



PERHIMPUNAN RUMAH SAKIT SELURUH INDONESIA (INDONESIAN HOSPITAL ASSOCIATION)

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Nomor : 620/1B1/PP.PERSI/I/2020
Lampiran : Informasi HMA 2020 di Bali-Indonesia
Perihal : Pendaftaran peserta @15 orang untuk HMA 2020

22 Januari 2020

Kepada Yth,
Direktur/Pimpinan Rumah Sakit
Di Tempat

Dengan hormat,

Bersama ini kami informasikan HMA (Hospital Management Asia) 2020 akan diselenggarakan 22 – 23 Juli 2020 di Bali Nusa Dua Convention Center – Indonesia. Hasil pertemuan PERSI dengan Clarion (selaku penyelenggara HMA) tanggal 13 Januari 2020 kami sampaikan sebagai berikut :

- Pendaftaran per kelompok **sebelum tanggal 29 Februari 2020** untuk jumlah peserta minimal 15 orang cukup membayar Rp 4.000.000,- per orang.

Untuk meringankan biaya pendaftaran peserta dari RS Anggota PERSI yang berminat menghadiri acara HMA tersebut kami menyarankan agar dapat segera mendaftarkan ke PERSI dan bila sudah mencapai 15 orang cukup membayar Rp 4.000.000,- (tidak termasuk biaya akomodasi dan transportasi). Untuk biaya normal dan informasi lainnya terlampir dalam brosur.

Demikian kami informasikan untuk mendaftarkan sebelum tanggal 29 Februari 2020. Atas perhatian dan kerjasamanya kami ucapkan terima kasih.

**PERHIMPUNAN RUMAH SAKIT
SELURUH INDONESIA**

Dr. Kuntjoro Adi Purjanto, M.Kes
Ketua Umum

Tembusan Yth:

1. Para Ketua PERSI Wilayah/Daerah
2. Para Ketua Umum Aosiasi Rumah Sakit

Lampiran Nomor : 620/1B1/PP.PERSI/I/2020

FORM REGISTRARTION

No	Dr/Prof/ Ms/Mr/etc	First Name	Last Name	Job Title	Department	Hospital Name	Email Address	Contact Number
1								
2								
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Note:

Setelah mengisi formulir segera kirim ke Sekretariat PERSI sebelum tanggal 29 Februari 2020 melalui email persi@pacific.net.id.



Hospital Management Asia 2020

22-23 July 2020

Bali Nusa Dua Convention Center
Indonesia



Organized By



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2000
attendees

500
hospitals

28
countries

70% C- level
decision makers

Hospital Management Asia is the region's largest event where hospitals owners, C-level executives and healthcare leaders gather to share and learn hospital management best practices.

Visit: www.hospitalmanagementasia.com

PARTICIPATION in HMA Bali 2020 would be in the following areas:

- Learning updates from HMA invited speakers/experts at plenary sessions.
- Sharing/presenting your hospital management best practices in 6 areas at breakout sessions: Quality, Safety and Accreditation (Day 1 & Day 2 sessions); Talent Management (Day 1), Patient Experience/PX (Day 2), Healthcare 4.0 (Day 1 & Day 2 sessions), CEO Stream (Day 1 & Day 2 sessions), and Featured Sessions (Day 1 & Day 2 sessions). Check the Agenda.
- Joining the competition for Asian Hospital Management Awards under 8 category areas:
Patient Safety, Community involvement, Most Advanced Healthcare Technology, Patient Experience Improvement, Financial Improvement, Talent Development, Branding and Marketing Campaign, and (only for host country participant) the Lifetime Achievement Award. Referring to the guideline, write your successful project activity. Send maximum 2 projects free before 31 March, or finally before 30 April 2020. Judging process in May, announcement by June 2020. Let you and your hospital be the winner of AHMA 2020 for getting rewards and future benefits.

REGISTRATION

Registration Desk: contact number: +65 6590 3982 Email: InfoAsia@clarionevents.com

**All rates are quoted in USD.*

International hospitals, clinics and government

	Super Duper Early Bird Rate	Super Early Bird Rate	Early Bird Rate	Regular Rate	Late Rate
	<i>until 15 Nov</i>	<i>until 15 Jan</i>	<i>until 13 Mar</i>	<i>until 15 May</i>	<i>until 22 Jul</i>
1-2 delegates	\$ 725	\$ 792	\$ 860	\$ 927	\$ 995
3-6 delegates	\$ 610	\$ 672	\$ 735	\$ 797	\$ 860
7+ delegates	\$ 560	\$ 622	\$ 685	\$ 747	\$ 810

Local hospitals, clinics and government

	Super Duper Early Bird Rate	Super Early Bird Rate	Early Bird Rate	Regular Rate	Late Rate
	<i>until 15 Nov</i>	<i>until 15 Jan</i>	<i>until 13 Mar</i>	<i>until 15 May</i>	<i>until 22 Jul</i>
1-2 delegates	\$ 625	\$ 687	\$ 750	\$ 812	\$ 875
3-6 delegates	\$ 520	\$ 582	\$ 645	\$ 707	\$ 770
7+ delegates	\$ 475	\$ 537	\$ 600	\$ 662	\$ 725

ALL OTHER COMPANIES

	Super Duper Early Bird Rate	Super Early Bird Rate	Early Bird Rate	Regular Rate	Late Rate
	<i>until 15 Nov</i>	<i>until 15 Jan</i>	<i>until 13 Mar</i>	<i>until 15 May</i>	<i>until 22 Jul</i>
	\$ 1,985	\$ 2,060	\$ 2,135	\$ 2,210	\$ 2,500

**Local rates are for hospitals from Indonesia. See PERSI letter for rates before 29 February 2020.*

Pre Conference Day, Tuesday, 21 July 2020

Venue: TBC

Schedule	Activity/Session	Speakers/Moderators
08:00 – 09:00	AM workshop registration	
09:00 – 12:00	AM Workshop	
13:00 - 14:00	PM workshop registration	
14:00 - 17:00	PM workshop	
18:00 - 19:30	Power Dinner (by invite only)	

Participation Fee for this Pre Conference Day sessions is USD 95.00

CONFERENCE AGENDA HMA BALI

Conference Day One, Wednesday, 22 July 2020

Venue: Bali Nusa Dua Convention Centre

7:00 – 8:30	<i>Registration</i>			
8:30 – 9:35	Opening Ceremony			
	8:30 – 8:35	Indonesia Raya	8:50 – 9:00	Opening remark by Richard Ireland , Managing Director, Clarion Events Asia
	8:35 – 8:40	Invocation	9:00 – 9:10	Introduction of Minister of Health Dr. Adi Purjanto Kuntjoro , Chairman, PERSI (Indonesian Hospital Association)
	8:40 – 8:45	Opening ceremony dance	9:10 - 9:30	Welcome remark Minister of Health Indonesia (TBI)
	8:45 – 8:50	Opening video	9:30 – 9:35	Presentation of appreciation plaque
09:35 – 10:05	Plenary I: Business model innovation for the future of health <ul style="list-style-type: none"> Why technology and digital innovation is not enough, and how business model innovation can help How idea tournaments can help teams to strategically improve creativity to find new, implementable solutions to healthcare challenges Examples of business model innovations in health in a variety of geographies Prof. Stephen Chick , Professor of Technology and Operations Management, INSEAD			
10:05 – 10:25	Plenary II: Paula Wilson , President & CEO, Joint Commission International (USA)			
10:25 – 10:45	Plenary III: Elisabeth Staudinger , President Asia Pacific, Siemens Healthineers (TBC)			
10:45 - 11:30	Networking coffee break			
11:00 – 11:15	Tech talk by QUASR			
11:15 – 11:30	Tech talk by BMJ			

SESSION A	Quality, accreditation, & safety	Talent Management	Healthcare 4.0	CEO Stream	Featured sessions
11:30 - 13:00	A1. PANEL DISCUSSION: Comparative study between a local vs. internationally accredited hospitals A. Is one better than the other in ensuring patient safety and quality healthcare delivery? B. Is there quality beyond accreditation? C. How to sustain efforts after inspection is over	A2. Hiring the right people for your hospital – medical staff, allied healthcare workers, admin and IT A. Collaborating with marketing to show off your best selling points B. How to build solid talent pipelines for your hospital	A3 EMR/EHR A. Affordable and efficient EHR for cash-strapped hospitals in Asia B. How to implement a nationwide integrated EHR	A4	A5. Medical tourism
13:00 - 14:30	Networking lunch break				
13:15 – 13:30	Tech talk by Siemens Healthineers				
13:30 – 13:45	Tech talk by Intersystems				
SESSION B	Quality, accreditation, & safety	Talent Management	Healthcare 4.0	CEO Stream	Featured sessions
14:30 - 16:00	B1. ACCREDITATION A. How to manage safety and quality network for hospital chains B. How to maintain standards when merged with another provider	B2. Retention programs for nurses and staff A. Staff-centricity: leveraging quarterly employee feedback results to create an engaged and empowered culture B. Understanding different needs and expectations for career development	B3. AI A. Types, common trends, tangible results and how these AI apps will affect the future of healthcare in the region B. Data for research vs. data for profit: the privacy and ethics-by-design discussion	B4 Reserved for Abbott	B5 CFO Panel
16:00 - 16:30	Networking coffee break				
16:00 – 16:15	Tech talk by TBC				

SESSION C	Quality, accreditation, & safety	Talent Management	Healthcare 4.0	CEO Stream	Featured sessions
16:30 - 18:00	<p>C1 .DATA & PATIENT SAFETY PROGRAMS</p> <p>A. Co-producing initiatives- the KKH experience in moving towards zero harm</p> <p><i>Embracing a culture of continuous quality and safety improvement is about getting stakeholders to see the value at embracing it. This is a key factor at ensuring scale, spread and sustainability of the efforts. Co-producing and co-designing improvement initiatives can assist frontline staffs involved in the improvement efforts to see the value and ensure the gains will be on a long-term basis.</i></p> <p>Dr. Alvin S M Chang, Clinical Director, Quality, Safety and Risk Management (QSRM) and Senior Consultant, Department of Neonatology, KK Women's and Children's Hospital</p> <p>B. How to measure success and what to do with your safety culture assessment data</p>	<p>C2. Roundtable discussions: choose a topic and join a small-group of 10 around a table. Each group will be led by a moderator.</p> <p>A. Millennials then what? Preparing for the next generation of healthcare staff</p> <p>B. Shifting from transactional to a strategic HR</p> <p>C. Leveraging technology and data to predict and be prescriptive of maintaining human resource</p> <p>D. Refresher on how education and training or the lack thereof affects patient care and financial perspective to get more budget for HR & Training</p> <p>E. How to prepare the staff and how to respond to a crisis i.e. outbreak, natural disasters</p> <p>F. How to prepare and adapt for innovation: the most recent technology employed by the hospitals and the challenges in getting the staff buy-in</p> <p>G. How to address issues of multicultural diversification in management</p> <p>H. How to monitor and ensure the hospital gets a staff's full 8 working hours</p> <p>I. Challenges of an M&A and how to recover from it</p> <p>J. Leadership development: how to improve leadership skills of managers in having a passion for continuous excellence</p>	<p>C3. Electronic Data Interchange – EDI</p> <p>A. Bringing a 10-year old EDI insurance claims tech to Asia: an intro</p> <p>David Boucher, Chief Business Transformation Officer, Bumrungrad International Hospital (Thailand) TBC</p> <p>B. Panel discussion: what's holding up EDI in Asia's health insurance?</p>	C4 JCI CEO Forum	C5 Ageing
18:00 - 19:00	Welcome drinks reception				

Conference Day Two, Thursday, 23 July 2020

Venue: Bali Nusa Dua Convention Centre

8:00 – 9:00	Registration
9:00 – 9:05	Flag exchange ceremony
9:05 – 9:25	Plenary IV: Cyber security Speaker
9:25 – 9:45	Plenary V: Topic ACHS
9:45 – 10:05	Plenary VI: Topic
10:05 – 10:45	Plenary VII: [Panel] Universal healthcare – who's paying? Caroline Riady , CEO, Siloam Hospitals (TBC) Moderator: Siemens Healthineers
10:45 - 11:30	Networking coffee break

SESSION D	Quality, accreditation, & safety	Patient Experience	Healthcare 4.0	CEO Stream	Featured sessions
11:30 - 13:00	<p>D1. PANEL DISCUSSION: Transforming care delivery: Is better always more expensive?</p> <ul style="list-style-type: none"> Dr. Prabu Baskaran, MS, DNB, Vitreo Retina Surgeon, Aravind Eye Care (TBC) BS Ajai Kumar, Chairman & CEO, HealthCare Global Enterprises Ltd Universal Hospital Hamburg (TBI) COXA (TBI) David Boucher, Bumrungrad (TBI) <p>Moderator: Dr. Herbert Staehr, Global Head of Transforming Care Delivery, Siemens Healthineers</p>	<p>D2. The global state of patient experience</p> <p>A. PX correlation to clinical outcomes and financial viability</p> <p>Jason Wolf, President, The Beryl Institute (USA) TBC</p> <p>B. PX impact on healthcare consumerism</p> <p>Joyce Nazario, AVP & Head of Patient Experience, St. Luke's Medical Center</p>	<p>D3. Telemedicine</p> <p>A. How telemedicine help doctors and hospitals become more efficient and improve outcomes</p> <p>B. Risk management actions that can be taken to minimize risk in telemedicine</p>	<p>D4 IHF Senior Management Symposium <i>Led by Dr. Eric de Roodenbeke, CEO, International Hospital Federation</i></p> <p>Hospital Investment</p> <p>A. Raising capital and having private equity in your hospital board</p> <p>Mr Jeff Staples, Chief Operating Officer, United Family Healthcare (China)</p> <p>B. PPP</p>	D5
13:00 - 14:30	Networking lunch break				
SESSION E	Quality, accreditation, & safety	Patient Experience	Healthcare 4.0	CEO Stream	Featured sessions
14:30 - 16:00	<p>E1 CHRONIC PROBLEM AREAS</p> <p>A. How to maintain safety and quality in emergency rooms and ICUs</p> <p>B. How to eradicate dosing and dispensing errors in pharmacies</p>	<p>E2. Patient Experience Organizational Structure</p> <p>A. Preparing leadership</p> <p>B. Team structure and functions: setting KRAs and KPIs at the board, C-suite, managerial and Frontline</p> <p>C. De-escalating complaints and service recovery strategies</p>	<p>E3 RTLS and bar codes</p> <p>A. You never have to spend much time finding that gurney again: the use of RTLS to manage and optimize assets</p> <p>B. Adoption of RTLS and bar coding in hospitals: why not</p>	<p>E4 Business Model Innovation Workshop</p> <p>Prof. Stephen Chick, Professor of Technology and Operations Management, INSEAD</p>	E5 Facility design & management
16:00 - 16:30	Networking coffee break				

SESSION F	Awards Best Practice Presentations	Patient Experience	Awards Best Practice Presentations	Awards Best Practice Presentations	Awards Best Practice Presentations
16:30 - 17:30	F1	F2. Patient Experience A. Empathy Irene Chan , Director, Office of Patient Experience, KK Women's and Children's Hospital (Singapore) TBC B. Data	F3	F4	F5
18:00 - 20:00	Awards Night and Gala Dinner (for all delegates) <i>Sponsored by The Australian Council On Healthcare Standards</i>				

Post Conference Day, Friday, 24 July 2020

07:00 - 08:30	Meeting time
08:30 - 12:00	Hospital Tour Choose one among the four: 1. Siloam Hospital 2. Sanglah Provincial Hospital 3. Bali Mandara Hospital 4. Prima Medika

SCORING FACTORS FOR AWARDS OF HMA BALI 2020

I. Patient Safety

This award is for patient safety projects from diagnosis to delivery of care. This includes safety protocols & processes, reporting, management and prevention of sentinel events such as medication errors and infection control. Scoring factors are:

- How well does the project assure patient safety including prevention of sentinel events?
- How well will it reduce or eliminate errors in delivery of care?
- Were process & means by which the project was conducted adequate to meet its goals?
- What are the results? Are these measurable? Are there testimonials, awards, or other support to show impact on improvement of patient safety?
- Is this initiative sustainable?

II. Community Involvement

This award recognises hospitals that engage the community including socially responsible practices, preventative health education and free services. The scoring factors are:

- To what extent does the project make a difference in the improvement of healthcare in the community it serves?
- To what extent is senior management involved?
- Were the process & means by which the project was conducted adequate to meet its goals?
- What are the results? Are these measurable? Are there testimonials, awards, or other support to show impact on improvement of patient safety?
- Is this initiative sustainable?

III. Most Advanced Healthcare Technology

(Innovations in Healthcare Technology + Innovations in Hospital Management + Mobile & Online Services). This award recognises a hospital who has adopted the most advanced IT (AI, big data, connected, smart technologies) among all other submissions. The introduction of IT must address a relevant & pressing need in any department so long as the hospital is able to showcase improvement before & after the IT was used. The scoring factors are

- How did IT improve the pressing and relevant need?

- How was the roll-out of IT conducted? Was ample time and consideration given for employees to train and get comfortable with it?
- Were the process and means by which the project was conducted adequate to meet its goals?
- What are the results? Are these measurable? Are there testimonials, awards, or other support to show impact on improvement of patient safety?
- Is this initiative sustainable?

IV. Patient Experience Improvement

(*Customer Service + Clinical Service + Nursing Excellence*). This award recognises projects focused on improving the patient experience from admission to discharge and after care. This can be projects led by physicians, nurses and ancillary departments. **Specify which area is being highlighted such as nursing, laboratory, pharmacy, specialty clinics, food & nutrition, and housekeeping in your submission.*

The scoring factors are:

- How did the project improve the patient journey?
- Can it be adapted by other departments?
- Were there significant physician/nurse input?
- How did the project contribute to improvement of the service culture?
- Were the process and means by which the project was conducted adequate to meet its goals?
- What are the results? Are these measurable? Are there testimonials, awards, or other support to show impact on improvement of patient safety?
- Is this initiative sustainable?

V. Financial Improvement

(*Cost Reduction + Facility Management & Financial Improvement*)

This award recognises projects that drive revenue generation/cost savings while maintaining high quality of care. This includes waste reduction, efficient management of facilities and equipment. The scoring factors are:

- How did the project reduce costs and drive revenue?
- How did the project maintain high quality of care? How did the project help reduce cost to the patients?
- Was the process and means by which the project was conducted adequate to meet its goals?
- What are the results? Are these measurable? Are there testimonials, awards, or other support to show impact on improvement of patient safety?
- Is this initiative sustainable?

VI. Talent Development

This award is for staff development programs to improve their skills and patient care abilities. This includes programs for talent acquisition, performance management, learning and motivation, compensation, career development, and succession planning. Scoring factors are:

- Does the project train and benefit a large majority of staff?
- Is it based on an analysis of needs & does it allow flexibilities to learn at own time?
- Were the process and means by which the project was conducted adequate to meet its goals?
- Does it have significant results in improving employee performance to be able to service more patients? Does it result in higher patient satisfaction? Are there testimonials, awards or other support to show impact on improvement of hospital service or effectiveness of the program?
- Is the initiative sustainable?

VII. Branding & Marketing Campaign

This award is for an innovative branding and marketing campaign that led to increase awareness of the hospital. This includes the use of traditional and online marketing tools to improve visibility, brand recognition and revenue. The scoring factors are:

- Does the project show the hospital in the light it was intended?

- Did it reach the intended target market efficiently and effectively?
- How well did the project use traditional and online marketing tools?
- Were the process and means by which the project was conducted adequate to meet its goals? Was the composition of the team about right? Was appropriate analysis or basic and online marketing tools used?
- Does it have significant results or outcomes? Was there an increase in revenue? Are there testimonials, awards, or other support to show impact on the hospital's image and reputation?

VIII. Lifetime Achievement Award

Awarded to an individual from the host country, the Lifetime Achievement Award honours an outstanding healthcare professional who has made major contributions to the sector.