

HEALTH MANAGEMENT PROGRAM

WORKING TOGETHER FOR HEALTH

11-12 March 2009

Ebla Cham Hotel- Damascus – Syria

DAY ONE: WEDNESDAY MARCH 11, 2009

09.00 – 10.30 Registration

10.30 – 11.30 Opening Ceremony

Address of **Dr. Faouzi Adaimi** – *President - Arab Hospitals Federation*

Address of **HE. Dr. Hussein Gezairy** – *Regional Director – WHO/EMRO*

Address of **League of Arab States**

Address of **HE. Dr. Tawfik Khoja** - *General Director - Executive Board of the Health Ministers Council for Cooperation Council States*

Address of **HE. Dr. Abdullah Bin Al- Rabeeah** – *Minister of Health in KSA - President - Executive Board of the Health Ministers Council*

Address of **HE. Dr. Maher Hussami** - *Minister of Health - Syria*

11.30 – 13.30 Ministerial Round Table

Interactive Open Discussion between the Arab Health Ministers & the Key Active People, the Owners & Directors of the Arab Health Institutions having for theme: “The Healthcare Industry in the Arab World”.

13.30 Opening of the Exhibition & Cocktail

14.45 – 17.00 CIRCLE ONE: Keynote Presentations on the Extent of Accreditation in the Arab Healthcare Sector

Chaired by: **Eng. Suleiman Haroun** – *President of Syndicate of Hospitals – Lebanon*

- International standards, Arab Standards, National standards: Are you prepared to be accredited?

Dr. Tawfik Khoja - *General Director - Executive Board of the Health Ministers Council for Cooperation Council States*

- Hospital Accreditation - A Framework for the Systematic Improvement of Patient Care

Dr. Derick Pasternak - *Managing Director- JCI Middle East*

- Quality Movement in Middle East’s Health Care Systems – The Role of Accreditation in Health Systems Reform

Dr. Fadi El-Jardali – *Accreditation Consultant*

- Primary Healthcare Accreditation: Another step in the Quality Journey?

Dr. Safa El Qsoos – *Director of Quality Department – Ministry of Health – Jordan*

- The Healthcare Accreditation Council in Jordan: A distinctive Step in the Accreditation

Dr. May Abuhamdia – *CEO - Healthcare Accreditation Council - Jordan*

Discussion

17.00 Coffee Break

17.45 - 19.00 CIRCLE TWO: Keynote Presentations *on the Future of Excellence of Healthcare organizations*

Chaired by: **Dr. Fawzi Al-Hammouri** -*Chairman of Private Hospitals Association - Jordan*

- Effective Performance Management in Healthcare Organizations

Dr. Belgassem Sabri – *Director of Health systems - WHO/EMRO*

- Building a roadmap for health information systems - Interoperability for public health

Dr. Houssam Al Sammad - *Souccar Company – Syria*

- How to achieve excellence in healthcare quality through evidence based medicine?

Dr. Mousa Al- Kurdi – *Founding President of the Arab Institute for Clinical Excellence (AICE)*

DAY TWO: THURSDAY MARCH 12, 2009

09.00 Review of Day one presented by Dr. Ali Abu Grain – General Secretary of the Arab League for Quality Healthcare services

09.15 - 11.00 CIRCLE THREE: Keynote Presentations on *Healthcare Marketing: Getting your message across*

Chaired by: **Dr. Bashr Kennawi** – *Chairman of Chamber of Private Sector Healthcare Providers - Egypt*

- What makes you exceptional and makes patients come to you?

Dr. Wassim Wazzan – *Chairman of the Board and CEO – Rafik Hariri University Hospital - Lebanon*

- Importance of Accreditation as a Marketing Strategy: Creating your image and maintaining clients loyalty

Dr. Nagwa El Hosseiny - *Dar El Fouad Hospital - Egypt*

- Requirements for a successful marketing campaign to attract medical tourism

Dr. Nael Masalha – *General Manager- Essra Hospital - Jordan*

11.00 Networking Coffee Break

11.30 - 13.00 CIRCLE FOUR: Keynote Presentations on *Cost Containment Strategies*

Chaired by: **Dr. Bassam Diab** – *Medical Association for Private Hospitals owners - Syria*

- Becoming a High quality and low cost Healthcare provider: opportunities and challenges

Prof. Mahi Al-Tehewy - *Director of Healthcare Quality Unit - Ain Shams Faculty of Medicine- Egypt*

- Value Management in healthcare: Decisions based on outcomes and not costs

Dr. Tabassum Khan- *Director- Advanced Value Methods*

- Maximizing Efficiency with Accreditation: A powerful management tool

Mr. Gilles Lanteigne - *Executive Vice President and COO - Accreditation Canada*

13.00 CLOSING SESSION & RECOMMENDATIONS presented by Dr. Ali Abu Grain – General Secretary of the Arab League for Quality Healthcare services