

# Himss®

middle east 12

Conference & Health IT  
Leadership Summit

20-21 May 2012  
Rocco Forte Hotel  
Abu Dhabi/UAE

[www.himssme.org/12](http://www.himssme.org/12)



## POSTSHOW REPORT

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هيئة الصحة - أبوظبي  
HEALTH AUTHORITY - ABU DHABI



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# HIMSS Middle East12 exceeded all expectations

**THE EVENT ATTRACTED A TOTAL AUDIENCE OF NEARLY  
600 INTERNATIONAL AND REGIONAL PARTICIPANTS**

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## **Healthcare professionals gathered at HIMSS Middle East 2012 conference to herald emerging IT-lead healthcare initiatives as the future of the industry**

The two-day conference and exhibition, which took place at the Rocco Forte Hotel Abu Dhabi on 20-21 May 2012, focused on integrating healthcare information systems and technology for medical service solutions.

Bringing together more than 50 industry leaders from the Middle East, United Kingdom, USA and Europe to share their expert insights, HIMSS Middle East Conference explored emerging trends, strategies and lessons from eHealth initiatives applied around the globe, to encourage the transformation of healthcare in regional and international countries represented by delegates at the event.

According to HIMSS, an increasing number of hospitals in the UAE and the wider Gulf region are now actively adopting Electronic Medical Record (EMR) technology as they look to improve patient safety, quality and efficiency, as well as save on their costs.

## **WHAT DID THE PARTICIPANTS SAY?**

*"We are always delighted to be part of HIMSS Middle East as it provides an excellent platform for us to engage with key stakeholders in the health care sector in the region,"* said Greg White, Vice President and Managing Director, Cerner Middle East and Africa.

*"This is an excellent platform to network and share experiences with peers, get updated about the latest technology, and interact with experts from international and regional countries,"* said Sultan Saif Al Mansoori, IT Operation Manager, Corniche Hospital, SEHA.

*"As always, the HIMSS Middle East12 Conference program has been very informative. I'll be back to the next next year,"* said Wissam Ismail, Corporate IT Director, Noor Hospital.



# Keynotes



## OPENING WELCOME

His Excellency Eng Zaid Daoud Al Siksek, CEO, Health Authority - Abu Dhabi (HAAD) welcomed delegates to the event by emphasising the irrefutable vital role information technology plays in modern healthcare practice.

H.E. Al Siksek outlined the seismic impact IT has had in transforming the Middle East's healthcare systems from long waiting times to instant doctor feedback via e-portals.

## KEYNOTE ADDRESSES

In the opening keynote address, Dr. Mohammed R Al Yemeni, PhD, Deputy Minister for Planning & Health Economics, shared the strategic direction and plans for the Saudi national healthcare system and eHealth programme, primarily in terms of business goals and requirements, which falls into four main categories including care for patients; clinician quality; performance management; and transforming the governance and accountability of healthcare

Furthermore, a strong delegation of prominent Saudi Arabian Ministry of Health (MOH) representatives at this year's event was headed by Dr. Al Yemeni.

The real ROI figures of IT Implementations were revealed at the closing keynote address.

John P. Hoyt, Executive Vice President, Organizational Services, HIMSS Analytics USA and Dave Garets, General Manager and Executive Director, The Advisory Board Company, USA presented for the first time global case histories on the financial and clinical return on investments of healthcare IT systems.

## Opening address



**H.E. Eng Zaid Daoud Al Siksek**  
CEO, Health Authority - Abu Dhabi  
(HAAD)  
UAE

## Keynote speakers



**Mohammed R Al Yemeni, PhD**  
Deputy Minister for Planning & Health  
Economics  
Ministry of Health  
Kingdom of Saudi Arabia



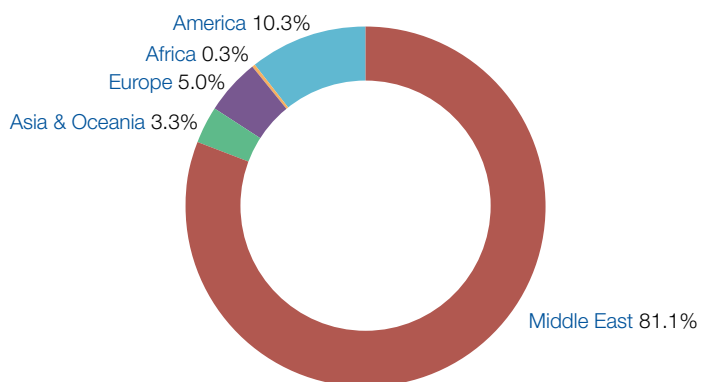
**John P. Hoyt**  
Executive Vice President  
Organizational Services,  
HIMSS Analytics  
USA



**Dave Garets**  
General Manager and  
Executive Director  
The Advisory Board Company  
USA

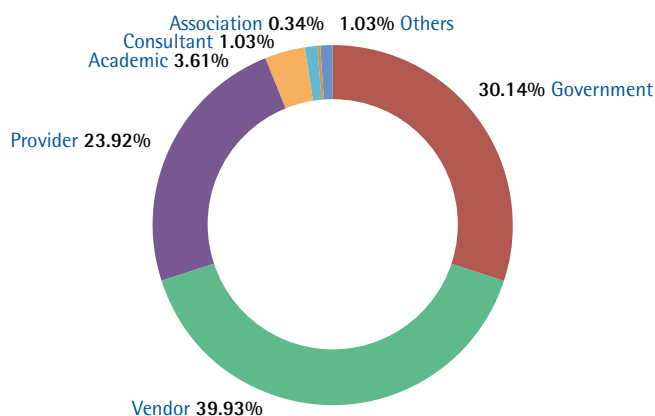


## GEOGRAPHICAL REPRESENTATION



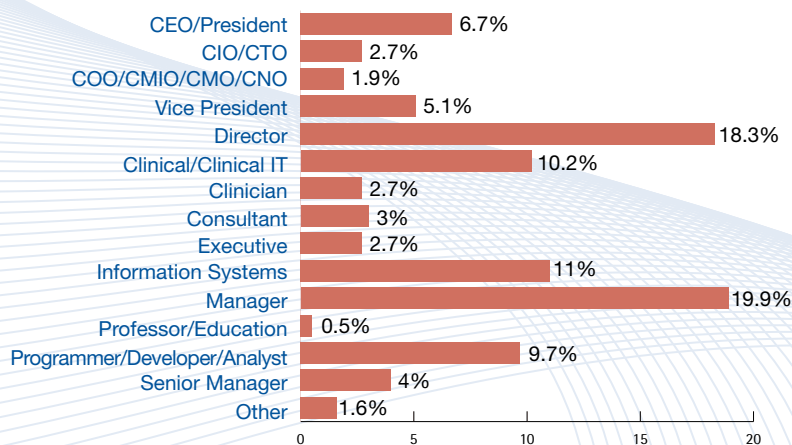
**In excess of 81% of the attendees came from the Middle East**

## PROFESSIONAL FIELDS



**54% of the attendees came from government agencies and healthcare providers**

## DELEGATE PROFILE



**More than 38% of the attendees were senior management level and above**





### **HIMSS Middle East EMRAM Award Presentation**

Four hospitals were honoured for achieving Stage 6 on the EMR Adoption Model (EMRAM) at the HIMSS Middle East EMRAM Awards Presentation.

The four healthcare providers were King Faisal Specialist Hospital (KFSH) in Riyadh and Jeddah, University Hospital Sharjah and Corniche Hospital.

### **Leadership Summit**

During the Leadership Summit, speakers from the UAE, the Kingdom of Saudi Arabia, Oman and the Netherlands has addressed the common factors impacting the role of Chief Investment Officers (CIO) on the enterprise level as well as the interoperability and implementation of HIT to counteract mass-scale pandemic outbreaks.

The benefits of a paperless network of healthcare records

through HIT initiatives such as clinical coding to both the environment and returns of investment (ROI) are also on the agenda throughout HIMSS Middle East 2012.

### **ICD-10 CM & ICD-10 PCS Workshop**

Michelea Peech, CCS, CCS-P, AHIMA-approved ICD 10 CM/PCS Trainer, has conducted an ICD-10 PCS overview workshop on “What They Are, How They Differ from the Present Code Sets and the Advantages and Disadvantages”. This session will be followed by a hands-on finance and coders workshop led by Shawn Van Doren, RN, BSN, CCS, AHIMA Approved ICD-10 Trainer.

### **HIMSS Middle East Exhibition**

Regional and international leading companies offering healthcare IT products and services showcased their cutting-edge technologies and innovative health IT solutions at the Exhibition.

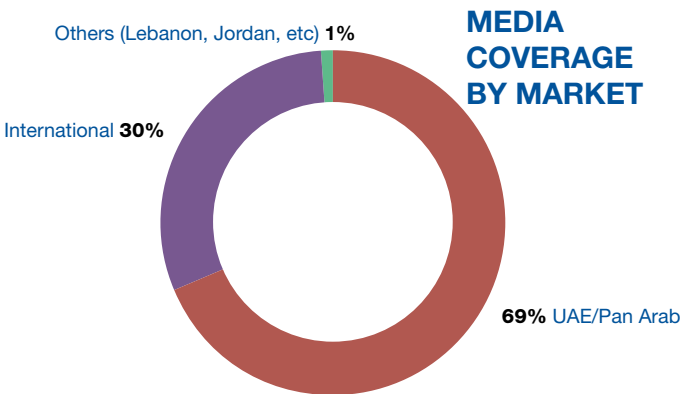


23 COMPANIES SHOWCASED THEIR PRODUCTS AND SERVICES IN A HIGHLY INTERACTIVE ENVIRONMENT.



### MEDIA PUBLICITY

Public relations and advertising campaigns were executed around the conference and resulted in published editorial articles and advertisements in top-tier trade and business publications.



### HIMSS WOULD LIKE TO THANK THE FOLLOWING ORGANIZATIONS THAT HAVE CONTRIBUTED TO THE SUCCESS OF HIMSS MIDDLE EAST12

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### THANK YOU TO THE FOLLOWING MEDIA PARTNERS FOR THEIR SUPPORT

