

Opening Keynote Address

Optimizing Outcomes and
Creating Values in a Changing
Healthcare Landscape

YB Datuk Seri Dr. Dzulkefly Bin Ahmad
Minister of Health Malaysia



Malaysian Healthcare Conference 2019

Optimizing Outcomes and Creating Values
in a Changing Healthcare Landscape

Optimizing Outcomes and Creating Values in a Changing Healthcare Landscape

Malaysian Healthcare Conference 2019

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.

For further enquiries or registration, please email to wani@kasi.asia

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.



7 MARCH 2019
HOTEL ISTANA KUALA LUMPUR, MALAYSIA

+ PROGRAMME

8.30am - 9.15am	Arrival and Registration of Participants
9.15am - 9.25am	Welcome Speech by Tan Sri Michael Yeoh, President of Kingsley Strategic Institute (KSI)
9.25am - 10.00am	Opening Keynote Address by YB Datuk Seri Dr. Dzulkefly Bin Ahmad, Minister of Health Malaysia Optimizing Outcomes and Creating Values in a Changing Healthcare Landscape
10.00am - 10.05am	Presentation of Mementoes
10.05am - 10.30am	Morning Refreshments / Business Networking
10.30am - 11.40am	Session One 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.
11.40am - 12.50pm	Session Two 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?
12.50pm - 2.05pm	Lunch & Special Luncheon Address Women & Gender Bias in Healthcare
2.05pm - 3.15pm	Session Three 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?
3.15pm - 4.25pm	Session Four 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 3 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.
4.25pm - 5.30pm	Session Five 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?
5.30pm	End of Forum / Afternoon Refreshments

Notes

- The Organizer reserves the right to alter the content and timing of the Programme in the best interest of the Forum and is not responsible for cancellation due to unforeseen circumstances.
- The Organizer accepts no responsibility for statements made orally or in written material distributed by any speaker at the Forum. In addition, the Organizer is not responsible for any copying, republication or redistribution of such statements.
- Copyright © Kingsley Advisory & Strategic Initiatives (KASI) 2019. * All rights reserved.

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.





About KSI Institute

Kingsley Strategic Initiatives (KSI)

The New Malaysia has brought new hopes for the country and new challenges. This requires new strategic thinking, new plans and new ideas. The Kingsley Strategic Institute (KSI Institute) aims to provide strategic advice, high level executive briefings, international conferences, policy Roundtables and national Summits.

In line with the revived Malaysia Inc concept to foster closer public- private sector cooperation KSI Institute organizes top level exclusive briefings and policy dialogues and provide policy inputs to Government derived from policy analysis. KSI Institute will be a bridge between Government and Business:

- KSI Institute's value propositions are our commitment to excellence, professionalism and integrity.
- KSI Institute helps companies and organizations prepare for the 4th Industrial Revolution and the Age of Disruption through meetings of minds sharing new ideas, insights and intelligence.
- KSI is also the Secretariat for the prestigious Economic Club of Kuala Lumpur, the Malaysia China Economic Cooperation Council (MCECC) and Dialogue Rakyat.

KSI's Services

- Policy Research and Studies
- Business Advisory and Investor Services
- High Level Conferences and Business Summits
- Forums and Roundtables
- CEO Peer Group Programmes

**KINGSLEY ADVISORY &
STRATEGIC INITIATIVES SDN BHD**^{1256734-T}
(fka Kingsley Digital Solutions Sdn. Bhd.)

Lot 10.01 (West Wing) , Level 10, Menara BRDB
285, Jalan Maarof, Bukit Bandaraya
59000 Kuala Lumpur, Malaysia

Website www.kasi.asia

Facebook www.facebook.com/ksinsti

LinkedIn www.linkedin.com/company/ksinstitute

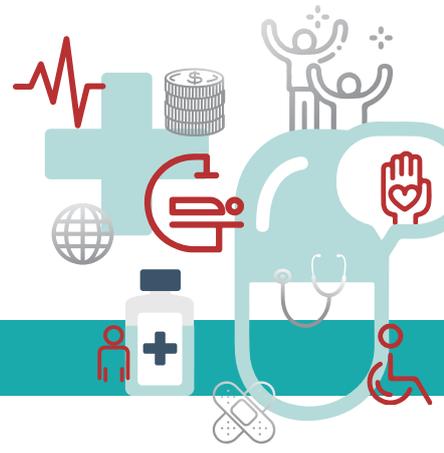
Twitter www.twitter.com/KSInsti

Instagram www.instagram.com/kingsleyinst

Enquiry info@kasi.asia

PARTICIPANT REGISTRATION FORM

7 MARCH 2019
HOTEL ISTANA KUALA LUMPUR, MALAYSIA



Please fill in **BLOCK** letters and print with **BLACK INK**. One form per person.

Yes! I would like to attend The Malaysian Healthcare Conference 2019.
Please make a reservation for the following:

PERSONAL DETAILS

Name:

Organisation:

Designation:

Address:

Office Number:

Mobile Number:

Email:

Fax:

REGISTRATION FEE

PRICE PER PAX (Please tick (✓) your choice)

Registration Fee RM1,200

Government/Public Sector Fee RM950

The registration fee includes conference material, coffee breaks and lunch.

FOR THE PUBLIC OR GOVERNMENT SECTOR

A Local Order (LO) or letter of approval to participate must be presented before the event.

PAYMENT METHOD

MODE OF PAYMENT (Please tick (✓) your choice)

Cheque / Bank Draft

Payment by cheque or bank draft must be made payable to:
Kingsley Advisory And Strategic Initiatives Sdn Bhd

Bank Transfer

(kindly email or fax the payment slip to the Secretariat)

Account Name **Kingsley Advisory And Strategic Initiatives Sdn Bhd**

Bank Name **Malayan Banking Berhad**

Address **B-13, Garden Shoppe One City, Jalan USJ 25/1, USJ 25
47650, UEP Subang Jaya, Selangor Darul Ehsan**

Account Number **518617007256**

Swift Code **MBBEMYKL**

- Registration will only be confirmed when the full payment is received. Please send your payment to the Secretariat at the address above.
- Admittance may be denied upon failure to make full payment

