



AFRICA MEDICAL EXECUTIVES & MEDICAL TOURISM CONFERENCE 28-30 AUGUST 2013 COTE D'IVOIRE

THEME: AFRICA HEALTH CARE INDUSTRY: FINANCES & MANAGEMENT



DBE-ASMEC & CMTR Present:
AFRICA MEDICAL EXECUTIVES &
MEDICAL TOURISM CONFERENCE
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Toronto, ON - CANADA

CONFERENCE AGENDA

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| Track 1 Day 1 | Healthcare Executives & Investors Summit: Healthcare Economics: Growth & Strategies |
| Track 2 Day 2 | Africa & Medical Tourism Industry Summit: |
| Track 3 Day 3 | Medical Tourism Partnering Agencies Summit |
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Wednesday, August 28, 2013

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| 8:00 am - 8:50 am | Registration | | | |
| 08:50 am - 09:15 am 09:15 am - 10:00 am | SME Solution Providers Open | Opening Ceremonies (Greetings from Host Country Officials) Welcome From: Major Sponsor Keynote Address: New Role of the Hospital & Private Clinic Managers- Fostering Corporate Competitiveness (Grand Ballroom) | | |
| 10:15 am - 11:30 am | | Biopharmaceutical Panel: "Enhancing R&D Productivity: Is the Glass Half Empty or Half Full?" (North Hall) | Venture Capital & Entrepreneurship Panel: "Creating & Managing Innovative Technology-Driven Companies that Address Unmet Medical & System Needs" (South Hall) | Medical Technologies panel: "Innovative Products & Technology Solutions to Improve Health Outcomes and Reduce Cost" (East Hall) |
| 11:45 am - 12:30 pm 12:30 pm - 01:30 pm | | Keynote Speaker 1: "Health Economics" tba Keynote Speaker 2: tba | | |
| 1:45 pm - 03:00 pm | | Lunch Break | | |
| 3:15 pm - 5:00 pm | | Healthcare Services Panel: "Aligning Stakeholder Interests and Investing in Health Technologies to Improve Patient Care and Lower Costs" (North Hall) | Healthcare M&A Panel: "Dealmaking to Access Novel Technologies and Gain Competitive Advantage in a Consolidating Healthcare Sector" (South Hall) | Emerging Markets Panel: "Achieving Market Access and Favorable Investment Returns in Developing Healthcare Markets" (East Hall) |
| 07:00 pm - 09:00 pm | | Investing in Healthcare Transformation: "Value-Creating Investments Pursued by Leading Private Equity Firms in a Complex, Fragmented, and Inefficient Healthcare Sector" (West Hall) | | |
| | | Networking & Career Fair | | |
| | | WELCOMING RECEPTION DINNER | | |

Thursday, August 29, 2013

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| 8:00 am - 4:00 pm | Registration | | | |
| 8:00 am - 9:00 am | Continental Breakfast | | | |
| 9:00 am - 10:30 am | SME Solution Providers Open | Keynote Address: "TBA" David G. Vequist IV, Ph.D. Founder/Director Center for Medical Tourism Research Keynote Address: Apollo Hospitals 'MT: From Regular to Top MT Clinic Destination Panel: Tools for Successful Transition' | | |



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| 10:45 am - 12:00 pm | | Healthcare Marketing Beyond Borders Panel: Importance of Marketing in Reaching the Global Medical Tourism Marketplace (North Hall) | Globalization & Medical Travel Panel: Emerging Challenge(Quality & Safety) (South Hall) | Success Story: Featuring Turkish Health Travel Council (East Hall) | Success Story: Featuring Costa Rica MT Revolution (West Hall) |
| 12:00 pm - 1:30 pm | | Lunch Break | | | |
| 1:30 pm - 2:45 pm | | Medical Tourism & The Art of Concierge Work Panel: Effective Facilitation (North Hall) | MT: Marketing, Sales and Public Relations for Hospitals Panel: Building a Strong International Patients Department (South Hall) | MT: From Regular to Top MT Clinic Destination Panel: Practical Tools for Successful Transition (East Hall) | MT: Networking Within the Industry Panel: Social Media Impacts In the Industry (West Hall) |
| 2:45 pm - 3:15 pm | | Afternoon Break | | | |
| 3: 20 pm - 4:10 pm | | Keynote Address: Patrick Goodness, CEO of the Goodness Company: "Importance of Marketing in Reaching the Global Medical Tourism Marketplace" Keynote Address: TBA | | | |
| 4:20 pm - 5:30 pm | | MT & Effective Management of Global & International Benefit Plan Panel: Importance of Health Travel Plan (North Hall) | MT World Class Service Impacts in Your Specific Demographic Area Panel: Start Locally Grow Globally (South Hall) | MT: The Cycle of the Experience Panel: Who Does What? (East Hall) | Ensuring Continuous Competence Panel: Business Succession Strategies that works for your Team (North Hall) |
| 5:15 pm - 9:00 pm | | Evening Presentation and Dinner (Grand Ballroom) | | | |

Friday, August 30, 2013

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| 8:00 am - 4:00 pm | | Registration | | | |
| 8:00 am - 9:00 am | | Continental Breakfast | | | |
| 9:00 am - 10: 30 am | SME Solution Providers Open | Keynote Address: Dr. Sharon Kleeefield, Harvard Medical School University & Nice Medical School Medical Tourism: The Rules of the Engagement Keynote Address: Monica Trembley, M. Sc. Anthropologue - ENAP - University of Montreal - Canada Evolutive Report on Medica Tourism: Analysing State' Role (Fr.) | | | |
| 10: 30 am - 11:30 am | | | | | |
| 10:45 am - 12:00 pm | | Special Session on Demand | World Medical Infrastructures' Competitiveness and the BRICS Market (South Hall) | Forensic and Advisory: Healthcare-Fraud Liability Cost: Effective Policy Management (East Hall) | MT Enterprise Content Management Panel: Benchmarking with Peers-Exceeding Industry Standards (West Hall) |
| 12:00 pm - 1:30 pm | | Lunch Break | | | |
| 1:30 pm - 4:30 pm | | SIGHTS SEING | SIGHTS SEING | SIGHTS SEING | SIGHTS SEING |
| 6: 00 pm - 7:30 pm | | Keynote Speaker: tba Dinner Gala night | | | |
| 7:30 - 9: 00 pm | | | | | |



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UNIVERSITY OF THE INCARNATE WORD
A Degree of Difference

Dr. David G. Vequist IV Founder/Dir- Center for MT Research;
HEBSBA/UIW -USA



Emin Cakmak, Founding Chairman, Turkish Healthcare Travel
Council, Turkey



the
GOODNESS COMPANY
Global Medical Tourism
MARKETING

Patrick Goodness, CEO The Goodness Company



Dr. Neil Lunt Sr. Lecturer in public sector management The York
Management School the University of York -UK



Dr. Harinder Singh Sidhu MBBS, PGPM (ISB) Senior General Manager
- Corporate Development Business Head - Africa Apollo Hospitals
Group- India



Prof. Jin, Ki Nam P.h. D., Director of Global Health Center-Korea



Laszlo Puczko, P.h.D. CMC, The Tourism Observatory for Health,
Wellness and Spa - Hungary



Michael Brown, President Brown Communications - USA



Tracy McManamon, CEO and founder of a healthcare
facilitation firm, International Med Retreat (IMR) - USA



Sharon F. Kleefield, M.A., Ph.D., Department of Medicine, Harvard
Medical School, Beth Israel Deaconess Medical Center, USA



Christina M. DeMoraes, BA, GPA, Founder, IMTCC - International
Medical Tourism Chamber of Commerce -USA



Monica Tremblay Anthropologue- Université de Montréal.
Professionnelle de recherche à l'ENAP -Canada



Dr. Mona Khanna, Chicago Fox News Contributor - USA



Dr. Mary Wong Lai Lin, CEO Malaysia Healthcare Travel Council -
Malaysia



Jeff Percy, Executive Director, American Association for
Accreditation of Ambulatory Surgery Facilities - USA



Jeffrey Ornstein, CEO at J/Brice Design International - USA



Dr. Zaki Hamed, Director, Medical Affairs and
eCommunication at PharmEvo