

Investing in Arab Health

Two Day Major International Strategic Health Care Conference

21st and 22nd August 2001

The Landmark Hotel, London

Plus: Two Day Interactive Forums

Pre-Conference Interactive Forum
Monday 20th August 2001

e-Health and
Telemedicine

Post-Conference Interactive Forum
Thursday 23rd August 2001

Latest in
Laser Treatment

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مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital
and Research Centre
Riyadh, Saudi Arabia

By attending this conference you will have a unique opportunity to:

- Hear from leading government ministers, internationally renowned health advisors and principal health management companies.
- Network with influential senior government and medical experts.
- Gain an invaluable insight into the privatisation of Arab Health Care.
- Meet the challenge of healthcare initiatives in Arab countries.
- Identify key market drivers and issues involved in working with Arab hospitals and health sector officials.
- Assess the most advantageous opportunities from finance, insurance, data archiving, new health initiatives, management from public to private systems and procurement of health-care medicines and equipment.
- Incorporate the Arab region into your growing business domain.
- Familiarise yourself with the latest trends, techniques and strategies in the medical industry.
- Evaluate and exchange current strategic thinking with colleagues and counterparts.
- Making new contacts, business friends and acquire knowledge to remain competitive within the 21st century.

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Conference Foreword

The environment of Health Management in the Arab World is already shaping up to be very different in the 21st century. At the same time, funding this vital sector is a major challenge.

This year's conference "Investing in Arab Health" invites Arab Health Ministers who have been able to bring a formidable depth of experience to bear on the Health System. A complete and integrated healthcare system with greater public-private interaction is the vision of governments in the Arab Gulf region.

"Investing in Arab Health" brings together an impressive line-up of speakers who have worked internationally in the healthcare sector and will discuss the complexities in Health Management and opportunities in Arab Healthcare Markets. E-Health and electronic Web sites to give access to health information by patients without going to a pharmacist or a medical centre, an on-line service for purchasers and suppliers are some of the services envisaged to log on to prosperity.

Topics to be discussed:

- Financing Medical Care in the Kingdom of Saudi Arabia
- Developing the Health Service in the United Arab Emirates
- Coordinating and Implementing Health Plans in Remote Regions
- The Future of Surgical Education
- Operating the Private Sector within the National Health Service
- Finance and Health Management
- Hospital Based Information System
- Health Insurance System
- Health Care Technology
- Genetic Medicine - stem cell technology
- Internet Health in the Arab World

Pre-Conference Inter-Active Forum

e-Health and Telemedicine

Monday 20th August 2001

Workshop Chairman:

Eddie Lovat

Telemedicine Manager

Guy's and St Thomas' Hospital NHS Trust

Guy's and St Thomas' Hospital is the largest NHS Trust in the UK. It brings together two internationally renowned teaching hospitals each with a long history of medical excellence. Every year 600,000 patients are provided with acute and specialist hospital service. More than two thirds of the patients live locally the remainder are referred from throughout the UK and abroad to the specialist centres of excellence provided. Against this background telemedicine and video conferencing are rapidly becoming an essential instrument in planning and delivering a first class healthcare service.

This Workshop aims to examine current practices and future innovations to be implemented by Guy's and St Thomas' Hospitals. By attending this Workshop delegates will be able to gather first hand knowledge from one of the World's leading experts in telemedicine and video conferencing.

- 09:30 Introduction
- 09:45 Strategic View Points
- 10:30 Coffee
- 11:00 A clinical point of view
- 11:45 Telemedicine in the Middle East
- 12:30 Lunch
- 14:00 Presentation of the latest in telemedicine
- 14:45 Legal considerations
- 15:30 Forum Discussion

Schedule: This workshop will run from 09.30 to 16.00. Registration and coffee will be at 09.00 and there will be breaks at appropriate intervals for morning coffee, lunch and afternoon tea.

Post-Conference Inter-Active Forum

Latest in Laser Treatment

Thursday 23rd August 2001

Workshop Chairman:

Dr. Mohamed Al Abadie,
Consultant Dermatologist

**New Cross Hospital, Wolverhampton
Laser Clinic, Harley St. London**

About your workshop leader

Dr Al Abadie is a consultant dermatologist with special interest in laser treatment. He established the skin laser treatment at New Cross Hospital, Wolverhampton and practises at the Laser Clinic, Harley Street, London with the latest laser technology.

Background

The use of laser in modern medicine is rapidly expanding. Recent advances in the technology, techniques and therapeutic efficiency allowed consultants to expand their therapeutic options and techniques to improve clinical outcome.

About the workshop

This workshop aims to explore the most recent advances in the field. Speakers and demonstrations from laser companies will provide most recent and future insights on how this technology is advancing in medicine.

Delegates attending this workshop will:

- Gain new insights into the latest in laser treatment
- Determine how laser treatment can improve clinical outcome
- Learn new laser techniques
- Observe demonstrations on the latest laser equipment
- Exchange ideas and develop treatment techniques
- Meet experienced leading practitioners in this rapidly expanding field of medical practice

- 09:30 Chairmans Remarks
- 09:40 Dr G Bissett
- 10:10 Dr M Al Abadie
- 10:40 Tea, Coffee and discussion
- 11:00 Mr V H Oswal
- 11:30 Dr Howard Stean
- 12:00 Demonstration
- 13:00 Lunch
- 14:00 Mr F Tappouni
- 14:30 Professor K Moghissi
- 15:00 Mr Paul Miller
- 15:30 Chairmans Final Remarks
- 16:00 Close of Session

**Scientific Basis of Laser
Laser in Dermatology**

**Laser in Autolaryngology
21st Century Laser Dentistry**

**Update in Refractive Laser Surgery
Lasers in Aero-Digestive Tract
Lasers in Urology**

Schedule: This workshop will run from 09.30 to 16.00. Registration and coffee will be at 09.00 and there will be breaks at appropriate intervals for morning coffee, lunch and afternoon tea.

Conference Day One 21st August 2001

09:00 Welcome Address From Conference Chairman
Professor Faisal Kufaishi
Managing Director
DoctorInternet Ltd

09:05 **Developing Human Resources Suitable for Health Services in the Third Millennium**
His Excellency
Professor M Eyad Chatty FIAP FASCP FCAP
Health Minister
Syria

Overview of Middle East Health Today

09:30 **Developing the Health Service in S. of Oman**
Doctor Yasmin Ahmed Jaffer
Director DFCH
Ministry of Health
Oman

10:00 Conference Welcome and Introduction
Abdul Fattah Al-Asmawi
Assistant Under Secretary for Financial and Service Affairs
Ministry of Health
Kuwait

10:45 Tea, coffee and discussion

Quest for Better Health

11:15 **Challenges that faces Health care in the Gulf Region**
Dr. Mohammed Mufti
Senior Consultant
Mashura Health Care Consulting
Saudi Arabia

11:45 **Operating the Private sector within the National Health Service (NHS)**

- Public Private Partnership - Government initiative
- Contracting within/from the NHS
- Private Patient Provision
- The international role of Corporate Development in Guy's and St Thomas' Hospital NHS Trust

Dr. Robert O' Leary
Director, Corporate Development
Guy's and St. Thomas' Hospital NHS Trust, UK

12:00 **Future of Surgical Education**
Professor Alan Crockard
Consultant of NEUROLOGY, Director of Education
Royal College of Surgeons, UK

12:45 Lunch

14:15 **Magnitude of Chronic diseases In the Arab Countries, challenges and response.**

- Global Burden
- Addressing the problem from no communicable diseases
- Strategies to control them

Prof. Alaa Alwan
Director, Non-Communicable Diseases
World Health Organisation, WHO, Switzerland

Financing Health Care

15:00 **New Initiatives in Financing Health Care**
Dr. Anwar Al Jabarti
Counsel and Chief Executive Director
of King Faisal Specialist Hospital & Research Centre Health System
Saudi Arabia

15:30 Tea, coffee and discussion

16:00 **Insurance System for Health Care Across the Cultural Spectrum**
(Developing and Running an Insurance System Which Delivers the Health Care Required taking into Account Religious and Cultural Considerations)

- Setting up a structure to market and sell insurance
- Meeting claims and ensuring health care is delivered on time and not delayed because of slow claim bureaucracy
- Setting quality standards

David Griffiths
International Commercial Manager PPP healthcare
UK

16:30 **Financing Health care in the Middle East**
Dr. Abdulaziz Al-Dukeheil
President, The Consulting Centre for Finance and Investment
Saudi Arabia

17:15 Chairman's summation

17:30 Close of day one

How you can maximise your exposure to this powerful delegation:

Sponsorship and Exhibiting at conferences are excellent mediums to present your companies products or services. Ensure you don't miss out on an excellent opportunity to network with leaders in the field.

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Conference Day Two 22nd August 2001

Management & Health Care Technology

- 09:00 Health Care in Saudi Arabia**
- Staffing, how to recruit and retain all levels of personnel
 - Ensuring high clinical standards are maintained
- Dr. Tariq Linjawi**
Executive Director, Medical and Clinical Operations, King Faisal Specialist Hospital & Research Centre Jeddah, Saudi Arabia
- 09:30 New technologies to Treat Heart Disease**
- State-of-Art Diagnostic imaging modalities
 - New treatment technologies aimed towards Coronary disease
 - The next frontier in treatment of Congestive Heart Failure
- Dr. Peter J. Fitzgerald**
Associate Professor of Cardiovascular Medicine/ Director, Cardiovascular Core Analyses Laboratory Stanford University School of Medicine, USA
- 10:00 Integration of Business and National Health Service -KFSH& RC experience.**
- Challenges facing health care institutes in the Gulf Region
 - Patient Medical Account
- Dr. Abdullah Al Amro**
Acting Executive Director of Health Outreach and Business Affair Riyadh, Saudi Arabia
- 10:30** Tea, coffee and discussion
- 11:00 "Hospital-based" Information Systems. Improving Efficiency and Patients Loyalty Through Better Communications**
- Technologies for Hospitals'
 - Intranet systems providing dynamically changing information for staff and patients
 - Latest technology of delivery via Web, WAP and other devices
- Dr. Ali Al-Assam**
Chairman KnowledgeView, UK
- 11:30 New aspects in liver transplantation**
- Referral and selection
 - Recurrent viral disease
 - Adult live related liver transplantation
 - Follow up
- Dr. Andy Burroughs**
Consultant Physician and Hepatologist Royal Free Hospital, London
- 12:00 Production of Stem Cells from Adult Peripheral Blood Cells by Retro-differentiation: A new Clinical Treatment for Disorders of the Haematopoietic System**
- The Haematopoietic Stem Cells:
 - Introduction: Current and Future Methods of Obtaining Stem Cells
 - Retrodifferentiation as an Alternative Method of Preparing Stem Cells
 - Results in Support of Retrodifferentiation in B-Lymphocytes
 - Pluripotency of the Technology
 - Confocal Microscopy and Clonal Assay Live Imaging : Benefits of Retrodifferentiation
 - Automation of the Process of Retrodifferentiation
 - Patients
- Dr. Ilham Saleh Abuljadayel**
Chief Scientific Officer Tristem Corporation
- 12:30** Lunch
- 14:00 Coordinating and Implementing Health Plans in Remote Regions**
- Establishing the priorities
 - Determining the needs of the local population
 - Creating and Implementing a cost effective strategy to meet the immediate needs
- Dr. Muhamed Sammud**
Director of Primary Healthcare, Tripoli Region Libyan Secretariat of Health
- 14:30 In Vitro Fertilisation : The Quest for optimum success**
- The treatment of female and male infertility
 - Preimplantation genetic diagnosis
- Dr. Paul Serhal**
Consultant Obstetrician and Gynaecologist, Medical Director of the Assisted Conception Unit University College London Hospitals (UCLH), UK
- 15:00 Gamma Knife Radiosurgery**
- Brain Tumour and ionising radiation
 - Methods Available
 - Advantages of Gamma Knife Radiosurgery
 - Stereotactic Radiosurgery
- Dr. P.N. Plowman**
Consultant in Radiotherapy and Medical Oncology St. Bartholomew's Hospital, London, UK
- 15:30** Tea, coffee and discussion
- 16:00 Procurement of Health-Care Medicines and Equipment**
- Identifying the need
 - Sourcing the right products
 - Identifying financial support mechanisms
 - Ensuring timely delivery
- Michael McAdam**
Services Development Director United Medical Enterprise, UK
- 16:30 e-Health in the Arab world/ DoctorInternet Experience**
- Overview of e-health in the region
 - Online Consultation
 - Online transactions
 - Patient referral
- Dr. Hannah Alasam**
Development Director DoctorInternet, UK
- 17:00 The New Revolution of Biotechnology- Jeddah Biovalley Project**
- Dr. Sultan Bahabri**
Chief Executive Officer of King Faisal Specialist Hospital and Research Centre Jeddah, Saudi Arabia
- 17:30** Chairman's summation and Close of conference

About the Conference Organiser



www.doctorinternet.co.uk

Launched in 1998, Doctorinternet is a London based company operating a bi-lingual health Internet site

offering information and services to the general public and the medical profession.

Because of the bilingual nature (English and Arabic) of Doctorinternet, the size of Doctorinternet visitors reached over a million hit a month. Surfers are from different parts of the world especially UK and, the Middle East.

On-line consultation and second opinion services in both languages are some of the main features of the site. Together with the **London Medical Service (LMS™)** which is to help people with the booking facilities for consultations and treatments in the British medical establishments.

By working with some of the UK's leading specialists and centres of medical excellence, Doctorinternet is giving people access to better health and medical care - wherever they may be in the world.

Contact Details:
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E-mail: kufaishi@doctorinternet.co.uk

Conference Sponsors



Established in London in June 1972, British Arab Commercial Bank (BACB) is a leading provider of trade and project finance for Arab markets. Building on a successful track record in the Arab Mediterranean region, market coverage has expanded steadily in recent years and the bank is now able, through its association with HSBC Bank Middle East, to also handle business throughout the Gulf. Drawing upon its wide correspondent banking network and the knowledge of its shareholders, BACB transacts business in Algeria, Egypt, Lebanon, Libya, Morocco, Syria, Tunisia, Saudi Arabia, the UAE and other Gulf countries, and regularly facilitates medical and pharmaceutical procurement programmes to these markets on a global basis.



Trade Partners UK, the British Government's export development and promotion arm, is keen to alert UK companies to the export opportunities offered by the fast-growing social and private healthcare sector in the Middle East. We are delighted to be associated with this event which will do much to help us deliver this message.

For further information contact either Richard Parry (020 7215 4956) or Bob Bish (020 7215 4617) or visit our website at www.tradepartners.gov.uk



www.HCAInternational.com

For further information contact Keith Erskine
Telephone: 020 7409 3107
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HCA International is one of London's leading health care providers. We are committed to providing high quality health care services.

Supporting Organisations



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NHS International is your point of entry to the best of modern healthcare. Our service is the key to a supply chain that is completely customer focused and dedicated to delivering the very best value, to meet real needs. We have created a network of service providers

and act as the intermediary to ensure your needs are met. NHS International brings together expertise and knowledge from the public and private sectors, and academic spheres. This unique combination has the backing of the world's largest, managed healthcare system with a pedigree spanning over 50 years. NHS International is in the business of developing and providing the right environment for healthcare to flourish. At a local level this may mean consulting on how better use can be made of healthcare resources. In terms of technical procurement, we could be called on to assess and integrate the latest digital imaging systems for instance – and in large scale building projects we also offer all-inclusive, end to end solutions. Whatever advice we give, it is totally impartial and based on extensive understanding of local and international policy and standards as well as commercial developments.

For a global view on healthcare provision speak to NHS International.



The Healix group started ten years ago with the creation of Healix International Ltd which is the United Kingdom's largest provider of emergency evacuation services with great experience of moving critically ill patients worldwide. If a patient

has a medical problem of a serious or urgent nature, Healix can provide either a medical escort service or an air ambulance transfer with a full intensive care environment at very short notice. It has steadily grown to become one of the United Kingdom's largest providers of managed healthcare services, with two other companies in the group. The second one is Healix Health Services Ltd which deals primarily with the managed care of routine patients but can also assist clients with recruiting, training and pharmaceutical management. The third is Healix Aviation Ltd which is the support arm of the emergency evacuation service. While Healix use a wide variety of commercial and private aircraft for patient transfers, their own Learjet aircraft can be tasked to meet a wide range of client requirements at relatively short notice.

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The Medical Digest for the Middle East is the premier healthcare publication in the Arab world aimed at keeping its readership of healthcare professionals fully informed on the latest in healthcare technology. It is supported by a leading healthcare website, www.hospital-technology.com which forms a

comprehensive information centre supported by a massive database of links

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Membership of the Dubai Society is open to all nationalities resident in the UK who have an affection for the UAE in general and for Dubai in particular.

It is mainly but not exclusively a business network and meets in the Hyatt Carlton Hotel and Montes private club, Belgravia, London. Reciprocal visiting membership of the British Business Group of Dubai is available. Corporate membership and two types of individual membership are available. The Dubai Society

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MediLink is the professional association for the Medical Technology Sector, offering Export, Product Development, Marketing, Project Management, Networking, Seminars and Conferences to help stimulate growth in this burgeoning area.

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Our mission is to a centre of excellence in biomedical research we are dedicated to the advancement of science, and the translation of research findings into better health care. We strive to provide an environment that enhances individual growth, collaboration, achievement and recognition.

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CORPORATE DEVELOPMENT DIRECTORATE

The Trust generates income through ethical trading relationships outside the National Health Service. The Directorate is responsible for this trading activity and currently generates a turnover in excess of £35 million per annum for the Trust. Key Services in this area include:

- Private Patients - Referral and Management
- Management and Clinical Consultancy Services
- Organisation Development and Change Management
- Human Resource Planning and Development
- Strategic Services Planning and Review
- Project Management
- Feasibility Studies
- Clinical Service Contracts
- Clinical Governance
- Facility and Equipment Planning



Published fortnightly since 1974, Gulf States Newsletter is an authoritative English language source of news and analysis on the region which carries no advertisements and is not aligned to any political tendency.

GSN thus provides independent and accurate reporting unfettered by any need to accommodate the views of advertisers or vested interests. Gulf States Newsletters is written only for its subscribers. Gulf-based correspondents provide local news and intelligence. Staff reporters and specialists frequently visit the region covering the Gulf Co-

operation Council states, Iran, Iraq and Yemen. This means that GSN delivers fresh news in perspectives undistorted by third-party media or government communication channels. GSN is available online, as well as in hard copy meaning uncensored news reaches subscribers quickly.

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Launched in 1977, this bi-monthly magazine is finely targeted to professionals and decision-makers in the region - doctors, surgeons, senior pharmacists, specialists, hospital administrators and directors, medical universities, ministry and government officials, manufacturers and

distributors. With a total distribution of 15,000 copies and having an estimated 4.3 readers per copy, Middle East Health has a cumulative readership in excess of 60,000, each one being a specialist in the world of healthcare. The countries where the magazine is distributed includes Bahrain, Egypt, Iran, Jordan, Kuwait, Lebanon, Libya, Oman, Qatar, Saudi Arabia, Syria, UAE and Yemen.

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The Association of British Healthcare Industries (ABHI) is the primary point of liaison between the British Government and the British medical systems industry and provides the access point for a wide range of British healthcare products and services. It works closely with the National Health Service (NHS), universities, medical Royal Colleges and regulatory bodies to ensure quality patient care.

World Class Products and Services

The ABHI member companies - who together produce around 80% of the British medical systems industry's output - include manufacturers and distributors of medical equipment and consumables, service providers and healthcare planners. So, whether potential purchasers are looking to source a product or service, or seeking potential business partners, the ABHI can help.

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- Government Health Strategists
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- Insurance Companies
- Medical Insurers
- Medical Supply Companies
- Medical Manufacturers
- Lawyers
- Third Sector Management
- Consultants
- Hospital Managers
- Pharmaceutical Companies

When?

Monday 20th August 2001

Pre-Conference Inter-Active Forum
e-Health and Telemedicine

Tuesday 21st and Wednesday 22nd August 2001

Two Day Major International Conference
Investing in Arab Health

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Post-Conference Inter-Active Forum
Latest in Laser Treatment

Where?

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Due to circumstances beyond the control of the organisers speakers may cancel. Every effort will be made to find alternative speakers to present on behalf of the original speaker. Delegates will be notified of any changes to the agenda before the conference if at all possible.