

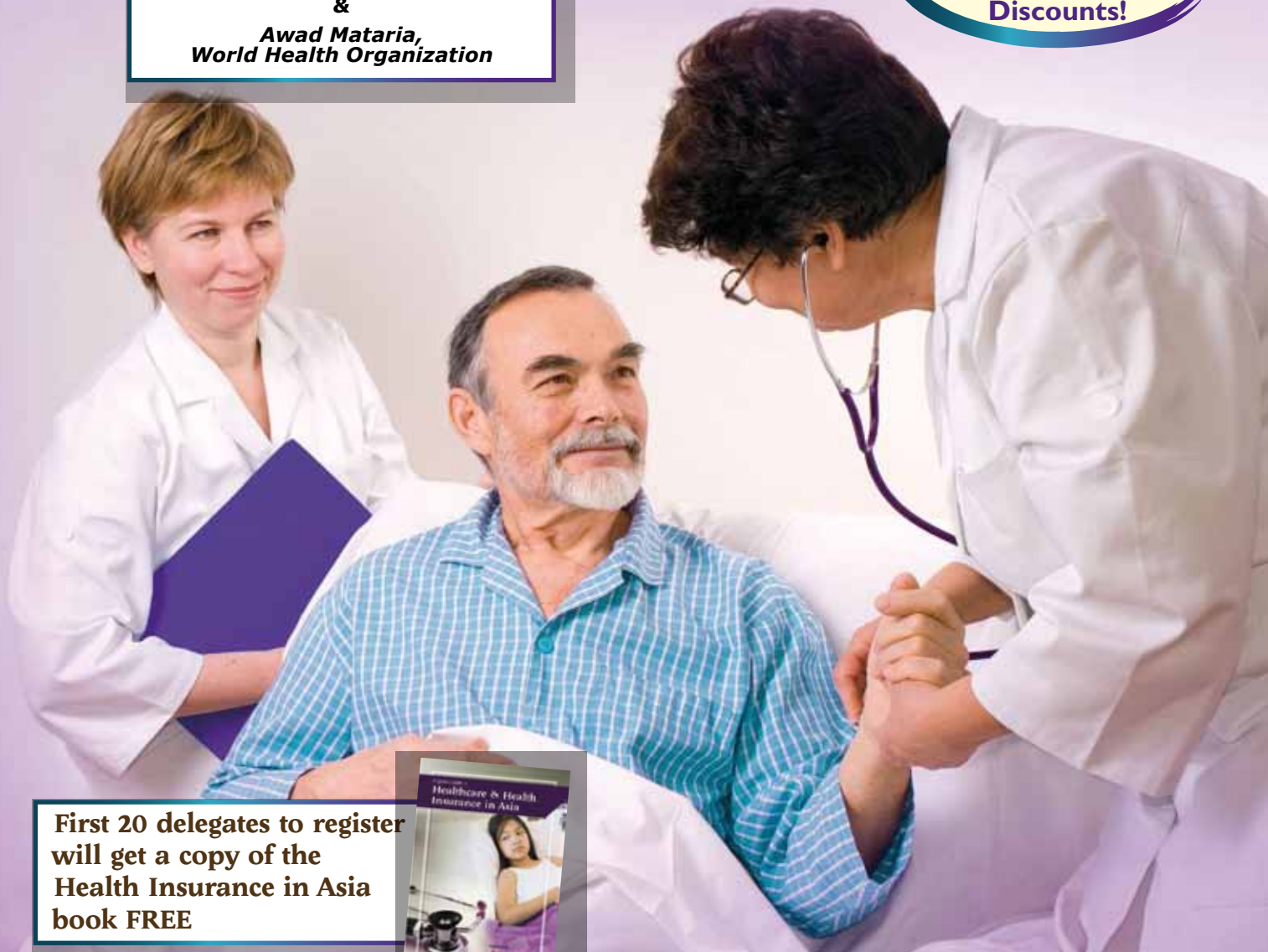
# 3rd Middle East Healthcare Insurance Conference

9 - 10 December 2009, InterContinental Regency, Bahrain

*Theme: Making Healthcare Compulsory: Opportunities and Challenges for Insurers in the Middle East*

**Keynote Addresses by:**  
**Abdul Rahman Al-Baker,**  
**Central Bank of Bahrain**  
**&**  
**Awad Mataria,**  
**World Health Organization**

**Register by  
9 Nov 2009  
for Early Bird  
Discounts!**



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will get a copy of the  
Health Insurance in Asia  
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# 3rd Middle East Healthcare Insurance Conference

## 9 - 10 December 2009, Manama, Bahrain

**M**aking health insurance compulsory for expatriate workers seems to be becoming the preferred norm in several markets in the Middle East. Some have gone ahead with it with varying degrees of success. Introduction of compulsory health insurance will bring about tremendous opportunities and challenges for the insurers in the Middle East markets. But is the industry ready and mature enough to take on the challenge of compulsory insurance? What should the inherent safeguards be? What are the critical success factors and what are hospitals, medical health providers and governments expecting from insurers? How can this be made a win-win for all without the insurance industry being pushed to take on the cost of financing healthcare that governments are finding a big burden these days?

With greater demand for quality healthcare and state-of-the-art technology leading to rising medical costs, players in the field are constantly challenged to seek out solutions to ensure healthcare is available and affordable to all, and at the same time carve a niche for themselves as competition intensifies.

Riding on the success of our past two Middle East Healthcare Insurance Conferences held in Dubai, *MiddleEast Insurance Review* is pleased to host the 3rd event in the series in Bahrain, this year with the theme, "*Making Healthcare Compulsory: Opportunities and Challenges for Insurers in the Middle East*".

The two-day conference will tackle these issues head on while looking at the global healthcare trends and development as well as regulatory safeguards and compulsory schemes with ample case studies. There is much anticipation on how the industry will transform with the raft of new healthcare initiatives as the regulators draft out health policies and deal with the rise in demand and costs, including challenges ahead as more insurers, TPAs and managed care organizations (MCOs) enter the competitive marketplace to vie for the healthcare pie.



### Who Should Attend

- Life and General Insurance & Reinsurance companies;
- Government bodies and Health Authorities;
- International Aid Agencies & Emergency Evacuation Companies;
- Hospitals;
- Healthcare Providers and Third Party Administrators;
- Medical, Biomedical and Pharmaceutical Companies;
- Managed Care Service Providers;
- Management Consultants;
- Risk Managers;
- Claims Specialists;
- Technology Experts, Lawyers, Employers and HR Managers dealing with health and healthcare issues.
- Professionals, Researchers, Intermediaries and Service Providers in the healthcare and medical field.

### Top 5 Reasons to Register Now!

- Enjoy Early Bird Discounts for registrations received by **9 Nov 2009!**
- Register 2 delegates and the 3rd Delegate attends **FREE!**
- Be the first 20 to register and get "A Quick Guide: Health Insurance in Asia" worth US\$100 a copy **FREE!**
- Get a Special 20% Discount off the registration fee of our Asian Healthcare Conference on 24-25 Nov 2009 in Singapore.
- Network with peers and industry leaders and hear from experts the hot issues on healthcare today!

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## PROGRAMME

### Day 1: Wednesday, 9 Dec 2009

- 8.00 am Registration & Coffee
- 9.00 am Opening Address by Chairman of Conference
- 9.15 am **Keynote Address 1**  
*Abdul Rahman Al-Baker, Executive Director, Financial Institutions Supervision, Central Bank of Bahrain*
- 9.45 am **Keynote Address 2: Global Developments and Reforms in Health Care Financing and Health Insurance**  
*Dr Awad Mataria, Pharmacist, Health Economist, World Health Organization – Eastern-Mediterranean Regional Office (WHO-EMRO)*
- 10.30 am Tea Break
- 11.00 am **The Lure of Medical Tourism & its Impact on Healthcare**  
*Dr Prem Jagyasi, Chief Strategic Officer, Medical Tourism Association, USA; Chief Executive Officer & Managing Director, ExHealth, Dubai HealthCare City*

### New Avenues in Healthcare Insurance

- 11.45 am **Setting Standards through Accreditation for Medical Delivery Services and Healthcare Professionals: Myth or Reality**  
*Ashraf Ismail, Managing Director, Middle East International Office, Joint Commission International (JCI)*
- 12.15 pm **Improving Medical Facilities by Introducing Health Insurance on a Micro Level**  
*Captain Mahmood Sultan, Senior General Manager, Adamjee Insurance Company Limited*
- 12.45 pm Lunch hosted by NEXtCARE

### Compulsory Healthcare Insurance

- 2.00 pm **Healthcheck: Update and Review of Legal and Regulatory Challenges for the Various GCC Compulsory Health Insurance Schemes:**
- Bahrain
  - Kuwait
  - Oman
  - Qatar
  - Saudi Arabia
  - UAE
- Wayne Jones, Partner, Middle East Regional Office, Insurance and Dispute Resolution, Clyde & Co LLP*
- 3.00 pm **Healthcare and Health Insurance Scene in Jordan**  
*Lubna Al-Humoud, Director, Legislation & International Organizations Department, Insurance Commission of Jordan*
- 3.30 pm **The Road Map of Health Insurance in Syria**  
*Dr Hisham Diwani, General Manager for Health Insurance, Ministry of Health, Syria & Member of Syrian Insurance Supervisory Commission*
- 4.00 pm Tea Break and End of Day One

### Day 2: Thursday, 10 Dec 2009

- 9.00 am **Special Address: Compulsory Medical Insurance: Challenges for Employers**  
*Robert Grey, Director, Communications & Development, Risk Management Committee, American Mission Hospital*
- 9.30 am **Innovative Marketing Strategies for Healthcare Insurance Companies**  
*Dr Prem Jagyasi, Chief Strategic Officer, Medical Tourism Association, USA; Chief Executive Officer & Managing Director, ExHealth, Dubai HealthCare City*
- 10.00 am **Making Healthcare Affordable – Who Pays: Critical Issues of Healthcare in the Middle East**  
*Dr K V Krishnan, Senior Consultant, Cardiothoracic Surgery, Sultan Qaboos University Hospital*
- 10.30 am Tea Break
- 11.00 am **Role of TPAs: How Strategic Can They Be As Business Partners?**  
*Ronald Chidiac, Partner – Actuarial and Insurance Management Solutions, PricewaterhouseCoopers*
- 11.30 am **"Pandemics – How Real is the Risk?"**  
*David Simmons, Head of Research Publications & Head of APAC Analytics, Aon Benfield*
- 12.00 nn **Role of Medical Education in Moving Towards a Global Standard of Healthcare Excellence**  
*Dr Suzanne White, General Manager, JWZ Solutions W.L.L*
- 12.30 pm Lunch

### Underwriting & Claims Management

- 2.00 pm **Strategic Tips to Underwrite Healthcare Profitably**  
*Ian Hayward, Director - Life, Medical & TPA, Arab Insurance Group*
- 2.30 pm **Fraud Control in Healthcare: How to Minimise Medical Claim Fraud**  
*Dr Dennis Sebastian, Assistant Director, Medical Underwriting and TPA Services, Arab Insurance Group*
- 3.00 pm Tea Break

### Case Studies & Success Stories on Healthcare

- 3.30 pm **Lessons from Europe: Financing Healthcare – Understanding Utilization and Risk**  
*Kevin Curtis, Group Managing Director – International, Verisk Health*
- 4.00 pm **Healthcare Experience in Bahrain – The Dynamics and Lure of Healthcare Insurance**  
*Fathalla Ebrahim, General Manager, Bahrain National Life*
- 4.30 pm **UAE Healthcare and Health Insurance Market Overview**  
*Francois Keyser, General Manager, InterGlobal Limited (Middle East)*
- 5.00 pm Close of Conference