Mecomed
Medical Technology Association
Middle East & North Africa

4th MENA
MEDTECH FORUM

Healthcare in MENA
is going digital -
how ready are you?

25 - 26 April, 2018
Mohammed Bin Rashid Academic Medical Center, Dubai Healthcare City
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Draft Program as of 22.04.2018 (subject to change)

Wednesday, April 25, 2018	
07:30 to 09:00	***Registration and Reception***
09:00 to 10:00	**Opening ceremony by Rami Rajab, Chairman, Mecomed and** **Keynote Address by HE Dr. Amin Al Amiri, Assistant Undersecretary for Public Health Policy and Licensing Sector, Ministry of Health and Prevention, UAE**
10:00 to 10:30	**Global Trend of Healthcare Digitization and impact on the MENA region** Ivy Teh, Global Managing Director Healthcare Consulting, Economist Intelligence Unit and Managing director Clearstate Ivy will give an overview of the key global digitization trends in healthcare and how the digital health could potentially address healthcare challenges globally. She will also discuss the Middle East healthcare and its challenges, as well as digital transformation and its application in MENA healthcare.
10:30 to 11:00	***Networking coffee break***
11:00 to 12:00	**Opportunities and Challenges of Digital Healthcare in MENA region** Moderator: Neil O'Flaherty, Partner, IP Practice Group, Baker & McKenzie Digital technology continues to rapidly transform the face of healthcare, allowing individuals to take more personalized control of their health and allowing medical institutions to deliver care with efficiencies and precision that previously were not thought possible. However, the promise of digital healthcare also raises legal and practical issues which will require regulation and solutions from industry and regulators in the MENA region (assuring digital health product quality, cybersecurity, data privacy, big data storage, etc.) This panel will explore the benefits of digital healthcare in the MENA region now and moving forward and how to address potential problems and pitfalls with this emerging health sector and the products used as part of it. Panelists: - HE Dr. Amin Al Amiri, Assistant Undersecretary for Public Health Policy and Licensing Sector, Ministry of Health and Prevention, UAE - Maher Abouzeid, President and CEO, Eastern Growth Markets, GE Healthcare and Mecomed Board member - Jim Massey, Innovator, Healthcare Advisory Practice, Cerner Middle East
12:00 to 12:30	**Cybersecurity for Medical Devices** Paul Epping, Principal Consultant, Philips Healthcare A medical device is not anymore, a 'stand-alone' entity, but connected to our hyper connected society. It means that the data, produced by and exchanged with other sources, are at risk. From manufacturing devices, developing and deploying software, installing and connecting the

devices, all steps must be secure and be able to be monitored. Paul will explore this chain in the light of cyber security.

Value-based healthcare- Forecasting the future

Moderator: Rasmus Prior Gjesing, Director, Health Economics & Market Access Emerging Markets, Johnson & Johnson

Value-Based Health Care has increasingly been a focus in the conversations on how to optimize resource use, funding, prioritization and procurement of health technologies. Mecomed wants to engage in these conversations and actively promote a value-based approach for healthcare delivery in the region. An emerging tool to ensure optimal use of resource is Value-Based Procurement where the focus in decision-making includes a broader value perspective instead of a pure focus on price. In this session a panel representing different stakeholders will provide their insights to the benefits and challenges in implementing such a framework.

12:30 to 13:15

Panelists:
- Jennifer Clawson, Associate Director, The Boston Consulting Group
- Jihad Hussami, Business Director EMA, Medication Management Solutions, BD and Head of Mecomed Government Affairs and Communication Committee
- Daniel Whitehead, Director of Medical Strategy, DAMAN Insurance

13:15 to 14:30   ***Networking Lunch***

Patient Case Study- Neuro-Modulation for Epilepsy

Speaker: Dr. Taoufik Alsaadi, MD, FAAN, Consultant Neurologist, Chief Medical Officer and Chair of the Neurology at the American Center for Psychiatry and Neurology (ACPN), Abu Dhabi, UAE

14:30 to 15:10

Dr. Alsaadi will present a case study of a 23-year old young man with a history of recurrent seizures since the age of three, who recently underwent a vagal nerve stimulation implementation.

Innovative Digital Health Technology Case Study

Speaker: Bassem Hashash, Managing Partner and Regional Director, META, Proximie

15:10 to 15:30

Proximie, an award-winning cloud based Augmented Reality (AR) platform, will demonstrate how this immersive technology can enhance collaboration and training in the fields of surgery, medical education, and medical devices.

Managing organisational and behavioural change to a digital healthcare solution – lessons learned from experience

Speaker: Allistair Booth, Life Science Partner, Pinsent Masons

15:30 to 16:00

Over recent years we have learned a great deal about managing transformations from traditional to digital health technologies through interactions with clients and others we have collaborated with. In this session we will outline the experiences of (i) a hospital in digitising a substantial number of its functions, (ii) a hospital that developed its own telemedicine programmes to meet

the requirements of specific patient groups and (iii) a multinational healthcare company collaborating with a hospital to develop and assess the benefit of a digital health technology.

16:00 to 16:30	***Networking Coffee Break***
16:30 to 17:30	**How can MENA region keep pace with MedTech innovation?** Moderator: Rami Rajab, VP Market Access International, Livanova and Chairman of Mecomed Medical Technology Innovation is a major contributor in bringing new innovative solutions to help detect, diagnose, prevent or treat diseases. This panel of healthcare leaders will discuss the challenges associated with the transfer of these innovations to the MENA region from different standpoints and angles. Panelists: - Maher Elhassan, VP GM MENA, BD and Mecomed Board member - Ivy Teh, Global Managing Director Healthcare Consulting, Economist Intelligence Unit and Managing director Clearstate - Marwan Abdulaziz Janahi, Executive Director, Dubai Science Park
17:30 to 18:00	**Mecomed awards and Closing**
18:30 to 20:30	**Networking Dinner- Al Manzil Lounge 1, Hyatt Regency Dubai Creek Heights Hotel**

Thursday, April 26, 2018

09:00 to 10:00	***Registration***
10:00 to 10:45	**Parallel session 1** 1. **Market Access stream: Value-Based Procurement MEAT model in action (Part 1)** Moderator: Jennifer Clawson, Associate Director, The Boston Consulting Group Procurement is the main access path for medical technology. Increasingly, price has become a main driver for making purchasing decisions, with administrators in the driving seat. The MedTech industry is ready to embrace value-based procurement with a broad value proposition for different stakeholders. This requires companies to rethink the role of their commercial organization and to enhance cooperation between departments. Sales teams need to learn how to define and sell value to different stakeholders rather than focusing only on the product and its features. In this session, you will learn about value-based procurement approach and case studies, but more importantly, you will have a chance to experience value-based procurement through a multi-round simulation of the process. 2. **Regulatory stream: Regulatory Aspects of Cybersecurity for Medical Devices** Speakers: John Ramesh, TUV Rheinland LLC; Paul Epping, Principal Consultant, Philips Healthcare During this workshop, John will cover the following topics: - What if medical device gets hacked into / impact - Why are regulators interested in cyber security for medical devices

- Different regulations & standards in Cybersecurity viz., FDA, HIPAA, etc.,
- What are notified Bodies
- What do NB expect from MDM
- Emphasis on tightening of regulations from NB perspective due to countries investing in Privacy laws viz., GDPR, DISHA, etc.

Paul will address cybersecurity is a phenomenon that keeps everyone involved in the manufacturing and use of medical devices alert. Each and every detail during the manufacturing process of a medical device is subject of quality control and where applicable, also evaluated in the light of (cyber) security. Are the software and data being produced adequately protected against attacks? Philips diagnostic devices are subject of intensive controls. In the medical area we see an increase of all sorts of wearables and sensors, especially the popular once, which collect medical data. These types of devices should be included in the discussion of security as well. In fact, all devices in the continuum of care. Although manufacturers have their procedures but as form the moment a device has been installed, in use, the ecosystem of that device is subject of evaluation. From the use of the device up to the moment data are being shared. Each and every step in that chain should be evaluated regularly. Usually the weakest point is the end user. This presentation will address that chain and will discuss topics that requires continuous attention of all people involved, including the patient.

3. **Talent stream: Unleashing potential of biomedical engineering and medical graduates in MedTech industry**

Moderator: Dr. Iyad Mobarek, GM GE Healthcare Education solutions EGM

This panel will address the role and potential of biomed and medical graduates in medical technology industry toward digitized healthcare system that meets the 2030 vision of MENA countries, while contributing to mitigate major challenges facing our contemporary healthcare systems and improving healthcare impact indicators compared to international best practices.

Panelists:
- Rami Rajab, VP Market Access International Markets, LivaNova and Chairman of Mecomed
- Eng. Hatim Najjar, Executive Director and Board member, Saudi Scientific Society for Biomedical Engineering, KSA
- Jean-Michel Gauthier, CEO, Internsme.com

Parallel session 2

4. **Market Access stream: Value-Based Procurement MEAT model in action (Part 2) (Participation in Part 1 is necessary)**

Moderator: Jennifer Clawson, Associate Director, The Boston Consulting Group

See Part 1

11:15 to 12:00

5. **Compliance Stream: Best practice and challenges in implementation of Mecomed new Code of Business Practice**

Moderator: Louis Lelou, Regional Director MEAP, Third Party Compliance and Monitoring, Abbott

Mecomed, the trade association representing the medical technology industries across MENA region, has approved and implemented the New Code of Ethical Business practice effective January 1st, 2018. Since this date, Member Companies of Mecomed must apply the Mecomed Code of Ethics, which regulates the industry's relationships with healthcare professionals, notably in terms of third party-organized congresses and events. The aim of this interactive panel is to bring together and enable key stakeholders- Industry Representative, Third Party Intermediary

(TPI), Professional Conference Organizer (PCO) and MedTech Trade Association Representative - to discuss how the Code impacts them, the challenges, opportunities and trends and to offer insights into this latest initiative.

Panelists:

- Roeland Van Aelst, Regional VP Compliance EMEA, J&J and Head of Chairman of Compliance Network, MedTech Europe
- Matthew Hawa, Director, InfoPlus Events
- Jihad Hussami, Business Director EMA, Medication Management Solutions, BD and Head of Mecomed Government Affairs and Communication Committee
- Ola Al Shammary, Head of Regulatory, QMS and Compliance, Badr Al Sultan, Kuwait

6. **Regulatory Stream: Digital Health: Scope, regulations and trends**

Moderator: Reem El-Sayed, Regulatory Affairs Director, EGM region, GE Healthcare and Head of Mecomed Regulatory Affairs Committee

Use of digital health products, at a personal and institutional level, continues to rapidly expand. The pace of change raises challenges as to how to balance encouraging innovation while still assuring the safety and efficacy of the products through appropriate regulatory controls. During this session, the panelists will discuss key issues relevant to regulation of digital health products, including which products should be actively regulated, current regulatory controls applied, and what future controls may be in this regulatory.

Panelists:

- Neil O'Flaherty, Partner, IP Practice Group, Baker & McKenzie
- John Ramesh, TUV Rheinland LLC
- Rami Habbal, Head of Industry Engagement, GS1, UAE

12:00 to 13:00	***Networking Lunch***