



Ministry of Health  
Under the Patronage  
of His Excellency  
Dr. Faisal Al Hamar,  
Minister of Health,  
Kingdom of Bahrain



Health Ministers' Council for the  
Gulf Cooperation Council States

MANAMA  
BAHRAIN  
5-7 MAY 2009

# HIMSS® MiddleEast09

Healthcare IT &  
Management Excellence

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Register today at [www.himssME.org/09](http://www.himssME.org/09)

## HIMSS MiddleEast09 Programme-At-A-Glance

### Health IT & Insurance Symposium: Gulf Region Trends and Adoption

Tuesday, 5 May 2009

08:30–09:00	Registration/Coffee
09:00–09:45	Welcome and Opening Keynote Address
09:45–13:00	Symposium Sessions
13:00–14:00	Lunch Break
14:00–16:15	Symposium Sessions
16:15–16:30	Closing/Wrap-Up

### Healthcare IT & Management Excellence Education Programme – Day 1

Wednesday, 6 May 2009

08:00–09:00	Registration/Continental Breakfast
09:00–10:15	Welcome and Opening Keynote Address
10:15–13:00	Education Sessions
13:00–14:15	Lunch Break
14:15–16:30	Education Sessions
16:30–18:00	Reception

### Healthcare IT & Management Excellence Education Programme – Day 2

Thursday, 7 May 2009

08:00–09:00	Registration/Continental Breakfast
09:00–10:00	Keynote Address
10:00–12:30	Education Sessions
12:30–13:45	Lunch Break
13:45–15:00	Education Sessions
15:00–16:15	Closing Keynote Session

## International Planning Committee

Behind HIMSS MiddleEast09 stands a comprehensive planning process adhering to the highest standards of integrity in education planning.

This event is shaped under the guidance of professionals from healthcare delivery organisations, governmental organisations and vendor companies from the Middle East and beyond including:

Last name	First Name	Organisation	Country
Abdul-Haleem	Mohamed Ahmed	Advanced Technology Company K.S.C.	Kuwait
Al-Nawakda	Ebrahim	Ministry of Health	Bahrain
Al Saif	Ali	Ministry of Health	Kuwait
Al-Touqi	Abdulrahman	Ministry of Health	Oman
Al-Tuwajjri	Majid	College of Public Health and Health Informatics, King Saud bin Abdulaziz University for Health Sciences	Kingdom of Saudi Arabia
Al-Zaabi	Saeed	Ministry of Health	United Arab Emirates
Ansari	Yahya Al	Government of Dubai	United Arab Emirates
Asad	Rania	E3	United Arab Emirates
Behbehani	Kazem	LeaderHealth	Switzerland
Dahlweid	Michael	iSOFT – An IBA Health Group Company	United Kingdom
Fener	Ethan	Dubai Healthcare City	United Arab Emirates
Hickmore	Daniel	Kronos Systems Limited	United Kingdom
Jaafar	Ali	Ministry of Health	Oman
Jaffer Damji	Nimet	Dubai Healthcare City	United Arab Emirates
Jawad	Sarah	E3	United Arab Emirates
Khalil	Wael	iSOFT – An IBA Health Group Company	Oman
Lieber	Stephen	HIMSS	United States
Long	Caroline	Lawson	United Kingdom
May	Roger	Siemens Medical Solutions	United States
Rhodes	Richard	Sidra Medical and Research Centre	Qatar
Schooff	Michelle	Lawson	United States
Shakar	Ali	Ministry of Health	United Arab Emirates
Shraim	Omar	Advanced Technology Company K.S.C.	Kuwait
Srini	Jay	University of Pittsburgh Medical Center (UPMC) Health Plan	United States

## Advocate Sponsors



## Welcome to HIMSS MiddleEast09 Healthcare IT & Management Excellence

HIMSS (Healthcare Information and Management Systems Society) has become the recognised leader in bringing healthcare IT conferences to an expanding global audience. In recent years, HIMSS AsiaPac and its European counterpart, HIMSS World of Health IT, have brought healthcare communities together in these regions.

And now, HIMSS, in collaboration with an international planning committee, is proud to break new ground in the Gulf Region — with an all-new HIT conference. HIMSS MiddleEast09 Healthcare IT & Management Excellence was developed in response to the region's demonstrated commitment for achieving *world-class healthcare and health information IT status*.

### Who will be there:

- IT leadership, systems and service professionals
- Clinicians and physicians
- CEOs, CIOs, CTOs, healthcare administrators, directors and managers
- Ministry officials of national governments
- Health authority representatives and policy makers
- Academicians and students
- Consultants, vendors and professional service firms

## Share the Vision... with these distinguished keynote speakers

HIMSS MiddleEast09 is proud to present an impressive line-up of distinguished keynote speakers from government organisations, major hospitals and leading universities. They will offer dynamic insight and expertise into the region's short- and long-term healthcare needs.



Wednesday, 6 May

### Opening Keynote

**His Excellency,  
Dr Faisal Al Hamar**  
Minister of Health  
Bahrain



### Dr Tawfik A M Khoja

MBBS, DPHC, FRCGP, FFPH,  
FRCP (UK)  
Director General, Executive Board  
Health Ministers' Council for  
Cooperation Council States



### Dr Yasir Khan

Clinical Advisor  
National Programme for  
e-Health  
Qatar



Thursday, 7 May

### Dr Saadi Taher

Executive Director  
Consultant Nephrologist  
Medical Services – Central Region  
National Guard Health Affairs,  
King Abdulaziz Medical City – Riyadh  
Kingdom of Saudi Arabia



### Closing Keynotes

#### Ms Jay Srin

Chief Innovation Officer  
University of Pittsburgh Medical  
Center (UPMC) Health Plan  
United States



#### Mr Doug D Cusick

EMEA HCLS Industry  
Executive – Global Healthcare  
BD Leader  
IBM (member of COCIR)  
United States

# Symposium Overview

## Health IT & Insurance Symposium: Gulf Region Trends and Adoption

5 May 2009

Insurance is a critical driver of healthcare delivery. Learn how the two can be linked for the best results.

### ***Achieving the Integration Link Between Health Provider and Health Payer***

**Eng. Ahmed M Aldammas, MBA, MSc**

Director, Information Technology  
Council of Cooperative Health Insurance  
Kingdom of Saudi Arabia

### ***Coding as a Platform for Auto Adjudication***

**Maen Shakaa**

Manager Business Analysis and Research  
Waseel ASP  
Kingdom of Saudi Arabia

### ***Why the Use of DRGs Are Important to the Gulf Region***

**Homer Warner, PhD**

International Business Development Organisation  
United States

### ***Towards Interoperability: Using SNOMED CT in Healthcare***

**Jennifer Zelmer, PhD, MA, BSc**

Chief Executive Officer  
International Health Terminology Standards Development Organisation  
Denmark

### ***The Effect of Technology on Medical Insurance Operations and the Benefits of Going "E"***

**Wassim Khashoggi**

CEO  
Waseel ASP  
Kingdom of Saudi Arabia

### ***Closing Keynote***

#### ***Innovative Health Insurance and Reimbursement Model***

**Dr Mukhtar S A Al-Hashimi**

Dean, School of Information Technology  
Presidential Advisor on Academic Affairs  
Associate Professor  
University College of Bahrain  
Bahrain



## Healthcare IT & Management Excellence Education Programme

6-7 May 2009

World-class education enhances knowledge and improves healthcare. This programme offers fact-based solutions and practical guidance.

### Clinical IT

#### *Prime Source Vendor – Best of Cluster Implementation*

**Shiraz Jousub, BPharm (HONS), MPS (SA) PMP (Prince 2 Practitioner)**

Senior Information Architect  
Sidra Medical and Research Center  
Qatar

#### *The Medical Applications of Radio Frequency Identification (RFID)*

**Ahmed Albarrak, PhD**

Director, Computer Department  
College of Medicine and University Hospitals  
King Saud University  
Kingdom of Saudi Arabia

#### *New Techniques and Technologies in Serving Patients: A Paperless/Filmless Environment*

**Jumah Farhan AlAnazi, AFCHSE, MHA, EMHA**

Associate Executive Director  
Patient Affairs Administration  
King Fahad Medical City  
Kingdom of Saudi Arabia

#### *Public Health Informatics Solutions for Today's Data Exchange Challenges*

**C Scott Danos, MPH**

President, Danos Consulting, LLC  
United States

#### *FarmaSafe: Design, Development and Deployment of a Hospital-Wide CPOE System*

**Antonio Fumagalli, Ing.**

Senior Project Manager  
Ospedali Riuniti di Bergamo  
Italy

#### *Electronic Health Records (EHRs): A Global Perspective*

**Pramod Jacob, MBBS, MS**

Chief Executive Officer  
DJ HealthTech  
India

**John Collins, MBA**

Chief Information Officer  
St. John's Hospital  
United States

#### *Successful Electronic Clinical Implementations*

**Terri LeFort, RN, BN**

Vice President Clinical Consulting  
Healthtech Consultants  
Canada

#### *Transparency in Healthcare Technology: A Clinical Informaticist & Strategist Approach*

**Rex Osborn**

Director Strategic Marketing–Global Healthcare  
Fuji Medical Systems  
United States

#### *Implementing Telemedicine after Disasters*

**Shashi Gogia, MBBS, MS (Surgery)**

President, IAMJ  
India

### IT Applications

#### *Sharing the Experiences of Data Warehouse Development at KFSH & RC*

**Hamad Al-Daig, BS, MBA**

Chief Information Officer  
King Faisal Specialist Hospital & Research Centre  
Kingdom of Saudi Arabia

**Fadwa AlBawardi, BS, MS**

Senior Programme Analyst  
King Faisal Specialist Hospital & Research Centre  
Kingdom of Saudi Arabia

**Enam Hoque, BSc, MBA**

Data Warehouse Manager  
King Faisal Specialist Hospital & Research Centre  
Kingdom of Saudi Arabia

#### *Realising the Value of an eMR Through Process Improvement*

**Eleonore Fuchter, MBA, BSc (Hons)**

Programme Manager, Health Support Services  
Australia

#### *Leaving Nothing to Chance: Selecting the University Hospital Clinical System*

**Matthew Mueller**

Senior Manager of Information Systems  
University Hospital, Dubai  
United Arab Emirates


#### *Improving Patient Outcomes and Service Levels in the Middle East by Leveraging Technology*

**Bill Hill**

Vice President  
EMEA Sales  
Lawson Software  
United Kingdom

**Muwaffa Laham**

Chief Executive Officer  
E3  
United Arab Emirates

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#### *Implementing Enterprise Health Information Technologies: Lessons from Abu Dhabi*

**John R Hawkins**

Director of Information Technology  
Abu Dhabi Health Services Company–SEHA  
United Arab Emirates

#### *Transforming into the Information Age: e-Health Initiatives Deployed*

**C Martin Harris, MD, MBA, FHIMSS**

Chief Information Officer  
Chairman of the Information Technology Division  
Cleveland Clinic  
United States

#### *From Vision to Reality – A Digital Hospital in Less than a Year*

**Sanjay Shah, B Engg, MBA, CMPE**

Vice President and Chief Information Officer  
Cabell Huntington Hospital  
United States

#### *Overview of the EHR Implementation at Dubai Healthcare City*

**Ethan Fener**

Project Director, Electronic Health Records  
Dubai Healthcare City  
United Arab Emirates

**Gagan Goel**

Technical Manager, Integrated Healthcare Network  
Dubai Healthcare City  
United Arab Emirates

**Nimet Damji**

Manager, Healthcare Applications  
Dubai Healthcare City  
United Arab Emirates

#### *Challenges in Selecting a CIS for a Middle East Hospital*

**Roy Binnekamp**

Senior IT Project Consultant  
Sidra Medical and Research Centre  
Qatar

# Programme Overview

## Healthcare & Health Information Technology Management

### *Joint Commission Accreditation — Overview of Information Management Standards and How to Achieve Compliance*

**Hoyt Burdick, MD, MMM, CPE, CPHQ, FACP, FACPE**

Vice President and Chief Medical Officer  
Cabell Huntington Hospital  
United States

**Sanjay Shah, B Engg, MBA, CMPE**

Vice President and Chief Information Officer  
Cabell Huntington Hospital  
United States

### *How Can Medical Staff Aid in Selecting the Electronic Medical Record for Their Organisation?*

**Sally Kamel, DDS**

Clinical Application Analyst  
Advanced Technology Company (ATC)  
Kuwait

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### *Implementing an eMR, or “How to Embark on a Journey Without an End”*

**Jean Evans, PhD**

Chief Information Officer  
South Eastern Sydney & Illawarra Area Health  
Australia

### *Service-Oriented Architecture: The Benefits for Healthcare*

**Michael Dahlweid, MD, PhD**

Chief Medical Officer  
iSoft Healthcare  
United Kingdom

Sponsored by: **iSOFT**  
An IBA Health Group Company

### *Outsourcing Health IT Services: A Middle East Experience*

**Ebrahim Al-Nawakda, MS**

Director, Health Information  
Ministry of Health  
Bahrain

### *Information Technology: An Enabler for Quality Management*


**Reza Shahpori, BSc, RTR, PMP**

Information Technology Manager  
Calgary Health Region, Department of Critical Care Medicine  
Canada

### *From Health Data to Health Intelligence in Supporting Policy Change*

**Antonio Duran, MD, MSc**

International Consultant / Health Policy Adviser  
Indra  
Técnicas de Salud  
Spain

Sponsored by:  **indra**

### *Sharing ERP Implementation Experiences at KFSH&RC*


**Hamad Al-Daig, BS, MBA**

Chief Information Officer  
King Faisal Specialist Hospital and Research Centre  
Kingdom of Saudi Arabia

### *Using Business Intelligence to Link Workforce Management, Quality and Patient Experience*

**Tom Wadsworth, MBA**

Senior Director, Medical Operations and Nursing  
Cleveland Clinic Foundation  
United States

Sponsored by:  **KRONOS**

### *Lessons Learned During U.S. Implementation of EDI for Revenue Cycle Improvement*

**Andrea E Boos, MS**

Business Manager, Revenue Cycle Solutions  
Siemens Medical Solutions  
United States

Sponsored by: **SIEMENS**



## Make it Your Business to Discover Manama, Bahrain!

While at the conference, come and discover Manama — the exciting capital and financial centre of Bahrain. Beyond the steel and glass skyline you'll find deluxe hotels, international cuisine, world-class golf courses, white sand beaches, historic sites and bustling entertainment and nightlife.

Learn more about Manama, Bahrain at [www.bahraintourism.com](http://www.bahraintourism.com).



## Hotel Reservations

### Conference Hotel

Please visit [www.himssME.org/09](http://www.himssME.org/09) and click on the hotel & travel page to make your hotel reservations.

**Headquarters Hotel and conference location:**  
The Gulf Hotel Bahrain  
Starting at 95 BHD/night

**Alternate Hotel (shuttle bus will be provided):**  
Al Safir Hotel & Tower  
Refer to [www.himssME.org/09](http://www.himssME.org/09) for pricing and reservation information.

### Travel

Gulf Air is the Official Airline for the HIMSS Middle East Conference and offers you a special discount. Simply book online at [www.gulfair.com](http://www.gulfair.com) to receive the guaranteed lowest fare.

## Registration

### Conference Fee Structure

#### **Health IT & Insurance Symposium: Gulf Region Trends and Adoption**

Tuesday, 5 May 2009

75 BHD (\$200 USD) – all delegates

#### **Healthcare IT & Management Excellence Education Programme**

Wednesday, 6 – Thursday, 7 May 2009

150 BHD (\$400 USD) – all delegates

#### **Full Conference**

Tuesday, 5, Wednesday, 6, Thursday, 7 May 2009

225 BHD (\$600 USD) – all delegates

#### **Cancellation & Refund Policy**

Cancellation before 31 March 2009: 40 BHD administrative fee.

Cancellation after 31 March 2009: 100% of the registration fee will be forfeited.

## Two Ways to Register

**NOTE:** Conference space is limited. Register early as registration will be closed upon reaching the maximum number of delegates the facility can accommodate.

### 1. Online: for payment by credit card

[www.himssME.org/09](http://www.himssME.org/09)

- Click on "Registration."
- Our online registration site is a secured site. Major credit cards such as American Express, VISA and MasterCard are accepted.

### 2. Email: for payment by credit card or wire transfers

Download a printer-friendly registration form at [www.himssME.org/09](http://www.himssME.org/09), complete, scan and email to [customerservice@himssme.org](mailto:customerservice@himssme.org)

#### **Wire Transfer Information:**

- Bank account name: HIMSS
- Account Number: 32286301
- Sort Code: 609242
- IBAN# GB22CHAS60924232286301
- JPMorgan Chase Bank London (CHASGB2L)
- Reference: HIMSS MiddleEast09 and your first and last name

## Networking at HIMSS MiddleEast09

Network with colleagues and top leaders at the Conference Reception. All registered attendees are welcome to attend.

### Conference Reception

Wednesday, 7 May

16:30–18:00

Gulf Hotel Bahrain, Awal Ballroom

To register, go to [www.himssME.org/09](http://www.himssME.org/09).



## The Gulf Region's Foremost Event for Advancing Healthcare through IT and Management Systems

For more information regarding  
HIMSS MiddleEast09, or to find  
out how to participate, please visit  
[www.himssME.org/09](http://www.himssME.org/09).

For questions about education:

Ms Joanne Bartley  
Manager, Education  
HIMSS/Middle East  
Chicago, IL (United States)  
Tel: +1 312-915-9251  
Email: [jbartley@himss.org](mailto:jbartley@himss.org)

For general questions:

Mr Alix Bolle  
HIMSS/Middle East  
Tel: +32 2 793 7637  
Email: [customerservice@himssME.org](mailto:customerservice@himssME.org)

### About HIMSS

The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organisation exclusively focused on providing global leadership for the optimal use of healthcare information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington, D.C., Brussels, Singapore and other locations across the United States and Europe, HIMSS today represents over 20,000 individual members and over 350 corporate members — collectively representing organisations employing millions of people. HIMSS frames and leads healthcare public-policy development and the improvement of industry practises through its advocacy, educational and professional development initiatives, which are designed to call attention to information and management systems' contributions to quality patient care.

*Join healthcare and  
IT professionals from  
the Middle East and  
beyond to help shape  
the future of healthcare  
in the Gulf Region.*