Patient Experience Asia Summit

Elevate NextGen Patient-Centric Care: Leadership & Innovation

30 - 31 January 2018, Singapore
Hospital IT Expenditure
Will grow at a compound annual growth rate of 9.7% between 2016 & 2021

Ageing Population
Will be more than 30% of total population by 2030 & healthcare spending on ageing population will exceed US $27 trillion

Telehealth market
is expected to reach US$1.79 billion in 2020.

Healthcare IT market
estimated to be worth more than $15 billion by 2021. PX & engagement amongst other solutions like Healthcare Data Continuity, Healthcare Cloud, Big Data & Analytics, and Healthcare Cybersecurity will witness potential growth opportunities.

With 8.6 billion devices connected, the region is set to lead the way in the IoT market by 2020.
Hear from PX Leaders & Innovators

**Leadership Insights from Winner of 21 local & regional Awards**

**Dr. Timothy Law**, Board of Director | Farrer Park Hospital, Proud recipient of “50 Most Talented Healthcare Leaders of Asia” & “Best CEO of the Year” Award in 2016 & 2017

**Sing-&-Tell Story: Inspirational Journey of a Patient**

**Tallin Ong**, Assistant Manager – Group Communications | SingHealth

**Clinical Innovator Highlights: DocBot Transforming Doctor-Patient Relationship**

**Dr. Ravinder Singh Sachdev**, Deputy Chief Medical Informatics Officer & Deputy Director-Transitional Care Services | Tan Tock Seng Hospital

**Executive Spotlight: PX in Acute Care Setting**

**Dr. Mohan Tiruchittampalam**, Deputy Chairman, Medical Board | Woodlands Health Campus

**Strategic Showcase: The Ideal Patient Experience Toolbox**

**Irene Chan**, Director, Office of Patient Experience | KK Women’s & Children’s Hospital

**TeleLive Consultation: Robots Bridge Elder-Care Gap**

**Dr. Jit Seng TAN**, Director / Senior Home Care Physician | Lotus Eldercare Health Services

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**Do you know...?**

Total Hospital IT Market: Top 5 Goals for Hospital IT Decision Makers, APAC, 2017

- **Improve Care Delivery**: 5.0
- **Improve Patient Satisfaction**: 4.8
- **Improve Reporting & Compliance**: 4.5
- **Improve Efficiency of Hospital Services**: 4.5
- **Improve Quality of Hospital Services**: 4.5
Take Aways

✔ Hear how Bumrungrad International Hospital dispels fears & creates meaningful connections with patients from over 200 countries

✔ Discover the PX goldmine through big data revolution with Apollo Hospitals

✔ Unveil the myths and realities of the digital patient with Frost & Sullivan

✔ Gain insights from SingHealth on the healthcare spaces of the future

✔ Optimise seamless patient flow with Bangkok Medical Center, Bangkok Dusit Medical Centre

WHO WILL YOU MEET?

Any healthcare leader on a journey to service excellence with the goal of improving patient experience will benefit from the comprehensive 2 days visionary program

Industries:
• Healthcare Providers - Hospitals & Clinics (Primary, Secondary & Tertiary)| Ambulatory Services, Rehabilitation Centers

Stakeholders in Patient Experience:
Health Ministries | Industry Associations | Research Institutes | Health Authorities | Health Insurance Firms | Pharmaceutical Companies | Accreditation Body

Job Titles:
> Strategic Leaders - President /CEO / COO / VP / Director
> Chief/Director – Nursing
> Chief Medical Officer
> Director/Head/Manager/Officer – Patient Experience/Patient Care/ Patient Relations/Patient Service/ Satisfaction/ Patient Flow
> Director/Head/Manager/Officer – Quality & Safety
> HR & Operations
> Manager/Head - Marketing & Business Development
> Project/ Facility Manager (Design & Innovation)
Confirmed Speakers & Panelists

Dr. Timothy Law  
Board of Director  
Farrer Park Hospital

Dr. Mohan Tiruchittampalam  
Deputy Chairman, Medical Board  
Woodlands Health Campus

Sherene Azli, CEO | Malaysia Healthcare Travel Council, (An Initiative by Ministry of Health Malaysia)

Irene Chan, Director, Office of Patient Experience | KK Women’s & Children’s Hospital

Dr. Ravinder Singh Sachdev, Deputy Chief Medical Informatics Officer & Deputy Director- Transitional Care Services  
Tan Tock Seng Hospital

Santosh Marathe  
Chief Operating Officer  
Apollo Hospitals

Chong Yee Mun  
CEO  
Prince Court Medical Centre

Rhenu Bhuller  
Partner & SVP, Healthcare  
Frost & Sullivan

Fredrick Nyberg  
CEO | Asia Pacific Medical Technology Association (APACMed)

Tamsin GREULICH-SMITH, Chief - Smart Health Leadership Centre; Member, IT Strategy and Management Practice | Institute of Systems Science; National University of Singapore

Dr. Pongtorn Kietdumrongwong  
Assistant CEO | Bangkok Medical Center, Bangkok Dusit Medical Centre

Dr Stephen Chan, Senior Consultant Anesthesiologist & Pain Physician | Tan Tock Seng Hospital, & Chief Medical Informatics Officer & Head of the Department of Knowledge & Innovation | Woodlands Health Campus

Dr. Jit Seng TAN, Director / Senior Home Care Physician | Lotus Eldercare Health Services

John Yoon  
Director – Asia Pacific  
Joint Commission International
Confirmed Speakers & Panelists

**Sudi Narasimhan**, Senior Director, Advanced Technology & Development
_Bumrungrad International Hospital_

**Pang Nguk Lan**
Director - Quality, Safety & Risk Management | _KK Women's & Children's Hospital_

**Tracy Gan**, Deputy Director, Service Leadership & Patient Relations
_National Healthcare Group Polyclinics_

**Yong Seow Kin**
Director, Facilities Development
_SingHealth_

**Tallin Ong**
Assistant Manager – Group Communications | _SingHealth_

**Pue Kim Chong**, Director, (Infrastructure Planning Office) | _Tan Tock Seng Hospital_

**Lawrence Wee**
Head of Data Science
_Allianz Asia Pacific_

**Dr. Yin Shanqing**, Snr. Principal Human Factors Specialist - Quality, Safety, & Risk Management | _KK Women’s & Children Hospital_
DAY 1
30th January, 2018

08:30 Registration & Networking

08:50 Welcome Note from Fleming

09:00 Opening Remarks from Chairman

09:05 INSPIRATIONAL KEYNOTE
Art of Balancing: Sustaining & Elevating High Quality Patient Centric Care
• Doing with, not to – The changing relationship between patients and healthcare
• Why reinvent the wheel? Exceed benchmarks and sustain improved integrated model of care
• Connecting people and purpose for PX excellence

09:30 VISIONARY PANEL
Future PX Ambassadors: Revolutinalising Next-Gen PX across Continuum of Care
• Re-envisioning your PX strategy to achieve healthcare’s quadruple aims
• Corporate Leaders as Patient Experience Ambassadors
• Shift in focus: From transactions to interactions; From ‘one shoe fits all’ to ‘bespoke healthcare’
• Sustain and elevate a culture of multi-disciplinary collaboration and accountability
• Leadership at national, regional & local level to drive outcomes and PX
• Patient as partners in the business of improving experience
• Transforming care for an ageing population

MODERATOR:
Dr. Timothy Law, CEO | Farrer Park Hospital

PANELISTS:
Tamzin GREULICH-SMITH, Chief - Smart Health Leadership Centre; Member, IT Strategy and Management Practice | Institute of Systems Science; National University of Singapore

Dr. Ravinder Singh Sachdev, Deputy Chief Medical Informatics Officer & Deputy Director-Transitional Care Services | Tan Tock Seng Hospital

Irene Chan, Director, Office of Patient Experience KK Women’s & Children’s Hospital

John Yoon, Director – Asia Pacific Joint Commission International

tel.: +421 257 272 164 email: hector.bedoya@fleming.events
10:15 **The Patient Experience Toolbox - Strategy, Approach & Best practices**
- PX strategy requires a systemic approach with integration of important drivers such as leadership, quality and partnership with patients and families
- Implementation of the Institute for Healthcare Improvement’s PX model in the Asian context
- Sharing of best practices - what worked & what didn’t

  **Irene Chan, Director, Office of Patient Experience**
  **KK Women’s & Children’s Hospital**

10:40 Morning Coffee Break & Networking

11:10 **Patient Experience in the Acute Care Setting**
- Evidence based practice: Positive associations between patient experience and clinical safety & effectiveness
- Three dimensions of quality to be treated in totality and not in isolation
- Resist ignoring patient experience measures as too subjective or mood oriented

  **Dr. Mohan Tiruchittampalam, Deputy Chairman, Medical Board | Woodlands Health Campus**

11:40 **The DocBot will see you now!**
- How technology is transforming the doctor-patient relationship
- Focus on the multiple modalities available for patients to interact with healthcare services (besides the traditional visit/phone call/SMS/email)
- How both parties can enhance these experiences to achieve better outcomes

  **Dr. Ravinder Singh Sachdev, Deputy Chief Medical Informatics Officer & Deputy Director-Transitional Care Services | Tan Tock Seng Hospital**

12:10 **Organizational Culture & Patient Experience: Implement Change from the Top-Down & Bottom-Up**
- Strong commitment & organisational leadership to drive transformation culture
- Clearly articulate roles played by every level of staff and seek engagement
- Reinforce accountability to integrate patient experience into the daily work of everyone across the organization.
- Establish a sustaining culture of patient experience
- Quality, patient safety and experience imperative

  **Pang Nguk Lan, Director - Quality, Safety & Risk Management | KK Women’s & Children’s Hospital**

12:40 **Staff Engagement from Bedside to Boardroom**
- Impact of employee disengagement on PX: Employees make or break the patient experience
- Insight on evidence based practice
- What can leaders do to encourage engagement among their team?
- Mapping the course for improving engagement and patient satisfaction
- Build service targets and behaviors into an evaluation system.
- Example of nurse led projects and their impact on provider’s bottom line

  **Tamsin GREULICH-SMITH, Chief - Smart Health Leadership Centre; Member, IT Strategy and Management Practice | Institute of Systems Science; National University of Singapore**

13:10 Luncheon & Networking
14:10 **Patient Stories to Inspire PX Transformation**

- Overcoming patient fears and creating connections in a hospital treating patients from over 200 countries
- Use Storytelling to bridge the gap between healthcare policy and practice
- Case studies including the technical, emotional and logistic aspects of a case puts a patient’s mind at ease quickly and effectively in nearly any language or culture.
- How storytelling fosters connection and empathy
- Methods used to set patient expectations and enhance their confidence.

**Sudi Narasimhan**, Senior Director, Advanced Technology & Development | Bumrungrad International Hospital

14:40 **Compassion & Empathy : Humanising Healthcare**

- Explore barriers to compassionate care and how to overcome?
- Why does enabling compassionate care matter?
- Surprising research evidences for the efficacy of empathetic care
- Real dialogue: communication that is human to human rather than clinician to patient.
- Essence of nursing: Agents of positive change

15:10 **SING-&-TELL STORY SESSION**

**Through the Lens of a Patient : A Patient’s Journey**

Presenter was born with a cleft lip and palate and has had multiple surgeries since young. Braving the odds to become a performing singer beyond her full-time job as a healthcare administrator, She will share her journey growing up amidst negativity, bullying, rejection and depression to discover her passion and meaning in life. Hear her perspective as a patient in this sing-and-tell session on how the journey has shaped and defined her character and beliefs.

**Tallin Ong**, Assistant Manager – Group Communications | SingHealth & Singer

15:40 **PXO BRAINSTORM SESSION**

**Plug the Service Excellence Gap to Improve PX : “Ideal Battle Plan”**

- Reality check – Common feedback, competency gaps and opportunities to improve
- Rethink, redesign, re-engineer to encourage service excellence for improved patient experiences
- Encouraging continuous improvement through feedback, frameworks and KPIs
- Highlighting what has worked and what can be improved
- Connect with patient on their terms and advance clinical research
- Delivering service excellence: The role of safety & quality
- The intrinsic link between quality, safety, and performance improvement to exceptional patient/family experience

**PANELISTS:**

**Chong Yee Mun**, CEO
Prince Court Medical Centre

**Santosh Marathe**, Chief Operating Officer
Apollo Hospitals

**Tracy Gan**, Deputy Director, Service Leadership & Patient Relations | National Healthcare Group Polyclinics

**Pang Nguk Lan**, Director - Quality, Safety & Risk Management | KK Women’s & Children’s Hospital

**Sudi Narasimhan**, Senior Director, Advanced Technology & Development | Bumrungrad International Hospital

16:20 End of Day 1 & Closing Remarks from the Chairman
DAY 2
31st January, 2018

08:30  Registration & Networking

09:00  Opening Remarks from Chairman – RECAP Day 1

09:10  KEYNOTE ADDRESS
Digital Transformation in Healthcare: New Realities & New Worries
- The Internet of Medical Things and impact on care delivery
- Consumerism of healthcare - from Patient to Consumer
- Achievement of the triple aim - enablers and disruptors

Rhenu Bhuller, Partner & SVP, Healthcare Frost & Sullivan

09:40  INNOVATION POWER PANEL
Wave of Innovation & Digitization: Driving Excellence in the Experience Era
- Healthcare – an industry in disruption and transition
- Typical challenges healthcare organization face in fostering innovation and experimenting with new solutions
- Identify, evaluate and prioritize innovation in healthcare that will positively impact the lives of both patients and practitioners
- Approaches that can help to unlock the innovation potential of your healthcare organization
- ROI - How do we measure value of digital solutions?
- Real-world experiences of the country’s foremost innovation change agents

PANELISTS:
Tamsin Greulich-Smith, Chief - Smart Health Leadership Centre; Member, IT Strategy and Management Practice | Institute of Systems Science; National University of Singapore
Dr. Pongtorn Kietdumrongwong, Assistant CEO | Bangkok Medical Center, Bangkok Dusit Medical Centre
Fredrick Nyberg, CEO | Asia Pacific Medical Technology Association (APACMed)
Pue Kim Chong, Director, (Infrastructure Planning Office) | Tan Tock Seng Hospital
Lawrence Wee, Head of Data Science | Allianz Asia Pacific

10:20  Healthcare Goldmine: Using Big Data to Improve Patient Experience
- Big data revolution in healthcare: accelerating value and innovation
- Predicting patient experience with narrative data
- What’s working: translating data to outcomes and improvement
- Gaining insights to intervention programs: get past with “one-size-fits-all” approach
- Creating action plans and goals

Santosh Marathe, Chief Operating Officer | Apollo Hospitals
11:20 Robotics & AI: Enhance the Human Touch & Care Experience
• Technology is often thought of as dehumanising. Staff and patients alike are worried that it will detract from the care experience and take away the human touch.
• How robotics and AI can not only restore the human touch and care experience, but even enhance it to near super human levels.
• Quick tour through what is currently cutting edge?
• How human machine hybrids will become the norm, and
• What we can do to usher in the future?

Dr. Stephen Chan, Senior Consultant
Anesthesiologist & Pain Physician | Tan Tock Seng Hospital & Chief Medical Informatics Officer & Head of the Department of Knowledge & Innovation | Woodlands Health Campus

11:50 Future of Transitional Home Care: Seamless Care Beyond Hospital
• Patient centric aged care transformational models
• Innovative concepts and strategies to understand the aging experience
• Aligning process, people and technology for seamless care beyond hospital
• TeleHealth in clinical practice: empowering patients or overwhelming clinicians?

Dr. Jit Seng TAN, Director / Senior Home Care Physician | Lotus Eldercare Health Services

12:20 Patient Flow Optimisation – Achieving Seamless Patient Journey
• Optimising does not mean compromising - how patient flow impacts on quality of care
• Flow redesign for patient safety and satisfaction
• Importance of governance and communication
• Operational measures that highlight inefficiencies in flow
• Using data to improve patient flow

Dr. Pongtorn Kietdumrongwong, Assistant CEO
Bangkok Medical Center, Bangkok Dusit Medical Centre

12:50 Luncheon & Networking
DAY 2
31st January, 2018

15:00 **Power of Marketing to Drive Consistent & Customized Care**
- How can your brand promise be realized in every touch point, every atmosphere, and every visual?
- Engaging marketing departments in the PX strategy – Break down “clinical wall”
- Participatory Healthcare: Harnessing the Power of Social Media to Empower Patients and Improve Engagement
- Connect product or service and add value at each step of the patient journey

**OR**

**PX Measurement & Mapping: Identifying the Missing Link**
- Why is it important to capture the PX?
- Measurement challenges: patient-reported measures, cross-cutting concepts and distinction difficulties
- How to measure PX and outcomes to demonstrate quality in care?
- Understand Key Touch Points of the PX that foster patient loyalty
- Application and impact of successful PX measurement

15:30 **Patient Engagement & Communication: Connected in Suffering**
- Strategies and challenges in patient engagement & empowerment
- Transform interactions to communicate with a diverse patient community.
- Creating a participatory healthcare future: Meeting patients with emotional intelligence
- Establish and enrich impactful patient-doctor relationships for improved clinical outcomes

16:10 **End of Day 2 & Closing Remarks from Chairman**

16:20 **Farewell Coffee & Networking**
This one’s Only for you Complex Learning Experience

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