AFRICA HEALTH ExCon

Your Gate To Innovation and Trade

إتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

25 YEARS OF EXCELLENCE

CONFERENCE
25 JUNE 2025

BEYOND BOUNDARIES
TOWARD BETTER HEALTH

IN COLLABORATION WITH

المجلس العربى الأفريقى للتوعية
Arab African Council for Awareness
AACA

AGENDA

SPEAKERS

MP. FADI ALAME
PRESIDENT
Arab Hospitals Federation

MRS. ALICE YAMMINE BOUEIZ
CEO
Arab Hospitals Federation

DR. AHMAD TAHA
CHAIRMAN
General Authority for Healthcare
Accreditation and Regulation

DR. AHMED EL-SOBKY
CHAIRMAN
Egyptian Healthcare Authority

DR. KAWTHAR MAHMOUD
PRESIDENT
of Egyptian Nursing Syndicate

DR. AHMAD EZZEDINE
GROUP CEO
Cleopatra Hospitals Group

DR. BASSAM KADDISSI
CHAIRMAN
of the Arab Healthcare Sustainability Center
Arab Hospitals Federation

DR. MIREILLE KHALIL
SENIOR PROJECTS MANAGER
Arab Hospitals Federation

MR. BRIAN DE FRANCESCA
CEO
VAI - UAE

DR. YOUSSEF BASSIM
CHAIRMAN
of Digital Transformation & Ai Division
Arab Hospitals Federation

DR. AMANY EL NASHAR
CEO & FOUNDER
HYPHENS Solutions

ME. THERESE SALAME
LEGAL ADVISOR
Arab Hospitals Federation

DR. OMNIA NEGM
PATIENT EXPERIENCE
CONSULTANT

ENG. HUSSAM SADEK
Insurance and Digital Solutions
Industry Expert

DR. OSSAMA SHAHEEN
PRESIDENT
of Arab African Council for Awareness
EXECUTIVE COUNCIL MEMBER
Arab Hospitals Federation

DR. ISLAM ANAN
FOUNDER & CEO
of ACCSIGHT

DR. RANDA RIZK
SECRETARY GENERAL
Arab Council for Social Responsibility
and Sustainable Development

DR. HEBA HOSNY
M.Sc, PhD, Food Sciences
Lifestyle Medicine

DR. SHEREEN
MOHAMAD SAAD
EGYPTIAN NURSING
SYNDICATE

10:00 AM - 10:15 AM

Keynote Address from
MRS. ALICE YAMMINE BOUEIZ
Chief Executive Officer - Arab Hospitals Federation

Video of the Arab Hospitals Federation Journey

Launching of THE HEALTH INITIATIVE
" WOMAN FOR WELL"
A Strategic Collaboration Between AHF & AACA
BY   # MRS. ALICE YAMMINE BOUEIZ
CEO - Arab Hospitals Federation

DR. OSSAMA SHAHEEN
President of the Arab African council for Awareness

womanFORWELL
She Leads . She Heals . She Matters

10:15 AM - 11:30 AM

SESSION 1:
ELEVATING HEALTHCARE: From Standards to Sustainable Impact

Chairperson:
MRS. ALICE YAMMINE BOUEIZ
Chief Executive Officer - Arab Hospitals Federation

QUALITY WITHOUT BORDERS:
A Collective Path to Excellence

Speaker:
PROF. AHMAD TAHA
Chairman - General Authority for Healthcare Accreditation and Regulation

This lecture explores the urgent need for collaborative action among regional healthcare institutions and quality bodies to move beyond fragmentation and build a shared culture of excellence. In today's interconnected world, quality in healthcare must transcend borders, becoming a collective commitment rooted in trust, transparency, and partnership.

Key Focus Areas:
- Why collaboration, not competition, is key to advancing regional healthcare quality
- How unified approaches improve outcomes, credibility, and efficiency
- The power of knowledge exchange and joint frameworks
- A vision for an Arab-African ecosystem where quality is the common language

DESIGNING FOR TOMORROW:
Applying Sustainability Principles in Future Healthcare Facilities

Speaker:

DR. BASSAM KADDISSI
Chairman - Arab Healthcare Sustainability Center - Arab Hospitals Federation

Sustainability in healthcare is no longer optional, it is a strategic imperative. This lecture highlights how green and resilient design must be integrated into the DNA of new healthcare facilities. From planning and architecture to functionality and operations, sustainable hospitals are built to endure, heal, and lead.

Key Discussion Points:
- How to embed sustainability principles from the design phase
- The role of certifications (LEED, WELL, etc.) in long-term resilience
- Energy, water, and waste management as core elements
- The effect of sustainable design on patient outcomes and staff well-being

DIGITAL HEALTH, REAL IMPACT:
Advancing Quality Through Transformation

Speaker:

DR. AHMAD EZZEDINE
Group CEO - Cleopatra Hospitals Group

This lecture provides a firsthand account of digital transformation in action. Dr. Ahmad Ezzedine shares how Cleopatra Hospitals Group has integrated digital health tools, from AI to real-time data systems, into hospital operations to enhance quality, efficiency, and patient trust.

Key Highlights:
- Real-world impact of digital tools on coordination and clinical performance
- Embedding digital solutions into quality and safety frameworks
- Lessons learned from implementation: governance, training, and adoption
- Measurable improvements in patient experience, safety, and operational flow

THE BRIDGE TO TRUST:
How the Workforce Delivers on Safety Standards

Speaker:

DR. KAWTHAR MAHMOUD
President - Egyptian Syndicate of Nurses

Standards alone don't create safety — people do. This lecture focuses on how the healthcare workforce is the true enabler of trust and safety. Empowered and engaged staff are essential to translating protocols into daily practices that protect patients and build system-wide credibility.

Key Exploration Areas:
- How skilled, engaged teams bring safety standards to life
- Workforce empowerment as a foundation for trust
- Cultivating a culture of shared responsibility
- Success stories where people-powered safety transformed care outcomes

DISCUSSION - Q&A

SESSION 2:
AI IN ACTION: Reimagining Care, Redefining Possibilities

Chairperson:
DR. MIREILLE KHALIL
Senior Project Manager - Arab Hospitals Federation

THE IMPACT OF AI IN ARAB HOSPITALS:
Insights, Adoption, and Outcomes

Speaker:
DR. AHMED EL-SOBKY (TBC)
Chairman - Egyptian Healthcare Authority

This lecture provides a leadership-level perspective on how Artificial Intelligence is being actively implemented across Arab hospitals to enhance care quality, clinical outcomes, and operational efficiency. Dr. El-Sobky will share practical insights from successful initiatives, including how AI is being integrated into diagnostics, workflows, and strategic planning, and what it takes to scale that transformation across institutions.

Key Highlights:
- Real-world applications of AI improving decision-making, diagnostics, and patient flow
- Organizational enablers of adoption: leadership, workforce readiness, and digital infrastructure
- Overcoming barriers: data integration, regulation, and ethical deployment
- Outcomes achieved: higher accuracy, faster services, and increased system responsiveness

THE MISSING BRAIN:
Why Hospitals fail and how they Must evolve

Speaker:
MR. BRIAN DE FRANCESCA
CEO - VAI - UAE

This lecture challenges the traditional structure of hospitals, comparing them to the human body — a system that thrives because of its intelligence and coordination. Brian de Francesca shares how hospitals can evolve into high-performing, "brained" systems by embedding AI, real-time data, and integrated decision-making across all departments to improve safety, efficiency, and outcomes.

Key Highlights:
- Why fragmented hospitals underperform despite strong individual parts
- The core components of an intelligent, coordinated hospital model
- Embedding real-time feedback and AI into clinical and operational workflows
- Global examples of hospitals transitioning toward intelligent system design

GOVERNING AI IN HEALTHCARE:
From Innovation to Regulation

Speaker:
DR. YOUSSEF BASSIM
Chairman of Digital Health & AI Division - Arab Hospitals Federation

This lecture delves into the critical need for robust governance frameworks as AI technologies rapidly integrate into healthcare systems. Dr. Youssef Bassim will discuss the challenges posed by the swift deployment of AI solutions without adequate regulatory oversight, emphasizing the risks to patient safety and ethical standards.

Key Highlights:
- The current landscape of AI applications in healthcare and associated regulatory gaps
- Risks of deploying unvalidated AI tools in clinical settings
- The necessity for international standards and national regulatory bodies to oversee AI integration
- Strategies for implementing ethical, transparent, and accountable AI systems in healthcare

AI, AUTOMATION & BEYOND:
The Future of Patient - Centered Healthcare

Speaker:
DR. AMANY EL NASHAR
CEO & Founder - HYPHENS Solutions

As healthcare rapidly evolves, one question becomes central: how do we harness innovation without losing the human touch? In this lecture, Dr. Amany El Nashar explores how AI and automation can be designed not just for efficiency — but for empathy. She will share how emerging technologies are reshaping the patient journey, from diagnostics to decision-making, while placing individual needs, values, and experiences at the core.

Key Highlights:
- Designing smart, responsive systems that adapt to patient realities
- How AI-driven personalization improves outcomes and satisfaction
- Automation's role in reducing clinician burden and improving care quality
- Bridging innovation and empathy: rethinking what "patient-centered" means in a digital age

Through real-world examples and strategic insights, Dr. El Nashar outlines a vision where technology doesn't replace care — it redefines its possibilities.

DISCUSSION - Q&A

13:00 PM - 13:30 PM   Coffee Break

SESSION 3:
HUMANIZING HEALTHCARE:
Designing Experiences that Heal and Empower

Chairperson:
ME. THERESE SALAMEH
Legal Advisor - Arab Hospitals Federation

REDESIGNING WITH PATIENTS, NOT FOR THEM: :
Co creating the future of Care

Speaker:
DR. OMNIA NEGM
Patient Experience Consultant

This lecture explores the transformative power of patient co-design in shaping modern healthcare. By engaging patients as active collaborators rather than passive recipients, healthcare systems can create care models that are more responsive, inclusive, and aligned with real needs.
Dr. Omnia Negm will share global best practices and real-world examples that demonstrate how co-creation improves not only patient experience, but also clinical relevance and operational success.

HUMANISM IN PRACTICE:
Trust, Connection, and Better Outcomes

Speaker:
DR. SHEREEN MOHAMAD SAAD
Egyptian Nursing Syndicate

At the heart of healing lies human connection. This lecture explores the profound impact of humanistic care, care grounded in dignity, presence, and empathy — on patient outcomes and provider well-being.

Dr. Shereen Mohamad Saad will illustrate how even small, intentional human acts can rebuild trust, deepen relationships, and foster more resilient health systems, especially in times of stress and uncertainty.

SESSION 4:
THE POWER OF AWARENESS
in Building Healthier Future

المجلس العربى الأفريقى للتوعية
Arab African Council for Awareness
AACA

Chairperson:
DR. OSSAMA SHAHEEN
Chairman of the Arab African council for Awareness
& Chairman of Sustainability Division - Arab Hospitals Federation

THE ROLE OF AWARENESS IN ACHIEVING HEALTH SUSTAINABILITY

Speaker:
DR. ISLAM ANAN
Founder & CEO of ACCSIGHT

• How can awareness initiatives help governments and organizations integrate sustainability into long-term health planning?

• What role does public awareness play in strengthening international collaboration for sustainable health development?

THE ROLE OF AWARENESS FOR YOUTH & COMMUNITY DEVELOPMENT

Speaker:
DR. RANDA RIZK
Secretary General - Arab Council For Social Responsibility and Sustainable Development
This lecture explores the transformative power of patient co-design in shaping modern

• How can we empower youth through awareness to become active agents in promoting public health within their communities?

• What role can schools, universities, and social media play in fostering a culture of health awareness among young generations?

THE ROLE OF AWARENESS IN LIFESTYLE MEDICINE

Speaker:

DR. HEBA HOSNY

M.Sc, PhD, Food Sciences - Lifestyle Medicine

• How does public awareness influence behavior change in key lifestyle factors such as nutrition, physical activity, and stress management?

• In what ways can awareness programs bridge the gap between clinical recommendations and everyday health decisions made by individuals?

THE ROLE OF AWARENESS IN FINANCIAL SUSTAINABILITY AND HEALTH COVERAGE FOR HEALTH SYSTEMS

Speaker:

ENG. HUSSAM SADEK

Insurance and Digital Solutions Industry Expert

• How can awareness campaigns contribute to reducing avoidable healthcare costs and improving resource allocation in national health systems?

• What is the link between public awareness and achieving universal health coverage (UHC) in a financially sustainable way?

CLOSING SESSION

Closing Address and Recommendations from
MP. FADI ALAME
President of the Arab Hospitals Federation

Distribution of AHF Rose Award:

A recognition journey for Nurses

In Partnership with the Egyptian Nursing Syndicate

AHF ROSE AWARD

Description:
ROSE Award launched by AHF stands for Recognition of Service Excellence for Nursing Staff and it aims to honor and celebrate nurses who exemplify dedication, compassion, and a commitment to service excellence in carrying out their duties and advancing the goals and mission of the organization to which they belong.

The criteria for nomination is:

• Outstanding level of service or care delivered by a team or individual

• Extraordinary act of compassion, kindness or inclusion

• Excellence in delivering personalized care or service.

• Recognition of partnership working which makes a difference to individuals or groups.

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