

UNDER THE PATRONAGE OF
His Majesty King Abdullah II ibn Al Hussein



HCAC 2015

THE 3rd QUALITY HEALTH CARE
CONFERENCE & EXHIBITION

Building Quality For Safer Healthcare

Quality... An Integrated Approach



Conference Booklet

23rd - 25th November 2015

Diamond Sponsor



Booklet Sponsor



المركز العربي الطبي
ARAB MEDICAL CENTER



His Majesty King Abdullah II ibn Al Hussein

Table of Contents

Welcoming Letter	7
About HCAC	8
About the Conference	9
Conference Committees	11
Conference Workshops	12
Simultaneous Pre-Conference Workshops Program	14
Conference Session Descriptions	15
Conference Scientific Program	17
Conference Floor Plan	20
Conference Speakers	22
Moderators	43
Sponsors	44
Workshops Supporter	51
Exhibitors	52
About Jordan	54
Notes Pages	56

Welcoming Letter

It is our pleasure to welcome you to the HCAC Third Quality Health Care Conference & Exhibition, held under the patronage of His Majesty King Abdullah II ibn Al Hussein. His Majesty's continued support of this conference, year after year, is an indication of Jordan's commitment to improving quality in health care and promoting patient safety. It also sheds the light on the importance of leading change and driving quality in health care through embracing evidence-based tools and ensuring capacity development and empowerment of the healthcare providers.

This event comes at a time when governments, health care institutions and donor organizations alike, are grappling with many paths for improving quality, are dealing with unprecedented challenges, from political unrest to new diseases, and have to compete in a global world seeking excellence in providing services as well as competency in human resources. Quality is not just about the processes in the organization, it is about every step of the journey of the patient and the family. Quality is an integrated approach.

With that said, the HCAC brings to you the Third Quality Health Care Conference & Exhibition, hosting more than 300 professionals from Jordan, the region and the rest of the world to explore ways in which Jordan and the Arab region can promote and sustain safer and better healthcare. We try to demonstrate in this conference that quality and patient safety is a multidisciplinary approach that is focused on health improvement. We try, we understand the logistical challenges and financial limitations but we believe quality can, and should be, sought after despite these challenges and limitations.

The Conference & Exhibition will feature renowned Jordanian, regional and international speakers who will provide their expertise, insight and know-how to weave together education, best practices, practical solution, patient engagement, big data, universal health coverage, primary health care and accreditation to paint a comprehensive and holistic picture of quality and patient safety.

We hope this platform for driving quality in health care and patient safety will be your network for your future endeavors in quality and patient safety at the individual and institutional levels.

We would like to take this opportunity to thank our partners, sponsors and supporting organizations for making this event possible and helping us get one step closer towards our goal of improving quality and patient safety within health care facilities across the region. The HCAC team is honored to assist you with anything you may require to make your participation at the Third Quality Health Care Conference & Exhibition smooth and successful.

We look forward to meeting you in person.

Yours Sincerely,

Dr. Rami Farraj, MBBS, FRCP, FACP, FRCP (Edin)
Chairman of the Conference and Steering Committee
Chairman of the RHAS and EHS,
Diplomate of Internal Medicine

Dr. Amjad Aryan
Chairman of the Board of Directors
Health Care Accreditation Council

About HCAC

The Health Care Accreditation Council (HCAC) is Jordan and the region's only nonprofit ISQua accredited institution dedicated to improving quality of health care services and promoting patient safety through accreditation, consultation and capacity building across Jordan and the Arab Region.

Our **mission** is to foster the continuous improvement of the quality and safety of health care facilities, services and programs through developing internationally accepted standards, capacity building and awarding accreditation.

And our **vision** states that HCAC services and accreditation will be the primary choice of healthcare facilities and organizations in Jordan and the region.

HCAC provides comprehensive services that range across all needs of the public, private and nonprofit sectors through its two distinct departments: Surveyors and Standards Development and Education and Consultation. The HCAC also develops and administers annual national quality and safety goals and a national campaign for engaging the public in patient safety: "Change Day".

HCAC has developed internationally recognized standards that are culturally sensitive and have been adapted to the Arabic language. Since inception, HCAC has published its first, second and third editions of the PHC Accreditation Standards and the first and second edition of the Primary Health Care and Family Planning Centers Accreditation Standards, the first edition of the Medical Transport Services Certification Standards, the first edition of the Breast Imaging Units Certification Standards, the first edition of the Diabetes Mellitus Program Certification Standards and the first edition of the Cardiac Care Certification Standards.

HCAC provides consulting services to public, private and nonprofit institutions specific to approaches and best practices on improving quality and patient safety. It prepares PHCs, primary health care centers and other healthcare facilities to meet standards, and designs, develops and offers certification courses for building the capacity of healthcare professionals.

HCAC assists health care services to incorporate the essential principles of quality improvement programs into everyday practices. Our accreditation model perceives the accreditation process as an ongoing drive for continuous improvement.

We have a pool of surveyors and consultants coming from the medical, public health and social work backgrounds that are directly affiliated with HCAC and support our work on a regular basis.

HCAC is an internationally renowned institution: HCAC is the first and only institution in the Arab region that has achieved and maintains the three ISQua accreditations; for its standards, for the surveyors' certification course and for the organization itself.

About The Conference

The 3rd Quality Health Care Conference and Exhibition

Under the Patronage of His Majesty King Abdullah II, this is set to be the premiere health care quality event of the year, providing a unique professional development and networking opportunity for all participants at the Conference.

The Health Care Accreditation Council (HCAC) has committed to organizing every-other-year a regional conference aimed at local and regional professionals and institutions availing to them the latest knowledge and experiences from the international world of quality and patient safety. This 3rd Quality Health Care Conference and Exhibition, will be held under the Patronage of His Majesty King Abdullah II, at Le Meridien Hotel in Amman, Jordan from the 23rd to the 25th of November 2015. (<http://hcac2015-conference.com>)

Goal:

To support and strengthen the health system with knowledge and expertise for improving quality of care and promoting patient safety through the design, development and administration of tools, education activities and consultations (including accreditation) in a collaborative approach. **Building Quality for Safer HealthCare.**

Conference Theme:

Quality, is not a stand-alone concept, it should not be a vertical issue implemented just as another program. Quality is in part and by part of everything you do, administratively and clinically. To drive patient safety and improve quality, you need to address the standards, the requirements, the approaches and the best practices in an integrated holistic way to change the culture and make quality the norm!

This year's Conference is themed "**Quality... An Integrated Approach**" will discuss and focus on weaving the different core topics together towards **Building Quality for Safer HealthCare:**

- Best Practices in Driving Quality: What Works!
- Bridging the Gap Between Quality Care and Patient Experience
- Data for Decision – How do we know what we're doing is making a difference?
- Quality in Primary Healthcare: A Priority
- Practical Experiences: Education and System Implementation
- Quality and Universal Health Coverage
- Accreditation Impact and Beyond

Registration hours:

- Monday, November 23rd, 2015 from 7:00 a.m. to 3:00 p.m.
- Tuesday, November 24th, 2015 from 7:00 a.m. to 4:00 p.m.
- Wednesday, November 25th, 2015 from 7:30 a.m. to 10:30 a.m.

About The Conference

Conference Language:

The official language of the conference is English. Simultaneous Arabic translation is available for all sessions.

Internet:

Please visit the Conference Help Desk for assistance with internet connection.

Dress Code:

Smart Casual is recommended for the workshops and sessions, which means no sweats, suits or ties. Layered Clothing is recommended since the venue is well heated.

Program Change:

We will not be liable for any changes in the program due to external or unforeseen circumstances. If any program changes arise they will be announced verbally during the sessions and posted on the Notice Board next to the Help Desk.

Mobile Phones:

Kindly switch off or silence all mobile (cellular) phones while attending the Workshops or Conference Sessions.

Lost Property:

Lost and found property should be reported to the Conference Help Desk that will be located in the Foyer Area.

No Smoking Policy:

In order to foster a healthy environment, the workshop and conference will abide by a no smoking policy. Smoking will not be allowed in the hotel, meeting rooms, during lunch or tea/ coffee breaks or at the gala dinner.

Distribution of Certificates:

- Workshops: Monday, November 23rd, 2015 from 2:00 p.m. to 4:00 p.m.
- Conference: Wednesday, November 25th, 2015 from 7:30 a.m. to 10:30 a.m.

Disclaimer:

Registration Fee does not include insurance of participants against accidents, sickness, cancellation, theft, property loss or any damages. The Health Care Accreditation Council and Conference Committees assumes no liability for injuries and/or losses of any nature incurred by the participants and or other persons, or for the loss, theft, damage of luggage and or other personal belongings.

Conference Committees

We thank all the organizations and individuals who have dedicated time and effort to ensure that this conference meets its objectives. Moreover, we are grateful for the speakers, moderators and attendees who have come to identify, discuss and recommend best practices and latest achievements to raise the level of quality for health services and focus on patient safety.

Scientific Committee

Chair: Dr. Rami Farraj

*Chairman of the RHAS and EHS,
Diplomate of Internal Medicine*

Dr. Fawzi Al-Hammouri

Private Hospital Association

Dr. Hani Kurdi

High Health Council

Dr. Safa el Qsoos

Patient Safety Consultant

Dr. Wail A. Hayajneh

Jordan University of Science and Technology

Dr. Haitham Dweiri

Ministry of Health

Dr. William Haddadin

King Hussein Medical Center

Dr. Ziad Al Nasser

Yarmouk University

Advisory Committee

Dr. Peter Carter

International Society for Quality in Health Care

Dr. Charles D Shaw

Independent Consultant

Mr. Edward Chappy

Independent Consultant

Dr. Salem A. Al-Wahabi

*Saudi Central Board of Accreditation for
Healthcare Institutions*

Dr. Kassem Kassak

American University of Beirut

Dr. Mondher Letaief

World Health Organization

Dr. Paul Barach

Wayne State University

We would like to thank **ALL** of the **Health Care Accreditation Team** members for their commitment and diligence to organizing this conference and specifically:

Dr. Amjad Aryan	<i>Chairman of the Board of Directors</i>
Salma Jaouni	<i>Chief Executive Officer, Conference Fundraising and Logistics</i>
Rabab Diab	<i>Deputy CEO, Director Education and Consultation, Deputy Chair Scientific Committee</i>
Thaira Madi	<i>Director of Survey and Surveyors, Chair of the Abstract Committee</i>
Ahmad Laswi	<i>Chief Financial Officer</i>
Jumana Theodore	<i>Director of Business Development, Conference Fundraising and Speaker Engagement</i>
Rahmeh Al-Momani	<i>Conference Coordinator in Charge</i>
Majd Ajlouni	<i>Institutional Development, Conference Speakers Coordinator</i>
Rawan Hazin	<i>Media and Public Relations Coordinator</i>
Youssef Al Shareef	<i>Accounting</i>
Mayada Haddadin	<i>Executive Assistant</i>
Abeer Abu AL Rob	<i>Administrative Assistant</i>
Roushda Saadoun	<i>Administrative Assistant</i>
Tala Jallad	<i>Intern – Conference Support in Charge</i>

Conference Secretariat: Arab Organizers

Conference Workshops

Workshops Supported By



USAID Jordan Competitiveness Program

Workshop 1: Skills for Successful Surveying

Speaker: Ms. Jan Machereth-Hill
International Quality Consultant, United Kingdom

The basis for this workshop is building the capacity and further enhancing the skills of certified surveyors by exposing them to practical case studies on survey processes and reports, engaging them in discussions and simulations targeting surveyor skills and techniques, and sharing experiences and global best practices.

Workshop 2: Value Stream Mapping

Speaker: Ms. Anastasia Sayegh
Managing Director, Lean Enterprise Inc., Middle East Office, Lebanon

This interactive Workshop demonstrates how to apply Lean principles and Value Stream Mapping to Healthcare processes. This is primary and secondary processes such as: ER, pharmacy, diagnostic procedures (lab, X-ray), CSSR, case management and patient flow, records and billing. By learning to identify key processes, draw accurate Current State map of each process, applying system thinking to creating a Future-State of their value streams, so their future-state maps doesn't look like a collection of point improvements; attendees will develop a methodology that leads to improved outcome and real continuous improvement.

Workshop 3: Moving From 'Patient Feedback' To 'Patient Engagement': How To Resolve Issues, Restore Relationships & Improve Quality

Speaker: Assoc. Professor Micheal Greco
School of Medicine, Griffith University, Australia

There are many ways in which to measure patient experience. Often it is achieved through patient surveys, suggestion boxes, complaint and compliment systems, interviews, and focus groups. But if you think about it, these methods are based on organisational needs, not necessarily the needs of patients and their carer's. This workshop will explore a new way of engaging with the public that is safe, transparent and constructive.

Conference Workshops

Workshop 4: Improving Patient Transitions and Handover of Care

Speaker: Prof. Paul Barach
School of Medicine, Wayne State University, USA

Patients experience multiple transitions as they navigate the increasingly complex and dangerous healthcare system. This remains a major priority for European, Asian and MENA healthcare systems. Safety depends on explicit communication and coordination between and among healthcare professionals. We describe a content and process-driven improvement strategy for redesigning and standardizing communication and coordination during patient transitions and readmissions. We Will present results from the European FP-7--- Funded HANDOVER project and US based projects, and share a mixture of quantitative, qualitative and improvement results including critical incident interviews, focus groups, observations and process mapping.

Workshop 5: Improvement 101: Building The Gap Between Knowing How To Improve And How To Implement An Improvement

Speaker: Dr. M. Rashad Massoud
Director USAID ASSIST project,
Senior Vice President, Quality & Performance Institute
University Research Co. LLC, USA

This course is designed to introduce improvement and how it can be used to make health care better. The course is designed around a real-life case study in Nutrition Assessment Counseling and Support (NACS). It takes participants through a simulation exercise of a real improvement journey. The fundamentals of improving health care as well as the methods are illustrated through a series of modules.

Workshop 6: Engaging And Empowering For Health

Speaker: Ms. Nittita Prasopa-Plaizier and Ms. Felicity Pocklington Patients for Patient Safety (PFPS) Programme, Service Delivery and Safety, World Health Organization HQ, Switzerland

This workshop is a collaborative effort between the World Health Organization (WHO) through the Patients for Patient Safety (PFPS) programme of the Service Delivery and Safety Department, the Health System Development Department, Eastern Mediterranean (EMRO), the WHO Representative Office, Jordan and the Health Care Accreditation Council (HCAC), Jordan. The workshop aims to engage the participants in a discussion about how to encourage health professionals to involve the patient, family and the community's voice into health care. It will provide an overview of WHO global initiatives on engagement and empowerment for patient safety and health-care quality, for people-centred and integrated health services and for quality universal health coverage (UHC).

Simultaneous Pre-Conference Workshops Program

Workshops Supported By



USAID Jordan Competitiveness Program

Monday, November 23rd, 2015

Time	Topic	Facilitator
09:00-14:00	Skills For Successful Surveying	Ms. Jan Mackereth-Hill <i>International Quality Consultant United Kingdom</i>
09:00-13:00	Value Stream Mapping	Ms. Anastasia Sayegh <i>Managing Director Lean Enterprise Inc., Middle East Office Lebanon</i>
09:00-13:00	Moving From 'Patient Feedback' To 'Patient Engagement': How To Resolve Issues, Restore Relationships & Improve Quality	Assoc. Professor Michael Greco <i>Associate Professor School of Medicine, Griffith University Australia</i>
09:00-13:00	Improving Patient Transitions and Handovers Of Care	Prof. Paul Barach <i>Professor School of Medicine, Wayne State University USA</i>
09:00-13:00	Improvement 101: Building The Gap Between Knowing How To Improve And How To Implement An Improvement	Dr. M. Rashad Massoud <i>Director, USAID ASSIST Project, Senior Vice President, Quality & Performance Institute University Research Co. LLC USA</i>
09:00-14:00	Engaging And Empowering For Health	Ms. Nittita Prasopa – Plaizier and Felicity Pocklington <i>Patients for Patient Safety (PFPS) Programme Service Delivery and Safety World Health Organization HQ Switzerland</i>
10:30-11:00	Networking Coffee Break	
13:00-15:00	Lunch Break	

Conference Session Descriptions

- Best Practices in Driving Quality: What Works!

In this session we will talk about small and big approaches to improving quality and patient safety. This session is intended to look at practical solutions and approaches to improving care including topics such as lean management and value based healthcare.

- Bridging the Gap Between Quality Care and Patient Experience

It is not only about the government or the providers (institutions and individuals) it is about quality across every health care service. Whether you are a patient, a family member, a visitor, a politician, a professional - how do you engage? What kind of awareness is needed to get you engaged? To make you responsible? What is your role? How can you impact change? We can look at change day, patients for patients and medical errors through success and failures of the world.

- Data for Decision – How do we know what we're doing is making a difference?

In this session we will talk about data in Jordan and the region. The realities of low access to quality healthcare, increasing exposure to health risks, high costs of healthcare in addition to issues related to hand hygiene, adverse events, influence of the socioeconomic and geopolitical context, instability in politically volatile countries and quality indicators. Then, what we should do with the data, how can we build on it and what it means to everyone. Also, what are the steps to get organizations comfortable with sharing data with staff and then go to the public and use it for informed consent and decision-making that will strengthen healthcare systems in the region.

- Quality in Primary Healthcare: A Priority

Primary health care is key to any health system and a driver of quality – it is the gatekeeper to referrals, early diagnosis and prevention. What role does it play and how can we strengthen it. How can that support a more holistic approach and have direct impact on the public health and promote family medicine. How can we align systems together to ensure quality across the continuum of care?

- Practical Experiences: Education and System Implementation

In this session the aim is to discuss the responsibilities and roles of those who are least involved – the professionals (mainly doctors) the government (including a mesh of finance, planning, higher education... etc.) and institutional leaders. The questions could be what is their role? Who do they engage? Samples from the world.

- Quality and Universal Health Coverage

The region is currently entrenched in looking at Universal Health Coverage and many countries are preparing their plans – how can this be a drive for quality? Where do we have successes around the world and how do we ensure that universal health coverage is actual providing quality services.

- Accreditation Impact and Beyond

In this session we will focus on the success and challenges of accreditation in the region and how it has driven quality and patient safety. Topics will be driven from international institutions as well as local and regional entities and we will look at the frameworks of quality that are being proposed by different institutions and scholastics.

Hikma Pharmaceuticals



▶ Improving People's
Quality of Life
Around the Globe



Hikma pharmaceuticals



HikmaPharmaceuticals



@hikmapharma

www.hikma.com

Conference Scientific Program

Day 1: Tuesday, November 24th, 2015

Time	Topic	Speaker
07:00-09:00	Registration and Welcoming Coffee	
	Opening Ceremony	
09:00-10:00	Keynote Speech: "Quality Care: Thinking Globally, Acting Locally"	Professor Cliff Hughes President, International Society for Quality in Healthcare (ISQua), Ireland
10:00-10:30	Opening of Exhibition and Networking Coffee Break – Sponsored by Jordan Hospital	
	Session 1: Best Practices in Driving Quality: What Works! Moderator: Dr. Fawzi Al Hammouri	
10:30-11:30	Drivers for Achieving Quality and Safety in Healthcare at Organizational, National and International Levels	Dr. Ashraf Ismail Joint Commission International, Middle East United Arab Emirates
	Next Generation Destination: Medical Tourism Driving Quality	Ms. Renee-Marie Stephano Medical Tourism Association, USA
	Lean Thinking: A Radical Solution for Healthcare	Ms. Anastasia Sayegh Lean Enterprise Inc., Middle East, Lebanon
	Frameworks for Quality Improvement	Dr. Mondher Letaief WHO - EMRO, Egypt
	Discussion	
11:30-13:00	Session 2: Bridging the Gap between Quality Care and Patient Experience Moderator: Dr. Wail A. Hayajneh	
11:30-11:50	Keynote Speech: "Empowering Patients Does Not Mean Disempowering Staff"	Assoc. Professor Michael Greco School of Medicine, Griffith University, Australia
11:50-13:00	Designing Reliable Healthcare Systems	Prof. Paul Barach Wayne State University, USA
	Bridging the Gap between Quality Care and Patient Engagement	Ms. Nittita Prasopa-Plaizier WHO – HQ, Switzerland
	Quality and Patient Safety Experience in UAE	Dr. Zakaria Al Attal Ministry of Health, United Arab Emirates
	Discussion	
13:00-14:00	Lunch Break – Sponsored by Al Etihad Bank	
14:00- 15:30	Session 3: Data for Decision - How do we know what we're doing is making a difference? Moderator: Dr. Rami Farraj	
14:00-14:20	Keynote Speech: "The Importance of Real Time Data"	Dr. M. Rashad Massoud USAID ASSIST – URC, USA
14:20-15:30	Defragging the Quality System	Dr. Charles Shaw International Quality & Accreditation Expert, UK
	Embedding Quality into Healthcare through Technology	Dr. Zeid Abu Ghosh Electronic Health Solutions / Hakeem, Jordan
	The Impact of Information Technology in the Transformation of Medical Laboratories	Dr. Amid AbdelNour Biolab, Jordan
	Leaping to Safety in Critical Care: How Optimizing Operations Results in Saving Lives	Dr. Feras Hawari King Hussein Cancer Center, Jordan
	Discussion	
16:00	End of Conference Day 1	

Conference Scientific Program

Day 2: Wednesday, November 25th, 2015

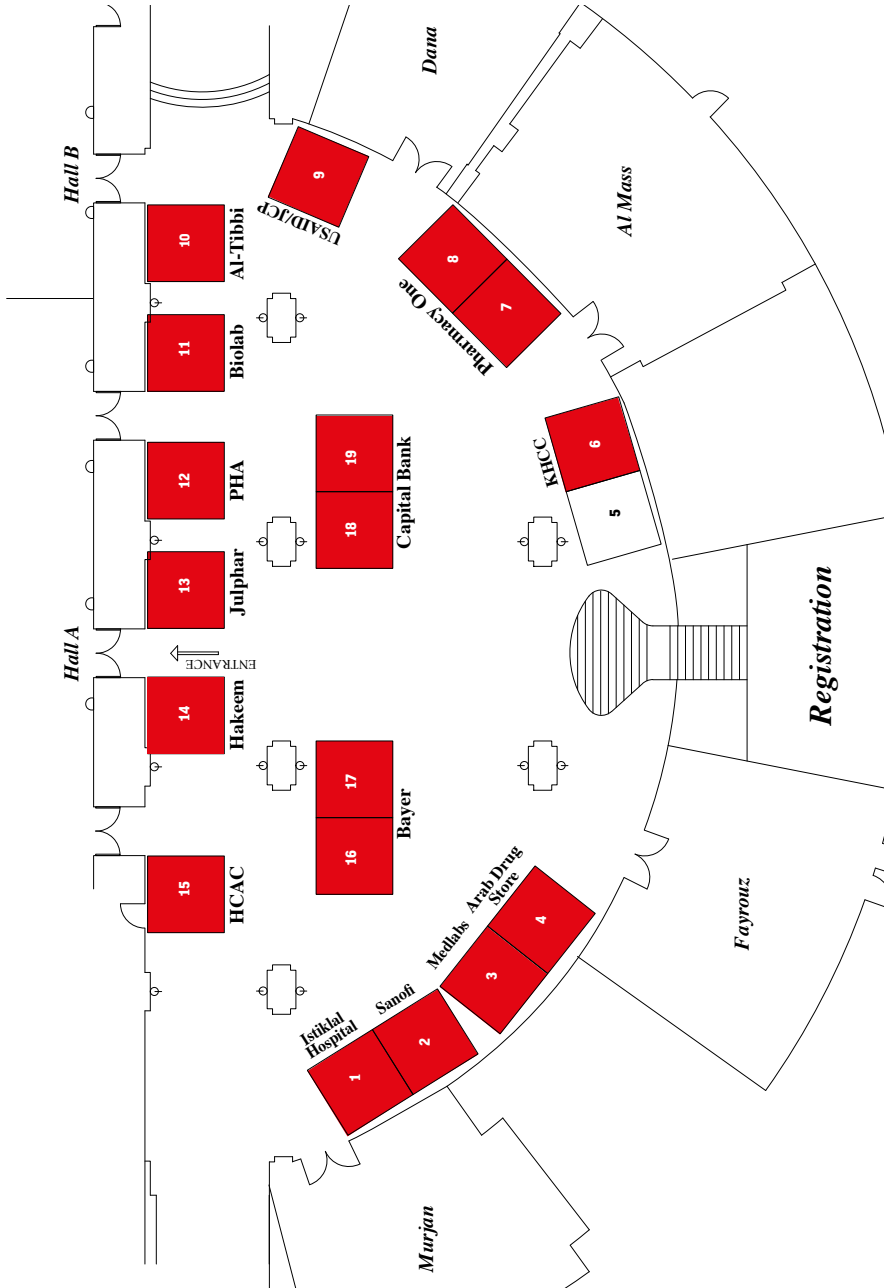
Time	Topic	Speaker
07:30-09:00	Registration	
09:00-10:30	Session 4: Quality in Primary Healthcare: A Priority Moderator: Ms. Salma Jaouni	
09:00-09:20	Keynote Speech: "Accreditation in Primary Healthcare"	Dr. Sabry Hamzah USAID/Jordan Health Systems Strengthening Project – ABT Associates, Jordan
09:20-10:30	Reforming Health Systems to Improve Quality and Safety of Care	Dr. Akihiro Seita UNRWA, Jordan
	An Enabler for Strengthening the Role of Primary Health Care	Ms. Danielle Dorschner Accreditation Canada, Canada
	Managing Knowledge to Improve Primary Healthcare	Dr. M. Rashad Massoud USAID ASSIST – URC, USA
	Utilizing Accreditation to Advance Quality – Qatar's Primary Health Care Corporation Experience	Dr. Hana Said Primary Health Care Corporation, Qatar
	Discussion	
10:30-11:00	Networking Coffee Break – Sponsored by MedNet Jordan	
11:00- 12:30	Session 5: Practical Experiences: Education and System Implementation Moderator: Dr. William Haddadin	
11:00-11:20	Keynote Speech (virtual): "Directions in Transformational Leadership"	Dr. Helen Bevan NHS Improving Quality - National Health Service, UK
11:20-12:20	Sustaining Quality Nursing Care Through Monitoring & Evaluation System: Jordanian Nursing Council National Initiative	Dr. Muntaha Gharaybeh Jordanian Nursing Council, Jordan
	Shaping the Pharmacy Profession for the Future	Dr. Samira Goussous Jordan Pharmacists Association, Jordan
	Models and Tools for Quality Improvement	Ms. Jan Mackereth-Hill International Quality Consultant, UK
	Impact of Laboratory Quality Management Systems on Patient Care	Mr. Nael Saoudi MedLabs Consultancy Group, Jordan
	Discussion	
12:30-13:30	Lunch Break – Sponsored by Dar Al Dawa	

Conference Scientific Program

Day 2: Wednesday, November 25th, 2015

Time	Topic	Speaker
13:30-14:30	Session 6: Quality and Universal Health Coverage Moderator: Dr. Sawsan Majali	
13:30-14:30	Interface of Universal Health Coverage and Accreditation	Dr. Hani Brosk High Health Council, Jordan
	Linking Quality with Universal Health Coverage	Dr. Charles Shaw International Quality and Accreditation Expert, UK
	What is the Impact of Mandatory Accreditation on Universal Health Coverage?	Dr. Abdulelah Hawsawi Saudi Central Board for Accreditation of Healthcare Institutions, Saudi Arabia
	WHO Driving Universal Health Coverage	Dr. Mondher Letaief WHO - EMRO, Egypt
	Discussion	
14:30-15:30	Session 7: Accreditation Impact and Beyond Moderator: Ms. Jan Mackereth-Hill	
14:30-15:30	The Value of Accreditation on Improving Patient Safety in the Saudi Healthcare System	Dr. Abdulelah Hawsawi Saudi Central Board for Accreditation of Healthcare Institutions, Saudi Arabia
	International Accreditation as a Foundation for Highly Reliable Organizations	Dr. Ashraf Ismail Joint Commission International, Middle East, UAE
	Accreditation Data: A Powerful Tool to Inform Quality Improvement	Ms. Danielle Dorschner Accreditation Canada, Canada
	Different Models of Accreditation that Drive Quality Improvement: It's All About the Patient	Ms. Salma Jaouni Araj Health Care Accreditation Council, Jordan
	Discussion	
15:30-16:30	Closing Keynote Speech: "Next Steps: Futuristic Outlook of Patient Safety and Quality Improvement" Award Distribution	Dr. Rami Farraj Conference Chairman
16:30-17:00	Closing Reception - Sponsored by First Insurance	
	Receiving Attendance Certificates	

Conference Floor Plan





Pharmacy One
فأرماسي ون

دائماً لخدمتكم

www.pharmacy-1.com



Conference Speakers



Dr. Abdulelah Al Hawsawi

Saudi Central Board for Accreditation of Healthcare Institutions, Saudi Arabia

Dr. Alhawsawi is one of Saudi Arabia's healthcare quality leaders and advocates. His passion to performance improvement started as a practicing physician, where he advanced in this role as a leader in provider organizations, researcher and health policy expert.

Through his current role as Assistant Director General at the Central Board for Accreditation of Healthcare Institutions (CBAHI), Dr. Alhawsawi helped in establishing systems that achieve continuous improvement of the quality of services provided to patients and their families.

Additionally, Dr. Alhawsawi is an accomplished surgeon, serving as an Assistant Professor at the Faculty of Medicine, King Abdulaziz University, Jeddah, Saudi Arabia.

Dr. Alhawsawi is also a healthcare thought leader, and writes a weekly column in Okaz newspaper discussing issues related to healthcare system's improvement and national development.

Conference Speakers



Dr. Akihiro Seita

Director of Health Program, UNRWA (United Nations Relief and Works Agency for Palestine Refugees in the Near East), World Health Organization Special Representative, Jordan

Dr. Akihiro Seita is the Director of Health and WHO Special Representative at UNRWA since November 2010. During his time as Director, he started and expanded a package of health reform with Family Health Team and e-Health: by the end of 2014, 99 out of 138 health centers of UNRWA had already adopted the Family Health Team.

Dr. Seita manages changes effectively. He shows vision and coordinates and leads stakeholders by delivering results. In UNRWA health reform, he engaged the key stakeholders (Palestine refugees, UNRWA staff, host countries and donors), and brought needed changes by delivering results. He initiated an innovative monitoring system for patients with diabetes and hypertension with e-health, which was appreciated by the Lancet journal.

UNRWA provides assistance, protection, advocacy and human development for around 5 million Palestine refugees registered in West Bank, Gaza, Syria, Jordan and Lebanon. UNRWA operates under extremely complex political, social and economic situations that include the Palestine-Israel peace process. Working within such a complex environment, Dr. Seita has managed to reform the UNRWA health services that include 3,000 staff at 137 health centers, and an annual expenditure of USD 100 million.

Prior to joining UNRWA, Dr. Seita has a long tenure in the Middle East, with over 15 years of experience at the World Health Organization, Regional Office in the Eastern Mediterranean Region (WHO/EMRO), Egypt. While there, he was in charge of TB, AIDS and malaria at WHO/EMRO, which covers 22 countries in North Africa and the Middle East. He managed to work effectively with national governments and global partners – in particular the Global Fund to Fight AIDS, TB and Malaria – by effectively expanding the global TB control strategy widely known as DOTS.

Conference Speakers



Dr. Amid Abdelnour

Chief Executive Officer and the Founder of Biolab, Jordan

Dr. Amid Abdelnour is the Chief Executive Officer and the Founder of Biolab. Dr. Abdelnour has more than 20 years of experience in the fields of Histocompatibility, Immunogenetics, and Human Immunology. He has received his B.Sc in Biological Sciences from the University of Jordan. He then specialized in Immunology where he received a Masters degree from the American University of Beirut (AUB) and a PhD in Immunology from the University of Bristol, UK.

Dr. Abdelnour started his career with the Royal Medical Services of Jordan's Armed Forces where he was in charge of the Immunology Department for four years.

In 1991, Dr. Abdelnour established his first laboratory in the private sector and soon after; he became the cofounder of a chain of medical diagnostic laboratories in Jordan. Dr. Abdelnour was the Head of the Laboratory Department as well as the Acting Hospital Administrator at the Arab Medical Center for seven years. During his service at the hospital, he established and managed the IVF unit and introduced several advanced techniques in the field of reproductive medicine. In 2001, Dr. Abdelnour established a new chain of diagnostic laboratories; Biolab, which grew to become a chain of 11 specialized laboratories with emphasis on Genetics, Cytogenetics, and Immunology. Biolab serves out patients as well as providing a referral service from Jordan and the region.

Dr. Abdelnour is an executive member of the Jordanian Society for Fertility and Genetics and a board member of Injaz.

Conference Speakers



Ms. Anastasia Sayegh

*Managing Partner at Lean Enterprise Inc.
Canton Ohio, Middle East Office, Lebanon*

Anastasia is the Managing partner at Lean Enterprise Inc. Canton- Ohio in the Middle East office. She is a Certified Lean Master and is also a Master Six Sigma Black Belt (LSSBB) from the United States. She is a lecturer and keynote speaker at several universities and conferences on subjects related to Process Excellence and Continuous Improvement in Healthcare and other industries.

Anastasia has extensive Healthcare experience from her overseas and domestic studies and work. She has held positions and completed assignments at BTS Sydney and spent more than 12 years training Healthcare Professionals.

Her focus, in representing Lean Enterprise INC., is to transfer her knowledge and experience with the "Lean Mastery Program" to transform organizations to one of Employee Involvement and Continuous Improvement. The ROI from lean projects conducted by professionals who went through her certification process is in excess of one million dollars in real savings in less than a year.

Conference Speakers



Dr. Ashraf Ismail

Managing Director, JCI Middle East, UAE

In March 2009, JCI appointed Dr. Ismail as the managing director of its Middle East office located in Dubai. Dr. Ismail is a physician with 25 years of international experience in hospital accreditation, health care quality management, performance improvement and development of human resources for health. His contributions in postgraduate quality education and training are well recognized. As an adjunct professor at George Mason University, School of Health and Human Services, he teaches a variety of quality courses for the certificate in quality and outcomes management.

Dr. Ismail is a WHO consultant in accreditation and health care quality. In 2006, he was appointed as Strategic Planning Advisor to the Minister of Health in UAE to develop the new strategy of the health sector. As a quality consultant, he assists health care facilities through the accreditation process. His experience in these areas has extended from USA to the Middle East.

For four years, he was as a quality consultant to Inova Health System, the largest health system in Northern Virginia. He also served as faculty at Johns Hopkins University and Director of JHPIEGO's Asia/Near East/Europe Regional office. While he was employed with USAID in Cairo, Egypt, he implemented the first National Quality Improvement Program in the Family Planning Clinics in Egypt.

Conference Speakers



Dr. Charles D. Shaw

International Quality & Accreditation Expert, UK

Charles Shaw trained in 1975 as an accreditation surveyor in Canada, while he was medical director of the general hospital in Bermuda. He made several attempts to introduce accreditation to UK and Europe and convened the first international meeting of national programmes in Treviso in 1994 - from which emerged the International Accreditation Programme of ISQua. He led a global review of "quality and accreditation in health care services" commissioned by WHO Geneva in 2000, and edited the first World Bank toolkit for accreditation programs and a European version for WHO.

Since then he has led further surveys to describe the development of accreditation in Europe and a second international survey of 46 national organisations in 2010.

Work in the Middle East has included Saudi Arabia, Syria and Jordan but he is currently working for WHO in Moldova and Indonesia.

Conference Speakers



Professor Clifford Frederick Hughes

Mbbs Addipmgt | Dsc | Fracs | Facc | Facs | Fcsanz

Faaqhc Fisquajp

*President, International Society for Quality in Healthcare,
Ireland*

Professor Cliff Hughes is the President of the International Society for Quality in Health Care. Previously he was the Chief Executive Officer of the Clinical Excellence Commission, a statutory health corporation established in 2004 to build capacity and design programmes to promote and support improvement in quality and safety for health services across NSW. This appointment follows a 25-year career as a cardiothoracic surgeon in Sydney.

He has been chairman or member of numerous state and federal committees associated with quality, safety and research in clinical practice for health care services. He has held various positions in the Royal Australasian College of Surgeons, including Senior Examiner in Cardiothoracic Surgery and member of the College Council. In October 2015 he was awarded the Sir Hugh Devine Medal, the highest honour bestowed by the College

Professor Hughes has served on four editorial boards and has published widely in books, journals and conference proceedings on cardiothoracic surgery, quality and safety. He has a particular passion for patient based care, better incident management, quality improvement programmes and the development of clinical leaders.

He has received a number of awards for his national and international work including an Alumni Award from the University of NSW. He has led five medical teams to China and has performed cardiac surgery in Hong Kong, Singapore, Malaysia, India and Bangladesh. In 1998, he was made an Officer in the Order of Australia (AO) in recognition of his contributions and “service to cardiac surgery, international relationships and the community”. In June 2014, the University of NSW conferred upon him the degree of Doctor of Science, its highest academic award.

Since his “retirement” he has continued his passion for Quality Improvement. He has been appointed to the Board of the Med star Institute for Quality and Safety in Washington DC, USA. He is an Advisor to the WHO Policy Roundtable on Quality in Health Services. He has accepted a position As Consultant in Quality and Safety in Healthcare with Guy’s and St Thomas’ NHS Foundation Trust and is a “Visiting Eminent Scholar and Senior Clinical Advisor” with the Patient Safety Domain NHS England.

Conference Speakers



Ms. Danielle Dorschner

*Senior Director, Program and Client Engagement,
Accreditation Canada, Canada*

Danielle Dorschner is Senior Director, Programs and Client Engagement at Accreditation Canada. She is responsible for overseeing client services, program development and business development. She has spoken at a number of events and conferences and participated on expert panels regarding accreditation. Danielle has been with Accreditation Canada since September 2001 where she has worked as an accreditation specialist, an accounts specialist and a director before becoming a Senior Director in 2015.

Danielle is also a volunteer on the Canadian Mental Health Association – Champlain East board of directors and has been elected as Vice-President in the fall of 2013.

Before working at Accreditation Canada, Danielle worked in Public Health for more than 15 years as a Public Health Nurse and Program Manager. She has also taught at the University of Ottawa and Laurentian University in Sudbury both as a clinical instructor and part-time lecturer.

Qualifications:

She is a Registered Nurse (non-practicing) that obtained her Masters of Science in Nursing at Université de Montréal in 1992 and her Bachelor of Science in Nursing at Laurentian University in Sudbury in 1985.

Danielle achieved the Queen's University Leadership Program in June 2010 and also received the Professional Instructor Designation from Friesen, Kaye and Associates in 2005.

Conference Speakers



Dr. Hana Said

Executive Director of Quality Management – Primary Health Care Corporation, Qatar

Hana Said is the Executive Director of Quality Management at Primary Health Care Corporation (PHCC) – Qatar. She is also the accreditation coordinator for PHCC's Accreditation Canada International (ACI) program.

Hana teaches physicians in epidemiology and research methods, and was involved in research projects under Qatar National Research Fund.

Hana completed her medical education at the University of Jordan, and then obtained her PhD in Population Health from the University of Wisconsin – Madison in the US as a Fulbright scholar. She is a Certified Balanced Scorecard Professional, a Certified Change Agent, and an active Certified Accreditation Surveyor with Accreditation Canada International.

Conference Speakers



Dr. Hani Brosk
High Health Council, Jordan

Dr. Brosk is a general physician; he is part of the Arab board in community Medicine, he is also part of the planning department at the Ministry of health in Jordan. Moreover, Dr. Brosk is the project Manager of the Health Sector reform (PHR) partnership for Health reform-which is a USAID funded project-He has worked with WHO in Jordan as an expert in Health Policy and Planning.

Furthermore, Dr. Brosk was the director of Education affairs at the Royal Commission in Saudi Arabia/Yanbu was the director of the planning and quality improvement department at the Royal Commission in Saudi Arabia /Jubail. Dr. Brosk was also a Member of the Steering Committee for household utilization and healthcare expenditure for Jordan in 2000. He is currently the Secretary General of the Higher Health Council. In addition to that, Dr. Brosk is a Speaker and Participant in many local, regional and international conferences and is the Author and co-author in several studies and publications with international agencies. Dr. Brosk is currently the Chairman of the health sector team in Jordan aiming to establish the economic and social vision for Jordan 2025.

Conference Speakers



Dr. Helen Bevan

NHS Improving Quality - National Health Service, UK

Helen Bevan has been a leader of large scale change in the English National Health Service for more than 20 years. Helen has been at the forefront of many NHS improvement initiatives that have made a difference for thousands of patients ever since. In 2010, Helen's team launched a call to action, utilizing social movement leadership principles, which contributed to a 51% reduction in prescribing of antipsychotic drugs to people with dementia across the country.

Helen initiated NHS Change Day, in partnership with a group of young clinical and managerial leaders in 2012. Helen also conceived, The School for Health and Care Radicals, which are currently included in "Britain's 50 new radicals" list sponsored by The Observer.

Helen Bevan is acknowledged globally for her expertise in large scale change and ability to translate it into practical action and deliver outcomes. She provides advice, guidance and training on transformational change to leaders of health and care systems across the world.

Conference Speakers



Ms. Jan Mackereth-Hill

Director, MB3 Healthcare Ltd, UK

Jan has worked for over 20 years in quality improvement in the field of health and social care.

Having had a background in the NHS in the UK Jan successfully implemented ISO9001 Quality Management System in an Oncology service. From this she moved on to assessing health and social care organizations in Europe for a UK based accreditation organization. Whilst at the organization she also led on training of surveyors, development of standards and was team lead in over 70 surveys.

More recent projects include: training of surveyors, review of standards as an expert, technical author for British Standards Institute, and Accreditation Manager for ISQua.

Conference Speakers



Dr. Michael Greco

Associate Professor School of Medicine, Griffith University, Australia

Michael is one of the founding Directors and Chief Executive of Patient Opinion Australia which is a not-for-profit charitable organisation. In the UK, Assoc. Professor Greco was Patient Experience Director for the National Primary Care Development Team, and he had a similar role with the NHS National Clinical Governance Support Team. In Australia, he is a Director on a number of Boards including Check UP Australia (formerly General Practice Queensland), Health Leaders Australia, and Change Day Australia.

His academic background focused on healthcare, evaluation and clinical pastoral education, and includes a PhD in medical education, a post-graduate teacher qualification, and a Bachelor of Theology. He holds a professorial post at the School of Medicine, Griffith University (Qld), and is an honorary senior research fellow at the School of Medicine, University of Exeter (UK).

He has a passion for involving consumers in the safety and quality of organisations, loves his cricket, and once thought about being a professional surfer.

Conference Speakers



Dr. M. Rashad Massoud

Director, USAID Applying Science to Strengthen and Improve Systems (ASSIST) Project, USA

Dr. Massoud is internationally recognized for his leadership in global health care improvement. He is Senior Vice President of the Quality Performance Institute at University Research Co., LLC - leading improvement in over 30 countries.

He is the Director of the USAID Applying Science to Strengthen and Improve Systems Project. He helped develop the WHO 3x5 strategy for ARV scale-up. He founded and led the Palestinian health care improvement effort, and the Regional Program for Quality Management in the Middle East and North Africa. He chaired the Salzburg Global Seminar: "Making Health Care Better in Low and Middle Income Economies".

Conference Speakers



Mr. Nael M. Soudi

*Chief Quality Officer, MedLabs Consultancy Group,
Jordan*

Nael M. Soudi is a healthcare professional with over 20 years of diverse experience, most of which in the clinical laboratory, evolving into teaching, management, healthcare quality and consulting. His work experience includes USA, Jordan and Saudi Arabia. He earned his M.S. in Molecular Biology and post graduate Cytotechnology certification from Johns Hopkins University and his B.S. in Microbiology from the State University of New York. He is a certified CAP, HCAC inspector and consultant. He created and chaired the ASCPI-Jordan Board in order to assist Jordanian Medical Technologists achieve their ASCP certification.

Nael has participated in numerous conferences as a speaker both locally and internationally, discussing topics related to Cytopathology, Accreditation, Quality, Management and Leadership, he co-authored many articles published in international journals and currently is a reviewer for a cytology book underway to be published.

Conference Speakers



Ms. Nittita Prasopa-Plaizier

*Technical Officer, Advocacy and Civil Society Engagement,
Lead, Patients for Patient Safety Programme, Service
Delivery and Safety Department, WHO-HQ, Switzerland*

Nittita has over 20 years' experience in public health and project/programme development and management. Nittita leads the Patients for Patient Safety (PFPS) programme and global patient and family engagement at the Service Delivery and Safety (SDS) department at WHO headquarters in Geneva.

She is leading the development of the WHO Global Patient and Family Engagement Framework and is managing multiple research projects. Nittita also serves as a liaison for International Society for Quality in Health Care (ISQua) and for the International Alliance for Patients' Organizations (IAPRO), which are NGOs in official relations with WHO. Nittita joined WHO Patient Safety Programme in 2007.

In 2008, she developed and served as founding manager of the WHO Patient Safety Research Small Grants programme, supporting 25 research teams in 22 countries. Since 2012, Nittita has shifted the PFPS programme's focus from engaging individuals to empowering organizations, in turn broadening the programme's remit to engage for people-centred health services and quality universal health coverage (UHC).

Conference Speakers



Dr. Paul Barach

Clinical Professor, Wayne State University School of Medicine, USA

Dr. Barach has extensive experience in working with clinicians, and managing large health care and broader public sector engagements as a hospital executive, and advising and consulting to academic medical centers and hospitals, government and industry on healthcare delivery, documentation, policy and innovation.

Dr. Paul Barach is double board-certified in Anesthesiology and Critical care, trained at the Massachusetts General Hospital affiliated with Harvard Medical School, is a formally trained health services researcher, with advanced post graduate training in quality improvement at Intermountain Healthcare, and medical education from the Harvard Medical School Josiah Macy Program.

Dr. Barach is a clinical professor at Wayne State University School of Medicine, and is consultant to the Advisory Board Company advising on academic medical center improvement and revenue optimization.

He was Chief Quality Officer for the University of Miami and Jackson Memorial Healthcare System, Associate Dean for Patient Safety, and Founder and Director of the one the first simulation and skills training centers, the Miami Center for Patient Safety and Simulation. He was editor of the journal BMJ Quality and Safety, a Baldrige and National Quality For unexamined, member of the National Board of Medical Examiner's Innovation Board, member of the MA Medical Society, the AMA Council on Long Range Planning, member of the American Society of Anesthesia Clinical Outcomes Committee, and was inducted in 2005 into the honorary society for Anesthesia leaders (AUA). He was on faculty at the University of Cork, Ireland, University of Chicago, University of Miami, Utrecht Medical Center and the University of South Florida

His research examines the changing nature of surgical health systems, transitions of care, team work, standards and accreditation, leadership and management, the structure and culture of organizations and their network characteristics, attracting funding of more than \$14 Million. Dr. Barach has published extensively (more than 400 total publications and 4 books) and he has presented at international and national conferences on more than 500 occasions, including over 60 keynote addresses. His research appears in journals such as British Medical Journal, Analgesia and Anesthesia, Annals of Internal Medicine, Annals of Thoracic Surgery, Medical Care Journal of the American Medical Association, BMJ Quality and Safety, and many other prestigious journals.

Conference Speakers



Ms. Salma W. Jaouni

Chief Executive Officer, Health Care Accreditation Council, Jordan

Salma Jaouni is a prominent health care professional, a leader in public policy and reform, and an advocate for social wellbeing. Ms. Jaouni is currently the CEO of the Health Care Accreditation Council (HCAC) in Jordan, the only independent ISQua-accredited institution in the Arab World dedicated to improving the quality of health care and patient safety.

Prior to joining the HCAC, Ms. Jaouni was the Senior Advisor to the Prime Minister of Jordan on public and social policy. She was the Founding Director and four-year Manager of Jordan's Breast Cancer Program. She held key consulting positions with the World Bank and USAID; addressing public health issues, poverty alleviation, employment strategies and social development. She was also a Senior Consultant with Booz Allen Hamilton.

Ms. Jaouni holds a Master's degree in Public Administration from Harvard Kennedy School, a Post Graduate Diploma in Health Systems Management from the School of Hygiene and Tropical Medicine at the University of London and a Bachelor of Sciences degree in Environmental Health from the American University of Beirut. Ms. Jaouni is also a recipient of several awards on Leadership and is a recognized ISQua expert in Health Care.

Conference Speakers



Dr. Samira Goussous

Jordan Pharmacists Association, Jordan

Registered pharmacist with strong commitment to Pharmacy Profession, strong believer and activist to the vital PHARMACIST role as a health care provider FOCUSING on patient not product.

Dr. Samira Goussous extensive experience in both wholesale and retail business provide her with unique insights into the Jordanian and regional pharma value chain emphasizing on regulatory affairs, pricing, market planning, supply chain management, business development & tendering.

Dr. Samira currently heads a leading and well established Wholesalers in Jordan representing a portfolio of multinational pharmaceutical companies.

She also owns and supervises a community pharmacy.

This broad range of activities rendered Samira a sought after expert among various local, regional and global industry associations including some:

- Elected member/ JFDA Higher Committee responsible on issuing all guidelines pertaining to medicine entry into Jordan.
- Elected twice / Board member to Pharmacists Association (JPA).
- Elected member to International Pharmaceutical Federation (FIP)
- Headed the Board of Good Pharmacy Practices (GPP) as being recommended by the WHO and the FIP for the community pharmacy practice
- Represented JPA to FIP Council meetings several times.

Conference Speakers



Dr. Zakaria Zaki Al Attal

Senior Consultant for Organizational Development and International Accreditation MOH, UAE

Senior Consultant for Organizational Development and International Accreditation MOH, UAE. Senior Consultant, Director of Quality and Clinical Accreditation at MOH/UAE. Achieved his PhD in Quality Management in Health Care 2010, UK. Certified professional and trainer for the CPHQ, USA.

Independent International Consultant for JCI since 2006. Lecturer at Dubai Medical College on Quality and Patient Safety.

Senior Assessor for Dubai Quality Award (EFQM) 2004. Subject Expert on Patient Safety, Quality Improvement, Data Management and Accreditation. International Speaker on Quality, Patient Safety and Accreditation.

Conference Speakers



Dr. Zeid AbuGhosh

Chief Medical Officer, CMO, at Electronic Health Solutions Company, Electronic Health Solutions Hakeem, Jordan

Dr. Zeid AbuGhosh is the Chief Medical Officer, CMO, at Electronic Health Solutions company, EHS. He leads a team of physicians, dentists, pharmacists, nurses and allied health-care professionals in the clinical transformation of the healthcare facilities in Jordan into paperless facilities through using the open source Electronic Health Records platform "VistA" which is implemented through the "Hakeem:" program. Electronic Health Solutions company is a non-for-profit company established in Jordan by the major stakeholders of healthcare delivery. It consists of a team of over 300 Healthcare professionals, Infrastructure and Software engineers. "

Moderators

Thank you to our Moderators...

On behalf of the Conference Committee of our 3rd HCAC Quality Conference and Exhibition, we would like to extend a big thank you to each of our moderators. We appreciate your taking the time and effort to be with us and for your valuable participation and for sharing your ideas and expertise.

Dr. Rami Farraj, MBBS, FRCP, FACP, FRCP (Edin)

*Chairman of the RHAS and EHS
Diplomate of Internal Medicine*

Dr. Fawzi Al-Hammouri

*Chairman, Private Hospital Association
Director General, Specialty Hospital*

Dr. Sawsan Majali

Secretary General, High Population Council

Dr. Wail Hayajneh

*Associate Professor of Pediatric Infectious Diseases
Department of Pediatrics - Faculty of Medicine
Jordan University of Science & Technology*

Dr. William Haddadin, Bsc MBChB FRCPATH

*Consultant Histo Pathologist at King Hussein Medical Center and
Head of Pathology Department, Royal Medical Services*

Ms. Jan Mackereth-Hill

*Director, MB3 Healthcare Ltd, London
International Quality Consultant, UK*

Ms. Salma Jaouni

CEO, Health Care Accreditation Council

Sponsors



Diamond Sponsor

Hikma

Hikma Pharmaceuticals is a fast growing multinational group focused on developing, manufacturing and marketing a broad range of medications: Branded, Injectables and Generics. It operates in MENA, US and Europe. By December 2014, Hikma had more than 7000 employees worldwide.

Gold Sponsor

Capitalbank

Since its inception in 1995, Capital Bank has grown to become one of the top financial Institutions in Jordan, offering the Jordanian market a comprehensive set of commercial and investment banking services tailored to the needs of individuals and corporate clients alike.



The Bank provides a variety of services to its individual customers from retail services such as credit cards, personal loans, car loans, home loans, competitive interest rates and flexible terms on different categories of personal bank accounts. Capital Bank offers its corporate clients a wide variety of services from corporate finance, to commercial finance, to asset management, to securities brokerage, and market research through Capital Investments, a wholly owned subsidiary of Capital Bank. In addition to this the bank offers unique services for the Iraqi market through the National Bank of Iraq which Capital Bank is a 61.85% shareholder of.

Capital Bank provides its banking services through its main branch located in Shmeisani in

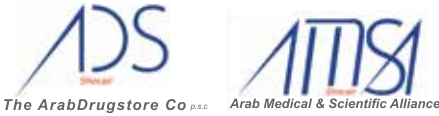
Amman, as well as its 11 other branches strategically distributed across the country.



Sponsors

Silver Sponsor

The Arab Drug store Co.



Established in 1949, The Arab Drug Store Co. together with Arab Medical & Scientific Alliance, later established in 1999, has advanced to become a leader in the pharmaceutical as well as a medical and dental business partner for numerous international companies. We maintain our professional reputation by keeping up to date with needs of the market as well as our healthcare clients, fulfilling these needs and continuing to grow locally and regionally.

Silver Sponsor

Science For A Better Life



Science For A Better Life

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2014, the Group employed around 119,000 people and had sales of EUR 42.2 billion. Capital expenditures amounted to EUR 2.5 billion, R&D expenses to EUR 3.6 billion. These figures include those for the high-tech polymers business, which was floated on the stock market as an independent company named Covestro on October 6, 2015. For more information, go to www.bayer.com.

Sponsors

Silver Sponsor

Pharmacy One

Pharmacy one, the first chain Pharmacy to be established in Jordan, in the past 15 years Pharmacy One managed to spread 72 branches though Jordanian districts.

Pharmacy One; through specialized departments generates new innovative Ideas to empower and fulfill client needs, one of which by offering pharmaceutical consultancy and advice to those in need of guidance through DIC The Drug Information Center

Sparing no effort; Pharmacy One consciously work on taking business to a different level where Pharmacy One branches will be more identified as service Centers, offering personalized services, delivered by trained professionals Continues development through strategic planning and extended vision are being implemented to maintain and improve high level of services, product mix and availability to insure customer satisfaction.

The address :
Jabal Amman – 4th circle – Zahran Street
HQ building 106



Booklet Sponsor

Arab Medical Center

Since its establishment in 1994, the Arab Medical Center has positioned itself among the top medical destinations and one of the leading referral hospitals. AMC differentiates itself by a modern state of the art medical complex located in the heart of the capital Amman. We pride ourselves with upholding the patient health as our first priority and that patient satisfaction preside our every medical decision and procedure.



Sponsors

Bags Sponsor

The Specialty Hospital

The Specialty Hospital is a leading private teaching hospital in Jordan. It is fully equipped to provide full range of in-patient and out-patient diagnostic, therapeutic medical and surgical procedures.



It is one of the most awarded and accredited hospitals in the region. It is accredited by The Joint Commission International for three times, and accredited 3 times by the Health Care Accreditation Council. And it is the only hospital to achieve King Abdullah II Award for Excellence for two consecutive cycles.

The journey was crowned by receiving "Patient Centered Care Award" from the Arab Hospitals Federation.

Lanyard Sponsor

Al Khalidi Hospital & Medical Center

Al Khalidi Hospital & Medical Center was founded by Dr. Ibrahim Al Khalidi in 1978 primarily as a maternity hospital with a vision of improving the healthcare system and the quality of health services provided to patients. In the mid 80s, Dr. Al Khalidi realized there was a market need for a private multi-specialty hospital. 35 years later, his legacy stands at testament to his foresight and guides the Khalidi Medical Center forward.



Al Khalidi Hospital & Medical Center has undergone a vast expansion plan over the years, at various departments and sections, to transform it into a general specialty hospital. Most recently, KHMC has managed to complete its latest renovation and expansion plan in offering the widest and most developed services in the field. Today, KHMC has 160 beds, of which 120 are in-patient beds, including 26 ICU beds, five of which have been dedicated to the first of its kind Intensive Stroke Unit (ISU), to be a precedent and a forerunner in this service in Jordan. In addition, KHMC boasts 7 new operating theaters, which have just been geared up with the very latest in equipment and cutting-edge operating room systems.

Sponsors



Lunch Sponsor

Bank al Etihad

Bank al Etihad is a Jordan-based financial and banking services institution, established in (1978).

The bank offers a variety of products and services that serve corporate, personal and SME clients in addition to providing treasury and Investment services. Bank al Etihad operates a growing network of 40 branches in addition to 58 ATMs.

Lunch Sponsor

Dar Al Dawa

Dar Al Dawa is a MENA-wide leader in pharmaceutical and consumer health products. With a history of more than 40 years, we are a trusted leader and competence center with a reputation for exceptional quality. As a fully integrated pharmaceutical company, we have a long established customer-centered approach to developing, producing, marketing and commercializing high-quality affordable medicines and wellness consumer products in emerging markets, with more than 1000 people serving patients in more than 40 countries throughout Middle East, Africa, Asia and Europe.

Dar Al Dawa possesses a high-performance business drive combining unparalleled experience, comprehensive capabilities across all management, development, production, technology, marketing and commercial teams and business functions. According to Jordan's Drug owners association, Dar Al Dawa is ranked first in 2013 considering the number of new drug registration submissions.

Sponsors

Coffee Break Sponsor

MedNet Jordan



a member of **MUNICH HEALTH**

MedNet Jordan is a member of Munich health - a subsidiary of Munich Re- it was established in 1995 as third party administrator - Medical Insurance. MedNet organizations are active in Arab region & Southern Europe. MedNet take away MENA Insurance Award 2015 "Best TPA"

Coffee Break Sponsor

Jordan Hospital



Jordan Hospital is a medical center in Amman, Jordan, established in 1993 under royal patronage. A 300-bed comprehensive modern multi-specialty medical center that provides advanced medical services in all fields of medicine.

Main referral Center in the Middle East providing world class medical expertise and medicine: staffed with competent well-trained physicians in all fields of medicine, and equipped with modern medical technology.

Coffee Break Sponsor

First Insurance



The monumental success of First Insurance Company (FIC) was not without challenges. Established by a group of private shareholders in 2007 and catapulting to a fully operational establishment by 2008, we were aware of the fact that the market was both overly crowded and exceedingly fragmented. Witnessing a period rife with economic instability, 2008 was an especially challenging year across the board. Eighty percent of the company is currently owned by Solidarity Group, a Bahraini company that owns a substantial network of insurance companies operating in various countries. The company abides by Takaful Islamic insurance, a policy where all parties guarantee each other and make contributions to a mutual fund instead of paying a premium. FIC is currently one of only two companies to offer Islamic Insurance services in Jordan.



Sponsors



Workshop Sponsor

AstraZeneca

AstraZeneca is a global biopharmaceutical company, our activities touch many people's lives. We work closely with all our stakeholders to understand their challenges and how we can combine our skills and resources to achieve a common goal: improved health.

Improving health is one of the toughest challenges facing the world today. As a global, innovation-driven biopharmaceutical company, AstraZeneca has a key contribution to make through the discovery, development, manufacturing and commercialisation of medicines for six important areas of healthcare: cancer, cardiovascular, gastrointestinal, infection, neuroscience and respiratory and inflammation.



Workshop Sponsor

SADco

Science and Development Company

Experience the Difference

Specialized provider of medical equipment technologies in Jordan, was established in 1995, a sole agent of Stryker Corporation in Jordan and the sister company of SADco Abu Dhabi, UAE.

Founded by Mr. Abdul Majid Awad & Mr. Daud Siksik.

Workshops Supporter

Workshops Supported By

The USAID Jordan Competitiveness Program
(USAID JCP)

The USAID Jordan Competitiveness Program (USAID JCP) is designed to advance competitiveness in select knowledge economy sectors and, in doing so, generate employment, foreign direct investment and exports. Learning from the successes of past programs and their limitations, USAID JCP is taking a more focused approach across fewer sectors to create a real competitive advantage for Jordan.



USAID Jordan Competitiveness Program

As a result of comprehensive diagnostic analyses, a development strategy was created that focused on three opportunity sectors: Information and Communications Technology (ICT), Clean Technology (CT) and Healthcare and Life Sciences (HLS).

While each of these sectors has its own challenges and complications, JCP's experience demonstrates that sector competitiveness can be increased through an integrated approach that leverages four program approaches:

- Supportive Enabling Environment: pursue policy and regulatory reform that will enable the private sector to be more competitive and innovative;
- Workforce Development: improve workforce readiness in targeted clusters through an approach that strengthens Career Development Centers, establishes Centers of Excellence, and creates internships and training programs;
- Access to Finance: increase access to finance by creating awareness, developing programs to build capacity of firms to offer and access financing, and supporting the development of innovative public private partnerships (PPPs) to create new sources of financing;
- Research & Development (R&D): increase the efficacy of the process from R&D through commercialization to capture innovation.



Exhibitors



BioLab

P.O. Box 910909 Amman, 11183 Jordan
Tel.: +962-6-5907000
Fax.: +962-6-5926780
www.biolab.jo



Electronic Health Solutions

King Abdullah II Bin Al Hussein Street
King Hussein Business Park
P.O.BOX 4408 Amman 11953
Tel: +962 (6) 5800 461
Fax: +962 (6) 5800 464
Email: info@ehs.com.jo



Istiklal Hospital

P.O Box 1493
Amman 11821 Jordan
Tel. (962 6) 5652600
info@istiklalhospital.com
www.istiklalhospital.com

Julphar

الخليج للصناعات الدوائية
Gulf Pharmaceutical Industries

Gulf Pharmaceutical Industries-JULPHAR

Abdulla Ghosha Street,
Amman, Hashemite Kingdom of Jordan
Office Tel : +962 6 5885035
Office Fax :+962 6 5885177

Exhibitors



MedLabs

Tel: +962 (6) 4631525
www.medlabsgroup.com



Private Hospitals Association - Jordan
جمعية المستشفيات الخاصة - الأردن

Private Hospitals Association (PHA)

Tel. + 962 6 5651869
Fax + 962 6 5157360
www.phajordan.org



Sanofi

Jubran Khalil Jubran St 5,
P.O.BOX 922464 Amman 11192 Jordan
Tel: +962 6 560 7031
www.jo.sanofi.com



Al Tibbi

Tel : +962 6 586 8031
www.altibbi.com

About Jordan

Jordan is a country with a rich history, culture and captivating sites that has a lot to offer its visitors. Jordan represents a diversity of landscapes and enchanting touristic sites, from natural and religious to historic and recreational. From the Rose Red City of Petra, recently voted as one of the New Seven Wonders of the World, to the Dead Sea, known as nature's living miracle and the lowest point on earth, Jordan is a land of fascinating contrasts. Traveling from the ever-changing Jordan Valley to the remote desert canyons, immense and still, you can explore the historic castles, gaze in awe at the haunting wilderness of Wadi Rum, or bathe in the soothing waters of the Red Sea. For more information on Jordan, please visit www.visitjordan.com.

Capital: Amman - **King:** Abdullah II of Jordan - **Currency:** Jordanian dinar - **Population:** 7.689 million (2015) World Bank - **Continent:** Asia - **Official language:** Arabic - **Dialing code:** +962 - **Location:** Amman JO- **Latitude / Longitude:** 31.722534 / 35.98932 **Time Zone:** +2:00 hours from UTC/GMT - **Airport Code:** AMM

General Information

Climate

Daytime weather is usually dry and sunny and evening temperatures are generally cold. November is sometimes characterized with heavy showers but on intermittent basis.

For the week of November 22-28, 2015, the weather forecast indicates partly sunny days, with clouds and potential mild showers with daily highs of 20°C and expected lows of 9°C.

Ground Transportation

-Taxis

Taxis are inexpensive and often the most convenient form of transportation in Jordan, even over substantial distances, such as the trip between Amman and Aqaba. The white-painted «service taxis» ride fixed routes and are shared. Private taxis are painted yellow; they can be taken from ranks outside hotels, or hailed in the street. UBER service (<https://www.uber.com/cities/amman>) is also available in Jordan and a similar form of transportation known as Easy Taxi (<http://www.easytaxi.com/jo/>).

-Buses

Several companies offer charter buses and regular tours in a fleet of modern, air-conditioned coaches. For schedules please ask your hotel concierge.

-Car Rental

Jordan has an excellent and expanding road network, and renting a car can be a good way to see the country. A driving license valid in your country of origin is acceptable, provided you have held it for at least one year. Driving is on the right. Road, signs on the highways are in Arabic and English. Brown signs are designed for tourists.

About Jordan

Currency

The currency of Jordan is the Jordanian Dinar (JD), US dollars are accepted at hotels, restaurants and large shops. There are no restrictions on the import and export of Jordanian or foreign currency

- Exchange: Currency can be exchanged at major banks, exchange booths and at most hotels. The exchange rate is 0.708 Jordanian Dinar to the US Dollar.
- ATM machines: ATM machines are available at the conference venue and are conveniently located in most hotels and around the city.
- Credit cards: Major credit cards are widely used in Jordan and are accepted at hotels, restaurants and larger shops, including American Express, Visa, Diners Club, and MasterCard. Please note that many smaller shops still prefer cash payment in the Jordanian currency, and it's essential for shopping in the local markets.
- Banks are open from Sunday to Thursday, from 08:30 to 15:00.

Business Hours

Most Jordanians work five days a week with Friday and Saturday off. Governmental offices are open from 08:30 - 15:00; private businesses are open from 09:30 - 13:30, and again from 15:30 - 18:00. Most private businesses observe Friday as a weekly holiday, while banks and government offices close on Friday and Saturday.

Language

The official language of Jordan is Arabic, but English is widely spoken especially in the cities.

Electrical Current

The electrical power in Jordan is 220 volts with a frequency of 50 Hz. For the comfort of visitors all hotels are equipped with hairdryers. If you live in a country with a different electrical power, please bring an adapter.

Jordan on the Web

HM King Abdullah II Official Website
<http://www.kingabdullah.jo>

HM Queen Rania Al Abdullah Official Website
<http://www.queenrania.jo>

Jordan Tourism Board
<http://www.visitjordan.com>

Lonely Planet Guide
<http://www.lonelyplanet.com>

Jordan Yellow Pages
<http://www.yellowpages.com.jo>

Jordan Investment Board
<http://www.jordaninvestment.com>

Jordan Times Newspaper
<http://www.jordantimes.com>

Al Rai Newspaper
<http://www.alrai.com>

Emergency

In case of an emergency – dial (call is free within Jordan): Ambulance or Police: 911

Notes





ASPIRIN[®] PROTECT 100

Bepanthen[®]

Priorin[®] N

Claritine[™]

Clarinase[®]

Canesten[®]

Rennie[®]



**Lead
FOR
Life**

Through our science-driven innovations that promote wellness,
foster better nutrition and treat everyday ailments,
we are committed to leading in a new era of healthcare

 **Advantan[®]**
of Methylprednisolone Acetate

 **Skinoren[®]**

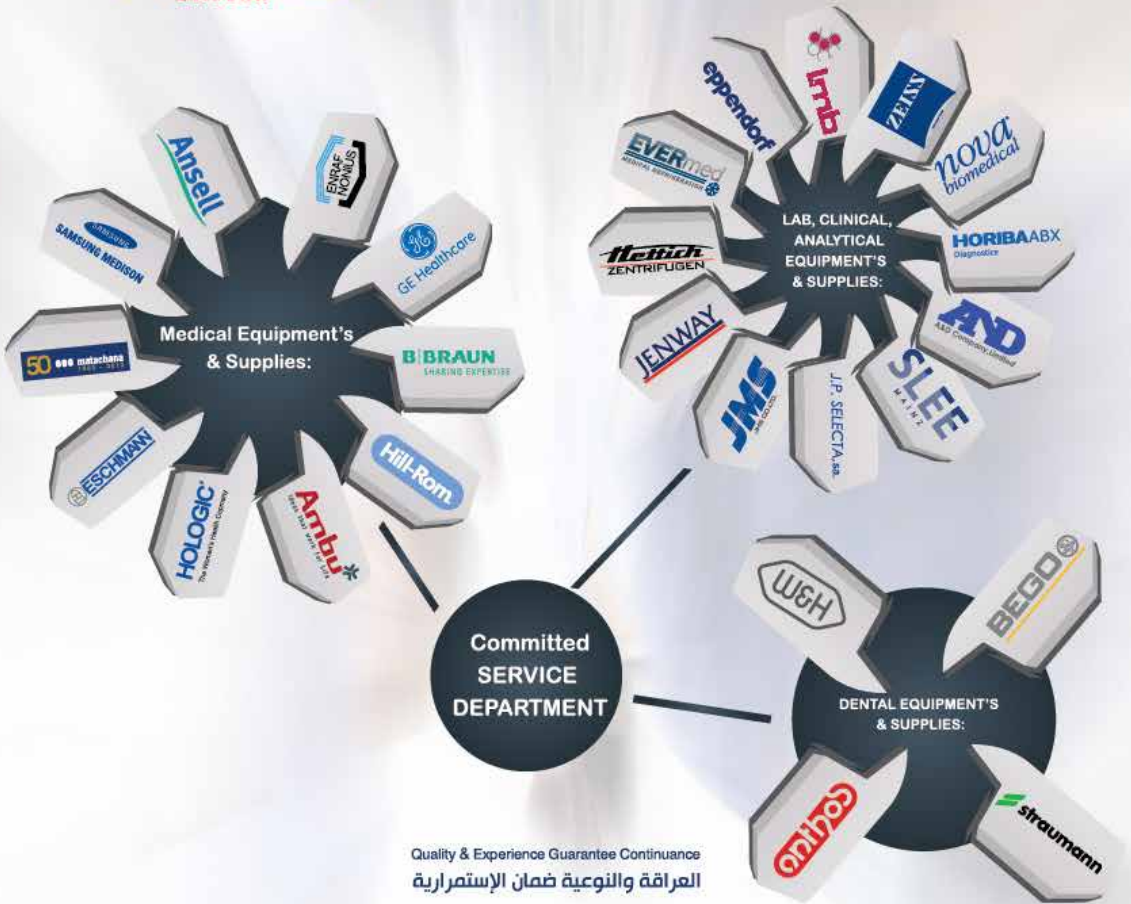


For Further Information, please contact
Bayer HealthCare

Bayer Middle East FZE
Corporate & Business Services - BBS EMEA
King Hussein Business Park, Building 9
P.O.Box 35233, Amman 11180, Jordan,
Phone: +962 6 5806217
Fax: +962 6 5806201

For Medical Information: med-info.me@bayer.com
For Safety Reporting pv.me@bayer.com

LJO.MKT.CC.11.2015.0119



B | BRAUN

SHARING EXPERTISE

The excellence experience in peripheral nerve blocks, epidural and spinal anesthesia techniques

Regional Anesthesia



Exclusive Distributor:



Introducing a New Era

In Serving Small and
Medium Enterprises

Small & Medium Enterprises

Catered programs offering exclusive benefits and services,
designed to accelerate and grow your businesses.

 @CapitalBankJo  capitalbankjo

 0096265100220

www.capitalbank.jo

Capitalbank
كابيتال بنك

Partner with us



المركز العربي الطبي
ARAB MEDICAL CENTER



QUALITY COMPASSIONATE CARE

Covering All Medical & Surgical Specialties

WWW.AMC-HOSPITAL.COM

