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INVITATION TO MALAYSIAN HEALTHCARE CONFERENCE 2019

~Optimizing Outcomes and Creating Values in a Changing Healthcare Landscape ~
7th March 2019 ❖ Hotel Istana Kuala Lumpur

14th February 2019

Ms. Sarojini Ruth Rajahser
President
National Association of Women Entrepreneurs of Malaysia (NAWEM)
Tel: 603-2142 3325 Fax: 603-2148 5955

Dear Ms. Sarojini

Kingsley Strategic Institute (KSI) takes this opportunity to extend our best compliments and warm wishes to you.

We are pleased to inform you that **Kingsley Strategic Institute (KSI)** will be organizing the **Malaysian Healthcare Conference** with the theme, "**Optimizing Outcomes and Creating Values in a Changing Healthcare Landscape**" on **Thursday, 7th March 2019** at **Hotel Istana Kuala Lumpur**.

Kingsley Strategic Institute (KSI) delighted to inform you that **YB Datuk Seri Dr. Dzulkefly Bin Ahmad, Minister of Health Malaysia** has **agreed** to deliver the **Opening Keynote Address** on that day.

Healthcare in Malaysia operates on an efficient and widespread two-tier system, consisting of a government-run universal healthcare system that serves Malaysian citizens, and a co-existing private healthcare system that caters to citizens and international patients alike. Demand for healthcare services is expected to continuously expand in the future due to projected demographic shifts, among which are the increase in aging population, life expectancy and lifestyle diseases. Governments and healthcare providers alike face the daunting prospect of containing costs while improving patient outcomes.

Value-based care represents a drive for improved patient outcomes at lower cost. The industry's 'Quadruple Aim' adds the vital importance of the patient and practitioner experience to these compelling goals. With a continuous focus on this aim, value-based care should be translated into daily practice.

Thus, the question is not if we should embrace this idealistic and attractive new healthcare paradigm, but how. To achieve the Quadruple Aim requires a huge transformation across the entire end-to-end value chain. Risks and pitfalls are plentiful.

The total healthcare industry spending in Malaysia, which stood at RM52 billion at end-2017, is expected to reach about RM80 billion by 2020, fueled by increasing demand for healthcare services, and emergence of new care models beyond traditional hospital settings. Increased consumer sophistication in relation to healthcare related technologies also helps. However, rapid development in technology presents both challenges and opportunities to industry players, including pharmaceuticals, diagnostics, medical technology manufacturers, digital health vendors and healthcare service providers.

This conference will bring together professionals, scholars, industry players, policy and decision makers and many others at the forefront of healthcare and medical fields to engage in an instructive conversation concerning current healthcare issues and how to maximize patient value by centering care around the patient. This can be achieved by measuring relevant health outcomes and its costs.

In this regard, it gives us great pleasure and honour to extend **Two (2) Complimentary Seats** to **National Association of Women Entrepreneurs of Malaysia (NAWEM)** to attend the one-day Conference. We would be most grateful if you could confirm your attendance by faxing (+603-6203 4422) or email (kamala@kasi.asia / zaiton@kasi.asia) us the reply form latest by **25th February 2019 (Reply Form is enclosed)**. A copy of the brief programme is attached for your reference.

We hope you are able to accept our invitation so as to make this Forum successful event. If there is any way that we can be of any further assistance or should you require further clarification, please feel free to contact **Ms. Kamala** or **Ms. Zaiton** at tel: **603-6203 4433**.

Thank you.

Yours sincerely
Kingsley Strategic Institute (KSI)

TAN SRI DR. MICHAEL YEOH
President, KSI

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Presents

MALAYSIAN HEALTHCARE CONFERENCE 2019

"Optimizing Outcomes and Creating Values in a Changing Healthcare Landscape"

7th March 2019 @ Hotel Istana Kuala Lumpur

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WHO SHOULD ATTEND

Policy Makers, Leaders, Principals, Researchers, Educators, Practitioners, Professionals and Experts in the healthcare, medical, Pharmaceutical, IT and solutions providers interested to know more about the healthcare landscape in Malaysia.

WHY YOU SHOULD ATTEND

Attending this conference not only provides valuable networking opportunities, but it can also be an effective strategy to access needed resources and learn from experts in the field.

OBJECTIVES

- Exchange ideas and network with leading healthcare and allied professionals and researchers
- Discuss quality initiatives that can be applied in the practice
- Discuss ways to collaborate in putting quality initiatives in place throughout the healthcare industry
- Participants can gain direct access to a core audience of professionals and decision makers and can increase visibility through branding and networking at the conference
- Learn and discuss key news and challenges with senior level speakers.

DRAFT PROGRAM

- 8.30 am : Arrival and Registration of Participants
- 9.15 am : **WELCOME ADDRESS** by:
Tan Sri Dr. Michael Yeoh
 President, Kingsley Strategic Institute (KSI)

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- 9.25 am : **OPENING KEYNOTE ADDRESS** by: -
"Optimizing Outcomes and Creating Values in a Changing Healthcare Landscape"
YB Datuk Seri Dr. Dzulkefly Bin Ahmad (confirmed)
Minister of Health Malaysia
- 10.00 am : Presentation of Mementoes
- 10.05 am : Morning Refreshment
- 10.30 am : **Session 1: Value-based Healthcare: Putting the Patient at the Heart of Care**
Value-based care is the future of healthcare. Healthcare organizations are under pressure to control costs, improve patient outcomes, and increase patient and provider satisfaction to achieve the goals of value-based care.

For especially large integrated health systems, reducing inefficiencies across the continuum of care poses the greatest challenge in transitioning from volume- to value-based care. The most agile and forward-thinking health economies have the opportunity to revolutionize the way care is delivered, and in doing so, to transform their societies. What are the challenges and trends that will impact healthcare for the better.
- 11.40 am : **Session 2: Advancing Connected Health to Improve Patient Engagement**
Effective patient engagement involves relationships that does not stop once a patient leaves the clinic. Creating connections through digital tools, including mobile apps, home monitoring devices, and telehealth can help keep patients more involved in their own care. How can organizations design and implement connected care programs that produce results for patients and providers?
- 12.50 pm : **LUNCH & SPECIAL ADDRESS**
"Women & Gender Bias in Healthcare"

Proposed Luncheon Speaker:
Dr Ying-Ru Jacqueline Lo (tbc)
WHO Representative in Malaysia, Brunei Darussalam and Singapore
- 2.05 pm : **Session 3: Whither the Malaysian Healthcare Financing Scheme?**
The right to good health has been recognized as a basic human right that everyone possesses. In 1978, the Alma Ata Declaration was adopted by the world community, to which Malaysia was a party. The Declaration proclaimed that by the year 2000, all peoples of the world should attain "a level of health that will permit them to lead a socially and economically productive life".

It has been widely acknowledged that Malaysia's health delivery system has been effective in reaching out to provide healthcare services to the most disadvantaged groups in society. In spite of the information that has already been released on a proposed National Health Financing Scheme (NHFS), how exactly this scheme is to be implemented still remain unclear. Where are we now? Where would we like to go? How will we get there?

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- 3.15 pm : **Session 4: Unlocking the Pharma Value Chain**
With consumers eyeing rising drug prices, established and new entrants are eyeing the pharma value chain as an opportunity to curtail costs and improve customer experience. Hear industry stakeholders discuss the potential for tech to meet touch to deliver value at the practical inflection points in the pharma value chain.
- 4.25 pm : **Session 5: Integrating the Social Determinants of Health into Patient Management**
The healthcare industry is starting to acknowledge that clinical care only represents a fraction of the impact on a patient's overall wellbeing. As providers take on more financial responsibility for long-term outcomes, they must begin to address the social determinants of health, including health literacy, food and housing security, and access to care. Panellists will share their strategies for assessing patients, stratifying populations by risk, and connecting individuals to the socioeconomic services they need to maintain their health?
- 5.30 pm : End of Conference / Refreshments

Notes:

- The Organisers reserve the right to alter the content and timing of the programme in the best interest of the conference and are not responsible for cancellations due to unforeseen circumstances.
- The Organisers accept no responsibility for statements made orally or in written material distributed by any speaker at the conference. In addition, the Organisers are not responsible for any copying, republication or redistributions of such statements.
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- Programme as at **22 Jan 2019**