



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

Time	Programme	Speaker
0800	<b>Registration and Networking Breakfast</b>	
0900	<b>Welcome Remarks</b>	Sherene Azli <i>CEO of Malaysia Healthcare Travel Council</i>
0905	<b>Market Insights I: Trends &amp; New Opportunities of Medical Travel in APAC</b>	Dr. Loke Wai Chiong <i>Executive Director, Deloitte SEA Risk Advisory</i>
0945	<b>Consumer Views on Healthcare and the Psychology of Trust</b>	Ajay Bangia <i>Director and Geography Lead for IPSOS UU - South East Asia</i>
1020	<b>Coffee Break</b>	
1045	<b>Welcome Note: Building A Trusted Healthcare Destination</b>	Sherene Azli <i>CEO of Malaysia Healthcare Travel Council</i>
1100	<b>Opening Remarks: Progress and Commitment in Delivering Clinical Outcomes for a Trusted and Sustainable Medical Tourism Industry</b>	YB Dr. Lee Boon Chye <i>Deputy Minister of Health, Malaysia</i>
1115	<b>Keynote Address and Launch of insigHT2018</b>	YB Dato' Ir. Haji Amiruddin bin Hamzah <i>Deputy Minister of Finance, Malaysia</i>
1140	<b>MOU Signing between Indonesia AirAsia and MHTC</b>	Dendy Kurniawan, <i>CEO Indonesia AirAsia</i> Sherene Azli, <i>CEO MHTC</i>
1200	<b>Press Conference</b>	
1200	<b>Industry Insight: TRUST, Key to Going Beyond Medical Tourism - How can Malaysia Move Forward</b>	Assoc. Prof. Dr. Jason CH Yap <i>Associate Professor at Saw Swee Hock, School of Public Health</i>
1245	<b>Lunch</b>	
1400	<b>Market Insight II: Case Study – South Korea’s Medical Tourism</b>	Prof. Ki Nam Jin <i>Professor, Health Administration, Yonsei University</i> Moderator: Sherene Azli, <i>CEO of MHTC</i>
1445	<b>Diamond Session - Delivering a Patient Centric Payment Experience</b>	Barry Leonardi <i>Business Development Manager, Healthcare, APAC, Flywire</i>
1515	<b>Coffee Break</b>	
1535	<b>Liberating the Value of Healthcare Digital Transformation</b>	Jude C. Uzonwanne <i>Principal of IQVIA, Singapore</i>
1615	<b>Fireside Chat: Malaysia Medical Travel - Are We Truly Global?</b>	Moderator: Meera Sivasothy, <i>Presenter of BFM</i> Panelists: 1) Dr. Loke Wai Chiong <i>Executive Director, Deloitte SEA Risk Advisory</i> 2) Ilan Geva <i>President, Ilan Geva &amp; Friends</i> 3) Assoc. Prof. Dr. Jason CH Yap <i>Associate Professor at Saw Swee Hock, School of Public Health</i> 4) Dato' Dr. Jacob Thomas <i>Chairman &amp; Group Medical Advisor, Ramsay Sime Darby Health Care</i>
1730	<b>End</b>	



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**4 SEPTEMBER 2018 (TUESDAY)**  
**Breakout Session**

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



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**4 SEPTEMBER 2018 (TUESDAY)**

**Masterclass Session (by invitation only)**

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