

PERFORMANCE IMPROVEMENT AND KPIs CONFERENCE

MAY 29th - JUNE 1st 2016 • CONRAD HOTEL • DUBAI

Moving Healthcare forward through dedicated hospital
Performance Management Solutions

CONFERENCE AGENDA

- DAY 1 ○ MANAGING HOSPITAL PERFORMANCE WORKSHOP
- DAY 2 ○ HEALTHCARE PERFORMANCE FORUM
- DAY 3 ○ KEY PERFORMANCE INDICATORS EXCELLENCE FORUM
- DAY 4 ○ FRIDAY NIGHT AT ER: A TEAM BUSINESS SIMULATION ON HOW TO MANAGE A HOSPITAL FOR 24 HOURS



INTEGRATE

performance improvement approaches across organisations



DRIVE

process and quality performance improvement



ALIGN KPIs

across departments and employees



DISCOVER

new ways to operate performance systems



BUILD

a performance culture, by engaging staff and management



COORDINATE

a homogeneous assimilation of performance practices

OVERVIEW



NETWORK & ENGAGE



EXPERIENCE



BENCHMARK

HOSPITAL PERFORMANCE

The event addresses the challenges to effectively manage a Performance Management System within a hospital. Through dedicated workshops and key notes presentations, the four-day event sheds light on Performance Management Systems, Key Performance Indicators, Performance Cultures, Balanced Scorecard Architectures and automated solutions for the healthcare industry.

DAY 1 - Start by attending the Managing Healthcare Performance Workshop which shows the steps and best practices vital to implementing a Performance Management System within a hospital.

DAY 2 - Continue and join the Healthcare Performance Forum. Experts in the industry are coming from KSA, UAE and Bahrain to discuss about new developments, measuring performance and productivity, and cascading strategy to hospital departments and staff. Be present at the launch of the “State of hospital performance reporting in 2016” – GCC hospital performance report.

DAY 3 - Dive into best practices and techniques of working with KPIs and Performance Management Systems within the Key Performance Indicators Excellence Forum.

DAY 4 - It is centred on interactivity. Friday Night at the ER, included in the Building a Performance Culture workshop, is a simulation board game with the goal of managing a hospital for 24 hours. Its main purpose is to help people develop systems thinking.

KEY TOPICS

- ▶ Hospital Performance Management systems, presentations from the GCC;
- ▶ Advancements in Hospital Performance Management Systems, insights and tips;
- ▶ Performance cultures, Balanced Scorecard Architectures and automated solutions for the Healthcare industry;
- ▶ Developing Hospital Performance Management Systems: practical workshops on building performance cultures, working with KPIs and developing healthcare performance architectures;
- ▶ Making data-driven decisions and developing systems thinking in a live Friday Night at the ER hospital management simulation.

HEALTHCARE INDUSTRY CLIENTS

هيئة الصحة - أبوظبي
HEALTH AUTHORITY - ABU DHABI



المجلس الأعلى للصحة
Supreme Council Of Health
دولة قطر
State Of Qatar



سلطة مدينة دبي الطبية
DUBAI HEALTHCARE CITY AUTHORITY



هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY

الهيئة العامة للأدوية والدواء
Saudi Food & Drug Authority

كليفلاند كلينك أبوظبي
Cleveland Clinic Abu Dhabi
Brought to you by Mubadala Healthcare



مستشفى الملك خالد التخصصي للعيون
King Khalid Eye Specialist Hospital



KING SAUD bin ABDULAZIZ UNIVERSITY
for HEALTH SCIENCES



مدينة الملك عبد الله الطبية
KING ABDULLAH MEDICAL CITY
IN HOLY CAPITAL



وزارة الصحة
MINISTRY OF HEALTH



المركز الطبي الدولي
International Medical Center



مستشفى دلته
Dallah Hospital



KSMC
King Saud Medical City

HEALTHCARE STREAM SPEAKERS



ABDULAZIZ ABDULBAQI

Consultant, Quality & Patient Safety,
Ministry of Health, Riyadh, KSA

🎤 New developments in hospital performance measurement in KSA



ABDULLAH BIN ZARAH

Chief Executive Officer, Prince Sultan bin
Abdulaziz Humanitarian City, KSA

🎤 Modelling hospital performance with advanced analytics in Sultan Bin Abdulaziz Humanitarian City



ALTIJANI HUSSIN

Health Economics Consultant,
Dubai Health Authority, Dubai

🎤 New Advances in Performance Measurement at the Dubai Health Authority



KHALID ALSWAT

Vice Dean Quality, King Saud University,
Medical City, Riyadh, KSA

🎤 Develop a strong Performance Culture through a Balanced Scorecard Architecture



MOHSEN BA-ABDULLAH

Executive Director ICT,
King Abdullah Medical City, Mecca, KSA

🎤 Performance Management Systems Automation - ICT Journey from Strategy to Results at King Abdullah Medical City



NISHA VARGHESE

HR Manager,
Saudi German Hospital, Dubai, UAE

🎤 Secure a high performing and motivated Human Capital aligned to the hospital's strategy



OBAIDA QATUNI

Quality Manager,
VPS Healthcare, Dubai, UAE

🎤 Monitoring and benchmarking hospital performance in the UAE



PURUHUTJIT SURJIT

Deputy General Manager,
KIMS Group in GCC, Bahrain

🎤 Healthcare Performance and Productivity



SAMAR ABOULSOUD

Chief Executive Officer,
Qatar Council for Healthcare Practitioners, UAE

🎤 Key Lessons from Measuring Performance at the Qatar Council for Healthcare Practitioners



TAWFIK KHOJA

Director General Executive Board, Health
Ministers Council for Cooperation, KSA

🎤 Innovation in Healthcare: Recent Milestones in Performance Measurement across GCC hospitals



MARAM MOHAMMED BAKSH

Head of Quality Management Development,
King Saud University Medical City, KSA

🎤 Project Managing the implementation of the Performance Management System Architecture at King Saud University Medical City



NADA MOUSTAFA ALHABIB

Quality Specialist - KPI Project Manager,
King Saud University Medical City, KSA

🎤 Project Managing the implementation of the Performance Management System Architecture at King Saud University Medical City

CONFERENCE KEYNOTE SPEAKERS



AUREL BRUDAN

Chief Executive Officer,
The KPI Institute, Australia

🎤 Managing Government Performance



KIM WARREN

CEO, Strategy Writer,
Strategy Dynamics Ltd, UK

🎤 Dynamic modelling of performance through systems thinking

DAY 1: WORKSHOP

CONFERENCE AGENDA

MANAGING HOSPITAL PERFORMANCE

The "Managing Hospital Performance" workshop is built on a generic hospital case study and is meant to improve the practical skills in working with KPIs and developing the instruments of a Performance Management Architecture based on Balanced Scorecard concepts like: Strategy Maps, Scorecards, Dashboards and Portfolio of Initiatives.

This interactive program brings a hands-on approach to managing hospital-wide performance. It solutions current challenges of developing an integrated Performance Management System that is connected to a thorough decision making process based on data and facts. It also raises the matter of integrating internationally recognized KPIs, as well as the ones requested by different hospital accreditation bodies.

BENEFITS

- ▶ Understand the steps of implementing a Performance Management System within a hospital;
- ▶ Practice the development of a sound framework to ensure KPIs are aligned to strategy;
- ▶ Design efficient visualization architectures for objectives, KPIs and initiatives;
- ▶ Access a wide selection of templates that help you implement a KPI Management Framework in your organization;
- ▶ Interact with industry professionals from the entire GCC region, and exchange valuable practical insights in hospital performance improvement.

AGENDA

Hospital Performance Management System Project Coordination

- ▶ Build the business case for PMS implementation within the hospital;
- ▶ Discuss challenges and propose solutions for obtaining the buy-in of medical and admin personnel;
- ▶ Map the PMS Project Plan stages;
- ▶ Identify the major stakeholders within and outside the hospital;
- ▶ Prepare the Objectives, KPIs and Initiatives selection workshops.

Hospital Strategy Map Development

- ▶ Hospital Strategy and SWOT analysis review;
- ▶ Hospital-wide Value Drivers concept mapping;
- ▶ Hospital Strategy Map development based on specific measurable objectives.

Hospital Scorecard and Dashboard Design

- ▶ Identify the hospital KPI selection sources;
- ▶ Develop lists of potential KPIs;
- ▶ KPI selection based on specific techniques deployment;
- ▶ Final KPI list validation based on integrating the Accreditation criteria and international benchmarking standards.

Decision Making based on KPIs - The Portfolio of Initiatives

- ▶ Link the objectives and KPIs selected with relevant initiatives / projects;
- ▶ Establish the final structure of the Portfolio of Initiatives;
- ▶ Map the performance improvement steps - data gathering, analysis, decision making;
- ▶ Workshop review and closing.



Adrian Brudan
General Manager EMEA,
The KPI Institute, Australia

Adrian Brudan is the General Manager of The KPI Institute EMEA Region, a research institute specialized in business performance which operates research programs in 12 practice domains ranging from strategy and KPIs to employee performance and from customer service to innovation performance.

240+
CLIENT ORGANIZATION

340+
TRAINING DAYS

2790+
TRAINING HOURS



"As an experienced and professional facilitator, Mr. Brudan has tailored examples and analogies to ensure relevance, in accordance to King Khaled Eye Specialist Hospital's expectations and has proven excellent knowledge and expertise in the field of performance management."

Dr. Abdulelah Al-Twoerki, General Executive Director, King Khaled Eye Specialist Hospital, KSA

"Thanks to Mr. Adrian we could determine if we are heading on the right direction towards our goal, which is the Quality Service to our patients and clients. Now I can apply all that I have learned not only in my department and organization, but in my personal level as well."

Salwa Shaukat Ali, Researcher, Medical City King Saud University, KSA

"Mr. Adrian is very knowledgeable and with a good time management. We gained significant information in measuring the quality of healthcare that we render to all of our clients. Overall the topics were very relevant and explained in a simple way."

Fe D. Ricalde, Clinical Nurse Coordinator, Medical City King Saud University, KSA



Opening Speech



New Advances in Performance Measurement at the Dubai Health Authority

 Altijani Hussin - Health Economics Consultant, Dubai Health Authority, Dubai



Innovation in Healthcare: Recent Milestones in Performance Measurement across GCC hospitals

- ▶ Accreditation policies and recent developments, as important factors of health care improvement;
- ▶ Green hospitals as new international trends on providing safer and improved environments;
- ▶ Hospital privatization and its role in developing health systems.

 Tawfik Khoja - Director General Executive Board, Health Ministers Council for Cooperation Council, KSA



Developing a Strong Performance Culture by Implementing an Integrated Performance Management System at King Saud University Medical City

- ▶ A change management agenda and its Impact within the KSUMC;
- ▶ Purpose and benefits of the Performance Management System implementation;
- ▶ (Re)Action from the key stakeholders involved in the implementation process.

 Khalid Alswat - Vice Dean Quality, King Saud University, Medical City, Riyadh, KSA



Managing the Implementation of the Performance Management System Architecture at King Saud University Medical City

- ▶ Outline of the Project Plan for implementing a Performance Management System within KSUMC;
- ▶ Process of conducting workshops for cascading and aligning the Performance Management System Architecture;
- ▶ The role of the Quality Department as an agent for governing the Performance Management System deployment and nurturing.

 Adrian Brudan  Maram Mohammed Baksh  Nada Moustafa



Key Lessons from Measuring Performance at the Qatar Council for Healthcare Practitioners

 Samar Aboulsoud - Chief Executive Officer, Qatar Council for Healthcare Practitioners, UAE



New developments in hospital performance measurement in KSA

- ▶ This session explores the Patient Centered Program;
- ▶ Hospitals and health care systems are evolving with an ever increasing focus on cost, quality and accessibility;
- ▶ In order for healthcare leaders to adapt and evolve their organizations in line with these expectations, they must align their strategy with an effective change management and performance improvement framework.

 Abdulaziz Abdulbaqi - Consultant, Quality & Patient Safety, Ministry of Health, Riyadh



Healthcare Performance and Productivity

 Puruhutjit Surjit - Deputy General Manager, KIMS Group in GCC, Bahrain



Performance Management Systems Automation - ICT Journey from Strategy to Results at King Abdullah Medical City

- ▶ Transform ICT strategy into tangible achievements;
- ▶ Big Data Analytics in Healthcare;
- ▶ BI Dashboard and KPI Data Visualization in Healthcare."

 Mohsen Ba-Abdullah - Executive Director ICT, King Abdullah Medical City, Kingdom of Saudi Arabia



Secure a high performing and motivated Human Capital aligned to the hospital's strategy

A Saudi German Hospital's case on HR best practices

 Nisha Varghese - HR Manager, Saudi German Hospital, United Arab Emirates



Monitoring and benchmarking hospital performance in the UAE

Lessons learned from monitoring hospital performance in the UAE


 Obaida Qatuni - Quality Manager, VPS Healthcare, Dubai, UAE



Modelling hospital performance with advanced analytics in Sultan Bin Abdulaziz Humanitarian City

 Abdullah Bin Zarah - Chief Executive Officer, Prince Sultan bin Abdulaziz Humanitarian City, KSA



KEY PERFORMANCE INDICATORS
EXCELLENCE FORUM


- 

Opening Speech
- 

Measuring Productivity


A practical approach to functional area performance by aligning departmental KPI tracking to organizational strategy
Cascading the performance management system at team level – implications in practice

 Abdulaziz Saddique - CEO, Qimat Taiba Pharmaceutical Biotechnology Factory, Saudi Arabia
- 

Business Intelligence Software as Performance Improvement enabler
The role of data governance and visualisation rigour enabling reporting success
- 



Panel discussion - State of performance improvement and KPIs in the GCC
Launch of the survey report outlining patterns and emerging trends in the GCC
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Organizational Performance Through a Strategy Management System - Continual Strategy and Implementation with Simulation
▶ This session will also include the opportunity to work with a strategy simulation of a real company.

 Kim Warren - CEO, Strategy Writer, Strategy Dynamics Ltd, UK
- 

Performance Benchmarking in Practice – Value Generation by Learning from other organisations
Practical approach to benchmarking, covering a variety of ways to maximise value from such projects
- 

Boost effectiveness by building a performance culture in your organisation
Tools and techniques for enabling a high performance culture across the organisation

 Hany El Sayed - Director of HR, Services & Control, National Holding Group, Abu Dhabi
- 

Round table - The complex job of the performance management professional
How successful strategy and performance professionals operate – best practices

THE KPI INSTITUTE IN NUMBERS



ORGANISATION

- 2004 Year of establishment
- 100+ Staff members
- 20+ Certified trainers

EDUCATION

- 6,280 Training hours delivered
- 4,600 Professionals trained
- 770+ Client organisations

RESEARCH

- 49,000 Organisations assisted
- 20,600 KPI examples published on
- 140+ Research reports published

FRIDAY NIGHT AT THE ER & BUILDING A PERFORMANCE CULTURE WORKSHOP

"Friday Night at the ER" is a board game, having the goal to simulate the challenge of managing a hospital for 24 hours. Its main purpose is to help people develop systems thinking, by relying on their work styles and by teaching them to work together and make decisions in a complex framework. Therefore, the simulation is relevant for every industry and functional area.

Performance culture drives the organisation, its actions and results towards business goals achievement. It guides how employees plan, act and assume accountability for delivering the expected results. But in order to achieve success it is not enough to have an excellent strategy as long as you fail to execute it. Strategy implementation is one major challenge that organisations need to address today in order to obtain tomorrow's results.

This workshop is meant to offer a hands-on approach, covering the gap between good strategy planning and poor execution, and introducing essential performance culture elements.

BENEFITS

- ▶ Explore an efficient performance culture model and its role in enabling strategy implementation;
- ▶ Put in practice key performance tools used to enable strategy planning and measurement;
- ▶ Learn to manage strategic changes;
- ▶ Get valuable insights on how to foster strategy implementation through innovation, leadership and customer orientation.

AGENDA



Introduction and context

- ▶ What is a performance culture;
- ▶ The building blocks of performance culture;
- ▶ Drivers and challenges of performance culture;
- ▶ Exercise: Dealing with concerns in building a performance culture.



Strategy designed to reflect performance

- ▶ Strategic planning framework;
- ▶ Strategy cascading towards individual levels;
- ▶ Using KPIs to enable strategy implementation;
- ▶ Exercise: Developing an organisational performance scorecard.



Strategic thinking in building a Performance Culture

- ▶ Strategy communication across the organisation;
- ▶ Strategic vs process change;
- ▶ Agile change management;
- ▶ Exercise: Managing strategic changes.



Sustaining strategy through a performance culture

- ▶ The impact areas of strategy in shaping a performance culture;
- ▶ Roadmap to performance excellence;
- ▶ Getting a customer focus orientation;
- ▶ Innovation as a driver of performance culture;
- ▶ Review and closing.



Marius Boghian

Head of Professional Services
The KPI Institute, Australia

Marius has over 9 years of experience in working within diverse organizations which range from privately held corporations to international NGOs across Europe and Latin America. He acquired valuable cross-functional expertise in investment and strategic expansion consultancy by assisting international clients such as Merrill Lynch, Argo Capital, Pirelli Investment Fund, Credit Suisse, AFI Europe, CBRE Global Investors (formerly ING REIM), Liebrecht and Wood. His passion for new technologies and their use to improve a company's performance brought him to Chile, where he participated in the world's largest business incubation – Start Up Chile.



"Mr. Marius Boghian was a friendly and a good presenter. His delivery was lucid, clear, concise and to the point and was very helpful. He inspired questions and answered with promptness."

**M. Salim Mollah, Executive Officer,
Jomuna Bank, Bangladesh**

"I would like to make a special note about my trainer, Marius - he was very explanatory, patient and willing to take the time necessary to help me with company specific issues. He is a top-notch trainer and I hope to be able to use his expertise in the future. Thank you."

**Haya Hashem, HR Officer, Shams
Power Company, KSA**

"He had knowledge on the subject. He was a good ambassador of the Institute and we loved his performance."

**Atise Ekhatior, Assistant Director,
Central Bank of Nigeria, Nigeria**

"The trainer was an expert in this field of knowledge. I was very impressed with the way he was able to quickly adapt to the complexities surrounding our organization by providing valuable and practical solutions."

**Joy Tanga, Strategy Analyst, Central
Bank, Nigeria**

COMPANY DETAILS

Name: _____ Industry: _____
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ATENDEE DETAILS

1 Name: _____ Job Title: _____
 Tel: _____ Email: _____
2 Name: _____ Job Title: _____
 Tel: _____ Email: _____
3 Name: _____ Job Title: _____
 Tel: _____ Email: _____

PARTNERS & SPONSORS

STRATEGIC PARTNER

ENDORSED BY:

APPROVAL

NB: Signatory must be authorised on behalf of contracting organisation.

Name: _____ Job Title: _____
 Telephone: _____ Fax: _____
 Name: _____
 Telephone: _____

MEDIA PARTNER

 Authorising Signature

COMMUNITY PARTNER

REGISTRATION FEES

Registration fee (USD)	1 Day	2 Days	3 Days	4 Days
Conference Fee	\$ 1,100	\$ 1,995	\$ 2,850	\$ 3,595
TKI Members Fee	\$ 995	\$ 1,895	\$ 2,750	\$ 3,495
Early Bird Fee*	\$ 950	\$ 1,795	\$ 2,595	\$ 3,295

*The discount only applies for registrations received before April 10th 2016.

Up to **30% discount** for groups from the same organization.

PAYMENT OPTIONS

Credit Card

Bank Transfer

Cheque

A confirmation letter and invoice will be sent to you upon receipt of your registration. Please know that FULL PAYMENT MUST BE RECEIVED PRIOR TO EVENT. Only those delegates who have paid in full will be admitted to the event.

VENUE

For reservations using our corporate rates, please make your bookings directly with the hotel. Hotel bills are to be settled by delegates directly with the hotel. Please note that rooms are available on the first-come-first-served basis.