACTICE OF RCM

 DR. ADEL OLEIK CHIEF EXECUTIVE OFFICER GATES GROUP
- RCM KPIS FOR BUSINESS EXCELLENCE AND BENCHMARKING

 MR. SHELDON PINK PRESIDENT & CEO KRYSTAL ROCK INNOVATION GROUP USA (In Virtual)
- RCM IN THE AGE OF AI : REALITY, RISKS AND OPPORTUNITIES MR. ANAS BATIKHI - CEO - SANTECHTURE
- RCM AS PILLAR IN VALUE-BASED CARE
 MR. HOWARD GOUGH OWNER & CONSULTING PRACTICE LEAD EMICA CONSULTING

This session will welcome different well known experts in the field of Healthcare Business Transformation and RCM Excellence. They will share invaluable insights into optimizing revenue cycle management practices to drive business success in hospitals and will delve into RCM KPIs equipping the audience with the tools needed to measure and benchmark their RCM performance against industry best practices. They will focus about RCM in the age of Artificial Intelligence and share the opportunities and Risk Associated.







DAY ONE: MONDAY 29 APRIL, 2024



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16.30 - 17.30







MR. JOHN RAYNER



MS. MARIAM SHOKRALLA



MR. SHAMEER SAM



MRS. RACHA



MR. PETE

17.30

PANEL DISCUSSION 6: REINVENTING HEALTHCARE FUTURE WITH THE DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE

CHAIRMAN: DR. YOUSSEF BASSIM - CHAIRMAN OF DIGITAL HEALTH TRANSFORMATION & AI DIVISION - ARAB HOSPITALS FEDERATION

WELCOME NOTE ABOUT THE ROADMAP TO DIGITAL HEALTH MATURITY FROM MR. JOHN RAYNER- SENIOR DIRECTOR - EMEA REGION - HIMSS (In Virtual)

PANELISTS: MS. MARIAM SHOKRALLA - DIGITAL HEALTH STRATEGIST - EMEA REGION - HIMSS, MRS. RACHA ELHASSAN - HEAD OF MARKETING AND STRATEGY, EMERGING MARKETS - GE HEALTHCARE, MR. PETER LANE - GENERAL MANAGER & ETHICON FRANCHISE LEAD ME & AFRICA, MR. SHAMEER SAM - EXECUTIVE DIRECTOR - IT DEPARTMENT - HAMAD MEDICAL CORPORATION

- HOW DIGITAL TRANSFORMATION IS SHAPING THE FUTURE OF HEALTHCARE DELIVERY
- KEY CHALLENGES IN INTEGRATING DIGITAL SOLUTIONS IN HEALTHCARE INFRASTRUCTURE
- AI AND INTEGRATED CARE PATHWAY IN EMERGING MARKET
- INTERSECTION OF DIGITAL TRANSFORMATION & AI IN ADDRESSING HEALTH CHALLENGES

In this session, endorsed by HIMSS and numerous partners, esteemed panelists will delve into the reinvention of the healthcare future through digital health transformation and AI. They will share insights into the roadmap for digital health maturity and will explore how the digital transformation is shaping the Healthcare future and what are the key challenges in integrating solutions.

Additionally, they will focus on AI transformation that holds the promise of revolutionizing the healthcare sector and will also discuss how in emerging markets, the integration of AI can address various challenges.

CLOSING REMARK & RECOMMENDATIONS - PROF. TAWFIK KHOJA - GENERAL SECRETARY OF THE ARAB HOSPITALS FEDERATION







SHAPING HEALTHCARE FUTURE

AGENDA DAY TWO

TUESDAY 30 APRIL, 2024

09.00 - 12.30

FROM THEORY TO PRACTICE: A DAY TO SPEND AT HAMAD MEDICAL CORPORATION

The field visit to Hamad Medical Corporation in day two will offer an invaluable opportunity to move from theory to practice. This immersive experience allows participants to witness how Qatar is shaping the future of Healthcare and will gain a memorable turn to discover the highest services that HMC offers.

Registration is needed as the places are limited

PROGRAM OF THE VISIT

09.00 - 09.45

10.00 - 11.00

11.15 - 12.30

TRAUMA AND EMERGENCY CENTER - HMC

QATAR REHABILITATION INSTITUTE - QRI

ITQAN CENTER - CLINICAL SIMULATION AND INNOVATION CENTER





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