



**CONFERENCE DAY: TUESDAY 23 JUNE 2020**

<b>10:30</b>	<p><b>Chairman's Opening Remarks</b> <b>Maryline Marquet</b>, <i>Vice President, Operations, APAC Medical Technology Association</i></p>
<b>10:40</b>	<p><b>Patient Experience in times of Crisis</b></p> <ul style="list-style-type: none"> <li>Employee engagement during difficult times</li> <li>Lean Dream Team: Reorganizing your teams to fit new priorities</li> <li>Looking to the future with telemedicine</li> </ul> <p><b>Joyce Nazario</b>, <i>Assistant Vice President and Head of Patient Experience Group, St. Luke's Medical Centre</i></p>
<b>11:10</b>	<p><b>The Role of Business Transformation in Enhancing Patient Experience</b></p> <p>The transformation of Bumrungrad International Hospital, a private multiple-specialty 580-bed hospital in Thailand, into a more time efficient and process improving institution has closed the gap between care teams and patients.</p> <p><b>David Thomas Boucher</b>, <i>Chief Business Transformation Officer, Bumrungrad International Hospital Thailand</i></p>
<b>11:40</b>	<p><b>Adopt Elon Musk's First Principles Approach for your Patient Engagement Model</b></p> <p>Aristotle defined a first principle as "the first basis from which a thing is known." Adopted by many, but particularly by Elon Musk, it can be one of the most effective strategies implemented; breaking a process apart down to its fundamental elements and building it up from there. With 4 million patients a year, the challenge to overcome using this approach is to drive technological initiatives that will help scale the model from 10 to 50 hospitals in 2-3 years. Join John from Health Revolution as he takes us through how he and his team are:</p> <ul style="list-style-type: none"> <li>Reinventing the value based healthcare model to include everyone across all income levels</li> <li>Understanding capability and scale through the repositioning of IT within the organisation</li> <li>Digitising the patient engagement model to build a foundation for continuous improvement</li> </ul> <p><b>John Masud Parvez</b>, <i>Founder and President, Health Revolution</i></p>
<b>12:10</b>	<b>BREAK</b>
<b>13:30</b>	<p><b>Advancing Humanism in Healthcare: The Importance of Empathy</b></p> <p>MOH's most recent patient satisfaction survey proved that 85.9% of patients surveyed were satisfied with the overall experience. Comparing that to the U.S. with just a 29% satisfaction level, it begs the question, what is Singapore doing differently? Following Irene Chan from KKH, this session will cover how KKH is:</p> <ul style="list-style-type: none"> <li>Leveraging improved patient compliance to drive better patient outcomes</li> <li>Tangibly increasing trust through improved perception</li> <li>Attracting and retaining better employees by driving an empathetic culture</li> </ul> <p><b>Irene Chan</b>, <i>Director of Corporate Planning &amp; Office of Patient Experience, KK Women's and Children's Hospital Singapore</i></p>


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<b>14:00</b>	<p><b>Aesthetics: Laying the Foundation for Overall Patient Satisfaction</b></p> <p>The Asia-Pacific aesthetics market has garnered increasing popularity thanks to the rise of the Instagram generation, and is expected to grow at a rate of 11.5% until 2023 (MRFR). However, two fields of practice fall naturally into supporting patient satisfaction outcomes in aesthetics medicine, psychology and clinical practice. During this session, Dr Vincent Tan will focus on:</p> <ul style="list-style-type: none"> <li>• The importance of psychological training within the structure of aesthetics to manage patient satisfaction</li> <li>• Manage client expectations through a combination of counselling and clinical assessment             <ul style="list-style-type: none"> <li>- Cost-benefit optimisation</li> <li>- Risk-benefit consideration</li> </ul> </li> <li>• Discover pain points within the client journey to fine tune workflow and improve overall experience</li> </ul> <p><b>Vincent Tan Pok Chien</b>, <i>Medical Director, Self-Aesthetics, Ego Medical Holdings</i></p>
<b>14:30</b>	<p><b>Raising the Bar through the Voice of the Employee</b></p> <p>Finding committed employees is a top priority for most organisations. Royale Hayat Hospital in Kuwait has taken this to heart by systematically collecting, managing and acting on employee feedback when dealing with documentation and processes for incidental cases. Spearheading the popular variance reporting strategy for process improvement, Royale Hayat Hospital introduced Case Review Meetings on adverse and “near-miss” events, where 56 recommendations for improvement were identified. Within a year, Royale Hayat Hospital ensured compliance to 79% of those recommendations. In this session, Dennis will focus on how patient experience was improved by driving employee engagement.</p> <ul style="list-style-type: none"> <li>• Improve rather than punish: Establishing a matrix to measure incidental cases</li> <li>• Educate to critically evaluate and capture variances within measured outcomes</li> <li>• Driving process mapping to maximise time reduction</li> </ul> <p><b>Dennis Joseph</b>, <i>Quality Director, Royale Hayat Hospital</i></p>
<b>15:00</b>	<p><b>PANEL DISCUSSION: Pandemic Preparedness and Patient Experience</b></p> <p><b>Panelists:</b></p> <p><b>Aman Kapil Butta</b>, <i>Medical Director, Global Respiratory, Chief Medical Officer, GlaxoSmithKline</i>  <b>Dennis Joseph</b>, <i>Quality Director, Royale Hayat Hospital</i>  <b>Irene Chan</b>, <i>Director of Corporate Planning &amp; Office of Patient Experience, KK Women's and Children's Hospital Singapore</i>  <b>Carolyn Hall</b>, <i>Global Patient Connectivity, Infectious Diseases, Abbott</i></p>
<b>15:40</b>	<p><b>End of 3<sup>rd</sup> Patient Experience Asia Summit 2020 – Online Conference</b></p>