

# 11th Middle East Healthcare Insurance Conference

25-27 September 2017, Shangri-La Barr Al Jissah Resort & Spa, Muscat, Oman  
Theme: "Making Compulsory Health Insurance in the Era of Disruptive Innovation"



#### Under the Patronage of



H.E. Dr Ahmed Mohammed  
Obaid Al Saidi  
Minister of Health,  
Sultanate of Oman

#### Keynote Address



H.E. Abdullah Salim Al-Salmi  
Executive President,  
Capital Market Authority, Oman

#### New Health System Transformation towards Universal Health Coverage (UHC)



Dr Magdy Bakr  
Technical Officer,  
Health System Strengthening,  
World Health Organisation

Simultaneous Translation will be provided in Arabic/ English

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# 11th Middle East Healthcare Insurance Conference

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**U**nder the Patronage of H.E. Dr Ahmed Mohammed Obaid Al Saidi, Minister of Health, Sultanate of Oman. Hosted by the Capital Market Authority of the Sultanate of Oman for the first time in 11 years, Middle East Insurance Review is bringing the Middle East Healthcare Insurance Conference to Muscat where they are exploring the option of compulsory health insurance.

With the challenging geopolitical times internationally and regionally, within each market, there are increasing demands on the insurance industry domestically. Healthcare is one such critical area as governments seek to make individuals more responsible for their own well-being and insurance is seen as part of a solution to offer comprehensive health coverage for all citizens.

While these spell tremendous opportunities for insurance companies, it also means that governments have to raise the bar for standards of healthcare service and health insurance to meet the needs and expectations of the public and policyholders.

What are the critical dynamics of a successful healthcare system? What are the key drivers of the business? How can healthcare be digitized and data collated set to be meaningful? Can TPAs make an impact? What more can government and the insurance industry do to collaborate to ensure greater efficiency and higher standards in the way forward? What are the strategic tips to establishing a compulsory insurance? How can technology be used to leap frogs the problems of yore and ensure a system that meets all expectations?

The 3-day 11th Middle East Healthcare Insurance Conference, organised by Middle East Insurance Review, aims to address these real issues and challenges in moving forward with compulsory insurance and comprehensive covers. The Conference will look at the progress of compulsory health insurance in Oman and around the region; global medical trends and developments; underwriting issues, claims management; and the use of innovative business models, distribution networks, Insurtech, Internet of Things (IoT), data sciences, new technologies and medical advancements.

**Sign Up Now!**

## Who Should Attend

- Life and General Insurance & Reinsurance companies
- Governments and Health Authorities
- International Aid Agencies & Emergency Evacuation Companies
- Healthcare Providers and Third Party Administrators
- Hospitals
- Managed Care Service Providers
- Medical Centres/Institutes/Clinics, R&D and Laboratories
- Medical, Biomedical, Pharmaceutical Companies
- Claims Specialists
- Technology Experts and Solutions Providers
- Healthcare Infrastructure Developers
- Investors and Banks
- Legal and Consulting firms
- Employers and HR Managers dealing with healthcare issues
- Risk Managers, Researchers, Intermediaries, Suppliers and Service Providers in the healthcare and medical field

## Speakers include:



**H.E. Abdullah Salim Al-Salmi**  
Executive President,  
Capital Market Authority, Oman



**Steve Clements**  
Director, Health & Benefits  
business Middle East,  
Willis Towers Watson



**Dr Magdy Bakr**  
Technical Officer,  
Health System Strengthening,  
World Health Organisation



**Robin Ali**  
Head of Practice, The Consilient  
Consultancy



**Ziad Kharma**  
Vice President, Business  
Development, Actuarial and  
Data Sciences, GlobeMed



**Dr Sven Rohte**  
Chief Commercial Officer,  
National Health Insurance  
Company - Daman



**Howard Gough**  
CEO, MENA Region, Global  
Individual Private Medical  
Insurance (GIPMI) and Global  
Government segment,  
Cigna Corporation



**Glenn Lottering**  
Senior Director, Insurance,  
Oracle



**Dr Saif AlJaibaji**  
SVP and Regional CEO,  
Middle East and Africa,  
Optum/UnitedHealth Group



**Marco Bannerman**  
Executive Director – Distribution,  
MEA, Aetna International



**Raghad Hammad**  
Senior Associate, BSA Ahmad Bin  
Hezeem & Associates LLP



**Dr S. Prakash**  
COO, Star Health and Allied  
Insurance Company Ltd



**Dr Husam R Majali**  
M.D. Associate Director –  
Insurance/MSD GCC



**Manoj Poduval**  
Country Manager Bahrain,  
Kuwait, Oman, and Qatar,  
MetLife Gulf



**Sachin Sahni**  
Credit Analyst,  
S&P Global Ratings



**Jan Schmitz-Huebsch**  
Director Business Development &  
Projects, Munich Health Daman  
Holding Ltd



**Dr Dennis Sebastian**  
Regional Director – Health, RGA



**Lynette Oat**  
Chief Growth Officer,  
International Payer and  
Employer, Optum International,  
UnitedHealth Group

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## PROGRAMME

### Day One, 25 September 2017, Monday

- 6.00 pm Early Registration of Delegates & Speakers  
 6.30 pm Welcome Cocktail Hosted by  
 -8.00 pm **Capital Market Authority**

### Day Two, 26 September 2017, Tuesday

- 8.00 am Registration & Coffee  
 9.00 am **Welcome Address by Conference Chairman**  
*Glenn Lottering, Senior Director, Insurance, Oracle*  
 9.15 am **Keynote Address**  
*H.E. Abdullah Salim Al-Salmi, Executive President, Capital Market Authority, Oman*  
 9.30 am **Regulatory Challenges in the Middle East Health Insurance Ecosystem**  
 The discussion is no longer as simple as patient/provider payer. This session will highlight the challenges that regulators must deal with in embracing health insurance as a healthcare funding tool in an increasingly digitised market where many participants pursue their own gains at the cost of access to affordable, quality healthcare for both nationals and expatriates, rich and poor.  
*Robin Ali, Head of Practice, The Consilient Consultancy*  
 10.00 am **2017 Global Medical Trends!**  
 The latest in over a decade of research by Willis Towers Watson. This year, 231 insurers from across 79 countries provided insights on medical costs, what is driving them and the cost management techniques employers are using, report includes also a snapshot of the US medical trends.  
*Steve Clements, Director, Health & Benefits business Middle East, Willis Towers Watson*  
 10.30 am Q&A  
 10.40 am Tea Break  
 11.00 am **Impact of Digital Technology on the Healthcare Industry**  
 -Living in the Wearables Decade  
 -Smart Devices & Smart Data Collecting  
*Howard Gough, CEO, MENA Region, Global Individual Private Medical Insurance (GIPMI) and Global Government segment, Cigna Corporation*  
 11.30 am **New Social Health Insurance in Egypt: Health System Transformation towards Universal Health Coverage (UHC)**  
 - UHC: Health service, population and financial risk protection coverage  
 - Social Health insurance in Egypt  
 - Current and future health system structure  
 - Lessons learnt and the way forward  
*Dr Magdy Bakr, Technical Officer, Health System Strengthening, World Health Organisation*  
 12.00 nn **The Role of National/Compulsory Health Insurance to Achieve Universal Health Coverage**  
*Jan Schmitz-Huebsch, Director Business Development & Projects, Munich Health Daman Holding Ltd*  
 12.30 pm Q&A  
 12.40 pm Lunch  
 2.00 pm **Special Focus on Oman**  
 - Oman's Experience in the Development of its Healthcare System  
 - Compulsory Medical Insurance  
 - How to Establish An Effective Public Private Partnership.  
 - What are the Issues, Challenges & Recommendations?  
 - Growth Prospects in Oman & Future Outlook  
 • *Manoj Poduval, Country Manager Bahrain, Kuwait, Oman, and Qatar, MetLife Gulf*  
 • *Sachin Sahni, Credit Analyst, S&P Global Ratings*  
 3.00 pm **Panel Discussion with the Health Authorities, Regulators & Industry Leaders - Key Drivers of Growth**  
**Panellists:**  
 • *Robin Ali, Head of Practice, The Consilient Consultancy*  
 • *Dr Magdy Bakr, Technical Officer, Health System Strengthening, World Health Organisation*  
 • *Manoj Poduval, Country Manager Bahrain, Kuwait, Oman, and Qatar, MetLife Gulf*  
 4.00 pm Tea Break & Close for the Day

### Day Three, 27 September 2017, Wednesday

- 9.00 am **A Paradigm Shift: Moving from Medical Underwriting to Health Underwriting**  
*Ziad Kharma, Vice President, Business Development, Actuarial and Data Sciences, GlobeMed*  
 9.30 am **Strategic Tips in Underwriting Healthcare with Profitability**  
*Dr Sven Rohte, Chief Commercial Officer, National Health Insurance Company - Daman*  
 10.00 am **Innovation in Healthcare: How Medical Insurers Can Support Employers With Duty Of Care To Their Globally Mobile Workforce**  
*Marco Bannerman, Executive Director – Distribution, MEA, Aetna International*  
 10.30 am Q&A  
 10.40 am Tea Break  
 11.00 am **Transformation to Digital Health**  
*Glenn Lottering, Senior Director, Insurance, Oracle*  
 11.20 am **Panel Discussion on Digital Disruption in Healthcare**  
 - How Analytics & Data Science are Transforming Healthcare.  
 - Genetics and Impact on Health Insurance  
 - Artificial Intelligence, Robotics and BlockChain for Healthcare  
**Panellists:**  
 • *Dr Saif AlJaibei, SVP and Regional CEO, Middle East and Africa, Optum/UnitedHealth Group*  
 • *Ziad Kharma, Vice President, Business Development, Actuarial and Data Sciences, GlobeMed*  
 • *Lynette Oat, Chief Growth Officer, International Payer and Employer, Optum International, UnitedHealth Group*  
 12.00 nn **Panel on Partnerships & Managing Expectations: Medical health providers, Governments, Hospitals, Health authorities, TPAs, Insurers?**  
 - Healthcare Financing and Delivery  
 - Marketing Strategies and Alternative Distribution Channels of Healthcare Insurance  
**Panellists:**  
 • *Dr Saif AlJaibei, SVP and Regional CEO, Middle East and Africa, Optum/UnitedHealth Group*  
 • *Jan Schmitz-Huebsch, Director Business Development & Projects, Munich Health Daman Holding Ltd*  
 • *Dr Dennis Sebastian, Regional Director – Health, RGA*  
 12.40 pm Q&A  
 12.45 pm Lunch  
 2.00 pm **GULF Insurance Experiences in Different Markets and How Oman Can Benefit From These Experiences**  
*Dr Husam R Majali, M.D. Associate Director – Insurance/MSD GCC*  
 2.30 pm **Taxation and VAT - Key Measures For Consideration For Insurers in the GCC**  
*Raghad Hammad, Senior Associate, BSA Ahmad Bin Hezeem & Associates LLP*  
 3.00 pm **Anchor Address: Critical Success Factors for Compulsory Healthcare Insurance in the Era of Disruptive Innovation**  
*Dr S. Prakash, COO, Star Health and Allied Insurance Company Ltd*  
 3.30 pm Q&A  
 3.45 pm Tea Break & Close of Conference

# 11th Middle East Healthcare Insurance Conference

25-27 Sep 2017, Shangri-La Barr Al Jissah Resort & Spa, Muscat, Oman

Registration Email: [weeling@meinsurancereview.com](mailto:weeling@meinsurancereview.com)

## Conference Registration

Registered by \_\_\_\_\_

To: Ms Wee Ling, Middle East Insurance Review  
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583  
DID: +65 6372 3167 • Fax: +65 6224 1091 • [www.meinsurancereview.com](http://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 7 September 2017)**

**Normal Registration**

Subscribers  US\$1,280

Subscribers  US\$1,780

Non-Subscribers  US\$1,580\*

Non-Subscribers  US\$1,980\*

(\*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily)

**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:

AIR/MEIR magazine  AIR/MEIR Website  Brochure  Email

Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

### Group registration: Special Offer for Year 2017

Register three delegates from the same company, and send the fourth 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: 7 September 2017**

For cancellation in writing made before **7 September 2017**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **7 September 2017**. However, substitution or replacement of delegates will be allowed.

### PAYMENT

I undertake to indemnify the organisers for all bank charges

I enclose a cheque / bankdraft in US Dollars made payable to "MIDDLE EAST INSURANCE REVIEW"

Telegraphic / Wire Transfer to the following account:

DBS Bank  
Marina Financial Centre, 12 Marina Boulevard,  
#03-00 MBFC, Tower 3, Singapore 018982  
Branch: Marina Financial Centre Branch  
Account Name: Ins Communications Pte Ltd  
• 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)

Hotel Reservations:  
[Hotel Reservation Link](#)

## Hotel Reservation Form

Attn: Ms Marissa Pagarum, Reservations Supervisor  
Email: [marissa.pagarum@shangri-la.com](mailto:marissa.pagarum@shangri-la.com)

**Shangri-La Barr Al Jissah Resort & Spa**  
P.O. Box 644, Muscat Postal Code 100  
Sultanate of Oman  
Tel: +(968) 24776242  
[www.shangri-la.com/muscat](http://www.shangri-la.com/muscat)

**PLEASE FILL IN GUEST PARTICULARS  
ON REGISTRATION FORM**

### ARRIVAL DATE

Check in date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETA: \_\_\_\_\_

### DEPARTURE DATE

Check out date: \_\_\_\_\_

Flight: \_\_\_\_\_ ETD: \_\_\_\_\_

### ROOM TYPE / ROOM RATE

#### Al Bandar Deluxe Rooms

Single OMR 65++ per night  Double OMR 75++ per night

#### Room Preferences (subject to availability)

King bedded  Twin bedded  
 Smoking  Non-smoking

- Room rates are subject to 17% service charge and taxes
- Inclusive of breakfast in the all-day dining restaurant of the hotel
- Inclusive of Wifi internet access in all hotel rooms
- Check-in time is at 14:00 hours; check-out time is at 12:00 hours
- All reservations require credit card guarantee and will receive a confirmation number from the hotel.
- Guarantee policy: Should there be a no-show or cancellation for confirmed reservation, the full duration of room charge will be imposed.
- All reservations are to be guaranteed upon credit card details received.

### AIRPORT TRANSPORT

- Not required
- Airport to Hotel via Grandis or 4\*4: OMR 40/way (Max 4pax plus luggage)
- Hotel to Airport via Grandis or 4\*4: OMR 40/way (Max 4pax plus luggage)

Additional comments/ special requirements:

### RESERVATION GUARANTEE

#### Credit Card

Visa  Mastercard  Amex  
 Diners  JCB

Credit Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ month \_\_\_\_\_ year

Cardholder's name: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_