

# BUILDING HEALTHCARE

Exhibition & Conferences

**8 -10 June 2015**  
Dubai International Convention  
& Exhibition Centre, UAE

Register **NOW**

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[www.buildinghealthcare-exhibition.com/cb](http://www.buildinghealthcare-exhibition.com/cb)

## The Conferences:

- ▶ Architects Congress
- ▶ Lean Value Stream Mapping\*
- ▶ Managing Change in Healthcare\*
- ▶ Designing Long-Term Care Facilities\*
- ▶ Digitising the Hospital of Tomorrow\*
- ▶ Healthcare Informatics\*
- ▶ Healthcare Investment\*
- ▶ Healthcare Management
- ▶ Healthcare Facilities Management
- ▶ Medical Equipment Planning
- ▶ Planning and Managing your Own Clinic
- ▶ Healthcare of the Future

**6,500**  
ATTENDEES

**150**  
EXHIBITORS

**100+**  
REGIONAL AND  
INTERNATIONAL  
SPEAKERS

**12**  
FREE-TO-ATTEND  
CONFERENCES

**6 NEW**  
CONFERENCES\*

**5** CONFERENCE  
TOPIC THEMES



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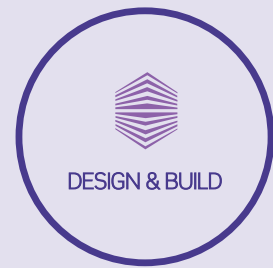


The Building Healthcare Conferences feature three days of educational sessions, workshops and roundtable discussions, all focused on the design of the healing environment and how this impacts directly on patient safety, operations and the financial success of a healthcare facility.

Providing a vast array of educational and networking opportunities, attendees will gain understanding on the latest developments in designing and building healthcare infrastructure through state-of-the-art lectures presented by renowned local and international speakers.

## Conference topics

Attend multiple conference tracks



DESIGN & BUILD



OPERATIONS & MANAGEMENT



FINANCIAL INVESTMENT

## Who attends

Decision-makers and senior level managers from

- ▶ Architectural and design firms
- ▶ Clinics
- ▶ Construction companies
- ▶ Consultants
- ▶ Engineering firms
- ▶ Facilities management companies
- ▶ Healthcare management systems
- ▶ Hospitals
- ▶ Investment & financial groups
- ▶ IT solution providers
- ▶ Medical equipment suppliers
- ▶ Ministries of Health and Health Authorities
- ▶ Quality & accreditation agencies
- ▶ Real Estate developers
- ▶ Research institutes & universities
- ▶ Waste management companies

And anyone involved in the healthcare facility planning, design, construction and maintenance.

## At a glance

DAY 1

Monday, 8 June 2015

Architects Congress  
Healthcare Management

Medical Equipment Planning  
Planning and Managing your Own Clinic

DAY 2

Tuesday, 9 June 2015

Architects Congress  
Healthcare Management  
Healthcare Informatics

Designing Long-Term Care Facilities  
Digitising the Hospital of Tomorrow

DAY 3

Wednesday, 10 June 2015

Architects Congress  
Healthcare of the Future  
Healthcare Facilities Management

Healthcare Investment  
Lean Value Stream Mapping  
Managing Change in Healthcare

## Speaker faculty

- Dr Abdul Abyad, CEO, Makkased General Hospital of Beirut, Beirut, Lebanon
- Ahmad Emara, CEO and Managing Director, Reaya Holding, Jeddah, KSA
- Aladin Niazmand, Managing Director, Total Alliance Health Partners International, Sydney, Australia
- Ali Alsuwaidi, MEFMA Board of Directors, Vice President, Idama Facility Management Solution, Dubai, UAE
- Ali Hashemi, Director, Amana Healthcare, Abu Dhabi, UAE
- Amir Hekmatpour, Chief Healthcare Informatics Officer, Cure Management Services, Dubai, UAE
- Dr Amjad Zaim, Chief Scientist, Booz Allen Hamilton, Dubai, UAE
- Ammar Hattab, Chief Financial Officer, Dubai Healthcare City, Dubai, UAE
- Dr Amit Kumar, Specialist Vascular and Endovascular Surgery, Clinical Assistant Professor, Surgery, Columbia University, New York, USA
- Amr Metwally, Head of Architecture Division PMC, Health Facility Project Management & Construction, Hamad Medical Corporation, Doha, Qatar
- Andy Brown, Managing Director of Business Solutions, NHS Supply Chain, London, UK
- Dr Ashraf Ismail, Managing Director, Joint Commission International, Dubai, UAE
- Barbara Miskiel, Principal, Stantec, Toronto, Canada
- Basbian Diebald, Vice President OR Integration and Clinical Logistics, Maquet GmbH, Mannheim Area, Germany
- Brian De Francesca, Chief Executive Officer, Ver2 Digital Medicine, Dubai, UAE
- Brian Raggett, Practice Manager, Cerner, Dubai, UAE
- Bryan Semple, Vice President EMEA, Attainia, Dubai, UAE
- Carl McKenzie, Director-Healthcare, AECOM, Dubai, UAE
- Carlo Kaabar, Senior Consultant, IBM; Strategy Management Office, Ministry of Health, Riyadh, KSA
- Charles Watson, Joint Managing Director, Well and Able Africa, Cape Town, South Africa
- Charlotte Bruyer, Director, Healthcare Infrastructure and PPP's MENA, HSBC Bank Middle East, Dubai, UAE
- Christine Chadwick, Senior Vice President, Canada National Health Sector Lead, AECOM, Toronto, Canada

- Claes Johansson, Healthcare Leader - Middle East, AECOM, Dubai, UAE
- Cliff Yahnke, PhD, Director of Product Marketing-Healthcare, Kenall, Wisconsin, USA
- Dr Colin Fincham, Director and CMO, Cerner Middle East, Dubai, UAE
- Col Lin Yao, Regional Business Development Director, Sodexo, Bangkok, Thailand
- Conor Ellis, Global Account Leader, Health, EC Harris/Arcadis, London, UK
- Daniel Whitehead, Director, Medical Strategy, National Health Insurance Company, Daman, Al Ain, UAE
- Deborah Pierce, Senior Physiotherapist and Head of Rehab, Amana Healthcare, Al Ain, UAE
- Deepak Kaura, Clinical Chief Radiology, Sidra Medical and Research Center, Doha, Qatar
- Dennis Joseph, Manager TQM, Hadi Clinic, Kuwait, Kuwait
- Elizabeth Peters, Associate Director, BIM Centre Lead, UAE and Oman, AECOM, Dubai, UAE
- Dr Fahad AlTuwaijri, CEO, Aramed, Riyadh, KSA
- Gabriele Pasquini, Department of Economic Policy Coordination and Planning, Public Utilities Regulation Unit, Rome, Italy
- Germen Haimerl, CEO, Germen Haimerl Building Solutions, Munich, Germany
- Graeme Robertson, Global Account Director, Schneider Electric, Edinburgh, UK
- Dr Greg Florentin, CEO, Global Lifecare Solutions, Virginia, USA
- Gupta Abhishek, Senior Associate, Stantec, Dubai, UAE
- Dr Harish Pillai, CEO, Aster Medcity, Aster DM Healthcare, Kerala, India
- Henry Chao, Principal and Healthcare Design Director, HOK, New York, USA
- Imad Ghandour, Managing Director, Cedarbridge Partners, Dubai, UAE
- Jad Bitar, Partner and Managing Director, The Boston Consulting Group, Riyadh, KSA
- Jason Ruehland, Managing Director, Emrill Services, Abu Dhabi, UAE
- Jeremy Goza, CEO, Proximity Systems, Houston, Texas, USA
- Jerry Derby, Senior Partner, Kurt Salmon Health Care Group, Minnesota, USA

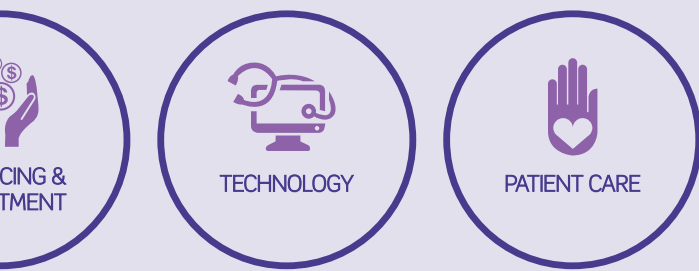
- Jesse Balok, Partner, Kurt Salmon Health Care Group, Minnesota, USA
- John Collins, Chief Executive, Broadmeadow Healthcare International, Dubai, UAE
- Johnny Heubri, Vice President, NMC Healthcare, Abu Dhabi, UAE
- Jonathan Wilson, Principal Eurasia Healthcare Leader, Stantec, London, UK
- Joshua A. Theodore, Principal, Health Industries, Pagethink, Houston, Texas, USA
- Judith Mitchell, President, Longwood HSC, Boston, USA, Dubai, UAE
- Karen Divito, Director of Clinical Operations, Amana Healthcare, Al Ain, UAE
- Kathy Reno, Safe Health Design Management Consultant, JCI Consulting, Illinois, USA
- Kristin Lee, Assistant Professor of Interior Design, American University in Dubai, Dubai, UAE
- Layla Mohamed Al Marzouqi, Head of Clinical Governance Office, DHA, Dubai, UAE
- Lina Shadid, Partner, IBM, Dubai, UAE
- Dr Louis Brackel, Managing Partner, Lean Results, Co-Efficient Management Consulting, Zeist, The Netherlands
- Dr Magdy Rashad, General Manager and CEO, Accreditation Pioneers International (API), Dubai, UAE
- Mahmood Akhter, Head MEP/Technology Engineering, Zuhair Fayed Partnership, Jeddah, KSA
- Mahmoud Bassiouny, Partner Head of Finance and Projects, Matouk Bassiouny, Cairo, Egypt
- Malek El Hussein, Business Development Director, GE Healthcare Middle East, Dubai, UAE
- Dr Manish Kohli, Chief Medical Informatics, Cleveland Clinic Abu Dhabi, UAE
- Manivel Periasamy, Director, Facilities Management, American Hospital, Dubai, UAE
- Mansoor Ahmed, Director, Development Solutions, Public Private Partnership, Colliers International, Dubai, UAE
- Marc Bornstein, Senior Healthcare Designer, Areen Design, London, UK
- Dr Mark Schnitzer, Chief Medical Officer, eHealthcorp, Dubai, UAE





## Topic themes

Topics addressing topics including



- ▶ Understand the relationship between design and change management
- ▶ Review the importance of medical equipment planning during design and master planning
- ▶ Appreciate the role of the built environment in supporting patient wellness
- ▶ Describe what it means to deliver a holistic care environment
- ▶ Understand the relationship between facility design and patient satisfaction
- ▶ Learn how to leverage Electronic Medical Record (EMR) data for the treatment of chronic diseases and prevention of Healthcare Associated Infections (HAI's)
- ▶ Review opportunities for investment in specialised healthcare services in the region
- ▶ Develop a workforce training and development strategy for patient centred care
- ▶ Improve patient engagement through the use of wearable technology
- ▶ Apply governance initiatives in the community-wide implementation of health informatics
- ▶ Predict the influence of digitisation on future healthcare staffing models and the design of healthcare infrastructure
- ▶ Find out how to finance your clinic; set up and maintenance costs

## Awards

The Building Healthcare Awards is a prestigious event celebrating innovation in healthcare planning and design. The Awards recognise best practice facilities management and patient care initiatives that foster a patient-centric care environment and enhance the continuum of care.

The awards will recognise industry leaders who have paved the way for new age healthcare design as well as those who have developed systems and processes that lead the way for cost-effective and optimised operations.

New for 2015 is the 'People's Choice Award', allowing delegates to vote for the healthcare leaders that have inspired change and delivered world-class healing environments at the patient level. Do not miss this opportunity to have your say and be recognised by key industry players.

All winners will be announced on the Tuesday, 9 June 2015 at the Sheikh Rashid Hall, Dubai International Convention & Exhibition Centre and winning projects will be showcased throughout the duration of the show - do not miss your chance to be recognised!

For more information please visit [www.buildinghealthcare-exhibition.com/awards](http://www.buildinghealthcare-exhibition.com/awards)



## Award categories:

- ▶ Best Hospital Design
- ▶ Best Hospital of the Future
- ▶ Best Physical Environment
- ▶ Best Sustainable Hospital Project
- ▶ Best Healing Environment
- ▶ Best Laboratory Design
- ▶ Best Technology Initiative
- ▶ Best Facilities Management Service Strategy



- Dr Muhammad Wasiful Alam, Director, Public Health Department, DHA, Dubai, UAE
- Mounir Marhaba, Associate Partner, IBM Global Services; and Programme Director, Strategy & Change Management Office (SCMO) looking after the implementation of the National eHealth Program, Ministry of Health, Riyadh, KSA
- Nabil A. Issa, Partner, King and Spalding LLP, Riyadh, KSA
- Dr Nashat Nafouri, Head of Quality, Health Care Interest Group, Saudi Quality Council, Riyadh, KSA
- Dr Nasser B Abulhasan, Principal, AGi Architects, Kuwait, Kuwait
- Oliver Baxter, Insight Programme Manager, Herman Miller, London, UK
- Omar Nafea, Medical Equipment Planner- Hospital Technology GE, Dubai, UAE
- Dr Omar Najim, Senior Advisor, HAAD, Abu Dhabi, UAE
- Dr Osama Elhassan, Deputy of EHS President and Head of eHealth Section, DHA, Dubai, UAE
- Dr Osama Tabbara, Senior Director, Department of Pharmacy Services, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE
- Pablo Kimmig, Director, Healthcare Consulting, ICME International AG, Abu Dhabi, UAE
- Paul Hetherington, Head of Planning, HAAD, Abu Dhabi, UAE
- Dr Peyvand Khaleghian, Managing Director, Avicienna Partners, Dubai, UAE
- Philip Vetter, Founder, Rheo AG, Zurich, Switzerland
- Prof Tawfik A M Khoja, Director General, Executive Board, Health Ministers Council for Cooperation, Professor of Public Health, Riyadh, KSA
- Ramsey Hamady, Executive Director, Gulf Capital, Abu Dhabi, UAE
- Riad M Mahfouz, Senior Consultant, Vital Quadro Consultancy, Dubai, UAE
- Robert Junk, President, RAD-Planning, Junk Architects, Missouri, USA
- Rukshan Widyalankara Chartered Architect/Chairman, President, Commonwealth Association of Architects, Colombo, Sri Lanka
- Dr Russell Gann, Senior Consultant, Health Informatics, Minnesota International Medicine, Riyadh, KSA
- Dr Salwa Abdulla Alsuwaidi, Specialist Registrar- Geriatrics, Project Manager, Dubai Rehabilitation Center for the Elderly, DHA, Dubai, UAE

- Dr Samer Ellaham, Chief Quality Officer, Senior Consultant, Sheikh Khalifa Medical City, Abu Dhabi, UAE
- Sarper Tanli, Vice President, Houston Methodist Global Healthcare Services EMEA, Dubai, UAE
- Shahriar Shahabi, Founder and CEO, Ezeliving.com, Dubai, UAE
- Sheila Ann Burns, Manager, Case Manager, Nursing Department, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE
- Shrikant Sharma, Associate Director, Buro Happold Engineering, Bath, UK
- Dr Shwetha Akshaya, Director, Consultant and Researcher in Healthcare Quality and Accreditation, DHA, Dubai, UAE
- Simon Bourke, Director of Healthcare, Buro Happold Engineering, London, UK
- Steve Goe, Director International Healthcare, HDR, Dubai, UAE
- Steven Dietrich, Senior Design/Technical Manager, Obermeyer Middle East, Al Ain, UAE
- Steven Juett, Associate Vice President, RTKL Associates, Dallas, Texas, USA
- Stuart Winters, Vice President Healthcare, Sodexo AMECOA, Bangkok, Thailand
- Sujit Kumbhani, Owner, Innovative Healing Solutions, Dubai, UAE
- Sunny Sharma, President, Sunbelt Medical, Houston, Texas, USA
- Dr Taha Ibrahim, Consultant Colorectal Surgeon and Senior Hospital Director, Al Noor Hospitals Group, Abu Dhabi, UAE
- Tauseef Khan, Director, Client Management, ICME International AG, Abu Dhabi, UAE
- Tawab Hamidi, Healthcare Director, Oracle Middle East and North Africa, Dubai, UAE
- Tony Burley, Group Architect and Studio Director, IBI, London, UK
- Trevor Payne, Director of Estates and Facilities, Barts Health, NHS Trust, London, UK
- Werner Maluck, Head of Facilities Management, Mubadala Development Company, Abu Dhabi, UAE
- Dr Zakiuddin Ahmed, President, Healthcare Paradigm; Medical Director, PharmEvo; CEO, eHealth Services; CEO, Medical Voice; CEO, Digital Care, Dubai, UAE
- Ziad El Kadi, Engineering Manager, Al Mazroui Medical and Chemical Supplies, Abu Dhabi, UAE

- Marek Miadowicz, OR Projects Director, Alvo Medical, Poznan, Poland
- Markus Oberlin, CEO, Farnek Services LLC and Farnek Middle East LLC, Dubai, UAE
- Mark Zaayman, Joint Managing Director, Well and Able Africa, Cape Town, South Africa
- Marty Witt, Associate/Technology Engineering Manager, KJWW Engineering, Madison, Wisconsin, USA
- Dr Mazin Gadir, Senior Manager, Middle East Consulting Technology, PwC, Dubai, UAE
- Dr Michael Salivaras, Aesthetic and Reconstructive Plastic Surgeon, Clinica Joelle, Dubai, UAE
- Dr Mohammad Al Redha, President of EHS, Director of Health Data and Information Analysis Dept., DHA, Dubai, UAE
- Mohammed Ayoub, Design Principal, HDR, Dubai, UAE
- Dr Mohaymen Abdelghany, Chief Executive Officer, Al Zahra Private Hospital, Dubai, UAE



## Architects Congress

- 09:00 Opening remarks by the Chair**  
Mounir Marhaba, Associate Partner, IBM Global Services, and Programme Director, Strategy & Change Management Office (SCMO) looking after the implementation of the National eHealth Programme, Ministry of Health, Riyadh, KSA
- SESSION ONE: PROCESS DRIVEN DESIGN**
- 09:15 Planning for operational efficiency – Hamad Medical City**  
 Conor Ellis, Global Account Leader, Health, EC Harris/Arcadis, London, UK
- 09:45 The challenges of implementing sustainable CSR initiatives within a construction environment**  
Charles Watson and Mark Zaayman, Joint Managing Directors, Well and Able Africa, Cape Town, South Africa
- 10:15 Data-driven planning: Using lean methodologies for effective spatial planning**  
Tony Burley, Group Architect and Studio Director, IBI, London, UK
- 10:45 Designing modular operating rooms for improved operations**  
 Steven Juett, Associate Vice President, RTKL Associates, Dallas, Texas, USA
- 11:15 Scenarios 2018**  
Oliver Baxter, Insight Programme Manager, Herman Miller, London, UK
- 11:45 Exhibition visit and networking break**
- SESSION TWO: EVIDENCE BASED DESIGN**
- 12:15 ‘Evidence is necessary but not sufficient’ – Negotiating the conflict between evidence based design and lean design principles**  
 Jonathan Wilson, Principal Eurasia Healthcare Leader, Stantec, London, UK
- 12:45 The role of the built environment in supporting patient wellness – A Sri Lankan experience**  
 Rukshan Widyalkankara, Chartered Architect/Chairman, President, Commonwealth Association of Architects, Colombo, Sri Lanka
- 13:15 Using micro-climate analysis to inform masterplanning design and improve user experience**  
Simon Bourke, Director of Healthcare, Buro Happold Engineering, London, UK
- 13:45 Exhibition visit and networking break**
- SESSION THREE: PATIENT-SAFE DESIGN**
- 14:45 Clinical commissioning**  
Speaker to be confirmed
- 15:15 Review of planning and consulting phase for patient-safe design**  
 Kathy Reno, Safe Health Design Management Consultant, JCI Consulting, Illinois, USA
- 15:45 Delivering recovery in mental health through engagement reassurance and comfort**  
Barbara Miszkiel, Principal, Stantec, Toronto, Canada
- 16:15 Exhibition visit and networking break**
- SESSION FOUR: CULTURALLY RELEVANT DESIGN CONSIDERATIONS**
- 16:45 Cultural considerations in evidence-based design**  
Henry Chao, Principal and Healthcare Design Director, HOK, New York, USA
- 17:15 Enhancing the patient experience through innovative smart way-finding solutions**  
 Dr Ahmed Mokhtar, Associate Dean, Associate Professor of Architecture, College of Architecture Art and Design, American University of Sharjah, Sharjah, UAE
- 17:45 End of conference day one**

## Healthcare Management

- 09:45 Opening remarks by the Chair**  
Dr Louis Brackel, Managing Partner, LeanResults and Co-Efficient Management Consulting, Zeist, The Netherlands
- SESSION ONE: THE TRENDS AROUND US**
- 09:50 The role of leadership in healthcare excellence**  
Dr Samer Ellaham, Chief Quality Officer, Senior Consultant, Sheikh Khalifa Medical City, Abu Dhabi, UAE
- 10:10 Regulating for high quality in the healthcare system: The HAAD journey**  
Dr Omar Najim, Senior Advisor, HAAD, Abu Dhabi, UAE
- 10:30 Management for healthcare 2020**  
Dr Greg Florentin, CEO, Global Lifecare Solutions, Virginia, USA
- 11:00 Exhibition visit and networking break**
- SESSION TWO: QUALITY AND PERFORMANCE MANAGEMENT**
- 11:30 Kaizen, an essential tool and technique for problem-solving and performance improvement in healthcare**  
 Dr Samer Ellaham, Chief Quality Officer, Senior Consultant, Sheikh Khalifa Medical City, Abu Dhabi, UAE
- 12:00 Practical techniques for immediate continuous improvement**  
Dr Louis Brackel, Managing Partner, LeanResults, Co-Efficient Management Consulting, Zeist, The Netherlands
- 12:30 Improving clinical care and governance: Reducing variability in staff performance**  
Dr Harish Pillai, CEO, Aster Medcity, Aster DM Healthcare, Kerala, India
- 13:00 Exhibition visit and networking break**
- SESSION THREE: LEADERSHIP, CULTURE AND CHANGE MANAGEMENT**
- 14:00 Improving patient engagement for better outcomes through tele-medicine and eHealth initiatives**  
 Brian De Francesca, Chief Executive Officer, Ver2 Digital Medicine, Dubai, UAE
- 14:30 Human capital management strategies for reducing turnover**  
 Dr Mohaymen Abdelghany, Chief Executive Officer, Al Zahra Private Hospital, Dubai, UAE
- 15:00 Leadership: Essential concepts and special insights within a healthcare context**  
 Prof Tawfik A M Khoja, Director General, Executive Board, Health Ministers Council for Cooperation, Professor of Public Health, Riyadh, KSA
- 15:30 Exhibition visit and networking break**
- SESSION FOUR: ADOPTING PATIENT-CENTRED CARE INITIATIVES**
- 16:00 Population health management: ‘Continuum of healthcare-empowering society’**  
Dr Muhammad Wasiful Alam, Director, Public Health Department, DHA, Dubai, UAE
- 16:30 Managing ambulatory care services for improved patient care**  
Pablo Kimmig, Director, Healthcare Consulting and Tauseef Khan Director, Client Management, ICME International AG, Abu Dhabi, UAE
- 17:00 Developing a workforce training and professional development strategy for patient-centred care**  
 Dr Nashat Nafouri, Head of Quality, Health Care Interest Group, Saudi Quality Council, Riyadh, KSA
- 17:30 End of conference day one**

## Medical Equipment Planning

- 10:15 Chairman’s welcome and introduction**  
Bryan Semple, Vice President EMEA, Attainia, Dubai, UAE
- 10:30 The importance of medical equipment planning during design and master planning**  
AECOM, Dubai, UAE
- 11:00 Equipment management lifecycle from conception to disposal**  
Sunny Sharma, President, Sunbelt Medical, Houston, Texas, USA  
Jeremy Goza, CEO, Proximity Systems, Houston, Texas, USA
- 11:30 Modular, hygienic and integrated operating rooms of today**  
 Marek Miadowicz, OR Projects Director, Alvo Medical, Poznan, Poland
- 12:00 The role of the health technology planner**  
 Omar Nafea, Medical Equipment Planner – Hospital Technology, GE Healthcare Middle East, Dubai, UAE
- 12:30 Best practice for delivering strategic value in equipment procurement**  
 Andy Brown, Managing Director of Business Solutions, NHS Supply Chain, London, UK
- 13:00 Installation, commissioning and transition planning**  
 Speaker to be confirmed
- 13:30 Exhibition visit and networking break**
- 15:00 Modular walls and/or integration... the perfect fit**  
 Steven Juett, Director of Clinical Systems Planning, RTKL, Dallas, Texas, USA
- 15:30 Radiology suite design and equipment planning requirements**  
Robert Junk, President, RAD-Planning, Junk Architects, Missouri, USA
- 16:00 Equipment replacement planning**  
Ziad El Kadi, Engineering Manager, Al Mazroui Medical and Chemical Supplies, Abu Dhabi, UAE
- 16:30 Closing remarks by the Chair**
- 17:00 Close of conference**

## Planning and Managing your own Clinic

- 10:00 Opening remarks by the Chair**  
Dr Amit Kumar, Specialist Vascular and Endovascular Surgery, Clinical Assistant Professor, Surgery, Columbia University, New York, USA
- SESSION ONE: SETTING UP**
- 10:30 How to navigate red tape when setting up your own clinic**  
 Speaker to be confirmed
- 11:00 Challenges of facilities and professional licensing in the UAE**  
Sujit Kumbhani, Owner, Innovative Healing Solutions, Dubai, UAE
- 11:30 Reviewing and recruiting adequate staff**  
 Dr Amit Kumar, Specialist Vascular and Endovascular Surgery, Clinical Assistant Professor, Surgery, Columbia University, New York, USA
- 12:00 Exhibition visit and networking break**
- SESSION TWO: MANAGING YOUR CLINIC**
- 13:30 The insurance dilemma**  
 Daniel Whitehead, Director, Medical Strategy, National Health Insurance Company - Daman, Abu Dhabi, UAE
- 14:00 Building brand loyalty and clientele**  
Dr Michael Salivaras, Aesthetic and Reconstructive Plastic Surgeon, Clinica Joelle, Dubai, UAE
- 14:30 Digital health centres: The future of doctor patient connection**  
 Shahriar Shahabi, Founder and CEO, Ezeliving.com, Dubai, UAE
- 15:00 PANEL DISCUSSION: The A-Z requirements of launching and sustaining a successful clinic**  
 **Moderator:**  
Dr Amit Kumar, Specialist Vascular and Endovascular Surgery, Clinical Assistant Professor, Surgery, Columbia University, New York, USA  
**Panellists:**  
Sujit Kumbhani, Owner, Innovative Healing Solutions, Dubai, UAE  
Shahriar Shahabi, Founder and CEO, Ezeliving.com, Dubai, UAE  
Dr Michael Salivaras, Aesthetic and Reconstructive Plastic Surgeon, Clinica Joelle, Dubai, UAE
- 15:30 Closing remarks by the Chair**
- 16:00 Close of conference**

DAY  
2

## Digitising the Hospital of Tomorrow

Tuesday, 9 June 2015 9:00 – 17:00

**Chairman:**  
Shiraaz Joosub, Director - Solutions Consulting, E3 Corporation, Dubai, UAE

Digitising the Hospital of Tomorrow Conference is aimed at regional hospital projects and healthcare organisations seeking best practice and and know-how in the design, build and implementation of new-age digital strategies that set the benchmark for hospitals of the future. The conference will bring together leaders in healthcare, IT vendors and clients showcasing best-in-class applications and shared customer experiences.

### Key benefits of attending

- Discover which healthcare technology applications fast track your hospital to HIMSS-EMRAM Stage 6
- Understand the best way to plan and invest in your medical equipment
- How to create an interoperable IT universe through systems integration strategies
- Learn how to calculate the cost of patient care and how variances in care pathways impact profit
- See which new-age tools help physicians improve efficiency and virtually interface with the care provider team
- Meet hospital CEOs, CIOs and Directors, and share in their transformational journeys

### Key topics


- Digital strategy challenges and new-age solutions
- From legacy applications to interoperable ecosystems - how has system integration evolved?
- Smart technology - reshaping the physicians workspace
- Medical Equipment Planning (MEP) - impact on total cost of ownership
- Calculating the cost of care at the patient level

For the complete agenda, please visit [www.buildinghealthcare-exhibition.com](http://www.buildinghealthcare-exhibition.com)



Architects  
CongressSESSION FIVE: INTEGRATED DESIGN  
CONSIDERATIONS

## 09:00 Opening remarks by the Chair

 Mounir Marhaba, Associate Partner, IBM Global Services; and Programme Director, Strategy & Change Management Office (SCMO) looking after the implementation of the National eHealth Programme, Ministry of Health, Riyadh, KSA

## 09:15 Integrated design thinking: Healing is a personal journey through a collective process

Henry Chao, Principal and Healthcare Design Director, HOK, New York, USA

## 09:45 Modified IPD: Time savings, money savings and lessons learned

Joshua A. Theodore, Principal, Health Industries, Pagethink, Houston, Texas, USA

## 10:15 King Abdullah Medical City: A vision for the future of academic medicine

Judith Mitchell, President, Longwood HSC, Boston, USA, Dubai, UAE


## 10:45 Healthcare design and change management: A partnership for success

 Carlo Kaabar, Senior Consultant, IBM; Strategy Management Office, Ministry of Health, Riyadh, KSA


## 11:15 Exhibition visit and networking break

## SESSION SIX: DESIGNING FOR OPERATIONS


## 11:45 Operational hospital design

 Steve Goe, Director International Healthcare, HDR, Dubai, UAE

## 12:15 Modelling and optimisation of hospital layouts and operations

 Shrikant Sharma, SMART Healthcare Leader, Buro Happold Engineering, Bath, UK

## 12:45 BIM modelling for financial control and optimised operations


 Elizabeth Peters, Associate Director, BIM Centre Lead, UAE and Oman, AECOM, Dubai, UAE

## 13:15 Exhibition visit and networking break

## 14:15 CASE STUDY: Modular design at Kuwait Cardiac Research and Rehabilitation Center

Dr Nasser B Abulhasan, Principal, AGI Architects, Kuwait, Kuwait

## 14:45 Challenges of designing automated pharmacy systems

 Dr Osama Tabbara, Senior Director, Department of Pharmacy Services, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE

## SESSION SEVEN: UPGRADING FACILITIES

## 15:15 Phased renovations in healthcare facilities: Qatar Bio Bank

Amr Metwally, Head of Architecture Division PMC, Health Facility Project Management & Construction, Hamad Medical Corporation, Doha, Qatar

## 15:45 Exhibition visit and networking break

## 16:15 Mafraq Hospital replacement

Gupta Abhishek, Senior Associate, Stantec, Dubai, UAE

## 16:45 The journey of transformation: Al Noor Hospital - Khalifa Street Branch

Dr Taha Ibrahim, Consultant Colorectal Surgeon, Senior Hospital Director, Al Noor Abu Dhabi Hospitals, Abu Dhabi, UAE

## 17:15 An update on the new Al Ain Hospital project

Steven Dietrich, Senior Design/Technical Manager, Obermeyer Middle East, Al Ain, UAE

## 17:45 End of day two

Healthcare  
Management

## 09:15 Opening remarks by the Chair

Dr Louis Brackel, Managing Partner, LeanResults and Co-Efficient Management Consulting, Zeist, The Netherlands

## SESSION FIVE: PATIENT SAFETY

## 09:30 Integrating risk into a healthcare organisation for improved quality and safety

Dennis Joseph, Manager TQM, Hadi Clinic, Kuwait, Kuwait

## 10:00 Safety, Health and Environment (SHE): Best-practices toward a sustainable culture in the care environment


Riad M Mahfouz, Senior Consultant, Vital Quadro Consultancy, Dubai, UAE

## 10:30 Exhibition visit and networking break

## 11:00 Multidisciplinary quality improvement approach to reducing VTEs in hospitals

 Dr Shwetha Akshaya, Director, Consultant and Researcher in Healthcare Quality and Accreditation, DHA, Dubai, UAE

## 11:30 The impact of JCI accreditation on patient safety

 Dr Ashraf Ismail, Managing Director, Joint Commission International, Dubai, UAE

## 12:00 Lessons learned after steering 25 hospitals to JCI accreditation

Dr Magdy Rashad, General Manager and CEO, Accreditation Pioneers International (API), Dubai, UAE


## 12:30 Exhibition visit and networking break

SESSION SIX: HEALTHCARE INFORMATION  
AND TECHNOLOGY MANAGEMENT

## 13:30 Financing and controlling technology acquisition in healthcare

Johnny Heubri, Vice President, NMC Healthcare, Abu Dhabi, UAE

## 14:00 Managing chronic disease through effective eHealth implementation


 Tawab Hamidi, Healthcare Director, Oracle Middle East and North Africa, Dubai, UAE

SESSION SEVEN: HEALTHCARE SYSTEMS  
PROCESS IMPROVEMENT

## 14:30 Establishing a quality and process improvement transformation plan


Dr Louis Brackel, Managing Partner, Lean Results and Co-Efficient Management Consulting, Zeist, The Netherlands

## 15:00 Managing capacity: Predicting patient flow and optimising resources for improved efficiency

 Dr Samer Ellaham, Chief Quality Officer, Senior Consultant, Sheikh Khalifa Medical City, Abu Dhabi, UAE

## 15:30 Exhibition visit and networking break

## 16:00 Implementing 'meaningful use' by using EMR data to improve performance outcomes

 Speaker to be confirmed

## 16:30 Decreasing costs and improving outcomes by efficient deployment of physicians: Referral guidelines and clinical pathways

 Dr Mark Schnitzer, Chief Medical Officer, e-Healthcorp, Dubai, UAE

## 17:00 Closing remarks by the Chair

## 17:15 Close of conference


Healthcare  
Informatics

## 09:00 Opening remarks by the Chair

Dr Manish Kohli, Chief Medical Informatics, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE

SESSION ONE: DATA STANDARDS AND  
GOVERNANCE


## 09:15 The importance of leadership and governance in the implementation of ITC initiatives

 Mounir Marhaba, Associate Partner, IBM Global Services; and Programme Director, Strategy & Change Management Office (SCMO) looking after the implementation of the National eHealth Programme, Ministry of Health, Riyadh, KSA

## 09:45 The current status, challenges and outlook of the UAE eHealth record system

Dr Mohammad Al Redha, President of EHIS, Director of Health Data and Information Analysis Dept., DHA, Dubai, UAE

## 10:15 Stewardship and governance in the community-wide implementation of health informatics

 Dr Amjad Zaim, Chief Scientist, Booz Allen Hamilton, Dubai, UAE

## 10:45 Exhibition visit and networking break

SESSION TWO: DATA MANAGEMENT AND  
QUALITY

## 11:15 Are healthcare organisations taking advantage of big data?

Tawab Hamidi, Healthcare Director, Oracle Middle East and North Africa, Dubai, UAE

## 11:45 Using EHR based data for the treatment of chronic diseases and prevention of HAI's

 Dr Colin Fincham, Director and CMO, Cerner Middle East, Dubai, UAE

## 12:15 Developing disease registries

Dr Russell Gann, Senior Consultant, Health Informatics, Minnesota International Medicine, Riyadh, KSA

## 13:00 Exhibition visit and networking break

SESSION THREE: HEALTH INFORMATION  
EXCHANGE

## 14:15 Developing standards for medical information exchange in the UAE

Dr Osama Elhassan, Deputy of EHIS, President and Head of eHealth Section, DHA, Dubai, UAE

## 14:45 Establishing transparency through interoperable community networks

Philip Vetter, Founder, Rheo AG, Zurich, Switzerland

## 15:15 Interdepartment collaboration: The missing link

Basbian Diebald, Vice President OR Integration and Clinical Logistics, Maquet GmbH, Mannheim Area, Germany

## 15:45 Exhibition visit and networking break

SESSION FOUR: M-HEALTH, TELEHEALTH AND  
THE CLOUD

## 16:15 Patient-centric mHealth: Patient centrality in telemedicine &amp; eHealth initiatives


 Dr Zakiuddin Ahmed, President, Healthcare Paradigm; Medical Director, PharmEvo; CEO, eHealth Services; CEO, Medical Voice; CEO, Digital Care, Dubai, UAE

## 16:45 Implementing security architecture and privacy domains in the eHealth cloud

Amir Hekmatpour, Chief Healthcare Informatics Officer, Cure Management Services, Dubai, UAE

SESSION FIVE: BUILDING A HEALTHCARE  
INFORMATICS DEPARTMENT

## 17:15 Change management in healthcare informatics

 Dr Manish Kohli, Chief Medical Informatics, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE

## 17:45 PANEL DISCUSSION: Developing and retaining informatics staff in the local market

## 18:15 Close of conference

Designing Long-Term  
Care Facilities

## 09:00 Opening remarks by the Chair

Ali Hashemi, Director, Amana Healthcare, Abu Dhabi, UAE

SESSION ONE: GUIDELINES FOR LONG-TERM  
CARE PROVISION

## 09:30 What are LTC facilities – LTAC, SNF, AL? Distinctions in the clinical context and the care continuum

Paul Hetherington, Head of Planning, HAAD, Abu Dhabi, UAE

## 10:00 The current situation and future aspirations of healthcare services for the elderly in the Middle East

Dr Abdul Abyad, CEO, Makkased General Hospital of Beirut, Beirut, Lebanon

## 10:30 PANEL DISCUSSION: Overview of regulatory landscape for provision of long-term care in healthcare facilities

 Panellist: Philipp Vetter, Founder, Rheo AG, Zurich, Switzerland


## 11:00 Exhibition visit and networking break

## 11:30 Long-term care in a GCC context – Social, cultural and capacity challenges and the impact on acute hospitals

Dr Salwa Abdulla Alsuwaidi, Specialist Registrar - Geriatrics, Project Manager, Dubai Rehabilitation Center for the Elderly, DHA, Dubai, UAE

SESSION TWO: MOVING TOWARDS A CARE  
CONTINUUM


## 12:00 CASE STUDY: Amana Healthcare's home transition programme - Moving towards a holistic approach

 Deborah Pierce, Senior Physiotherapist and Head of Rehab, Amana Healthcare, Abu Dhabi, UAE

## 12:30 Responding to the dementia challenge: Health and care systems in England

Speaker to be confirmed


## 13:00 Person-centred care and Ireland's model for the design, management and integration of residential care facilities

 John Collins, Chief Executive, Broadmeadow Healthcare International, Dubai, UAE

## 13:30 Exhibition visit and networking break

SESSION THREE: CASE MANAGEMENT AND  
QUALITY

## 14:30 Case management and long-term condition management in the patient's home

 Sheila Ann Burns, Manager, Case Manager, Nursing Department, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE

## 15:00 Quality improvements


Karen Divito, Director of Clinical Operations, Amana Healthcare, Al Ain, UAE

SESSION FOUR: FACILITY PLANNING IN LONG-  
TERM CARE

## 15:30 Design for ageing: Long-term care best practices from data to design


 Barbara Miskiel, Principal, Stantec, Toronto, Canada

## 16:00 Architectural review of LTC facility design: What it means to deliver a holistic care environment

 Kristin Lee, Assistant Professor of Interior Design, American University in Dubai, Dubai, UAE

## SESSION FIVE: INVESTING IN LONG-TERM CARE

## 16:30 PANEL DISCUSSION: Opportunities for investment in long-term care in the region while improving efficiency and quality of care

 Panellists: Ali Hashemi, Director, Amana Healthcare, Abu Dhabi, UAE

Ramsey Hamady, Executive Director, Gulf Capital, Abu Dhabi, UAE

John Collins, Chief Executive Officer, Broadmeadow International, Dubai, UAE

## 17:15 Closing remarks by the Chair

## 17:30 Close of conference



## Architects Congress

### SESSION EIGHT: DESIGNING FOR TECHNOLOGY

#### 09:00 Opening remarks by the Chair

Mounir Marhaba, Associate Partner, IBM Global Services; and Programme Director, Strategy & Change Management Office (SCMO) looking after the implementation of the National eHealth Programme, Ministry of Health, Riyadh, KSA

**09:15 United Integrated Hospitals Network (UIHN): A unique project in the GCC**  
Dr Fahad AlTuwaijri, CEO, Aramed, Riyadh, KSA

**09:45 Medical Cities - The Future is now**  
Marc Bornstein, Senior Healthcare Designer, Areen Design, London, UK

**10:15 Transforming technology/medical equipment planning**  
 Christine Chadwick, Senior Vice President, Canada National Health Sector Lead, AECOM, Toronto, Canada



**10:45 Medical imaging technology and its impact on spatial planning and design**  
Omar Nafea, Medical Equipment Planner- Hospital Technology GE, Dubai, UAE

**11:15 Design considerations for the digital hospital**  
Lina Shadid, Partner, IBM, Dubai, UAE

**11:45 Exhibition visit and networking break**

### SESSION NINE: INFECTION CONTROL AND DESIGN

**12:15 Modern Hospital trends**  
Germen Haimerl, CEO, Germen Haimerl Building Solutions, Munich, Germany

**12:45 Designing for infection control**  
 Claes Johansson, Healthcare Leader - Middle East, AECOM, Dubai, UAE

**13:15 Patient room lighting in the prevention of HAI's**  
 Cliff Yahnke, PhD, Director of Product Marketing-Healthcare, Kenall, Wisconsin, USA

**13:45 Exhibition visit and networking break**

### SESSION TEN: MEP DESIGN

**14:45 'Don't design me something I can't build and don't build me something I can't maintain'**  
 Mahmood Akhter, Head MEP/Technology Engineering, Zuhair Fayez Partnership, Jeddah, KSA

**15:15 Evidence-based healthcare engineering**  
Mahmood Akhter, Head MEP/Technology Engineering, Zuhair Fayez Partnership, Jeddah, KSA

**15:45 Exhibition visit and networking break**

### SESSION 11: DESIGNING FOR SUSTAINABILITY

**16:15 Alternative sources of energy for hospitals**  
Carl McKenzie, Director-Healthcare, AECOM, Dubai, UAE

**16:45 Implementing lean principles into sustainable design for healthcare environments**  
Mohammed Ayoub, Design Principal, HDR, Dubai, UAE

**17:15 Closing remarks by the Chair**

**17:45 Close of conference**

## Healthcare of the Future

#### 09:00 Opening remarks by the Chair

Brian De Francesca, Chief Executive Officer, Ver2, Dubai, UAE

### SESSION ONE: THE WEARABLE HOSPITAL


**09:15 Using personalised medicine and wearable technology to understand the patient base of the future**  
 Deepak Kaura, Clinical Chief Radiology, Sidra Medical and Research Center, Doha, Qatar

**09:45 Improving employee engagement and population health through wearable technology**  
 Dr Sarper Tanli, Vice President, Houston Methodist Global Healthcare Services EMEA, Dubai, UAE

**10:15 Exhibition visit and networking break**


### SESSION TWO: THE FUTURE OF CARE DELIVERY

**10:45 Electronic medical records benefits are transforming healthcare**  
 Dr Mazin Gadir, Senior Manager, Middle East Consulting Technology, PwC, Dubai, UAE

**11:15 The impact of EHR when creating a value-based care delivery system**  
 Dr Amit Kumar, Specialist, Vascular Surgery Assistant Professor, Columbia University, New York, USA

**11:45 How is digitisation and connectivity influencing healthcare staffing models**  
 Brian Raggett, Practice Manager, Cerner, Dubai, UAE


**12:15 The future of healthcare is outside of the hospital**  
Jerry Derby, Senior Partner and Jesse Balok, Partner, Kurt Salmon Health Care Group, Minnesota, USA

**12:45 Exhibition visit and networking break**  
**13:45 Achieving a continuum of care: How is the UAE adopting ambulatory diagnostic and therapeutic modalities?**  


Dr Taha Ibrahim, Consultant Colorectal Surgeon and Senior Hospital Director, Al Noor Hospitals Group, Abu Dhabi, UAE

**14:15 PANEL DISCUSSION: How is the transformative trend from inpatient to outpatient care affecting future care delivery models and hospital environments?**  
**Panellists:** Dr Amit Kumar, Specialist, Vascular Surgery Assistant Professor, Columbia University, New York, USA  
Dr Taha Ibrahim, Consultant Colorectal Surgeon and Senior Hospital Director, Al Noor Hospitals Group, Abu Dhabi, UAE

### SESSION THREE: TELEMEDICINE

**14:45 TELEMEDICINE 2.0 – Now and the future**  
 “TeleStroke, cognitive computing, remote ICU support, discharge management, improved oncology care, sensors everywhere, dermatology, pathology, genomics goes mobile and more...”

Brian De Francesca, Chief Executive Officer, Ver2, Dubai, UAE

**15:45 Exhibition visit and networking break**

### SESSION FOUR: REALISING THE HOSPITAL OF THE FUTURE THROUGH DESIGN

**16:15 Digital medicine by design: Improve care and lower costs**  
 Dr Mark Schnitzer, Chief Medical Officer, e-Healthcorp, Dubai, UAE

**16:45 The distributed hospital: Planning and design considerations for intelligent infrastructure**  
 Graeme Robertson, Global Account Director, Schneider Electric, Edinburgh, UK

**17:15 Closing remarks by the Chair**

**17:30 Close of conference**


## Healthcare Facilities Management

#### 09:00 Opening remarks by the Chairs

Ali Alsuwaidi, MEFMA Board of Directors, Vice President, Idama Facility Management Solution, Dubai, UAE

Stuart Winters, Vice President Healthcare, Sodexo AMECA, Bangkok, Thailand

### SESSION ONE: HEALTHCARE PLANNING AND DESIGN

**09:15 KEYNOTE: Mythbusters: Top 10 healthcare planning and design myths**  
 Aladin Niazmand, Managing Director, Total Alliance Health Partners International, Sydney, Australia

**10:00 Hospital performance: Linking quality management, leadership training and performance management**  
Dr Tony De Coito, Managing Director, Healthshare Integrated Solutions, Centurion, South Africa

**10:30 Importance of technology assessment and total cost of ownership in the healthcare sector**  
Col Lin Yao, Regional Business Development Director, Sodexo, Bangkok, Thailand

**11:00 PANEL DISCUSSION: The impact of design on facilities risk management**  
**Panellists:** Werner Maluck, Head of Facilities Management, Mubadala Development Company, Abu Dhabi, UAE  
Ali Alsuwaidi, MEFMA Board of Directors, Vice President, Idama Facility Management Solution, Dubai, UAE


**11:30 Exhibition visit and networking break**

**12:00 Medical equipment MEQ and technology - critical integration**  
Marty Witt, Associate/Technology Engineering Manager, KJWW Engineering, Madison, Wisconsin, USA

### SESSION TWO: QUALITY IMPROVEMENTS

**12:30 Facility management challenges in the region's healthcare industry**  
Ali Alsuwaidi, MEFMA Board of Directors, Vice President, Idama Facility Management Solution, Dubai, UAE

**13:00 JCI accreditation and compliance strategies**  
Manivel Periasamy, Director, Facilities Management, American Hospital, Dubai, UAE


**13:30 Exhibition visit and networking break**  
**14:30 How can healthcare facilities improve patient satisfaction?**  



Trevor Payne, Director of Estates and Facilities, Barts Health, NHS Trust, London, UK

**15:00 Activation and transition planning: The process and tasks of converting a construction site to an environment ready for safe, effective patient care**  
 Jerry Derby, Senior Partner and Jesse Balok, Partner, Kurt Salmon Health Care Group, Minnesota, USA

### SESSION THREE: FACILITY PLANNING AND BUDGETING

**15:30 How to use your facilities management team to improve customer experience and lower hospital operating costs**  
Jason Ruehland, Managing Director, Emrill Services, Abu Dhabi, UAE

**16:00 Lean methodologies and budgeting for facility managers**  
 Joshua A. Theodore, Principal, Health Industries, Pagethink, Houston, Texas, USA

**16:30 Green and sustainable FM solutions**  
 Markus Oberlin, CEO, Farnek Services LLC and Farnek Middle East LLC, Dubai, UAE

**17:00 Closing remarks by the Chair**

**17:30 Close of conference**

## Healthcare Investment

*Harnessing the power of Public Private Partnership models in healthcare*

#### 09:00 Opening remarks by the Chair

Imad Ghandour, Managing Director, Cedarbridge Partners, Dubai, UAE

### SESSION ONE: PROJECT PREPARATION

**09:15 Drawing up an effective project agreement by identifying risk factors and allocating responsibility**  
Mahmoud Bassiouny, Partner, Head of Finance and Projects, Matouk Bassiouny, Cairo, Egypt

**09:45 Financing PPP's: An international perspective**  
Charlotte Bruyer, Director, Healthcare Infrastructure and PPP's MENA, HSBC Bank Middle East, Dubai, UAE

**10:15 Using value-based healthcare (VBHC) to guide the design and implementation of PPP's**  
 Jad Bitar, Partner and Managing Director, The Boston Consulting Group, Riyadh, KSA

**10:45 Exhibition visit and networking break**

### SESSION TWO: PPP IN HEALTHCARE

**11:15 Developing the appropriate regulatory environment for PPP initiatives in the UAE: Defining a quality baseline and clear governance roles to drive partnerships**  
Layla Mohamed Al Marzouqi, Head of Clinical Governance Office, DHA, Dubai, UAE

**11:45 Legal requirements for partnering with governmental entities**  
Nabil A. Issa, Partner, King and Spalding LLP, Riyadh, KSA

**12:15 Transferring a PPP contract**  
Speaker to be confirmed

**12:45 Exhibition visit and networking break**

### SESSION THREE: IMPROVING QUALITY AND EFFICIENCY

**13:45 Enhancing operational efficiency through PPP**  
 Malek El Hussein, Business Development Director, GE Healthcare Middle East, Dubai, UAE

**14:15 Improving quality of care in the region through strategic partnerships**  
 Ammar Hattab, Chief Financial Officer, Dubai Healthcare City, Dubai, UAE

**14:45 CASE STUDY: International best practice in PPP at Mestre Hospital, Italy**  
Gabriele Pasquini, Department of Economic Policy Coordination and Planning, Public Utilities Regulation Unit, Rome, Italy

**15:15 Increasing medical tourism in the region: Opportunities for investment in specialised healthcare services in the UAE**  
 Mansoor Ahmed, Director, Development Solutions, Public Private Partnership, Colliers International, Dubai, UAE

### SESSION FOUR: ROUNDTABLE SESSIONS

**15:45 Delegates will choose to join one of the following facilitated group discussions:**

- Exploring best practice exit strategies for private investors to maximise profits  
Imad Ghandour, Managing Director, Cedarbridge Partners, Dubai, UAE
- Opportunities for investment in healthcare startups in the region: Strategies for mitigating risks and driving revenue  
Ahmad Emara, CEO and Managing Director, Reaya Holding, Jeddah, KSA
- How to increase operational efficiency in PPP partnerships through the use of third party service providers
- Opportunities for healthcare innovation in the region through the adoption of PPP models
- Paying for quality - striking a balance between provider and payor expectations in healthcare
- Investing in specialised healthcare centres in the region: Strategies for driving ancillary revenue

**16:45 Closing remarks by the Chair**  
**17:00 Close of conference**



## Country Project Showcase



**Monday, 8 June 2015**  
9:00 – 12:30

This year, Building Healthcare will feature presentations on some of the most cutting-edge healthcare development projects in the GCC.

The presentations will look at innovative design solutions from the region and the influence of current healthcare trends on the design of future healthcare environments in the GCC and the rest of the world.

- Understand the challenges involved in expanding a hospital brand across the GCC
- Recognise the impact of digitisation on mega project design
- How global healthcare design trends influence the new GCC healthcare plans
- How to achieve sustainability in the design of future healthcare environments

## Lean Value Stream Mapping Case



**Wednesday, 10 June 2015**  
9:00 – 12:30

### Led by



**Dr Samer Ellaham**, Chief Quality Officer, Senior Consultant, **Sheikh Khalifa Medical City, Abu Dhabi, UAE**



**Dr Louis Brackel**, Managing Partner, **LeanResults and Co-Efficient Management Consulting, Zeist, The Netherlands**

### Key benefits of attending

- Participants will learn the theory of lean philosophies
- Participants will gain experience in applying one of the most powerful instruments of the lean suite: Value stream mapping
- With this experience they will be able to analyse their current waste management processes and learn how to create improvements

### Who should attend

This course is designed for healthcare managers and quality officers who are involved in managing hospitals and therefore have an interest in improving performance.

## Managing Change in Healthcare



**Wednesday, 10 June 2015**  
13:30- 17:00

### Led by



**Carlo Kaabar**, Senior Consultant, **IBM; Strategy Management Office, Ministry of Health, Riyadh, KSA**



**Dr Louis Brackel**, Managing Partner, **LeanResults and Co-Efficient Management Consulting, Zeist, The Netherlands**



**Mounir Marhaba**, Associate Partner, **IBM Global Services; and Programme Director, Strategy & Change Management Office (SCMO) looking after the implementation of the National eHealth Programme, Ministry of Health, Riyadh, KSA**

### Key benefits of attending

- Participants will learn the theory of change management
- Participants will gain experience in applying some of the essential instruments of change management
- With this experience they will be able to analyse their current situation, apply the tools of change management and be an effective change agent

### Who should attend

This course is designed for hospital CEO's, department heads, team leaders, people involved in business and organisational development, quality officers and management within the healthcare sector and therefore has an interest in improving performance and effectively managing change.

*"I attend Building Healthcare Middle East every year. The high quality presentations examine the latest standards and provides me with many new strategies to implement at my hospital."*

**Dr Sharifa Al Amadi**, Deputy Director, **Al Baraha Hospital, Ministry of Health, UAE**

*"Great congress, valuable clients, and fantastic customers are what we found in our stand. Thank you and great job!"*

**Alexander Oelsner**, Export Area Manager, **Nora Systems**

*"This is my first time attending a meeting about hospital management. I learned a lot and discovered the wide spectrum that it can cover. I took away many new ideas and concepts that can be implemented into my hospital, particularly in regards to organisational culture. The exhibition was great. I loved seeing all of the new technologies and updates."*

**Dr Fatma Al Shangiti**, Deputy Director, Obstetrics and Gynaecology Department, **Riyadh Military Hospital, KSA**

# Branding and sponsorship opportunities

Exhibitions put many decision-makers in the same place at the same time, all with an obvious interest in what is on offer. Whether you want to meet new clients, raise brand awareness, be part of the leading discussions, we can tailor a package to meet your objectives.

To book a stand or find out how you could be part of this premier event, contact **Tariq Khan** on **+971 (0) 407 2587** or email **buildinghealthcare@informa.com**.

## Conference sponsors

The Building Healthcare congress programme offers an extensive range of educational opportunities for those professionals responsible for healthcare design, planning, construction, quality, facilities management, operations, IT infrastructure, investment and finance in the region.



## Industry seminars

Through the seminars, exhibitors are given the opportunity to present their products and solutions to visitors in a unique setting, allowing companies to engage the audience before inviting them back to their stand.



## Registration area

This key location will ensure your company gets noticed! All visitors have to go via the registration desks to pick up their badges or fill in a registration form - this is a not-to-be-missed opportunity.



## Carrier bags

Have everyone walking around promoting your company and stand number by sponsoring the show carrier bags. Bags containing show literature will be distributed to visitors at the exhibition entry points. Your company logo and branding will be prominently featured alongside the event logo.



## Show catalogue

The catalogue is distributed to more than 6,500 attendees at the show and offers a variety of advertising options to suit all budgets, including full page colour advertisements and enhanced colour entries.



## Other branding

Your branding such as corporate colours, logo, etc, will be strategically placed on key networking areas, allowing your brand to be on display, helping visitors identify your company.



**8-10 June 2015**  
Dubai International Convention & Exhibition Centre

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I will be attending the following conferences (please tick the relevant track/s)

CONFERENCES	DATES	REGISTER BEFORE 3 JUNE 2015*	ONSITE RATE	
			AED	USD
<input type="checkbox"/> Architects Congress	8-10 June	FREE	365	100
<input type="checkbox"/> Designing Long-Term Care Facilities	9 June	FREE	365	100
<input type="checkbox"/> Digitising the Hospital of Tomorrow	9 June	FREE	365	100
<input type="checkbox"/> Healthcare Facilities Management	10 June	FREE	365	100
<input type="checkbox"/> Healthcare Informatics	9 June	FREE	365	100
<input type="checkbox"/> Healthcare Investment	10 June	FREE	365	100
<input type="checkbox"/> Healthcare Management	8-9 June	FREE	365	100
<input type="checkbox"/> Healthcare of the Future	10 June	FREE	365	100
<input type="checkbox"/> Lean Value Stream Mapping	10 June	FREE	365	100
<input type="checkbox"/> Managing Change in Healthcare	10 June	FREE	365	100
<input type="checkbox"/> Medical Equipment Planning	8 June	FREE	365	100
<input type="checkbox"/> Planning and Managing your Own Clinic	8 June	FREE	365	100

### DELEGATE DETAILS

DELEGATE 1

Mr./Ms./Dr./Other:

First Name:

Surname:

Degree (e.g. MD, PhD, DO, RN):

Specialty/Department:

Job Title:

Tel:

Email:

Mobile:

Fax:

DELEGATE 2

Mr./Ms./Dr./Other:

First Name:

Surname:

Degree (e.g. MD, PhD, DO, RN):

Specialty/Department:

Job Title:

Tel:

Email:

Mobile:

Fax:

DELEGATE 3

Mr./Ms./Dr./Other:

First Name:

Surname:

Degree (e.g. MD, PhD, DO, RN):

Specialty/Department:

Job Title:

Tel:

Email:

Mobile:

Fax:

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Marvel at the views atop of the world's tallest building, admire the sunset over the desert dunes, unwind on one of the city's many sandy beaches and 'shop till you drop' in ultra-modern shopping malls and traditional Arabian souks.

Dubai offers a range of hotel options to suit every taste and budget. From the glitz and opulence of the world's most expensive and only 7 star hotel, to the unmatched peace and tranquility of the desert camps and resorts. Whether you're a business or leisure traveller, you are guaranteed to take away cherished and lasting memories of your visit to this world class city!

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### Disclaimer

Due to unforeseen circumstances, the programme maybe subject to change. Informa Life Sciences Exhibitions reserves the right to alter the venue and/or speakers.

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23-25 May 2015 The Dalian World Expo Center, China



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