

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

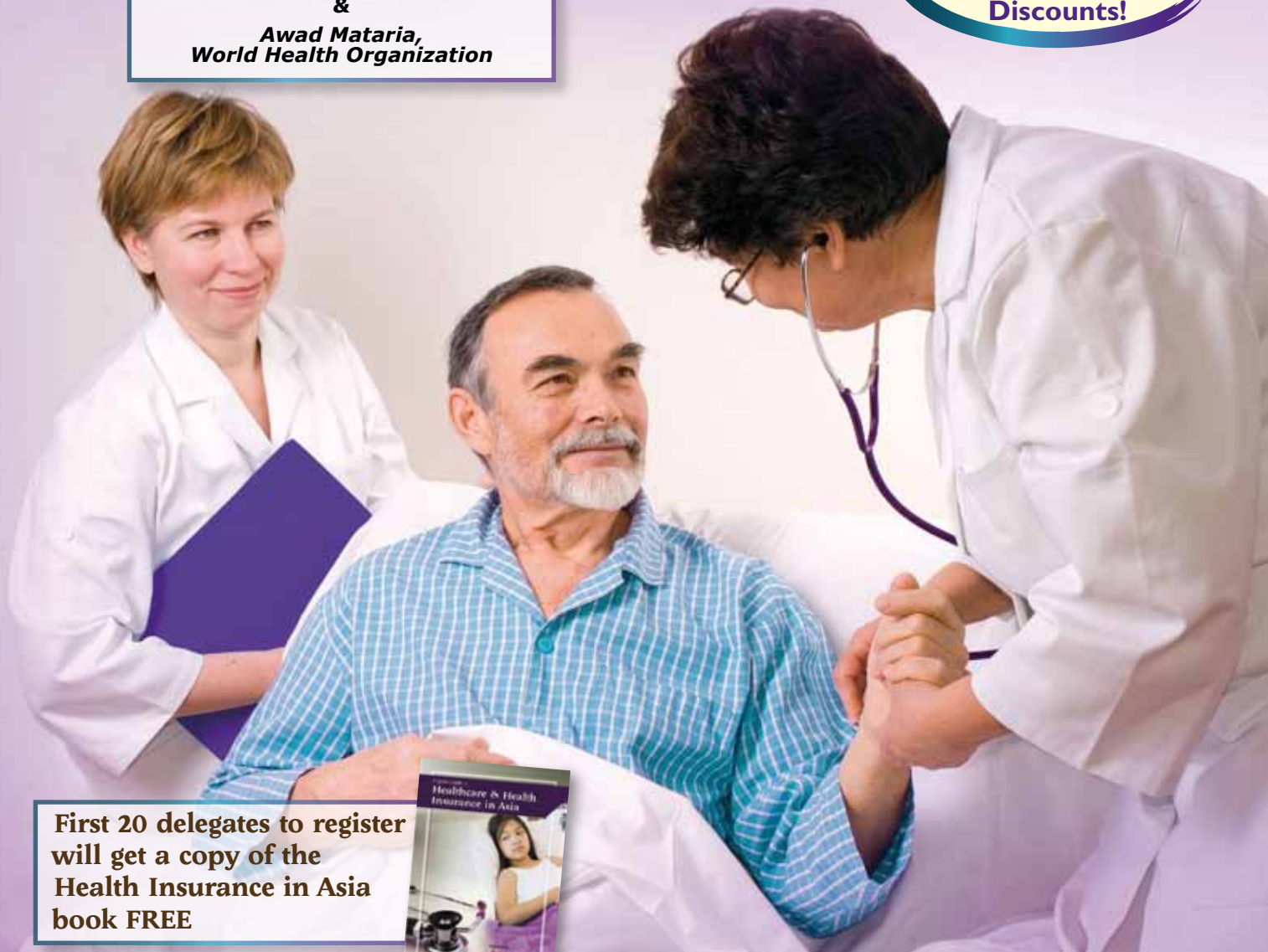
Keynote Addresses by:

**Abdul Rahman Al-Baker,
Central Bank of Bahrain**

&

**Awad Mataria,
World Health Organization**

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



**First 20 delegates to register
will get a copy of the
Health Insurance in Asia
book FREE**



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Making 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
- 11.45 am **Challenges & Opportunities for Implementing Healthcare Systems in Middle East**
Nidal Saab, Head of Operations, BUPA Arabia
- 12.30 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 Tea Break

New Avenues in Healthcare Insurance

- 4.00 pm **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)
- 4.30 pm **Improving Medical Facilities by Introducing Health Insurance on a Micro Level**
Captain Mahmood Sultan, Senior General Manager, Adamjee Insurance Company Limited
- 5.00 pm **The Road Map to of Health Insurance in Syria**
Dr Hisham Diwani, General Manager for Health Insurance, Ministry of Health, Syria & Member of Syrian Insurance Supervisory Commission
- 5.30 pm 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 **Are Medical Records At Risk: Best Practices in Healthcare Security**
Ali Pabrai, Chief Executive Officer, ecfirst
- 3.00 pm **Fraud Control in Healthcare: How to Minimise Medical Claim Fraud**
Dr Dennis Sebastian, Assistant Director, Medical Underwriting and TPA Services, Arab Insurance Group
- 3.30 pm Tea Break

Case Studies & Success Stories on Healthcare

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

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FAX to: (65) 6512 5335

Conference Registration Form

To: Ms Michelle, MiddleEast Insurance Review
 69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583
 DID: (65) 6372 3178 • email: michelle@meinsurancereview.com
 www.meinsurancereview.com
 Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof
 First Name: _____ Last Name/ Surname: _____
 Nationality _____
 Passport No _____
 Job Title _____
 Company _____
 Address _____
 _____ Country _____
 Tel: () _____
 Cellular: () _____
 Fax: () _____
 email: _____

REGISTRATION

Early Bird (valid till 9 Nov 2009)

Subscribers US\$800
 Non-Subscribers US\$980*
 (*Free One Year Subscription to *MiddleEast Insurance Review* + eWeeklies)

Normal Registration

Subscribers US\$1,280
 Non-Subscribers US\$1,480*

Full registration fees MUST be paid before the valid dates for admittance at conference.

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.

I came to know about this conference through:

- MIR/AIR magazine MIR/AIR Website Brochure Email
 Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Remarks: _____

Group registration:

Special Offer for Year 2009: Register two delegates from the same company, and send the third delegate to attend the conference free of charge! (Valid only for delegates from the same company in the same country)

Registration fee includes participation at Conference plus tea breaks and lunches.

All meals are prepared without pork, lard and beef.

Special Dietary Requirements

I would like to have vegetarian meals during the Conference.

Closing date for registration: 3 Dec 2009

For cancellation in writing made before **9 Nov 2009**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **9 Nov 2009**.

PAYMENT

- I enclose a cheque / bankdraft in US Dollars made payable to "MIDDLEEAST INSURANCE REVIEW"
 Telegraphic / Wire Transfer to the following account:
 The Development Bank Of Singapore, 6 Shenton Way,
 DBS Building, Singapore 068 809
 • US\$ (Account No.: 0001 - 004838-01-9-022)
 • Swift Code: DBS SSGSG
 Please debit the sum of US Dollars US\$ _____ for
 Conference Registration fee from my
 Mastercard VISA American Express

Card Holder's Name: _____

Card No.: _____

Expiry Date: ____ - ____ (mm-yy) Total Amount: US\$ _____

Signature: _____ Date: _____

(Conference fee is zero-rated for GST)

Fax to: (973) 17 210 040 Please fax Room Reservation Form direct to Hotel

Room Reservation Form

Attn: Ms Noore Tabassum, Sales Executive
 Email: noore.tabassum@icbahrain.com

InterContinental Regency Bahrain

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Please fill in Guest particulars on Registration Form

ARRIVAL

Arrival Date: _____

Arrival Time: _____ Flight Details _____

DEPARTURE

Departure Date: _____

Departure Time: _____ Flight Details _____

ROOM RESERVATION

Single

- Deluxe: BD 70.000 Regency Plus: BD 75.000
 Summit Executive: BD 120.000

Double

- Deluxe: BD 80.000 Regency Plus: BD 85.000
 Summit Executive: BD 130.000

- Smoking Non-Smoking

- Rates are per room per night, exclusive of 15% service charge and 5% tax and quoted in Bahrain Dinar. (Should government taxes change, new rates apply)
- American Buffet Breakfast will be charged at BD 9.000 per person, subject to 15% service charge and 5% tax.
- Continental Breakfast at Summit Lounge is inclusive for customers staying on Summit Executive Floors
- Hotel official Check-In time is 15:00 hrs.
 Hotel official Check-out time is 12:00 noon.

VISA

Visa Assistance can be provided, please contact us for further details on the procedure and required documents.

Nationality _____

Passport No _____

TRANSPORT

Airport transfers on arrival and departure between Bahrain International Airport and the Hotel can be arranged.

NOT required

Arrival

- BD 5.000 (shuttle bus)
 BD 10.000 (Private car) per person per one way.

Departure

- BD 5.000 (shuttle bus)
 BD 10.000 (Private car) per person per one way.

NO SHOWS AND EARLY DEPARTURES

Any No shows as well as Early Departures (departing hotel earlier than expected / booked date) will be charged the full stay.

RESERVATION GUARANTEE

- Amex Visa Others
 Diners Mastercard _____

Credit Card Number: _____

Expiry Date: _____ month _____ year

Cardholder's name: _____

Signature of Cardholder: _____