3rd Middle East Big Data Conference

28-29 January 2015
Dubai International Convention & Exhibition Centre

Benefits of attending:
• How can Big Data influence healthy activities and reduce behaviour that leads to chronic diseases
• Review Big Data benefits on local authorities health policies
• Apply clinical informatics in support of clinical best practices

Key topics:
• Detection and prediction
• The wearables explosion
• Digital health and data
• mHealth

Informa Exhibitions,
P.O. Box 9428, Dubai, UAE

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Dear Healthcare Professional,

As the conference Chair, I am pleased to present you with the official programme for the 3rd Middle East Big Data Conference, taking place on 28-29 January 2015 at the Dubai International Convention & Exhibition Centre.

Big Data is fast transforming the way that healthcare services are being delivered to patients, from wearable devices that can inform diabetes patients about their glucose levels, to personalised medicine developments through the collection of appropriate data.

A handpicked, high-level audience will gather across the two days to witness an eclectic mix of speakers at the forefront of the Big Data healthcare scene. With the theme of ‘From data rich to decision-smart healthcare’, industry experts will demonstrate the use of Big Data in enhancing patient experience and showcase how it is transforming the delivery of healthcare as we know it.

I look forward to welcoming you to the Big Data Conference in January 2015.

Yours sincerely,

Dr Aaron Han
Conference Chair
3rd Middle East Big Data Conference

Who should attend
- Chief Executive Officers
- Chief Information Officers
- Chief Technology Officers
- Chief Operations Officers
- Chief Medical Informatics Officers

Arab Health Congress 2015 features 18 conferences:

8th Middle East Anaesthesia Conference ................................................................. 28 - 29 January 2015
3rd Big Data Conference ....................................................................................... 28 - 29 January 2015
Biomedical Engineering Forum ............................................................................ 28 January 2015
7th Middle East Cardiovascular Disease and Intervention Conference ........ 28 - 29 January 2015
3rd Complementary, Alternative and Integrative Medicine Conference .... 28 January 2015
3rd Middle East Diabetes Conference ................................................................. 26 - 27 January 2015
7th Middle East Gastroenterology Conference .................................................. 28 - 29 January 2015
NEW 1st Gulf Hypertension Conference ............................................................ 26 - 27 January 2015
Leaders in Healthcare Conference ....................................................................... 29 January 2015
MEDLAB Congress .............................................................................................. 26 - 29 January 2015
11th Middle East Orthopaedics Conference ..................................................... 26 - 27 January 2015
8th Middle East Paediatrics Conference ............................................................. 26 - 28 January 2015
2nd Public Health Conference ............................................................................. 26 - 27 January 2015
6th Middle East Quality Management in Healthcare Conference ............... 26 - 27 January 2015
5th Respiratory, Critical Care and Sleep Disorders Conference .................... 28 - 29 January 2015
14th Middle East Surgery Conference ............................................................... 27 - 29 January 2015
Total Radiology Conference ............................................................................... 26 - 29 January 2015
8th Middle East Update in Urology Conference .............................................. 26 - 27 January 2015

For more information about these conferences, please visit www.ahcongress.com
SESSION 1: DETECTION AND PREDICTION
Moderator: Sunita Munjal, Lead Associate, Booz Allen Hamilton, Washington DC, USA

09:15  Keynote address: Will Big Data provide early indicators and warnings of acute conditions?
Julio C. Silva, Chief Medical Informatics Officer, Sidra Medical and Research Center, Doha, Qatar

09:45  Interactive panel discussion: Ensuring more effective treatments through better data analysis
Julio C. Silva, Chief Medical Informatics Officer, Sidra Medical and Research Center, Doha, Qatar
Dr Aaron Han, Chief of Department of Pathology, American Hospital, Dubai, UAE
Dr Manish Kohli, Chief, Medical Informatics, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE
Carlo Kaabar, Senior Consultant, Strategy & Change Management Office (eHealth), Ministry of Health, Riyadh, KSA

SESSION 2: THE WEARABLES EXPLOSION
Moderator: Atif Kureishy, Technology & Analytics Principal, Booz Allen Hamilton Middle East & North Africa, Abu Dhabi, UAE

13.30  The role of wearables in healthcare
Sridhar Iyengar, Chief Technology Officer, MISFIT, Boston, USA

14:00  Big Data, imaging and Google Glass
Dr Deepak Kaura, Clinical Chief, Radiology, Sidra Medical and Research Centre, Doha, Qatar

14:30  Measuring your glucose values without pricking: Facts or fantasy?
Dr Hubert Penninckx, Specialist Endocrinologist & Diabetologist, Internal Medicine Department, American Hospital, Dubai, UAE

15:00  COFFEE BREAK

15:30  The emergence of wearables and their impact on consumers lifestyle choices
Sarper Tanli, Vice President, Houston Methodist Global Health Care Services, Abu Dhabi, UAE

16:00  Interactive panel discussion: Revolutionising the way healthcare is delivered through the use of wearable devices
Dr Deepak Kaura, Clinical Chief, Radiology, Sidra Medical and Research Centre, Doha, Qatar
Dr Hubert Penninckx, Specialist Endocrinologist & Diabetologist, Internal Medicine Department, American Hospital, Dubai, UAE
Sarper Tanli, Vice President, Houston Methodist Global Health Care Services, Abu Dhabi, UAE
Sridhar Iyengar, Chief Technology Officer, MISFIT, Boston, USA

16:45  END OF CONFERENCE DAY ONE
SESSION 3: DIGITAL HEALTH AND DATA
Moderator: Atif Kureishy, Technology & Analytics Principal, Booz Allen Hamilton Middle East & North Africa, Abu Dhabi, UAE

10:00 Keynote address: Big Data benefits on local Public Health policies
Dr Mohammad Al Redha, Director, Health Data & Information Analysis Department, Health Policy & Strategy Sector, Non-Resident Fellow – Mohammed Bin Rashid School of Government, Dubai Health Authority, Dubai, UAE

10:30 Keynote address: Applying clinical informatics in support of clinical next best practices: Integrating knowledge discovery to delivery into workflow
Dr John T. Wald, Consultant, Department of Radiology; Physician Chair, Standardize to Value Subcommittee; Physician Chair, Office of Demand Generation; Member, Enterprise Clinical Practice Committee; Medical Director for Marketing and Public Affairs, Mayo Clinic, Minnesota, USA

11:00 COFFEE BREAK

11:30 The implementation and future prospect of healthcare cloud computing and intellectual decisions at Mackay Memorial Hospital
Wen-Hsin Chang, Administrative Deputy Superintendent, Mackay Memorial Hospital, Taipei, Republic of China

12:00 Big Data and cloud enterprise solutions
Mike Jackman, SVP Enterprise Imaging and Care Area Workflows, GE Healthcare, GE, Dubai, UAE

12:30 Capturing the right data and utilising this for a better healthcare system
Dr Osama Al Hassan, Head of eHealth Section, Dubai Health Authority, Dubai, UAE

SESSION 4: MHEALTH AND BIG DATA

14:00 Mobile health and Big Data: Are we there yet?
Carlo Kaabar, Senior Consultant, Strategy & Change Management Office (eHealth), Ministry of Health, Riyadh, KSA

14:30 Interactive panel discussion: How is mHealth shaping the future of healthcare?
Moderator: Dr Mohammad Al Redha, Director, Health Data & Information Analysis Department, Health Policy & Strategy Sector, Non-Resident Fellow – Mohammed Bin Rashid School of Government, Dubai Health Authority, Dubai, UAE
Panelists: Dr Manish Kohli, Chief, Medical Informatics, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE
Brian de Francesca, Chief Executive Officer, Ver2, Dubai, UAE
Dr John T. Wald, Consultant, Department of Radiology; Physician Chair, Standardize to Value Subcommittee; Physician Chair, Office of Demand Generation; Member, Enterprise Clinical Practice Committee; Medical Director for Marketing and Public Affairs, Mayo Clinic, Minnesota, USA
Wen-Hsin Chang, Administrative Deputy Superintendent, Mackay Memorial Hospital, Taipei, Republic of China

15:30 COFFEE BREAK

16:00 Creative collaboration – the importance of working together in Big Data
Dr Chris Bates, Head of Data & Analytics, TPP, Leeds, UK

16:30 The role of mHealth and Big Data in advancing healthcare services in the region
Russell Gann, Project/Program Manager, Surveillance Coordinator, Public Health/Preventive Medicine, Ministry of Health, Riyadh, KSA

17:00 CLOSE OF CONFERENCE
The 8th Arab Health Innovation & Achievement Awards are an acknowledgment of the exceptional accomplishments of individuals and organisations from the medical and healthcare industry in the Middle East and their contributions to the progression in the field of medicine.

The seven categories for the Arab Health Innovation & Achievement Awards 2015 include:

» Cleveland Clinic Young Clinician Award
» Excellence in Radiology
» Excellence in Surgery Services
» Excellence in Patient Centred Care
» Outstanding Contribution of an Individual to the Middle East Healthcare Industry Award
» Roche Excellence in Laboratory
» Young Surgeon of the Year Award

For more information about the Arab Health Awards 2015, visit www.arabhealthonline.com/awards
# 3rd Middle East Big Data Conference

**28-29 January 2015**

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**Invitation application form. Please complete and fax back to +971 4 336 4021**

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| Nature of your company’s business: | |

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**To assist us with future correspondence, please supply the following details:**

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**Travel and accommodation**

- Yes, please contact me to book travel and accommodation

**Hotel and accommodation details**

Please contact: Hospitality department
Tel: +971 4 407 2693
Fax: +971 4 407 2517
Email: hospitality@informa.com

Due to unforeseen circumstances, the programme may change and Informa Exhibitions reserves the right to alter the venue and/or speakers.