

Aafiya's Annual Health Insurance Conference 2019

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Aafiya Medical Billing Services has taken yet another initiative to gather some of the brilliant minds in the healthcare sector by hosting the **Annual Health Insurance Conference 2019 event at Abu Dhabi**. Aafiya in the period of five years of its existence in UAE has marked itself as the market leader and trend setter in terms of innovation and setting high operational benchmarks in the healthcare management sector. As Aafiya is committed to achieving long term objective of becoming a global brand in health care management services, it pledges to stand for the highest quality of medical administration services backed by revolutionary wellness services. Aafiya has also provided its immense support to its associated business by way of innovation and technologically advanced solutions ultimately contributing to their business growth and success.

Aafiya's Annual Health Insurance Conference 2019 was hosted at Bab-Al-Qasr Hotel, Abu Dhabi, as a great event bringing together major key players of the health Insurance industry. The event aimed at creating a learning environment for new business models to enable health insurance well-equipped for the near future. The event brought forth many developing strategic partnerships to achieve mutual success. The event was therefore graced by many dignitaries who have been major experts in the health sector market. These were mostly representing the Insurance/reinsurance companies, Brokers, Underwriters, Actuaries, CEO's, CDO's, CSO's, CMO's, VP's, Director's and Heads of various channels who are the active participants of the healthcare market in UAE.

The event included several personalities from the field of healthcare. The event started with great music with an introductory performance by the talented violinist Ms. Katrina. The core dignitary of the event being Mr. Ali Zaidi, the General Manager of Aafiya TPA services spoke about the current scenario of UAE in the Global health forum and how Aafiya has thrived within the small period of five years in the UAE. Talking about innovations, Mr. Ali Zaidi mentioned about innovation and this has been an integral part of Aafiya's core objectives in the healthcare sector.

Mr. Ali Zaidi appreciated the stakeholders for safeguarding their trust and confidence with Aafiya and Aafiya is proud of the same. He stated that since Aafiya's inception and presence in the UAE market for only about five years, Aafiya had already won 14 prestigious awards for its services. Adding to that, Mr. Ali Zaidi mentioned Dahab, which has been special and core to Aafiya's business and has been a game-changer in the insurance industry. He expressed that Dahab should be presented as a passport to premium, value-added healthcare services which will empower people to be the masters of their health and will add value to those lives who want to value their time and cherish a superior quality of life. He expressed his thanks to all dignitaries present at the event and for sharing their knowledge with everyone present at the event which led the event to being a positive outcome.

Talking about the topics which are relatively of high importance in the current scenario were presented by various speakers who were a part of this event. Amongst the speakers, Mr. Aftab Hasan, who is the Chairman Risk Exchange (DIFC) limited Secretary General of Insurance Business Group (IBG), Dubai – UAE presented his ideas through his topic '*Transforming Health Insurance through Automation: A Paradigm Shift from the Conventional Offerings*' on transforming health insurance via automation and mentioned the influence of artificial intelligence, Blockchain technology, cloud computing etc. in the healthcare sector. The next speaker of the topic '*Digital Health and its importance and impact on the health insurance and healthcare sector*' was presented by Ms. Nada Fayad, CEO of Be sure Medical and Health Performance Services Division.

A motivational talk hosted by Dr. Smitha Prabhakar, a Wellness director and initiator of several Wellness programs, activities and wellness retreats at the Palm Jumeirah. Her involvement in the event resulted in creating and bringing awareness for a positive lifestyle amongst the participants for the event.

Dr. Amar Mahmood spoke on Pharmacy Benefit Management (PBM). His topic '*Controlling Escalating Drug Spend, A Path for Rational Prescribing Through PBM*' presented the issues and challenges relating to PBM and mentioned about several tools and analytics to help save on drug spending and provided his critical analysis on the subject matter. He is the Deputy Regional Manager and Medical Director for Med Impact International. For nine years and before joining

Med Impact International, Dr. Amar was the CEO at Gulf Electronic Management Systems (GEMS), a third-party administrator (TPA) that services medically insured members across Bahrain and Saudi Arabia.

The next speaker Dr. Dennis Sebastian was also amongst the speakers from the panel and he presented his topic *'Disruptions in HealthCare - How Ready are Health Insurers'* on disruptions in healthcare and underpinning for healthcare reforms which can save the healthcare sector from such impact

In conclusion, the last guest speaker of the event Dr. Jayagopal Pallath gave presented the topic *'Health Insurance Market around the world- Identifying the next opportunities for health Insurance Industry'*. He spoke about the Healthcare system in developed countries plus an overview of the healthcare systems for countries like France, UK, USA and Germany including UAE.

The event was followed by lunch and ended with the felicitation ceremony for the respective speakers and other distinguished guests who teamed together to make the event a successful one.

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