

# himss

middle east10

Leadership Summit  
Health IT Management Conference  
Health Insurers Innovation Forum

**8 – 10 NOVEMBER 2010**  
**DUBAI, UAE**  
**InterContinental Dubai Festival City**



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## HIMSS Middle East Schedule of Events (Overview)

### Sunday, 7 November 2010

10:00 – 12:00 CPHIMS Examination

### Day 1 – Monday, 8 November 2010

09:30 – 10:00 Registration and Coffee

10:00 – 10:30 Opening Welcome

10:30 – 11:30 Opening Keynote

11:45 – 18:00 Leadership Summit | Health IT Management Conference | Health Insurers Innovation Forum

19:30 Leadership Summit Dinner

### Day 2 – Tuesday, 9 November 2010

09:00 – 09:30 Registration and Coffee

09:30 – 11:00 Roundtable Discussion

11:30 – 18:00 Leadership Summit | Health IT Management Conference | Health Insurers Innovation Forum

14:00 – 15:15 IHE Case Studies

19:00 Reception & Dinner Event

### Day 3 – Wednesday, 10 November 2010

08:30 – 09:00 Registration and Coffee

09:00 – 10:00 Keynote

10:15 – 18:00 Leadership Summit | Health IT Management Conference | Health Insurers Innovation Forum

15:45 – 16:00 Announcement of 2011 and Wrap-Up

## HIMSS would like to thank and recognise the following supporters:

### Diamond Sponsors



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GE Healthcare



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### Other Supporting Organisations

## At HIMSS MiddleEast 2010, You Can:

- Explore innovative product and service solutions
- Make informed purchasing decisions for successful EMR implementation
- Gain actionable information on achieving higher levels of cost efficiencies, EMR adoption, privacy & security, quality, patient safety...and much more
- Learn how to manage change and foster consensus in the complex healthcare setting
- Talk directly with top solution providers so you can make an informed purchasing decision
- Develop new business relationships
- Find the decision-makers, the trendsetters, the thought leaders...all in one place...at one time

***And So Much More!***

**Register Today:**  
[www.himssme.org/10](http://www.himssme.org/10)

## HIMSS Middle East 2010

### Connecting Leaders Across the Middle East to Advance Quality Healthcare Through IT

HIMSS brings three transformational programmes to the dynamic city of Dubai. For the first time this year, a special Health Insurers Innovation Forum is presented to complement the second annual HIMSS Health IT Management Conference and Leadership Summit. The co-location of the events is intended to encourage cooperation across the healthcare continuum, to drive lower costs and higher quality healthcare results.

HIMSS Middle East 2010 seeks to assemble a full and influential range of leaders and implementers from around the region, delivering best practices to health care professionals and providing unlimited networking for the best minds in healthcare, health insurance and technology. The event will feature conference and education sessions as well as networking opportunities to foster intensive knowledge exchange at the most senior level.

### Who will be there?

- Physicians, nurses and healthcare professionals
- Healthcare administrators and managers and senior executives
- Policymakers and health authority representatives
- Ministry officials from national governments
- IT leadership, systems and services professionals
- Informatics specialists
- R&D and project managers
- Academics and students
- Consultants, vendors and professional service firms

### Which Conference is Right for You?

#### Leadership Summit:

- Senior Executives, Hospital IT Directors, Government IT Directors Hospital and Health Authority Procurement Officers

#### Health IT Management Conference:

- IT professionals, Hospital IT Directors, Consultants, Programmers and Developers
- Industry Solution Providers and Consultants

#### Health Insurers Innovation Forum:

- Government Health Insurance Executives, Insurance Company Executives, Third Party Administrators, Health Insurance Solution Providers and Consultants



**CPHIMS Examination  
offered at HIMSS  
MiddleEast10**

Take the CPHIMS Examination in conjunction with  
HIMSS MiddleEast10!

***More details on pg 7***

# ORGANISING COMMITTEE

The Organising Committee comprises influential leaders from throughout the Middle East region, whose role is to provide guidance in the planning of the education programme. They also ensure that the education programme brings together the perspective of strategic partners and customers in the countries of the region and beyond.

## 2010 Organising Committee Members



**Mubaraka MUBARAK IBRAHIM**  
*Information Technology Director*  
Dubai Health Authority  
Dubai, UAE



**Majid M AL-TUWAIJRI, PhD**  
*Dean, College of Public Health and Health Informatics*  
King Saud bin Abdulaziz University for Health Sciences  
Riyadh, Kingdom of Saudi Arabia



**Hamad AL-DAIG, MBA**  
*Chief Information Officer, Information Technology Affairs*  
King Faisal Specialist Hospital and Research Centre  
Riyadh, Kingdom of Saudi Arabia



**Abdul RAHMAN A.S. AL TAUQI**  
*Director General of Information Technology*  
Ministry of Health, Oman  
Muscat, Oman



**Tony ELZOGHBI**  
*Director of Governance and Internal Audit Department*  
Dubai Health Authority  
Dubai, UAE



**Richard A RHODES, PhD**  
*Information Technology Development Project Director*  
Sidra Medical and Research Centre  
Doha, Qatar



**Dr Mohammad ABDULQADER AL REDHA**  
*Acting Director, Health Data & Information Analysis Department*  
Health Policy & Strategy Sector  
Dubai Health Authority, UAE



**Jeffrey J. BUTTS**  
*Johns Hopkins International Chief Information Officer*  
Al Rahba Hospital  
Abu Dhabi, UAE



**Manish KOHLI, MD MPH MBA**  
*Director*  
Partners Harvard Medical International  
Dubai, UAE



**Sulaiman HADI SULAIMAN**  
*Chief Information Officer*  
Sheikh Khalifa Medical City  
Abu Dhabi, UAE



**Eng. Ahmed M ALDAMMAS, MBA MSc**  
*Director, Information Technology*  
Council of Cooperative Health Insurance  
Riyadh, Kingdom of Saudi Arabia



**Robert PICKTON**  
*Chief Information Officer*  
SEHA  
Abu Dhabi, UAE



**Michael REAGIN**  
*Chief Information Officer*  
Cleveland Clinic  
Abu Dhabi, UAE



Industry experts...

hot industry topics...

what you need to know to be  
successful today and tomorrow.

## Leadership Summit

The Leadership Summit will feature two IHE Success Stories that discuss the impact of IHE and health data standards in providing a foundation for health information exchange. Through these stories, key strategies for delivering EHR Interoperability within and across the healthcare enterprise are identified, and delegates can learn how the successful implementation of IHE improves access to information across the continuum of care, thereby enhancing patient safety and improving quality outcomes.

## Health IT Management Conference

The HIMSS Health IT Management Conference will focus on the practical challenges for HIT management professionals in the integration of deployment of HIT. Session subjects include Clinical Leadership and Governance, e-Health, EHR/EMR/EPR/ PHR, Health IT and Standards Adoption, IT Strategy and Innovation, Insurance Innovations and The Business Case for Sustainable IT.

## Health Insurers Innovation Forum

The Health Insurers Innovation Forum will showcase innovations in the global health insurance industry, and tools for consumer driven healthcare and medicine. It will also provide a first ever look at the health insurance industry through the lens of the Healthcare technologist and leading global innovators.

**Not to Be Missed!**

**Roundtable Discussion: Next Generation Patience Portal and Integration into Hospital IT Structure**

Hear several prominent healthcare leaders present how healthcare organisations are succeeding in both integrating internal technology systems and meeting the societal and governmental demands for a more transparent, innovative and accessible healthcare delivery.

**Chaired By: C. Martin Harris**  
MD MBA  
Chief Executive Officer,  
Cleveland Clinic, USA.

## Programme at a Glance

DAY 1 • Monday, 8 November 2010					
	Leadership Summit		Health IT Management		Insurers Forum
1000–1030	<b>Opening Welcome</b> His Excellency Qadhi Saeed Al Murooshid, Director General, Dubai Health Authority				
1030–1130	<b>Opening Keynote</b>				
1145–1245	<b>Change Management, Governance and Gaining Agreement</b>		<b>The Middle East First CDM Implementation (Charge Description Master)</b>	<b>INDUSTRY SOLUTION</b> <b>Utilizing Evidence-Based Order Sets to Standardize Care and Implement CPOE at Sheikh Khalifah Medical City (SKMC)</b> Sponsor: <b>Zynx Health</b>	<b>Overview of the Middle East Health Insurance Industry Trends</b>
1415–1515	<b>Transparency Exposed: The unanticipated organizational impact of Health IT</b>		<b>How Decision Support System (DSS) Enhance Evidence Based Practice</b>	<b>INDUSTRY SOLUTION</b> <b>Successful adoption of electronic prescribing at Chelsea &amp; Westminster Hospital</b> Sponsor: <b>First DataBank</b>	<b>Roundtable Discussion</b>
1545–1645	<b>FOCUS GROUP</b> <b>Using Tele-health care delivery models across the patient continuum</b> Sponsor: <b>Philips</b>	<b>FOCUS GROUP</b> <b>How the Clouds and Modile Computing are changing the Healthcare ICT landscape</b> Sponsor: <b>Intel</b>	<b>IHE Overview</b>		<b>Forces of Disruptive Innovation in the Middle East Health Eco-system</b>
1700–1800	<b>High-Performance and award winning HIT Implementations</b>		<b>Integration of Medical Equipment Data with HIS “New approach in reducing the cost”</b>	<b>INDUSTRY SOLUTION</b> <b>eHealth /Connected Health 30 Connected eHospitals In 24 Months, A Saudi Case Study</b> Sponsor: <b>Health Insights</b>	<b>Disease Management and Case Management Trends and Tools</b>
1930	Leadership Summit Dinner				

# PROGRAMME AT A GLANCE

DAY 2 • Tuesday, 9 November 2010

	Leadership Summit			Health IT Management		Insurers Forum
0930–1100	Roundtable Discussion: Next Generation Patient Portal and integration into Hospital IT structure					
1130–1230	<p>FOCUS GROUP</p> <p><b>Operationalizing Clinical and National Standards: Making Success Endemic</b></p> <p>Sponsor: Eclipsys</p>	<p>FOCUS GROUP</p> <p><b>Improving healthcare with e-health record integration and exchange</b></p> <p>Sponsor: InterSystems</p>	<p>FOCUS GROUP</p> <p><b>Maximizing CPOE and Achieving Standardized Care through CDS and Order Set adoption</b></p> <p>Sponsor: Wolters Kluwer Health</p>	<p><b>Making IT Work in a Greenfield Setting Session</b></p>		<p><b>Panel Discussion: mHealth – The extension of web/mobile/ubiquitous internet connected devices, applications &amp; data</b></p>
1400–1515	IHE Case Studies					
1545–1645	<p><b>Establishing a Framework for eHealth Implementation</b></p>			<p><b>Use of Mobile Device in Health Care Setting</b></p>	<p>INDUSTRY SOLUTION</p> <p><b>Saving lives and saving money for critical care patients</b></p> <p>Sponsor: Philips</p>	<p><b>Quality &amp; Performance improvement</b></p>
1700–1800	<p><b>EMR Vendor selection: Integrating the end game into the earliest stages of vendor consideration</b></p>			<p><b>Outcomes Improvements through EHR-enabled Inter-disciplinary Capabilities</b></p>	<p>INDUSTRY SOLUTION</p> <p><b>Secure Mobile Computing and Worldwide Mobile Point of Care Success Stories</b></p> <p>Sponsor: Intel</p>	<p><b>Wellness 2.0 - Care Coordination &amp; Consumer Tools</b></p>
1900	Reception and Dinner Event					

DAY 3 • Wednesday, 10 November 2010

	Leadership Summit			Health IT Management		Insurers Forum
0900–1000	Keynote – Insurance Specific Topic					
1015–1115	<p>FOCUS GROUP</p>	<p>FOCUS GROUP</p>	<p>FOCUS GROUP</p>	<p><b>Overview on selecting &amp; acquiring PACS RIS systems</b></p>	<p>INDUSTRY SOLUTION</p>	<p><b>Claims &amp; Reimbursement</b></p>
1145–1245	<p><b>Is the CIO enough? Building internal alliances to drive successful HIT Adoption</b></p> <p><b>Chief Medical Information Officer (CMIO): the new role in Healthcare management</b></p>			<p><b>Beyond HIS replacement: Transforming DHA (Dubai Health Authority) with a next-generation EMR</b></p>		<p><b>Fraud &amp; Abuse Prevention</b></p>
1415–1545	<p>ROUNDTABLE PANEL</p> <p><b>Chronic Disease Management / Remote Health Monitoring for the Middle Eastern Countries</b></p>					
1545–1600	Announcement of 2011 and Wrap-Up					



Please visit <http://www.himssme.org/10/register> to register today!

Areas of Interest	Leadership Summit	Health IT Management Conference	Health Insurers Innovation Forum
<b>Price</b>	\$ 1500 USD (5010 AED) – Qualifying CXOs only*  \$ 3500 USD (12,860 AED) – vendor representatives  *Qualifying CXOs and invited guests of the Organising Committee should contact Cynthia Stern at <a href="mailto:cstern@himss.org">cstern@himss.org</a> for information on the VIP attendee package and pricing.	\$ 1000 USD (3675 AED) – HIMSS members (individual or corporate)  \$ 1500 USD (5010 AED) – Non-Members of HIMSS	\$ 2500 USD (9185 AED)
<b>Registration Includes</b>	Leadership Summit  Access to the Health IT Management Conference	Health IT Management Conference only	Health Insurers Innovation Forum  Access to the Health IT Management Conference
<b>Additional benefits</b>	Monday evening Leadership only Dinner  Tuesday evening Reception and Dinner Event  Registration Conference Materials	Tuesday evening Reception and Dinner Event  Registration Conference Materials	Tuesday evening Reception and Dinner Event  Registration Conference Materials

*Please note: pricing will be charged in USD.*

## Hotel

The conference will take place at the InterContinental Dubai Festival City. A special rate of 850 AED (\$231 USD) has been negotiated on behalf of the HIMSS Middle East Conference delegates. This rate includes a full breakfast and wireless internet in the meeting space. Please visit <http://www.himssme.org/10/travel> to book your room.

## Networking Events

- Leadership Summit Dinner**  
**Monday, 8 November (19.30 – 22.00)**  
 Leadership Summit registrants only; Guests may join for additional fee.
- Evening Reception and Dinner Event**  
**Tuesday, 9 November (19.30 – 22.00)**  
 Complimentary to all conference registrants; Guests may join for additional fee.

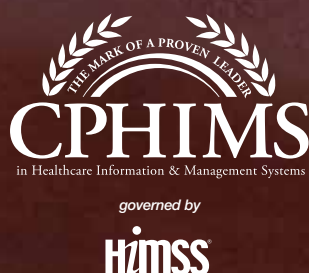
## Group Discounts

Interested in bringing a group delegation or several people from your organization? HIMSS is now offering the following group discounts for 10 or more people:

10 to 14 people	15 to 19 people	20+ people
15% Discount	30% Discount	50% Discount

Please email Cynthia Stern at [cstern@himss.org](mailto:cstern@himss.org) for the registration discount code.

## Join an Elite Corps of Healthcare IT Professionals



### CPHIMS Examination

The CPHIMS Examination is available in paper-and-pencil format in conjunction with HIMSS MiddleEast10. **Pre-register by Friday, 22 October 2010**; non-refundable and non-transferable to another person or another administration.

**CPHIMS Exam Fees**  
**\$300 USD (1105 AED) HIMSS Member**  
**\$375 USD (1380 AED) Non-member**

**CPHIMS Exam Date and Time**  
**Sunday, 7 November 2010**  
 1000 – 1200 (candidate check-begins at 0930)

For more information on CPHIMS, download the Candidate Handbook available from, [www.himssme.org/CPHIMS](http://www.himssme.org/CPHIMS) or email [certification@himss.org](mailto:certification@himss.org)



# HIMSS

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**8 – 10 NOVEMBER 2010**  
**DUBAI, UAE**

**InterContinental Dubai Festival City**

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**REGISTER TODAY!**  
**[www.himssme/10](http://www.himssme/10)**

About 

HIMSS is a cause-based, not-for-profit organization exclusively focused on providing global leadership for the optimal use of information technology (IT) and management systems for the betterment of healthcare. Founded 50 years ago, HIMSS and its related organizations have offices in Chicago, Washington, DC, Brussels, Singapore, Leipzig, and other locations across the United States. HIMSS represents more than 30,000 individual members, of which 68% work in healthcare provider, governmental and not-for-profit organizations. HIMSS also includes over 470 corporate members and more than 85 not-for-profit organizations that share our mission of transforming healthcare through the effective use of information technology and management systems. HIMSS frames and leads healthcare practices and public policy through its content expertise, professional development, and research initiatives designed to promote information and management systems' contributions to improving the quality, safety, access, and cost-effectiveness of patient care. To learn more about HIMSS and to find out how to join us and our members in advancing our cause, please visit our website at [www.himss.org](http://www.himss.org).