



Health Asia Conference on
Quality in Health Care
Wednesday - 23rd March, 2011 at Karachi Expo Centre

Final Executed Program

Conference Agenda

INAUGURAL SESSION

Conference Sponsor: Abbott Laboratories Pakistan.

Conference Supporters:

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| • College of Physicians & Surgeons Pakistan | • Quality & Productivity Society of Pakistan |
| • Institute of Business Management - IoBM | • Private Hospitals & Clinics Association |
| • Infectious Diseases Society of Pakistan | • Institute of Health Management - DUHS |

Chairperson & Guest of Honor

Honorable Prof. Dr. Masood Hameed Khan, Vice Chancellor, Dow University of Health Sciences

Guest of Honors: Mrs .Seema Khan, Director Regulatory Affairs & Business Development
Abbott Laboratories (Pakistan) Ltd.

Mr. Haroon Qasim, Chairman, Pakistan Pharmaceutical Manufacturers Association

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| 09:30 – 10:00 | Conference Registration | |
| 10:00 – 10:05 | Recitation from the Holy Quran | |
| 10:05 | Inauguration Ceremony | |
| 10:05 – 10:10 | Welcome Address by Dr. Zakiuddin Ahmed Project Director, Health Asia Exhibition & Conferences, Ecommerce Gateway Pakistan | |
| 10:10 – 10:15 | Address by Mr. Haroon Qasim , Chairman, Pakistan Pharmaceutical Manufacturers Assn. | |
| 10:15 – 10:25 | Role of Pharmaceutical in Completing Quality Loop | Dr. Sarmad Maqbool Director Marketing & Strategy Abbott Laboratories (Pakistan) Ltd |
| 10:25 – 10:35 | Leadership in Healthcare | Dr. Faisal Haq , Faculty Member - IoBM & Director - South City Hospital |
| 10:35 – 10:45 | Beyond Quality: Why Healthcare Organizations Need to Invest in Ethics | Dr. Murad M. Khan , Prof. & Chairman Dept. of Psychiatry, Aga Khan University |
| 10:45 – 11:00 | Other Side of Prescription | Dr. Zsuzsanna Fajcsak Alive International Sdn. Bhd., Malaysia |
| 11:00 – 11:10 | Address by Chairperson, Prof. Dr. Masood Hameed Khan , Vice Chancellor Dow University of Health Sciences | |
| 11:10 – 11:25 | Plaque Distribution | |

TEA BREAK

Health Asia Conference Secretariat

Ecommerce Gateway Pakistan (Pvt) Ltd.

C – 17, KDA Scheme – 1, Off: Karzas Road Karachi, Pakistan

Tel: (92-21) 111-222-444/ Fax: (92-21) 3453-6330

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Smart Health Care



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TECHNICAL SESSION

Chief Guest

Honorable Mr. Rauf Khalid, Drug Controller, Federal Ministry of Health, Govt. of Pakistan

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|---------------|--|---|
| 11:45 – 12:15 | Keynote Speech by Dr. Sania Nishtar, Founder & President – Heartfile | |
| 12:15 – 12:30 | Concept of Patient Safety & Its Relevance to Pakistan | Dr. Syed Mairajuddin Shah Medical Director - Outreach Development Aga Khan University Hospital |
| 12:30 – 12:45 | Hospital Infection Control in Pakistan - Past, Present & Future | Dr. Altaf Ahmed, President Infectious Diseases Society of Pakistan |
| 12:45 – 01:00 | Quality Assurance in Primary Healthcare | Dr. Asif Imam, Chairman Sina Healthcare Education & Welfare Trust |
| | <u>Panel Discussion</u> | |
| 01:00 – 01:40 | <u>Moderator:</u> Dr. Zakiuddin Ahmed, National Coordinator for eHealth, Ministry of Health & Member Health Chapter - QPSP | |
| | <u>Panelists:</u> | |
| | <ul style="list-style-type: none">• Dr. Salman Faridi, Medical Director, Liaquat National Hospital• Dr. Syed Mairajuddin Shah, Medical Director - Outreach Development Aga Khan University Hospital• Dr. Shahzad Alam, Medical Director, Memon Medical Institute• Ms. Seema Rehan, Dean, School of Nursing, Ziauddin University | |
| 01:40 - 01:50 | Address by Chief Guest Honorable Mr. Rauf Khalid, Drug Controller, Federal Ministry of Health Govt. of Pakistan | |
| 01:50 – 01:55 | Vote of Thanks | |
| 02:00 Onwards | LUNCH | |

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