

insigHt 2017

Medical Travel Market Intelligence Conference

MALAYSIA HEALTHCARE
GOING BEYOND

26th and 27th September 2017 | 9:00AM - 5:00PM
Connexion @ Vertical Hotel, Bangsar South, Kuala Lumpur

www.mhtc.org.my/insight2017
#insigHT2017



Malaysia Healthcare Travel Council (MHTC)

Was established in 2005 under the Ministry of Health Malaysia (MOH), bringing together the nation's dual heritage of hospitality and medical innovation to ultimately promote and position Malaysia as a choice destination for world-class healthcare services.

In a bid to step up the country's promotional endeavours, MOH subsequently took the initiative to brand its healthcare tourism, which led to the launching of the Malaysia Healthcare logo and "Quality Care for Your Peace of Mind" tagline in June 2009.

Today, the purpose of MHTC is to streamline healthcare travel service providers and industry players in both private and government sectors to drive the healthcare tourism industry to greater heights.

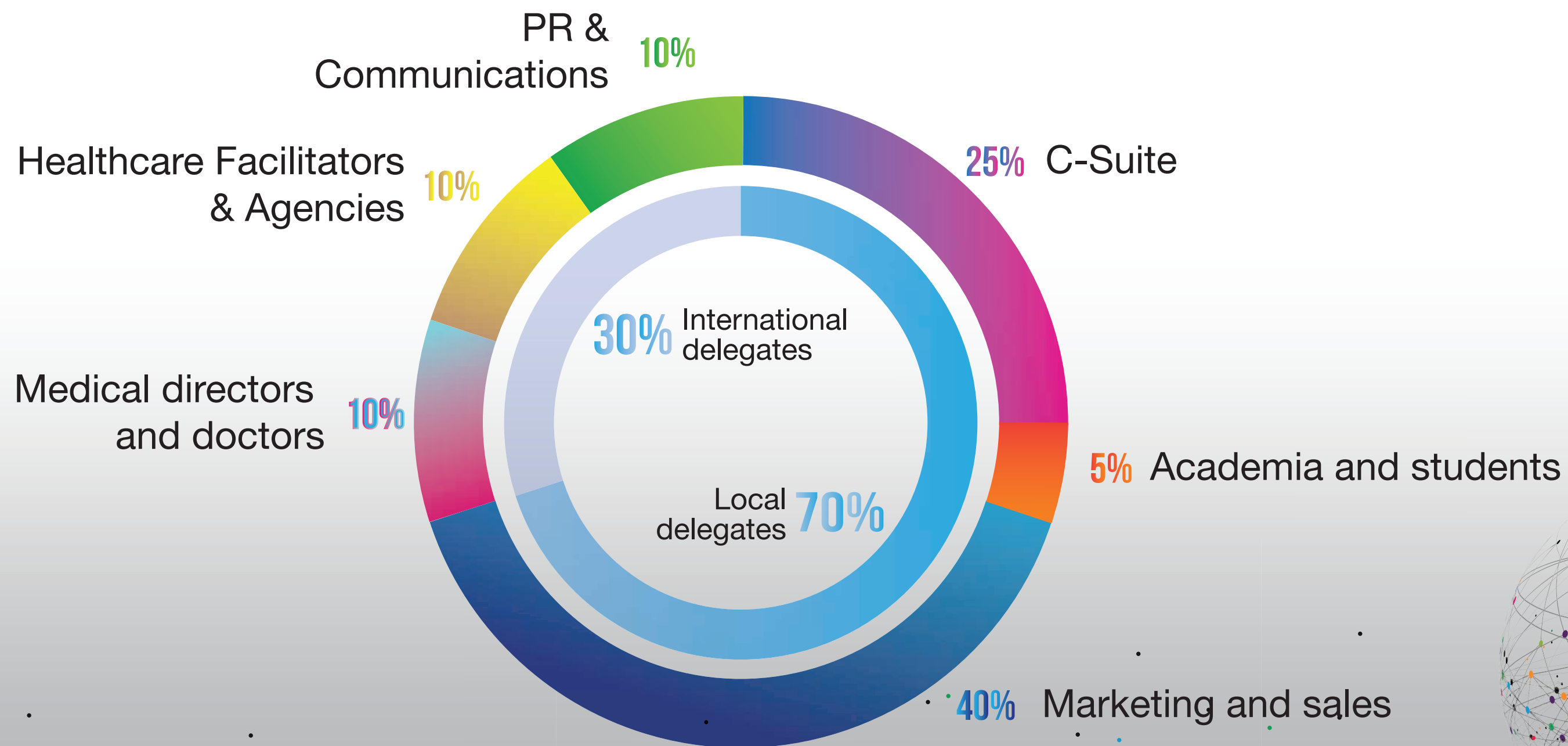
insigHT- Medical Travel Market Intelligence Conference

insigHT is a medical travel-market intelligence conference aimed to provide an engaging platform to enable key medical travel players to rise above the climate of continuous change and increasing competition in the global billion-dollar medical travel industry.

This conference will bring together leaders from the healthcare travel eco-system that have been at the forefront of integrating multi-discipline requirements in their experience. In addition, industry experts will share with conference delegates, their developments in adopting the medical travel interface.



Some stats on insigHT2016 Attendees





Speakers Line-up



Keith Pollard
International Medical Travel Journal



Dr. HM Goh
TransformHealth Asia



Dr. Benjamin Cheah
HackingHealth KL

and much more...



Lexi Fletcher
Ogilvy CommonHealth



Varun Panjwani
CEO Global Health & Travel



Anwar Anis
TEHealthcare Asia



Day 1 – 26 September 2017 (Tuesday)

Driving Medical Tourism and Going Beyond

- 8:00 AM Registration & Networking Breakfast
- 9:00 AM **WELCOME NOTE**
The Industry and Moving Forward with Private-Public Partnerships (PPP)
Sherene Azli, CEO Malaysia Healthcare Travel Council
- 9:15 AM **KEYNOTE ADDRESS**
The Way Ahead for Malaysia Healthcare: Partnership and Sustainability
Datuk Seri Dr. S. Subramaniam, Minister of Health, Malaysia
- 10:00 AM Intermission & Coffee Break
- 10:15 AM Global Outlook on Medical Tourism and How Can Malaysia Respond to the Current Landscape
Keith Pollard, Managing Editor, IMTJ
- 11:00 AM **MARKET INSIGHT I**
APAC Medical Tourism Outlook: What's happening in the Region and where do we go from here?
AB Bernstein
- 11:45 AM **MARKET INSIGHT II**
Unlocking the Potential of India's Outbound Medical Travel Opportunities
Varun Panjwani, CEO Global Healthcare & Travel
- 12:30 PM Networking Lunch
- 2:00 PM **INDUSTRY INSIGHT I**
Disrupting the Healthcare Services
Moderator: TBC
Panellists:
Garvy Beh, Founder and CEO, Doctor2U
Dr. Benjamin Cheah, Leader Hacking Health, KL Chapter
- 3:30 PM Intermission & Coffee Break
- 4:00 PM **INDUSTRY INSIGHT II**
Establishing a Medical Hub: Nature or Nurture?
Moderator: Dato' Dr Jacob Thomas, President of APHM
Panelists: Anwar Anis, TEHealthcare Asia
- 5:30 PM Conclusion

Day 2 – 27 September 2017 (Wednesday)

Beyond Healthcare

- 8:00 AM Registration & Networking Breakfast
- 9:00 AM **CONSUMER INSIGHT I**
Transforming China's Health: How the recent reform impacts Malaysia Healthcare and how do we move forward
Dr HM Goh, CEO, TransformHealth Asia
- 9:45 AM **WORKSHOP I**
Marking Your Brand in Medical Tourism
Keith Pollard, Managing Editor, IMTJ, UK
- 10:30 AM Intermission & Coffee Break
- 10:45 AM **WORKSHOP II**
360O Marketing (The Integrated Marketing Mix)
Lexi Fletcher, Strategic Planning Director, Ogilvy CommonHealth
- 12:00 PM Networking Lunch & Conclusion for General Participants
Afternoon session for MHTC Members Only
- 11:45 AM **MARKET INSIGHT II**
Unlocking the Potential of India's Outbound Medical Travel Opportunities
Varun Panjwani, CEO Global Healthcare & Travel
- 2:00 PM **Medical Tourism Statistics**
Marini Md Saari, Head of Corporate Strategy, MHTC
- 3:00 PM **Understanding the Indonesian Healthcare Travellers**
Ajay Bangia, Director for Singapore, Malaysia, Indonesia and Philippines, IPSOS Malaysia
- 4:00 PM Intermission & Coffee Break
- 4:15 PM **Harnessing the Digital Content**
Nik Yazmin Azman, Head of Marketing, MHTC
- 5:00 PM **Closing Remarks**
Sherene Azli, CEO Malaysia Healthcare Travel Council



Venue: V E Hotel & Residence, Bangsar South, Kuala Lumpur

Accommodation: (not included in registration)



Public Transport

- 10 minutes walking distance from University & Kerinchi LRT Station
- 28 minutes ride on KLIA Express Train



Shopping

- 10 minutes walk to KL Gateway
- 5 minutes drive to Mi Valley Megamall
- Nu Sentral & Bangsar Village



Airport Links

- 45 minutes from KLIA
- 10 minutes to KL Sentral (Transport hub)



Medical

- 3 minutes walking distance to LifeCare Medical Centre
- 5 minutes drive to Pantai Hospital Kuala Lumpur



Benefits		Gold RM30,000*	Silver RM20,000*	Bronze RM10,000*
Pre-event benefits	Publicity on insight2017 conference webpages and MHTC's social media pages (Facebook and LinkedIn)	✓ 2 ShoutOuts + short company profile	✓ 1 ShoutOut	✓
	Exhibition opportunity for the 2 days' event. • 1 exhibit booth sized 6x6 ft, 1 table, 2 chairs	✓ Premier exhibition space	✓	✓
On-site benefits	Logo Recognition • Tiered display on conference webpage, program booklet, soft proceedings and venue within the conference area.	✓	✓	✓
	Complimentary Pass for 1.5 days' conference. • for each additional pass (RM2,000).	✓ 3 Passes Front row seating at conference	✓ 2 Passes	✓ 1 Pass
	Promotional materials to be included in conference goodies bags.	✓	✓	-
	Printed Advertisement in printed program booklet.	✓ 1 coloured-page	✓ ½ coloured-page	-
	Podium Acknowledgment • Verbal recognition for your contribution to MHTC.	✓	-	-
	VIP Exclusive Dinner on Day 1.	✓ 1 pax	-	-
	Post-conference report • a summary for the key activities and overview of the conference.	✓	✓	✓

* GST taxable.

We accept enquiries from organisations that provide services and products related to healthcare; including medical devices, pharmaceuticals, consultation services, publishers, digital products, and educational services amongst others.

For sponsorship opportunities please send an email to insight@mhtc.org.my or contact Ms.Koyi Tan (+6012 2524921)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Digital Marketing: Illuminated Smart Wall + Social Media
- Charging Station at exhibition space
- Corporate/Interview Video: will be published on website and social media accounts
- Sponsor Live Streaming
- Creative Matching Opportunities
- Lucky Draw present for participants
- Naming Rights: for conference or specific session



1 complimentary registration for each *Elite Member

RM1500++

MHTC Member hospital

RM2,000++

MHTC Partners, Agencies & Stakeholders

RM2,500++

General Admission



* CPD is for doctors, nurses, dentists

* This event is Human Resource Development Fund (HRDF) Claimable.

25% OFF

GROUP DISCOUNT

every
4th ticket



Why attend insigHT2017?

- Updates on Medical Travel Industry
- Exclusive workshops for all attendees at no additional fee
- Free consultation with MHTC experts
- Networking opportunity with leaders from the private healthcare industry



Please contact us for any further details about insigHT2017

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