11:30 – 12:00
Centres of excellence: Sheikh Khalifa Specialty Hospital

Under the visionary leadership of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the United Arab Emirates, Sheikh Khalifa Specialty Hospital (SKSH), Ras Al Khaimah, is on course to become a leading medical facility for the Northern Emirates.

Meet the leaders behind this world class healthcare institution and hear how they provide top-notch healthcare services to medical travellers from all over the globe.

Speakers
Dr Mustafa Al Sayed Al Hashimi, CGIO, Sheikh Khalifa Specialty Hospital, Ras Al Khaimah, UAE
Dr Min-Jung Park, Chief Human Resources Officer, Sheikh Khalifa Specialty Hospital, Ras Al Khaimah, UAE

13:00 – 16:00
IMTJ: Delivering an outstanding international patient experience

This masterclass will bring together stakeholders in the medical tourism industry who are committed to giving the medical traveller an exceptional experience in their journey to treatment and back. It will provide both strategic insight and tactical advice on how different stakeholders in the industry can frame patient experience to drive improvement and differentiation in their organizations.

SETTING THE SCENE
13:00 Creating competitive advantage through the patient experience
Keith Pollard, International Medical Travel Journal, UK

13:25 Applying a design led approach to the patient experience
Patrick Ladbury, Uscreates, UK

MAKING IT HAPPEN
13:50 Preparing your facility for the international patient business
Elizabeth Boulbee, Boulbee & Co, UK

14.15 It’s not just about the surgery...
Mariano Gonzalez, Moorfields Dubai, UAE

14.50 BREAK

IT’S ABOUT THE PATIENT JOURNEY
15.10 The beginning and the end... Assessment and discharge
Sue Chapman, Great Ormond Street Hospital, UAE

15.35 Delivering a “start to finish” patient experience
Ralf Krewer, Bangkok Hospital, Thailand

CLOSE

Speakers
Keith Pollard, Managing Editor, International Medical Travel Journal (IMTJ); CEO of Intuition Communication, London, UK

Elizabeth Boulbee, Managing Director, Boulbee & Co

Elizabeth has been involved in the operational management of hospitals; the financing of healthcare projects and the development & maintenance of patient flows from international sources to the UK for over 20 years. Elizabeth was the Head of International Business for HCA; General Manager of the International & Private Unit at Great Ormond Street Children’s Hospital; General Manager of Moorfields Private at Moorfields Eye Hospital and Business Manager at the Private Patient Unit of University College London Hospitals NHS Foundation Trust.

Mr Mariano Gonzalez is the Commercial Director of Moorfields Eye Hospital NHS Foundation Trust. He also has the responsibility of Moorfields in the UAE since his appointment to the role of Managing Director of Moorfields Eye Hospital Dubai in 2012. Prior to taking up his position at Moorfields, he was the Group Chief Operating Officer at Al Noor Hospital Group in Abu Dhabi.

To register for the free masterclass, visit:
www.medicaltravelexhibition.com/visit/masterclass
16:30 – 17:00
Case study: Medical tourism success with hair transplantation procedures

Medical travel for cosmetic surgery is a growing trend with hair transplant procedures among the top sought after by medical travellers. Nowadays, hair restoration surgery is relatively safe and it effectively creates natural-looking, permanent results that are virtually undetectable.

Meet one of the industry’s foremost leaders as he shares the secrets to top-rate hair transplant procedures and how these procedures attract international patients from around the globe.

Speakers
Dr Anastasios Vekris, Chairman; Managing Director & Specialist Plastic Surgeon, Advanced Hair Clinics, Athens, Greece

A trained specialist Plastic Surgeon registered with the Specialist Registry of the GMC (General Medical Council) in UK, the HESPRAS (Hellenic Society of Plastic, Reconstructive & Aesthetic Surgery) in Greece and the Kuwait Medical Authority.

He is considered one of the world class experts in FUE (Follicular Unit Extraction) hair restoration technique and has trained many doctors and assistants in FUE in various countries around the world.

17:30 – 18:00
The application of stem cell therapy for anti-aging

Stem cell treatment is an exciting and controversial area of medical science which is gaining attention as a potential cure for many diseases and conditions. Nowadays it is also recognised in the cosmetic surgery field as a viable and safe science for anti-aging. Many countries are fast-tracking stem cell research with new approaches being tested in many countries including South Korea, India, China and Turkey.

Get the latest up-to-date information on this field from one of the industry’s best.

Speaker
Dr Qinyi Wang, AVIC Biology

EXHIBITION TIMINGS
SUNDAY, 9TH OCTOBER 09.00 – 18.00 | MONDAY, 10TH OCTOBER 09.00 – 18.00

To register for the free masterclass, visit:
www.medicaltravelexhibition.com/visit/masterclass
10:00 – 13:00
IMTJ: Delivering an outstanding international patient experience

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SETTING THE SCENE

10:00  Creating competitive advantage through the patient experience
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Sue Chapman, Great Ormond Street Hospital, UAE

12.35  Delivering a “start to finish” patient experience
Ralf Krewer, Bangkok Hospital, Thailand

13:30 – 14:30
Is a relationship possible between insurance and medical travel?

There is a misunderstanding in the medical tourism industry as to why insurance companies do not cover treatments provided in countries outside a patient’s own country of residence. All the complications involved in the journey of the patient from travel to treatment and back, have been the biggest stumbling block for insurers. However, innovative companies are coming up with ways around the issues.

Healthcare providers keen to develop their inbound medical travel proposition and medical travel facilitators looking to develop both outbound and inbound markets will benefit from this workshop.

Speaker
Robin Ali, Managing Director, Consilient, Dubai, UAE

Robin is a highly qualified and experienced insurance professional having served the industry in diverse roles for 30 years, the last 10 being in the Middle East.

He founded The Consilient Consultancy, an independent consultancy practice based in Dubai, at the end of 2015. Consilient’s mission is to assist developing nations to implement sustainable healthcare funding models focusing on both the supply side and demand side aspects of such models.

Robin is also Founder and CEO of the Medical Travellers’ Protection Company (MTPC) which develops solutions to assist and protect people who travel outside their own country to receive medical treatment.

In mid-2016 he stood down from a full-time role with Dubai Health Authority where over a period of 3 years he and his team developed and implemented on behalf of DHA an insurance regulatory framework in support of the 2013 Health Insurance Law of the Government of Dubai. Prior to establishing Consilient, MTPC and his work with DHA, Robin worked for Ernst & Young’s Middle East Insurance Advisory Services practice on engagements for international and regional insurers, reinsurers and regional regulatory authorities.

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www.medicaltravelexhibition.com/visit/masterclass
15:00 – 15:30

Challenges and Opportunities for Transnational Collaborations: Personalised Molecular Medicine

**Speaker**

Dr. Samuel D. Bernal, Professor of Medicine, Emeritus, University of California, Los Angeles; Physician in Hematology/Oncology, Cedars Sinai Medical Center, Beverly Hills, CA, USA; Scientist & Chairman of the Institute of Personalized Molecular Medicine, The Medical City, Manila, Philippines

Dr. Samuel D. Bernal has been serving as a Consultant in various Private and Governmental Institutions using his diverse professional achievements in the fields of science, medicine, law, business and communications.

Dr. Bernal graduated with a degree in Chemistry in 1969 from the University of Illinois and obtained his Ph.D. in Biochemical Pathology in 1974 from the University of Chicago. He finished his internship and residency in Internal Medicine at the Johns Hopkins Hospital in 1979 and his Fellowship training in the Cancer Medicine and Cell Biology at Harvard Medical School. He underwent medical subspecialty training in Oncology (Cancer Medicine) at the Dana-Farber Cancer Institute at Harvard. He has an active clinical practice, treating patients with new biotherapies including stem cells.

Dr. Bernal published numerous scientific journal articles on cell growth and differentiation and several books including “Lung Cancer Differentiation” and “Drug Resistance in Oncology”.

16:00 – 17:00

Best Practice for the Medical Tourism Facilitator

This masterclass will equip Medical Travel Facilitators already in the business with the tools to address the various challenges involved in this role while highlighting the available opportunities for advancement in the industry to those interested in entering the field. It will also elaborate on theoretical vs. the practical understanding of new trends in medical tourism industry thereby helping the attendees to identify key operational areas in the field. Lastly, the session will evaluate how to utilise and manage relationships crucial to the business i.e. with healthcare institutions, insurers etc.

**Speaker**

Ali Noor, General Manager & Owner, Future for Patient Care, Bahrain

Ali Noor established Future for Patient Care in 2014 after 20 years working with a leading hospital in the kingdom of Bahrain. The company is primarily a medical tourism agency facilitating quality medical treatment for patients from foreign countries. The company also focuses on healthcare IT as well as distribution of medical products.

Mr. Nooh holds a Masters degree in quality and safety in health care management from the Royal college of Ireland, with a research focus on patient safety. He was responsible for all aspects of JCI consulting in the ministry of health, helping health care team in the kingdom of Bahrain to achieve excellence in quality and patient safety. Moreover, Mr. Nooh, has attended many medical tourism conferences and seminars and his interest is to look for the best available and accessible opportunities of treatments and wellness for his clients around the world.

17:30 – 18:00

Skin care and aging gracefully

Skin care treatments are the perfect ‘add-on’ for medical travel patients. Spas and beauty centres in medical travel hubs thrive on patients (and their companions) who come into the country for major procedures who add on skin care to their itinerary. From comprehensive checkups to popular treatments, skin care and anti-aging treatments are popular and a great complementary service for medical tourism travellers.

**Speaker**

Dr. Maria Mercedes C. Cruz, Dermatologist & Head of Laser Unit, Centre for Wellness and Aesthetics, The Medical City, Manila, Philippines

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