

HOSTED BY



إتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

MEDHEALTH
الرياض 2026

ملتقى اتحاد المستشفيات العربية
السادس والعشرين

2026

The 26th Forum of the
Arab Hospitals Federation

20 - 21 JANUARY
VOCO Riyadh Hotel

INFINITE HORIZONS:
TRANSFORMING HEALTHCARE,
SHAPING THE FUTURE

أفاق لا متناهية في الرعاية الصحية:
تحول اليوم وتشكيل الغد

EVENT MANAGED BY

AGENDA

<https://medhealth.ahfonline.net/>

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FOREWORD

It is our great honor to welcome you to MedHealth Riyadh 2026, a groundbreaking event dedicated to shaping the future of healthcare under the theme "Infinite Horizons: Transforming Healthcare, Shaping the Future."

This theme reflects our collective vision of a healthcare ecosystem without boundaries, one that embraces transformation, efficiency, innovation, value-based care, sustainability, and patient-centered care. As the world undergoes rapid change, it is essential to harness the limitless potential of digital breakthroughs, AI, and operational excellence to create a future where healthcare is more accessible, patient-centric, and resource-optimized. MedHealth Riyadh 2026 will explore how leaders can drive these advancements while ensuring that every patient experience is defined by quality, sustainability, and innovation.

At this year's event, we will dive into critical discussions surrounding public-private partnerships, the transformative power of digital breakthroughs and AI in hospital operations, the successes and challenges of value-based healthcare, and the leadership required to empower people and optimize resources. We'll also explore how CEOs can move from ideas to actionable solutions and what they need to do differently tomorrow to ensure continued progress.

Saudi Arabia stands as a beacon of healthcare transformation, propelled by its ambitious Vision 2030. With substantial investments and groundbreaking partnerships between the public and private sectors, the Kingdom is redefining the healthcare landscape. MedHealth Riyadh 2026 provides the ideal platform to engage in meaningful discussions, share best practices, and collaborate towards shaping a sustainable and innovative healthcare future.

We invite you to join us in Riyadh on 20 - 21 January 2026 at the VOCO Riyadh Hotel. The first day will feature high-impact panel discussions, while the second day will offer field visits to leading healthcare institutions across Saudi Arabia. This is an invaluable opportunity to exchange ideas, foster partnerships, and witness firsthand the transformative initiatives driving healthcare forward.

Together, let's push beyond boundaries and create a future where excellence, care, and innovation unite to build a healthier world.

Welcome to MedHealth Riyadh 2026!



MR. FADI ALAME
PRESIDENT



PROF. TAWFIK KHOJA
GENERAL SECRETARY



ALICE YAMMINE BOUEIZ
CHIEF EXECUTIVE OFFICER

EVENT OVERVIEW

MedHealth Riyadh, hosted by the Arab Hospitals Federation is the 26th edition of the AHF Annual Forum dedicated to transforming healthcare and shaping its future.

This landmark event brings together industry leaders, policymakers, professionals and stakeholders from across the healthcare sector to share critical insights and explore cutting-edge technologies that will drive meaningful, lasting change to global health.

Building on our track record of 25 successful editions, MedHealth Forum will be held this year in Riyadh, Saudi Arabia under the theme of Infinite Horizons: Transforming Healthcare , shaping the future.

The forum plays a pivotal role in the Arab Healthcare event landscape fostering dialogue and collaboration among key players. It will offer a rich agenda discussing major healthcare topics, featuring eminent speakers, hosting distinguished attendees, recognizing exceptional personalities through the AHF Annual Awards, honoring the efforts of healthcare institutions, forging partnership agreements, launching healthcare initiatives, enhancing the Executive Circle, delivering capacity-building programs and discovering healthcare institutions in the field visits.

Join us on 20 and 21 January 2026 at the Voco Riyadh Hotel for an unforgettable event experience where every activity counts, discussions are engaging, and networking is exponential.



A photograph of two men in dark suits and ties, engaged in a conversation. The man on the left is looking towards the man on the right, who is gesturing with his right hand. The background is a blurred indoor setting with warm lighting.

“

In a world where healthcare challenges are becoming increasingly complex, the Arab Hospitals Federation's collaborative spirit has enabled an automated approach to tackling these issues.

HE. Prof Khaled Abdel Ghaffar
Minister of Population and Health – Egypt



Join the Ideal Platform for Networking and Collaboration Transforming Today, Shaping Tomorrow

MedHealth forum has, over the past 25 years, brought together influential policymakers, healthcare leaders, decision-makers, executives, healthcare professionals, innovators, disruptors, stakeholders, investors, and others.

These participants have shared their perspectives, experiences and knowledge, catalyzed change, and highlighted opportunities to accelerate and transform healthcare for the future.

**Join us for insightful scientific panel discussions
on the 20th of January 2026 at VOCO Riyadh Hotel!
Then, on the 21th of January , take part in a practical day
with field visits to Leading Healthcare Institutions across KSA.**

10452

ATTENDEES, PARTNERS
& SUPPORTERS

1250

VISIONARY
SPEAKERS

30

PARTICIPATING
COUNTRIES

+250

MINISTERS
& LEADERS

A nighttime aerial view of Jeddah, Saudi Arabia, featuring the Kingdom Tower as the central landmark. The city is illuminated with warm lights, and traffic is visible on the roads. A vertical bar on the left side transitions from dark blue at the top to green at the bottom.

COMMITTEES

STEERING COMMITTEE



MR. FADI ALAME
PRESIDENT
ARAB HOSPITALS FEDERATION



MRS. ALICE YAMMINE BOUEIZ
CHIEF EXECUTIVE OFFICER
ARAB HOSPITALS FEDERATION



DR. MIREILLE KHALIL
SENIOR PROJECTS OFFICER
ARAB HOSPITALS FEDERATION



MR. TONY EL ZOGHBI
CHAIRMAN OF STRATEGIC
PARTNERSHIPS & GLOBAL ALLIANCES
ARAB HOSPITALS FEDERATION



DR. BASSAM KADDISSI
CHAIRMAN OF
ARAB HEALTHCARE
SUSTAINABILITY CENTER
ARAB HOSPITALS FEDERATION



DR. AMIR EL TELWANY
CHAIRMAN HEALTHCARE EXECUTIVE
LEADERS PROGRAM - HELP
ARAB HOSPITALS FEDERATION



DR. OSAMA SHAHEEN
CHAIRMAN OF
SUSTAINABILITY DIVISION
ARAB HOSPITALS FEDERATION



DR. SALLY AL RABBAA
CHAIRMAN OF ACADEMIC
PARTNERSHIP DIVISION
ARAB HOSPITALS FEDERATION

SCIENTIFIC COMMITTEE



PROF. TAWFIK KHOJA
GENERAL SECRETARY
ARAB HOSPITALS FEDERATION



MR. BRIAN DE FRANCESCA
CHIEF EXECUTIVE OFFICER
VAI



DR. JASON WOLF
PRESIDENT & CEO
THE BERYL INSTITUTE



MR. HOWARD GOUGH
OWNER & CONSULTING
PRACTICE LEAD
EMICA CONSULTING



DR. ADEL OLLEIK
MANAGING PARTNER
GATES GROUP



MRS. ALICE YAMMINE BOUEIZ
CHIEF EXECUTIVE OFFICER
ARAB HOSPITALS FEDERATION



DR. ALI ELHAJ
CHAIRMAN OF THE
GOVERNANCE, LEADERSHIP
& RESEARCH DIVISION
ARAB HOSPITALS FEDERATION



DR. YOUSSEF BASSIM
CHAIRMAN OF DIGITAL HEALTH
TRANSFORMATION & AI DIVISION
ARAB HOSPITALS FEDERATION



MR. RONY ABDEL -HAY
CO-FOUNDER & CHAIRMAN
PROMEDIC HOLDING

ORGANIZING COMMITTEE



AHMED MUSSAFFI
CHIEF EXECUTIVE OFFICER
BII HEALTH



SHIVANI THUKRAL
CHIEF OPERATIONS OFFICER
BII HEALTH



MAYURI DESHMUKH
CHIEF SERVICE OFFICER
BII HEALTH



MOHOR MUKHERJEE
CHIEF MARKETING OFFICER
BII HEALTH



DIKSHA KUNTAL
MARKETING MANAGER
BII HEALTH



Wafa SAMEER
ASSOCIATE, CLIENT
PARTNERSHIP & SERVICE DEPT
BII HEALTH

WHY HEALTHCARE LEADERS ATTEND THIS EVENT?

UNPARALLELED NETWORKING

Meet and engage with ministers, policymakers, CEOs, and top healthcare executives to forge powerful partnerships.

CUTTING-EDGE INSIGHTS

Gain firsthand knowledge of AI, genomics, value-based care, and digital health innovations from industry pioneers.

EXCLUSIVE RECOGNITION & INFLUENCE

Be part of the AHF Annual Awards, celebrating healthcare excellence and visionary leadership.

FIELD VISITS

Move beyond discussions with hands-on learning experiences in Saudi Arabia's leading healthcare institutions.

STRATEGIC BUSINESS GROWTH

Tap into Saudi Arabia's booming \$65 billion healthcare market and explore investment, collaboration, and expansion opportunities.

Join us at VOCO Riyadh Hotel on 20 and 21 January 2026!

Be part of the conversation, drive the change, and shape the future of healthcare.

DON'T MISS THIS OPPORTUNITY!

REGISTER NOW AND LEAD THE TRANSFORMATION!



OUR SPEAKERS

OUR SPEAKERS



H.E. PROF. KHALED ABDEL GHAFFAR
DEPUTY PRIME MINISTER &
MINISTER OF HEALTH & POPULATION
EGYPT



H. E. MR. AMINE TAHRAOUI
MINISTER FOR HEALTH &
SOCIAL PROTECTION
MOROCCO



HE. DR. JALEELA JAWAD HASAN
MINISTER OF HEALTH
KINGDOM OF BAHRAIN



H.E. DR. AHMAD AL-AWADHI
MINISTER OF HEALTH
KUWAIT



H.E. DR. RAKAN NASREDDINE
MINISTER OF PUBLIC HEALTH
LEBANON



DR. HANAN BALKHY
REGIONAL DIRECTOR
WHO - EMRO



DR. KHALID AL SHAIBANI
CHIEF EXECUTIVE OFFICER
HEALTH SECTOR TRANSFORMATION PROGRAM
MINISTRY OF HEALTH - KSA



MR. JOSEPH HAZEL
CHIEF EXECUTIVE OFFICER
APEX HEALTH



HE. DR. HISHAM STAIT
CHAIRMAN OF THE EGYPTIAN
UNIFIED PROCUREMENT AUTHORITY



DR. NAHAR M. AL-AZEMI
SECRETARY GENERAL
SAUDI HEALTH COUNCIL



MR. FADI ALAME
PRESIDENT
ARAB HOSPITALS FEDERATION



ENG. MERAEE AL QAHTANI
DEPUTY MINISTER FOR
LOCALISATION & HUMAN CAPITAL
MINISTRY OF HEALTH
SAUDI ARABIA



HE. DR. AHMED EL SOBKY
CHAIRMAN
EGYPT HEALTHCARE AUTHORITY



PROF. AHMED TAHA
CHAIRMAN
GAHAR - EGYPT



DR. SALEM AL WAHABI
SECRETARY GENERAL
CSAH - KSA



DR. MARIAM AL JALAHMA
CHIEF EXECUTIVE OFFICER
GOVERNMENT HOSPITALS BAHRAIN



DR. HUSSAIN ABDULLAH ALHUSSAIN
SECRETARY GENERAL DEPUTY
FOR INSTITUTIONAL AFFAIRS
SAUDI COMMISSION FOR HEALTH SPECIALTIES



MR. AYMAN MOKHTAR
REGIONAL PRESIDENT FOR MENA & EURASIA
VAIHS



MRS. ALICE YAMMINE BOUEIZ
CHIEF EXECUTIVE OFFICER
ARAB HOSPITALS FEDERATION



MR. HOWARD GOUGH
OWNER & CONSULTING
PRACTICE LEAD - EMICA CONSULTING



DR. ADEL OLLEIK
CHAIRMAN & CEO
GATES GROUP



DR. AWAD MATARIA
DIRECTOR UNIVERSAL
HEALTH COVERAGE / HEALTH SYSTEMS
WHO - EMRO



DR. REEM BUNYAN
CHIEF EXECUTIVE OFFICER
CENTER FOR VALUE IN HEALTH



MR. BRIAN DE FRANCESCA
CHIEF EXECUTIVE OFFICER
VAI



PROF. ALIREZA HAGHIGHI
CHIEF EXECUTIVE & DIRECTOR
OF HARVARD INTERNATIONAL
CENTER FOR GENETIC DISEASE
HARVARD MEDICAL SCHOOL



DR. YOUSSEF BASSIM
CHAIRMAN OF DIGITAL HEALTH
TRANSFORMATION & AI DIVISION
ARAB HOSPITALS FEDERATION



MR. MAZEN TAKHA
CHAIRMAN OF HEALTHCARE COMMITTEE
AMCHAM SAUDI ARABIA



DR. BASSAM KADDISSI
CHAIRMAN OF THE ARAB HEALTHCARE
SUSTAINABILITY CENTER



DR. JASON WOLF
PRESIDENT & CEO
OF THE BERKLEIGH INSTITUTE
USA



MR. AHMED EL ZEFTAWY
CHIEF HR OFFICER
APEX HEALTH



DR. ALI ALESSANDRO AYACH
PARTNER
ARTHUR D. LITTLE



DR. AMIR ELTELWANY
CHIEF EXECUTIVE OFFICER
EGYPT HEALTHCARE AUTHORITY



DR. ALI ELHAJ
CHAIRMAN OF THE
GOVERNANCE, LEADERSHIP
& RESEARCH DIVISION
ARAB HOSPITALS FEDERATION



MRS. DIANA C. SORIANO
PRESIDENT
THE WORLD COUNCIL
FOR MEDICAL TOURISM



MR. BOB ISSA
CHIEF MARKETING OFFICER
APEX HEALTH



DR. FAWZI AL-HAMMOURI
PRESIDENT OF THE PRIVATE HOSPITALS
ASSOCIATION- JORDAN



OUR PILLARS

OUR PILLARS

PILLAR1

OPENING CEREMONY

VISION 2030 AND THE FUTURE OF SAUDI HEALTHCARE:
WHERE ARE WE NOW?

BEYOND INFRASTRUCTURE:
INVESTING IN HOSPITALS THAT LEAD THE FUTURE OF HEALTHCARE

PILLAR2

ACCESS UNLOCKED:

MINISTERIAL STRATEGIES DRIVING THE FUTURE OF HEALTHCARE

نحو رعاية صحية شاملة:
خطط وزارية لقيادة
التغيير والتحول

PILLAR3

THE POWER OF VALUE-BASED HEALTHCARE:

SUCCESS AND CHALLENGES

قوة الرعاية الصحية
المبنية على القيمة:
النجاح والتحديات

PILLAR4

STRATEGIC TRANSFORMATION : HUMAN CAPITAL, SYSTEM RESILIENCE AND THE POWER OF HEALTHCARE COMMUNICATION

التحول الاستراتيجي :
رأس المال البشري،
مرونة النظام
وقوة الاتصال
في الرعاية الصحية

PILLAR5

ACCELERATING HEALTHCARE TRANSFORMATION THROUGH AI AND DIGITAL HEALTH

تسريع تحول الرعاية
الصحية من خلال الذكاء
الاصطناعي والصحة
الرقمية

PILLAR6

SUSTAINABLE HEALTH TOURISM: ELEVATING QUALITY, BUILDING BRANDS, AND DRIVING COMPETITIVENESS

حلقة النقاش الخامسة
السياحة الصحية المستدامة:
الارتقاء بالجودة،
بناء العلامة، وتعزيز التنافسية

WHO ATTENDS MEDHEALTH RIYADH ?

HEALTHCARE PROVIDERS AND ADMINISTRATORS

- Hospitals & Medical Cities
- Executives
- Doctors
- Nurses
- Insurance & Payers

HEALTHCARE BODIES

- Authorities
- Regulatory, Government & Policymakers
- Professional & Medical Associations & NGOs

DISRUPTORS

- Contractors / Procurement & Supply Chain Services
- Medtech Executives
- Technology Solutions & Digital Health Experts
- Technical & Laboratory Managers

RESEARCH, ACADEMIA AND DEVELOPMENT

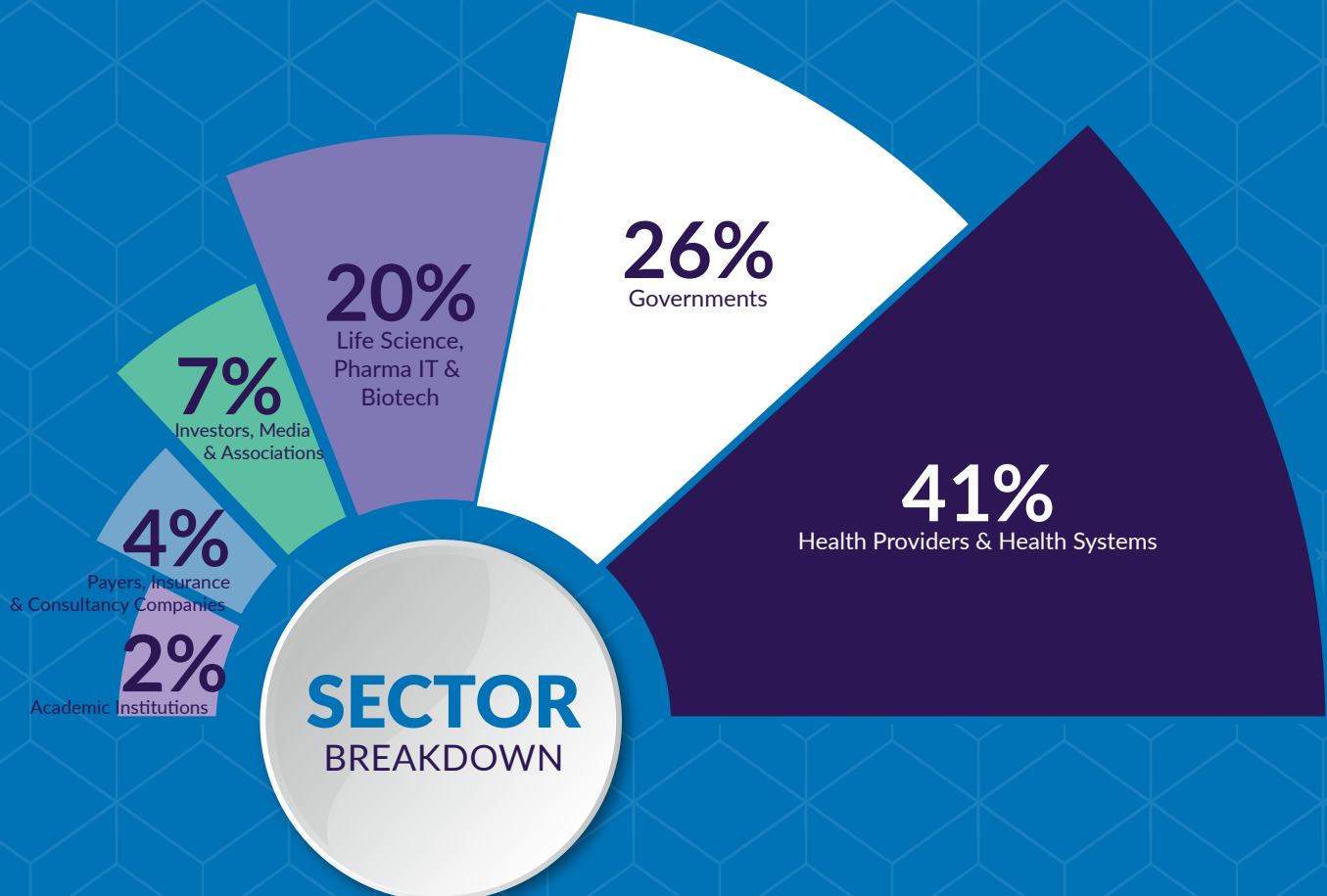
- Academics
- Scientists
- Research & Development Specialists
- Futurologists
- Consultants

LIFE SCIENCE AND MEDICAL DEVICE CORPORATIONS

- Life Science Companies & Industry Representatives
- Medical Device & Diagnostic Companies

WHO WILL YOU MEET AT MEDHEALTH RIYADH ?

MedHealth Riyadh is the premier platform for collaboration, bringing together government officials, policymakers, executives, healthcare practitioners, and disruptive thinkers to engage in dynamic dialogue and shape the future of healthcare.



An aerial photograph of a city skyline at dusk, featuring a prominent skyscraper under construction. The image is overlaid with a dark purple grid pattern. A teal vertical bar is positioned on the left side. The text "OUR AGENDA DRAFT" is displayed in large, bold, white capital letters at the bottom.

OUR AGENDA DRAFT

DAY ONE - 20 JANUARY 2026

WELCOME AND REGISTRATION

Start At
08:00 AM

Ends At
09:00 AM

OPENING CEREMONY OFFICIAL SPEECHES

Start At
09:00 AM

Ends At
09:50 AM

Address of the
ARAB HOSPITALS FEDERATION

Address of the
MINISTRY OF HEALTH - KSA

Virtual Address from
DR. HANAN BALKHY
REGIONAL DIRECTOR - WHO - EMRO

Address of the
H.E. PROF. KHALED ABDEL GHAFAR
DEPUTY PRIME MINISTER AND MINISTER OF HEALTH
AND POPULATION - EGYPT

AWARDS CEREMONY

Start At
09:50 AM

Ends At
10:00 AM

OPENING SPEECH **VISION 2030 AND THE FUTURE OF SAUDI HEALTHCARE: WHERE ARE WE NOW?**

DR. KHALID AL SHAIBANI (TBC)
CHIEF EXECUTIVE OFFICER
THE HEALTH SECTOR TRANSFORMATION PROGRAM - KSA

KEYNOTE SPEECH FROM

MR. JOSEPH HAZEL
CHIEF EXECUTIVE OFFICER - APEX HEALTH

Start At
10:00 AM

Ends At
10:10 AM

BEYOND INFRASTRUCTURE: INVESTING IN HOSPITALS THAT LEAD THE FUTURE OF HEALTHCARE

DESCRIPTION:

In this keynote, Mr. Joe Hazel, CEO of Apex Health, will present a bold vision for healthcare investment, where building hospitals goes beyond physical infrastructure to create future-ready institutions powered by innovation, technology, and human-centered care. With a growing footprint across Qatar, Iraq, Algeria, and other Arab nations, Apex Health is setting a new standard for healthcare delivery in the region. These are not just hospitals, they are intelligent, integrated systems designed to leverage AI, digital platforms, and advanced operational models to deliver better outcomes, greater efficiency, and lasting impact.

Mr. Hazel will share how strategic investment in hospital infrastructure can act as a catalyst for regional transformation, blending private sector agility with national health priorities. From sustainability and smart design to data-driven care and workforce development, this session will highlight how visionary capital is building not just facilities but the future of healthcare in the Arab world.

01

DAY ONE - 20 JANUARY 2026

MINISTERIAL PANEL DISCUSSION 1

حلقة النقاش الأولى مع معالي الوزراء

Start At
10:10 AM

Ends At
11:00 AM

ACCESS UNLOCKED: MINISTERIAL STRATEGIES DRIVING THE FUTURE OF HEALTHCARE

نحو رعاية صحية شاملة: خطط وزارية لقيادة التغيير والتحول

CHAIRMEN:

MR. AYMAN MOKHTAR

REGIONAL PRESIDENT FOR MENA AND EURASIA - VIATRIS

MRS. ALICE YAMMINE BOUEIZ

CHIEF EXECUTIVE OFFICER - ARAB HOSPITALS FEDERATION

PANELISTS:

H.E. PROF. KHALED ABDEL GHAFAR

DEPUTY PRIME MINISTER AND MINISTER OF HEALTH AND POPULATION – EGYPT

H. E. MR. AMINE TAHRAOUI

MINISTER FOR HEALTH AND SOCIAL PROTECTION- MOROCCO

HE. DR. JALEELA BINT ALSAYED JAWAD HASAN

MINISTER OF HEALTH- KINGDOM OF BAHRAIN

H.E. DR. AHMAD ABDULWAHAB AL-AWADHI

MINISTER OF HEALTH- KUWAIT

H.E. DR. RAKAN NASREDDINE

MINISTER OF PUBLIC HEALTH- LEBANON

DESCRIPTION:

This high-level session will bring together Ministers of Health from across the region to share their strategic visions for transforming healthcare and achieving universal access to care. In an era defined by rapid innovation, shifting demographics, and rising patient expectations, access to care is no longer just a goal, it's a necessity.

Ministers will explore the critical reforms shaping their national healthcare agendas and the bold steps being taken to build systems that are more inclusive, resilient, and patient-centered. From adopting future-ready technologies to strengthening primary care and infrastructure, the discussion will focus on how innovation is being harnessed to break down barriers and deliver care to every individual, everywhere.

The session will also emphasize the pivotal role of public-private partnerships (PPPs) in enabling access, improving quality, and accelerating innovation. In addition, ministers will highlight the growing need for cross-border collaboration—sharing knowledge, experiences, and resources to collectively address healthcare disparities and strengthen health systems at a regional level.

This powerful dialogue will offer a unique opportunity to understand how visionary leadership, reform, and strategic cooperation are unlocking a healthier future for all.

DAY ONE - 20 JANUARY 2026

02

KEYNOTE SPEECH FROM
MR. HOWARD GOUGH
OWNER & CONSULTING
PRACTICE LEAD - EMICA CONSULTING

Start At 11:00 AM
Ends At 11:10 AM

OUTCOMES OVER VOLUME: VALUE-BASED HEALTHCARE MODEL

النتائج بدلاً من الحجم: نموذج الرعاية الصحية القائم على القيمة

DESCRIPTION:

This keynote explores how value-based healthcare (VBH) is transforming care by prioritizing patient outcomes, efficiency, and affordability over service volume. It highlights successful models, key challenges, and strategies to accelerate VBH adoption through digital innovation, AI, and public-private collaboration. A call to action for leaders to embrace smarter spending for better care and healthier populations.

PRESENTATION FROM
DR. ADEL OLLEIK
CHAIRMAN & CEO
GATES GROUP

Start At 11:10 AM
Ends At 11:20 AM

THE ECONOMICS OF VALUE-BASED HEALTHCARE: WHAT REALLY MATTERS?

اقتصاديات الرعاية الصحية المبنية على القيمة:
ما الذي يهم حقاً؟

DESCRIPTION:

Value-based healthcare targets optimizing patient outcomes and minimizing costs to be affordable by payers. This needs high-efficiency economic performance practices for the organizations providing care to lower the cost of services.

This talk uncovers the holistic scene of value-based healthcare economic dimensions & best practices that regulators could set as standards and realized by providers of care. KPIs for benchmarking transformation towards economic value-based care are to be highlighted.



DAY ONE - 20 JANUARY 2026

PANEL DISCUSSION 2

THE POWER OF VALUE-BASED HEALTHCARE: SUCCESS AND CHALLENGES



Start At
11:20 AM



Ends At
12:10 PM

حلقة النقاش الثانية

قوة الرعاية الصحية المبنية على القيمة: النجاح والتحديات

CHAIRMEN:

MR. FADI ALAME

PRESIDENT – ARAB HOSPITALS FEDERATION

MR. JOSEPH HAZEL

CHIEF EXECUTIVE OFFICER - APEX HEALTH

PANELISTS:

HE. DR. AHMED EL SOBKY

CHAIRMAN - EGYPT HEALTHCARE AUTHORITY

DR. NAHAR M. AL-AZEMI

SECRETARY GENERAL - SAUDI HEALTH COUNCIL

DR. AWAD MATARIA

DIRECTOR UNIVERSAL HEALTH COVERAGE /HEALTH SYSTEMS - WHO - EMRO

MR. MALEK ALMOOSA (TBC)

CHIEF EXECUTIVE OFFICER - ALMOOSA HEALTH GROUP

DR. REEM ALBUNYAN (TBC)

CHIEF EXECUTIVE OFFICER - CENTER OF VALUE IN HEALTH

DESCRIPTION:

This session will explore the transformative impact of value-based healthcare (VBHC), focusing on its implementation and the challenges faced in shifting from volume-driven to value-driven care. Many healthcare systems around the world are increasingly adopting VBHC models to improve patient outcomes and optimize expenditures, a transition that has gained significant traction in recent discussions within the region.

We will examine the successes achieved through VBHC, such as enhanced patient satisfaction, improved care coordination, and better resource utilization. However, the journey towards widespread adoption is not without its challenges. Key obstacles include aligning diverse stakeholders, adapting reimbursement structures, and ensuring effective data integration and system interoperability.

As we look at recent regional developments, this session will provide insights into how healthcare leaders can navigate these challenges, leveraging VBHC models to create more sustainable and efficient healthcare systems. Participants will leave with actionable strategies for optimizing care delivery, improving financial sustainability, and addressing the hurdles that may arise in the pursuit of value-based healthcare.

STANDING LUNCH AND DHUHR PRAYER



Start At
12:10 PM



Ends At
13:10 PM

DAY ONE - 20 JANUARY 2026

03

Start At 13:10 PM
Ends At 14:00 PM

PANEL DISCUSSION 3 STRATEGIC TRANSFORMATION: HUMAN CAPITAL , SYSTEM RESILIENCE AND THE POWER OF HEALTHCARE COMMUNICATION

حلقة النقاش الثالثة
التحول الاستراتيجي: رأس المال البشري، مرونة النظام
وقوة الاتصال في الرعاية الصحية

CHAIRMEN:

DR. BASSAM KADDISSI

CHAIRMAN - THE ARAB HEALTHCARE SUSTAINABILITY CENTER
ARAB HOSPITALS FEDERATION

KEYNOTE SPEECH:

DR. JASON WOLF

PRESIDENT AND CEO OF THE BERYL INSTITUTE - USA

**HUMAN EXPERIENCE AS STRATEGY:
ELEVATING PEOPLE TO POWER RESILIENT HEALTH SYSTEMS**

PANELISTS:

HE. DR. HISHAM STAIT

CHAIRMAN OF THE EGYPTIAN UNIFIED PROCUREMENT AUTHORITY

HE. ENG. MERAEE AL QAHTANI

DEPUTY MINISTER FOR LOCALISATION AND HUMAN CAPITAL - MINISTRY OF
HEALTH - SAUDI ARABIA

MR. AHMED EL ZEFTAWY

CHIEF HR OFFICER - APEX HEALTH

DR. ALI ALESSANDRO AYACH

PARTNER - ARTHUR D. LITTLE

DESCRIPTION:

Across the Arab world, healthcare is undergoing a strategic shift — moving from illness-focused, externally dependent systems toward sovereign, sustainable, and people-centered models. This high-level panel brings together visionary regional leaders to explore the drivers of real transformation and long-term resilience.

From navigating global supply disruptions to investing in local capacity and green infrastructure, Arab countries are shaping healthcare systems that reflect their own priorities and strengths. At the center of this evolution lies a focus on empowering the workforce, advancing hospital sustainability, and building systems that can adapt and endure.

The discussion will explore five key transformation levers:

- Human Experience: delivering care rooted in dignity, empathy, and respect
- Procurement & Supply Chain: shifting from reactive response to strategic preparedness
- Localization: building regional leadership in production, innovation, and care delivery
- Workforce & Talent: investing in skills, leadership, and future-ready capabilities
- Sustainability: designing and operating hospitals built to last and respond to environmental challenges

Because real transformation is not just about reform, it's about resilience, relevance, and readiness for the future.

DAY ONE - 20 JANUARY 2026

04

Start At 14:00 PM | Ends At 14:15 PM

KEYNOTE SPEECH FROM
MR. BRIAN DE FRANCESCA
CHIEF EXECUTIVE OFFICER - VAI

SMART HOSPITALS, SMARTER LEADERSHIP المستشفيات الذكية، القيادة الأكثر ذكاء

DESCRIPTION:

AI will drastically transform all aspects of medicine, not just care delivery, but also finance, education, and beyond. However, significant risks exist, many of which users are unaware of. "Doing AI right" is not as simple as buying software and plugging it in - and it is NOT the job of the IT department.

With nearly 100,000 AI solutions available globally—many from startups that may not survive long-term—leaders must navigate this rapidly evolving landscape with caution. Critical risks related to security, bias, and regulatory compliance must be addressed to ensure responsible and effective AI adoption.

"Your biggest problem may be the one you don't even know you have."

This keynote will explore AI's transformative power in reshaping industries and the crucial role hospital CEOs play in navigating this disruption. It will emphasize the need for proactive leadership in embracing AI not just as a tool, but as a strategic driver of organizational transformation. AI adoption requires a fundamental shift in business strategy, operations, and workforce dynamics.

Attendees will gain actionable strategies to integrate AI effectively, mitigate potential risks, and drive meaningful change. This keynote will provide insights on fostering a culture of innovation, improving operational efficiency, enhancing patient experience, and unlocking new growth opportunities. Additionally, it will guide leaders in developing a robust AI strategy aligned with their organizational goals, ensuring long-term success while avoiding common pitfalls in an increasingly digital healthcare landscape.



DAY ONE - 20 JANUARY 2026

Start At 14:15 PM | Ends At 14:25 PM

KEYNOTE SPEECH FROM

PROF. ALIREZA HAGHIGHI

CHIEF EXECUTIVE AND DIRECTOR OF HARVARD INTERNATIONAL CENTER FOR GENETIC DISEASE, HARVARD MEDICAL SCHOOL

FROM AI AND GENOME TO CARE: TRANSFORMING HEALTH AND BUILDING NEXT-GEN HEALTH ECONOMIES

من الذكاء الاصطناعي وعلم الجينوم إلى الرعاية: تحويل الصحة وبناء اقتصاديات الجيل القادم في قطاع الصحة

DESCRIPTION:

As countries strive to build future-ready healthcare systems, the convergence of artificial intelligence and genomics is reshaping our understanding of disease, care delivery, and the foundations of national health economies. This session will explore how cutting-edge AI and genomics are enabling early detection, precision treatment, and personalized prevention strategies at scale.

Prof. Haghighi will present how Arab countries can harness these technologies not only to improve health outcomes but also to drive cost-effectiveness, build local biotech capacity, and strengthen economic resilience. Crucially, AI offers a pathway to transition healthcare economies from models of scarcity—limited specialists, delayed access, fragmented systems—to models of abundance, where data, insight, and care delivery are democratized and exponentially scalable. The talk will highlight strategies for health ministers to adopt sustainable, AI- and genomics-driven models of care tailored to their populations, aligning innovation with national development goals.



DAY ONE - 20 JANUARY 2026

PANEL DISCUSSION 4:

Start At 14:25 PM Ends At 15:15 PM

ACCELERATING HEALTHCARE TRANSFORMATION THROUGH AI AND DIGITAL HEALTH

حلقة النقاش الرابعة
تسريع تحوّل الرعاية الصحية من خلال الذكاء الاصطناعي والصحة الرقمية

CHAIRMEN:

DR. YOUSSEF BASSIM

CHAIRMAN OF DIGITAL HEALTH TRANSFORMATION & AI DIVISION
ARAB HOSPITALS FEDERATION

MR. MAZEN TAKHA

CHAIRMAN OF HEALTHCARE COMMITTEE - AMCHAM SAUDI ARABIA

PANELISTS:

ENG. MONA SAHMAN AL-SUBAIE (TBC)

CHIEF EXECUTIVE OFFICER, SEHA VIRTUAL HOSPITAL

DR. HUSSAIN ABDULLAH ALHUSSAIN

SECRETARY GENERAL DEPUTY FOR INSTITUTIONAL AFFAIRS, SAUDI
COMMISSION FOR HEALTH SPECIALTIES

DR. MARIAM AL JALAHMA

CHIEF EXECUTIVE OFFICER - GOVERNMENT HOSPITALS BAHRAIN

DR. FAISAL AL-DAHMAHI (TBC)

ASSISTANT DEPUTY MINISTER FOR HOSPITAL SERVICES, MOH-KSA

SMC HEALTHCARE

DESCRIPTION:

As healthcare systems face increasing demands for efficiency, quality, and equitable access, the integration of AI and digital health technologies is no longer optional, it is essential.

This session will explore how digital breakthroughs are reshaping hospital operations, optimizing clinical workflows, and enhancing decision-making to deliver faster, safer, and more personalized care. It will also address how AI-driven innovation is transforming the healthcare workforce, redefining roles, competencies, and training models to meet the demands of the future.

Panelists will highlight the critical role of digital tools in removing barriers to access, improving patient flow, and enabling smart, scalable healthcare delivery, particularly across systems working toward value-based care.

From operational efficiency to human capacity, this session will offer insights into how AI and digital health are accelerating transformation and unlocking the full potential of hospitals to serve communities better.

COFFEE BREAK AND ASR PRAYER

Start At 15:15 PM Ends At 15:45 PM

DAY ONE - 20 JANUARY 2026

05

PANEL DISCUSSION 5

Start At
🕒 15:45 PM

Ends At
🕒 16:35 PM

SUSTAINABLE HEALTH TOURISM: ELEVATING QUALITY, BUILDING BRANDS, AND DRIVING COMPETITIVENESS

حلقة النقاش الخامسة
السياحة الصحية المستدامة: الارتقاء بالجودة،
بناء العلامة، وتعزيز التنافسية

CHAIRMEN:

DR. AMIR ELTELWANY

CHIEF EXECUTIVE OFFICER - EGYPT HEALTHCARE AUTHORITY
CHAIRMAN OF HELP PROGRAM - ARAB HOSPITALS FEDERATION

DR. ALI ELHAJ

CHAIRMAN OF GOVERNANCE, LEADERSHIP & RESEARCH DIVISION - ARAB
HOSPITALS FEDERATION

PANELISTS:

MRS. DIANA C. SORIANO

PRESIDENT - WORLD COUNCIL FOR MEDICAL TOURISM - USA

PROF. AHMED TAHA

CHAIRMAN - GAHAR - EGYPT

MR. BOB ISSA

CHIEF MARKETING OFFICER - APEX HEALTH

DR. SALEM AL WAHABI

SECRETARY GENERAL - CBAHI - KSA

DR. FAWZI AL-HAMMOURI

PRESIDENT OF THE PRIVATE HOSPITALS ASSOCIATION- JORDAN

DESCRIPTION:

As MedHealth Riyadh turns its spotlight on the future of Arab healthcare, this forward-looking session explores how sustainable health tourism can thrive through a powerful combination of quality, branding, and competitiveness. In an era where patients increasingly seek care beyond borders, the challenge is no longer just about attracting them — it's about earning their trust, delivering exceptional value, and building lasting reputations.

This conversation brings together changemakers and strategists to rethink what it takes to position the Arab world as a leading destination for health tourism. From elevating care standards and designing brand-driven patient experiences to creating sustainable, ethically sound systems, this session will explore how policy, innovation, and regional collaboration can shape a trusted and competitive health tourism ecosystem.

Because the future of health tourism lies not in promises, but in consistent quality, credible branding, and a commitment to excellence that patients can count on — before, during, and after their journey.

CLOSING MESSAGE BY AHF PRESIDENT

RECOGNITION AWARDS

Over its remarkable journey, AHF has sought to honor individuals and institutions whose vision, leadership, and contributions have been pivotal in shaping the healthcare landscape of the region.

These Awards serve as a testament to the collective efforts of visionaries, impactful leaders, loyal partners and distinguished institutions who have made indelible marks in the broader healthcare industry.

By recognizing these stakeholders, AHF not only pays homage to their achievements but also underscores the significance of collaborative efforts in driving the overall advancement of the healthcare sector.

These awards serve as an inspiration to continue striving for excellence and innovation in healthcare delivery.



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I consider your forum today especially important for its focus on generating ideas, exchanging knowledge and applying these to improve the quality of healthcare in our region.

HE. Sheikh Nahayan
Mabarak Al Nahayan
Cabinet Member
Minister of Tolerance and Coexistence- UAE

DAY TWO - 21 JANUARY 2026

FIELD VISIT

EXPLORING EXCELLENCE:

A HANDS-ON JOURNEY THROUGH KSA'S
LEADING HEALTHCARE INSTITUTIONS

Start At
🕒 09:30 AM

Ends At
🕒 12:30 PM

FROM THEORY TO PRACTICE: A DAY TO SPEND AT RENOWNED HEALTHCARE INSTITUTIONS IN KSA

The field visit in day two will offer an invaluable opportunity to move from theory to practice . This immersive experience allows participants to witness how KSA is shaping the future of Healthcare and will gain a memorable turn to discover the highest services offered.

Registration is needed as the places are limited



RESERVE YOUR SPOT & REGISTER NOW

CONTACT US

Arab Hospitals Federation

Tel: +961 9 900110 | +961 9 900111

Whatsapp: +961 3 269812

Email: ahfonline@ahfonline.net

Website: www.ahfonline.net



إتحاد المستشفيات العربية

ARAB HOSPITALS FEDERATION

BII HEALTH

Tel: +966 568336761

Whatsapp: +966 568336761

Email: mohd.junaid@biiworld.ae

Website: www.businessandindustryinsights.com



HEALTH

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