

TURKEY HEALTHCARE SUMMIT 2012

Istanbul, TURKEY

21 & 22 March 2012

- Health transformation programme and new policies
- Financing healthcare infrastructure and best PPP practices and options
- Long-term opportunities for investment in the Turkish healthcare market
- Healthcare services delivery – management and funding
- E-health, telemedicine and medical information technology
- Technology expertise to increase Turkey's medical equipment exports
- Medical tourism
- Turkey pharmaceutical insight
- Healthcare financing reform and the broadening of the private health insurance market



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Proposed program and speaker invitees

Please note that the speakers listed below have been invited and that some of them are not yet confirmed.
The program will be updated and new speakers will be included in the coming weeks

Wednesday 21 March 2012

09:00 – 09:45 Registration of the participants, welcome coffee and networking

09:45 – 10:00 *Opening Keynote Address*
Senior official from Ministry of Health or other ministry, Turkey

10:00 – 11:30

Panel Session 1:

HEALTH TRANSFORMATION PROGRAMME IN TURKEY

- *Successful Implementation of new health policies and reforms*
- *Turkey-EU healthcare system harmonization progress*
- *Further modernization of hospital and other healthcare infrastructure*
- *Delivery of modern and sophisticated health services*
- *Further implementation of the General Health Insurance Scheme Law (GHIS)*
- *Panel discussion and Q&A*

Chairman
to be advised

Senior official from Ministry of Health, Turkey

Senior official from Ministry for EU Affairs, Turkey

Yurdal Sahin,
Deputy Director General, Incentive Implementation and Foreign Investment, Ministry of Economy, Turkey

Hayreddin Yekeler,
Head, Kartal Lütfi Kırdar Eğitim Araştırma Hastanesi, Istanbul, Turkey

Ismail Cinel,
Professor, Marmara University,
Medical director, Marmara University Pendik Education and Research Hospital, Turkey

Hasan Hüseyin Yıldırım

Department of Health Care Management, Faculty of Economics and Administrative Sciences, Hacettepe University, Turkey

Jorgo Ehatzimarkakis,
Member of the European Parliament, Belgium

Health & ill Health in Turkey

Hikmet Pekcan,
World Federation of Public Health, representing Turkey,
Professor of Public Health, Hacettepe University, Turkey

A Speaker from the private sector

11:30 – 12:00 Coffee break and networking

12:00 – 13:30

Panel Session 2:

FINANCING OF HEALTHCARE INFRASTRUCTURE SECTOR IN TURKEY AND PPP ROUTES

- *Structured and project finance – banking on the Turkish healthcare market*
- *IFIs role in healthcare infrastructure funding*
- *New wave of growth and opportunities for private equity investment*
- *Long-term opportunities for investors in the Turkish healthcare market*
- *PPP – the way forward to Turkey's healthcare future: projects, tenders, regulation, etc.*
- *Panel discussion and Q&A*

Chairman
to be advised

Financing of Healthcare Infrastructure Sector in Turkey and PPP Routes

Fatih Turkmen

Head of Department for Health and Social Security, General Directorate for Social Sectors and Coordination, Ministry of Development (State Planning Organization), Turkey

Cem Galip Ozenen,
Head of Department for Public-Private Partnerships, Ministry of Development, Turkey

A Senior Official from Ministry of Economy, Turkey

Ulrich Laaser,
President, World Federation of Public Health, Germany

A Senior Representative from Siemens

A Senior Representative from Health & Education, International Finance Corporation (Member of World Bank Group)

A Senior Representative from GE Healthcare, EMEA

Can Deldağ,
Managing Director, Head of the Turkish Investment Team, Carlyle, USA (proposed sponsor/speaker)

Serdar Sen,
Managing Director, Casta Consultancy, Turkey

A Senior Representative from Philips



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13:30 – 14:30

Luncheon and networking

14:30 – 16:00

Panel Session 3:

HEALTHCARE SERVICES DELIVERY – MANAGEMENT AND FUNDING

- *Bridging The private sector insurance and social security needs*
- *Ensuring better healthcare services delivery – Role of healthcare financing reform in Turkey*
- *Development of health insurance and its Importance from a medical ethics viewpoint*
- *Human resources management and optimizing healthcare delivery*
- *International co-operation and sharing international experience*
- *Panel discussion and Q&A*

Chairman

to be advised

Fatih Acar,

President, Social Security Institution (SGK), Turkey

Korhan Erdogan,

Deputy Director General, State-Owned Enterprises,
Prime Ministry Undersecretariat of Treasury, Turkey

Memet Hobek,

Life and Health Insurance Department,
Prime Ministry, Undersecretariat of Treasury, Turkey

*The Share of the Private Healthcare Sector in Healthcare Services
Delivery*

Filiz Cevirme,

General Coordinator, Private Hospitals & Healthcare Organizations
Association (OHSAD), Turkey
Member of the Exec. Committee, Health Tourism Association, Turkey

Türkan Yıldırım,

Department of Health Services Management, Faculty of Health
Sciences, Ankara University, Turkey

Haydar Sur,

Dean, Faculty of Health Sciences,
Istanbul University, Turkey

Dincer Cetintas,

General Manager, Saglik A.S. for Social and Health Services, Istanbul
Municipality, Turkey

Guvenc Kockaya,

Member of Medical & Technical Evaluation Committee, Pharmaeconomy
Directorate, General Directorate of Pharmaceuticals and Pharmacy,
Ministry of Health, Turkey

Globalization in Healthcare : Healthcare Providers Role

Dr. Sarper Tanli,

Executive Director for Europe and MENA,
Methodist International, USA

16:00 – 17:30

Panel Session 4:

PROMISING e-HEALTH DEVELOPMENT IN TURKEY

- *Growing need for medical information technologies and the role of software assisted medicine*
- *New technologies to face new healthcare challenges – opportunities for the private sector*
- *Legal overview and regulatory issues*
- *Financing and investing in IT solutions for healthcare*
- *m-Health and telemedicine prospect in Turkey*
- *Panel discussion and Q&A*

Chairman

to be advised

Bilgehan Karadayi,

Deputy General Manager, Med Device Department,
Ministry of Health, Turkey

Umit Dereli,

Secretary General, Association of Research-based Medical Technology
Manufacturers (ARTED), Turkey

Esen Tümer,

President, TıpGörDer, Turkey

A **Senior Representative** from Health Informatics Association, Turkey

A **Senior Representative** from Turkish Medical Informatics Association

Hanefi Gok,

Former Head of Medical Devices Department,
Social Security Institution (SGK), Turkey

Emin Sadik Aydin,

Head of Information Society Department, Ministry of Development,
Turkey

Miroslav Madjaric,

Vice-president,
European Association of Healthcare IT Managers, Belgium

Turkey and eHealth Domain Integration

Constantin Constantinides

Chief Executive, Healthcare Cybernetics, Greece

17:30 – 19:00

Coffee, refreshment, networking and one-to-one meetings amongst delegates, speakers, media representatives and sponsors



Turkey Healthcare Summit 2012

Thursday 22 March 2012

09:00 – 09:30 Welcome coffee and networking

09:30 – 10:30

Panel Session 5:

MEDICAL TOURISM IN TURKEY – THE WAY AHEAD

- *Turkey – an emerging player in this rapidly growing industry*
- *Spa, wellness, thermal facilities – a key development for the hotel industry sector and other private sector investors*
- *Current issues and trends in the Turkish medical tourism industry*
- *Adjusting to the European health tourism policy*
- *Panel discussion and Q&A*

Chairman
to be advised

A Senior official from Ministry of Health, Turkey

A Senior Representative from Health Tourism Association (STD), or Healthy Generations Association (SND)

Özgür Özasan,
Ministry of Culture and Tourism, Turkey

Zeki Karagülle,
President, Turkish Spas Thalasso and Health Resorts Association, Turkey

Orhan Aytemiz,
Director, General Industries, Transport & Tourism,
Black Sea Trade & Development Bank, Greece

Emin Çakmak,
Founding Chairman,
Turkish Healthcare Tourism Development Council, Turkey

Rusen Yıldırım,
President, Health Tourism Business Council,
Foreign Economic Board of Turkey (DEİK), Turkey

Robert Gerl,
Programme Co-ordinator, Institute of Cross-border Healthcare
Management, Deggendorf University, Germany

Ruben Toral,
Director, Medeguide, Thailand & Hong Kong

A Senior Representative from Turkish Accredited Hospitals Association (AHD)

A Senior Representative from the Association of Turkish Travel Agencies

A Speaker from private sector

10:30 – 11:00 Coffee break and networking

11:00 – 12:30

Panel Session 6:

TURKEY 2012 PHARMACEUTICAL SECTOR INSIGHT

- *R & D in pharmaceuticals – the new R & D support of the Government, the situation of R & D investment in Turkey*
- *Sales network in pharmaceutical – analyzing current trends: self-regulation, accessibility, ethical standards*
- *How best to reach a consensus between pharma research and manufacturing costs and the wider public needs for affordable drugs*
- *Understanding Turkey's role in the European pharmaceutical sector – potential and comparative advantages*
- *Development of protective health services in Turkey*
- *How best to improve efficiency in primary healthcare*
- *Panel discussion and Q&A*

Chairman
to be advised

Saim Kerman,
General Manager, General Directorate of Pharmaceuticals and
Pharmacy, Ministry of Health, Turkey

A Senior Representative from TISD, Turkey

Alp Sevindik,
Secretary General and Chief Operating Officer, Association of
Research-based Pharmaceutical Companies (AIFD), Turkey (confirmed)

Mehtab Tatar,
Undersecretary of Hacettepe University, Turkey

Turgut Tokgoz,
Secretary General, Pharmaceutical Manufacturers Association of Turkey
(IEIS), Turkey

Mehmet Gün,
Managing Partner, Mehmet Gün & Partners, Turkey

12:30 – 12:45 *Closing Keynote Address*
to be advised

12:45 End of the Summit and farewell drink