

# insigHT2018 Medical Travel Market Intelligence Conference 3 SEPTEMBER 2018 (MONDAY)

Welcome Remarks   Sherene Azii   CEO of Malaysia Healthcare Travel Council   Dr. Loke Wai Chiong   Executive Director, Deloitie SEA Risk Advisory   Ajay Bangia   Director and Geography Load for IPSOS UU - South East Asia   Director and Geography Load for IPSOS UU - South IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Load for IPSOS UU - South Individual   Director and Geography Lo	Time	Programme	Speaker	
Market Insights I: Trends & New Opportunities of Medical Travel in APAC   Consumer Views on Healthcare and the Psychology of Trust of Industry Insight: Trusted and Sustainable Medical Tourism Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward   Assoc. Prof. Dr. Jason CH Yap Associate Professor at Saw Swee Hock, School of Public Health Care Politic School of Public Person CH Yap Associate Professor at Saw Swee Hock, School of Public Peach In Illian School of Public Peach Illian School Peach Peach Illian School Peach Illian School Peach Illian School Peach Illian School Peach Peach School of Public Peach Illian School Peach Peach Peach School Peach Peach School Peach Peach Peach School Peach Pe	0800			
Market Insights I: Trends & New Opportunities of Medical Travel in APAC	0900	Welcome Remarks		
1020 Coffee Break  1045 Welcome Note: Building A Trusted Healthcare Destination  1060 Opening Remarks: Progress and Commitment in Delivering Clinical Outcomes for a Trusted and Sustainable Medical Tourism Industry  1170 Opening Remarks: Progress and Commitment in Delivering Clinical Outcomes for a Trusted and Sustainable Medical Tourism Industry  118 Keynote Address and Launch of insigHT2018  1190 MOU Signing between Indonesia AirAsia and MHTC  1200 Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward  1200 Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward  1200 Market Insight II: Case Study – South Korea's Medical Tourism - How can Malaysia Professor at Saw Swee Hock, School of Public Health  1440 Diamond Session - Delivering a Patient Centric Payment Experience  1445 Coffee Break  1535 Liberating the Value of Healthcare Digital Transformation  1615 Fireside Chat: Malaysia Medical Travel - Are We Truly Global?  1616 Fireside Chat: Malaysia Medical Travel - Are We Truly Global?  1617 Out In Trusted Health Care Digital Transformation Darby Health Care  1618 Director and Geography Lead for IPSOS UII - South East Alia Administration IPSOS UII - Professor at Saw Swee Hock School of Public Health  1619 Professor at Saw Swee Hock School of Public Health  1610 Professor at Saw Swee Hock School of Public Health  1611 Associate Professor at Saw Swee Hock School of Public Health  1612 Professor at Saw Swee Hock School of Public Health  1613 Professor at Saw Swee Hock School of Public Health  1614 Darby Health Care  1615 Professor at Saw Swee Hock School of Public Health  1616 Public Health  1617 Darby Health Care  1618 Professor at Saw Swee Hock School of Public Health  1619 Darby Health Care	0905		Dr. Loke Wai Chiong	
Sherene Azli   CEO of Malaysia Healthcare Travel Council   CEO of Malaysia   PB	0945		Director and Geography Lead for IPSOS UU - South	
Opening Remarks: Progress and Commitment in Delivering Clinical Outcomes for a Trusted and Sustainable Medical Tourism Industry   YB Dr. Lee Boon Chye Deputy Minister of Health, Malaysia	1020			
Clinical Outcomes for a Trusted and Sustainable Medical Tourism Industry  Keynote Address and Launch of insigHT2018  Reynote Address and Launch of insigHT2018  MOU Signing between Indonesia AirAsia and MHTC  Press Conference  Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward  Itanob  Market Insight: II: Case Study - South Korea's Medical Tourism  Itanob  Industry Insight: Case Study - South Korea's Medical Tourism  Itanob  Itanob	1045	Welcome Note: Building A Trusted Healthcare Destination		
1140 MOU Signing between Indonesia AirAsia and MHTC  1200 Press Conference  1200 Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward  1245 Lunch  1400 Market Insight II: Case Study – South Korea's Medical Tourism  1400 Diamond Session - Delivering a Patient Centric Payment Experience  1515 Coffee Break  1515 Liberating the Value of Healthcare Digital Transformation  1616 Fireside Chat: Malaysia Medical Travel - Are We Truly Global?  1617 Grossor at Saw Swee Hock, School of Public Health Administration, Yonsei University Moderator: Sherene Azli, CEO of MHTC  1618 Barry Leonardi Business Development Manager, Healthcare, APAC, Flywire  1619 Moderator: Meera Sivasothy, Presenter of BFM Panelists:  1610 Industry Insight: TRUST, Key to Going Beyond Medical Travel - Are We Truly Global?  1610 On Market Insight II: Case Study - South Korea's Medical Travel - Are We Truly Global?  1611 On Market Insight II: Case Study - South Korea's Medical Travel - Are We Truly Global?  1612 On Market Insight II: Case Study - South Korea's Medical Travel - Are We Truly Global?  1613 On Market Insight II: Case Study - South Korea's Medical Travel - Are We Truly Global?  1614 On Market Insight II: Case Study - South Korea's Medical Professor at Saw Swee Hock, School of Public Health  1615 On Market Insight II: Case Study - South Medical Advisor, Ramsay Sime Darby Health Care	1100	Clinical Outcomes for a Trusted and Sustainable Medical		
1200   Press Conference	1115	Keynote Address and Launch of insigHT2018		
Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward   Assoc. Prof. Dr. Jason CH Yap	1140	MOU Signing between Indonesia AirAsia and MHTC		
1245  1400  Market Insight II: Case Study – South Korea's Medical Tourism  Market Insight II: Case Study – South Korea's Medical Tourism  Prof. Ki Nam Jin Professor, Health Administration, Yonsei University Moderator: Sherene Azli, CEO of MHTC  1445  Diamond Session - Delivering a Patient Centric Payment Experience  Barry Leonardi Business Development Manager, Healthcare, APAC, Flywire  1515  Coffee Break  1535  Liberating the Value of Healthcare Digital Transformation  Moderator: Meera Sivasothy, Presenter of BFM Panelists: 1) Dr. Loke Wai Chiong Executive Director, Deloitte SEA Risk Advisory 2) Ilan Geva President, Ilan Geva & Friends 3) Associate Professor at Saw Swee Hock, School of Public Health 4) Dato' Dr. Jacob Thomas Chairman & Group Medical Advisor, Ramsay Sime Darby Health Care	1200	<u> </u>		
Market Insight II: Case Study – South Korea's Medical Tourism   Prof. Ki Nam Jin Professor, Health Administration, Yonsei University Moderator: Sherene Azli, CEO of MHTC	1200		Associate Professor at Saw Swee Hock, School of	
1445 Diamond Session - Delivering a Patient Centric Payment Experience  1515 Coffee Break  1535 Liberating the Value of Healthcare Digital Transformation  Fireside Chat: Malaysia Medical Travel - Are We Truly Global?  Fireside Chat: Malaysia Medical Travel - Are We Truly Global?  Professor, Health Administration, Yonsei University Moderator: Sherene Azli, CEO of MHTC  Barry Leonardi Business Development Manager, Healthcare, APAC, Flywire  Jude C. Uzonwanne Principal of IQVIA, Singapore  Moderator: Meera Sivasothy, Presenter of BFM Panelists: 1) Dr. Loke Wai Chiong Executive Director, Deloitte SEA Risk Advisory 2) llan Geva President, Ilan Geva & Friends 3) Assoc. Prof. Dr. Jason CH Yap Associate Professor at Saw Swee Hock, School of Public Health 4) Dato' Dr. Jacob Thomas Chairman & Group Medical Advisor, Ramsay Sime Darby Health Care	1245	Lunch		
1515  Coffee Break  Liberating the Value of Healthcare Digital Transformation  Liberating the Value of Healthcare Digital Transformation  Liberating the Value of Healthcare Digital Transformation  Jude C. Uzonwanne Principal of IQVIA, Singapore  Moderator: Meera Sivasothy, Presenter of BFM Panelists: 1) Dr. Loke Wai Chiong Executive Director, Deloitte SEA Risk Advisory 2) Ilan Geva President, Ilan Geva & Friends 3) Assoc. Prof. Dr. Jason CH Yap Associate Professor at Saw Swee Hock, School of Public Health 4) Dato' Dr. Jacob Thomas Chairman & Group Medical Advisor, Ramsay Sime Darby Health Care	1400		Professor, Health Administration, Yonsei University	
Liberating the Value of Healthcare Digital Transformation  Jude C. Uzonwanne Principal of IQVIA, Singapore  Moderator: Meera Sivasothy, Presenter of BFM Panelists: 1) Dr. Loke Wai Chiong Executive Director, Deloitte SEA Risk Advisory 2) Ilan Geva President, Ilan Geva & Friends 3) Assoc. Prof. Dr. Jason CH Yap Associate Professor at Saw Swee Hock, School of Public Health 4) Dato' Dr. Jacob Thomas Chairman & Group Medical Advisor, Ramsay Sime Darby Health Care	1445		Business Development Manager, Healthcare, APAC,	
1615 Liberating the Value of Healthcare Digital Transformation  Principal of IQVIA, Singapore  Moderator: Meera Sivasothy, Presenter of BFM Panelists: 1) Dr. Loke Wai Chiong Executive Director, Deloitte SEA Risk Advisory 2) Ilan Geva President, Ilan Geva & Friends 3) Assoc. Prof. Dr. Jason CH Yap Associate Professor at Saw Swee Hock, School of Public Health 4) Dato' Dr. Jacob Thomas Chairman & Group Medical Advisor, Ramsay Sime Darby Health Care	1515	Coffee Break		
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	1615		Panelists: 1) Dr. Loke Wai Chiong Executive Director, Deloitte SEA Risk Advisory 2) Ilan Geva President, Ilan Geva & Friends 3) Assoc. Prof. Dr. Jason CH Yap Associate Professor at Saw Swee Hock, School of Public Health 4) Dato' Dr. Jacob Thomas Chairman & Group Medical Advisor, Ramsay Sime	
	1730	End		



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### 4 SEPTEMBER 2018 (TUESDAY) Breakout Session

Time	Programme	Speaker			
0800	Registration and Networking Breakfast				
0900	Cross Border Insights on Medical Tourism	Naporn Inkatanuvatana Head of Marketing Thailand & Myanmar and Head of Southeast Asia Cross Border Marketing, Visa			
0940	Unlock the Power of Your Data Capital & Accelerate Your Healthcare Digital Transformation	Patrick Lim Director of Sales Strategy, Asia Pacific and Japan, Dell EMC Charles Lim (co-speaker) Head of Implementation Engineering, Asia Pacific, Siemens Healthineers			
1010	Coffee Break				
1035	Workshop: How "Brand" Drives Trust in Medical Travel	Ilan Geva President, Ilan Geva & Friends			
1150	The Farrer Park Experience: Asia's Fully Integrated Healthcare Hospitality Facility for the Ultimate Patient Experience	Dr. Timothy Low Board of Director, Farrer Park Hospital and Regional Medical Head, Asia Pacific, Shire			
1230	Lunch				
1400	Al and Blockchain will Disrupt and Transform the Medical Facilitation and Tourism	Dr. Prem Pillay Neurosurgeon, Singapore Brain Spine Nerves Centre			
1435	Revealing the Bangladeshi Outbound Healthcare Travellers - Opportunities and Challenges	Rahbar Anwar Managing Director, NCH Consumer Healthcare Limited			
1505	Unfolding the Real Value in Digital Marketing in Healthcare Beyond Borders	Azleen Abdul Rahim Managing Partner, Marketing Strategist, NSE PLT			
1545	Closing Remarks by CEO of MHTC				
1600	End of Conference Coffee Break				
	CLOSED SESSION FOR MHTC MEMBERS ONLY				
1615	Medical Travel Statistics (FOR MHTC MEMBERS ONLY)	Marini Saari Vice President of Corporate Strategy, MHTC			
1700	Consumer Insight: Indian Outbound Healthcare Travellers: What do they Look For and How do They Make Decision? (FOR MHTC MEMBERS ONLY)	Ajay Bangia Director and Geography Lead for IPSOS UU - South East Asia			
1745	End (For MHTC Members Only)				



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### 4 SEPTEMBER 2018 (TUESDAY)

#### Masterclass Session (by invitation only)

Time	Programme	Speaker	
0800	Registration and Networking Breakfast		
0900	How CEO can Drive Global Branding	llan Geva President, Ilan Geva & Friends	
0945	Return of Investment in Medical Travel	Prof. Ki Nam Jin Professor, Health Administration, Yonsei University	
1015	Coffee Break		
1035	Maximizing ROI in a Competitive Market by Differentiating Unique Services	Pamela Frank  Director of International Services at Children's Mercy  Hospital  Dave O'Brien (co-speaker)  Senior Relationship Manager, Flywire	
1105	The New Malaysia: How to Enable Medical Tourism Ecosystem?	Yennie Tan Deals Strategy Partner, PwC Malaysia	
1140	Healthcare Digital Transformation to Delivery Personalised Patient Care	Patrick Lim Director of Sales Strategy, Asia Pacific and Japan, Dell EMC Enno Nehrbass (co-speaker) Head of Digital Health Services Asia Pacific, Siemens Healthineers	
1230	End of Masterclass  Lunch		
1400	Converge to Main Hall		