

Himss®

middle east 11

Health IT Leadership
Summit & Conference

29-31 May 2011 | Riyadh, Saudi Arabia

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In association with



A Resounding Success

POST SHOW REPORT

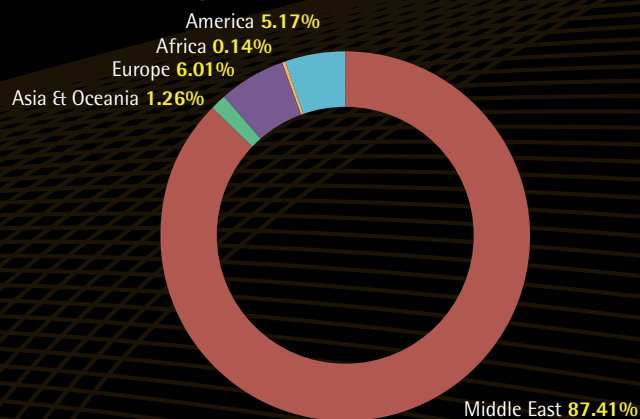


Held in Riyadh from 29-31 May, HIMSS Middle East Conference and Leadership Summit 2011 was a resounding success with 49% increase in participation compared to last year.

The event attracted over 700 regional and international delegates from 27 countries.

More than 50 thought leaders from Canada, France, the Middle East, United Kingdom and USA gathered to share insights, discuss emerging trends, strategies and lessons from eHealth initiatives applied around the globe and help delegates transform healthcare in their respective countries. Attendees advanced their understanding of the best global practices and had the opportunity to grow their industry network.

Geographical Representation



**IN EXCESS OF 87% OF THE ATTENDEES
CAME FROM THE MIDDLE EAST**

KEYNOTE SPEAKERS AND THOUGHT LEADERS SHARED INSIGHT, EXPERTISE AND VISION

Speakers from around the world and the Middle East joined regional government and private sector professionals, addressing the core issues impacting managers in the healthcare IT space.

Opening address



H.E. Dr. Bandar Abdulmohsen Al Knawy

President, King Saud bin Abdulaziz University for Health Sciences General Supervisor, Royal Clinics, Kingdom of Saudi Arabia

Keynote speakers



Dr. C. Martin Harris

Chief Information Officer and Chairman, Cleveland Clinic USA



Mohammed R Al Yemeni, PhD

Advisor to the Minister of Health and Supervisor of ICT, Ministry of Health Kingdom of Saudi Arabia



Richard Alvarez

ICD, President and Chief Executive Officer, Canada Health Infoway, Canada

**SPEAKERS' PRESENTATIONS ARE AVAILABLE ON
WWW.HIMSSME.ORG**

SPECIAL PROGRAM HIGHLIGHTS

Leadership Summit

One of the world's most creative thinkers, Dr. Martin Harris delivered keynote about benefits of electronic medical records at HIMSS Leadership Summit. International CIOs from USA and Switzerland who have won HIMSS Analytics EMRAM Stage 6 and 7 Awards shared their case studies on the journey through each stage at the Summit.

ICD-10-AM: The Official Health Care Coding Standard in KSA

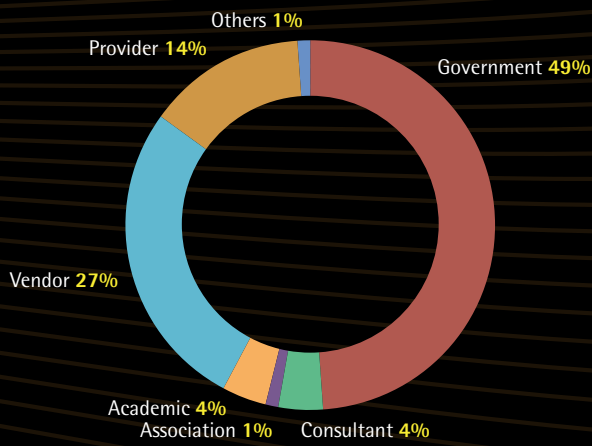
Expert speakers specifically explained about the use of coding in improving quality of health care, streamlining health insurance communications and cost containments as well as the key aspects of implementing ICD-10-AM and AR-DRGs.

Focus groups and Industry Solutions Sessions

More than 10 focus groups and industry solutions sessions were organized by healthcare solution providers to stay ahead of the curve in HIT.

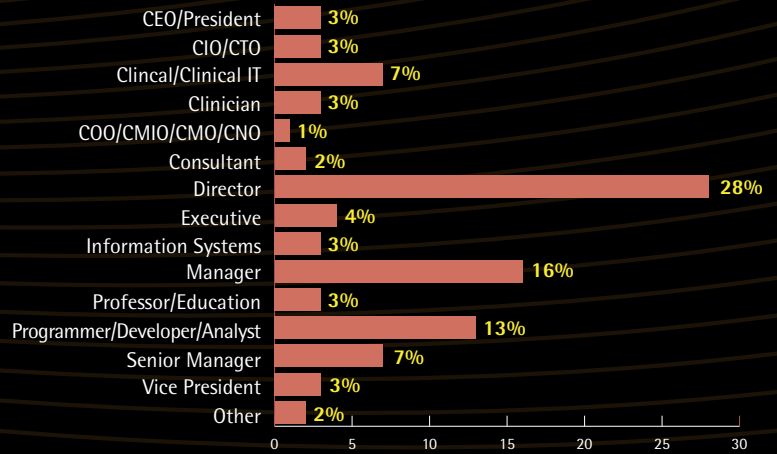


Professional Fields



49% OF THE ATTENDEES
CAME FROM GOVERNMENT AGENCIES

Delegate Profile



MORE THAN 45% OF THE ATTENDEES WERE
SENIOR MANAGEMENT LEVEL AND ABOVE

A Showcase of Healthcare Solutions at HIMSS ME11 Exhibition



28 COMPANIES SHOWCASED THEIR PRODUCTS AND SERVICES AND DEMONSTRATED TECHNOLOGY APPLICATIONS IN A HANDS-ON AND HIGHLY INTERACTIVE ENVIRONMENT.



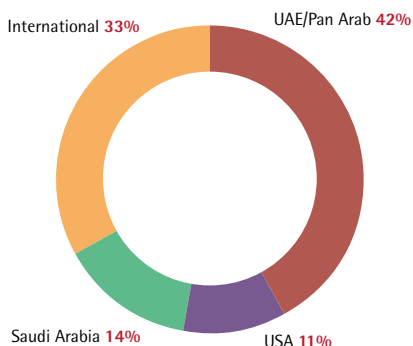
WHAT PARTICIPANTS HAVE SAID?

Keynote speaker Dr. Mohammed R Al Yemeni, PhD, Advisor to the Minister of Health and Supervisor of ICT, at the Saudi Arabian Ministry of Health, said, "HIMSS comprises a detailed line-up of international speakers and exhibitors within this highly specialised field. With a leadership summit, health IT conference and exhibition, the event will bring international and regional experts and decision-makers in healthcare IT together in Riyadh."

"As always, HIMSS presentations are excellent. We'll be back next year," Mr. Blair Butterfield, Vice President, Global Market Development, eHealth Solutions, GE Healthcare.

MEDIA COVERAGE

Public relations and advertising campaigns were executed around the conference and resulted in published editorial articles and advertisements in top-tier trade and business publications.



HIMSS WOULD LIKE TO THANK THE FOLLOWING ORGANIZATIONS THAT HAVE CONTRIBUTED TO THE SUCCESS OF HIMSS MIDDLE EAST11!

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Health IT Leadership
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21-23 May 2012
Abu Dhabi, UAE
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THE DATE

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