



A NATIONAL EVENT BY



MINISTRY OF HEALTH MALAYSIA

IN COLLABORATION WITH

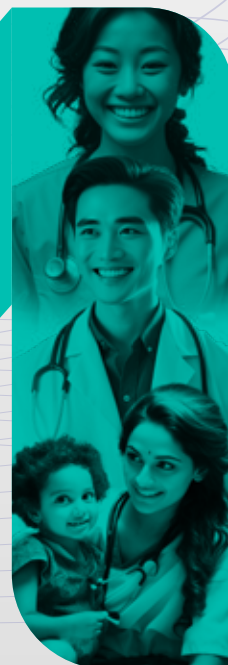
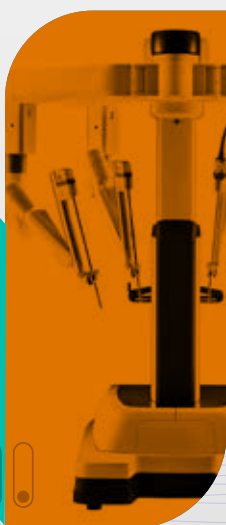
KPJhealthcare
A JCORP Company

FUTURE HEALTHCARE
FRONTIER PARTNER



HEALTHCARE : THE NEXT FRONTIER

KUALA LUMPUR CONVENTION CENTRE | 25 - 27 OCT 2024



REGISTER NOW



4
CPD POINTS
FOR ENGINEERS

20
CPD POINTS
FOR DOCTORS,
NURSES AND
PHARMACISTS



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HEALTHCARE: THE NEXT FRONTIER

KEY TRACKS



**Digitalisation
& Innovation**



**Precision Medicine
& Genomics**



**Healthcare
Economics**



**Patient-centric
Approaches**

KEY TOPICS & PROGRAMME OVERVIEW*

DAY 1

FRIDAY, 25 OCTOBER

Track 1

Healthcare Technology And Digitalisation

Symposium 1

Generative Ai To Augment Healthcare Delivery

Pocket Talk 1

- Patient Fall Prevention Initiatives
- Wellness Investment
- Wellness On Wheels

Symposium 2

Precision And Genomic Healthcare

Plenary 1

Preserving Tomorrow:
Charting The Path To Sustainable Healthcare

Track 2

Healthcare Economics

Forum 1

PPP: The Way Forward To Healthcare Frontier

Plenary 2

Medical Futurist:
Prediction Of The Future Of Healthcare

DAY 2

SATURDAY, 26 OCTOBER

Pocket Talk 2

- Sterilisation Load Control Monitoring For Loan Instrument
- Patient-Centred Empowerment: Navigating The Path To Lasting Self-Care
- Digital Transformation In Healthcare

Keynote 1

Digital Healthcare Innovation: Technologies Shaping The Future Of Healthcare

Keynote 2

Healthcare Megatrends The Next Frontier For A Sustainable Future

Plenary 3

Generative Artificial Intelligence Transforming Healthcare

Plenary 4

Digital Transformation As A Catalyst For Economic Revolution In Healthcare: The Ai, Blockchain And Xr Synergy

Symposium 3

Value-Based Healthcare As Frontier Model

**Subject to change*

DAY 3

SUNDAY, 27 OCTOBER

Track 3

Healthcare Equity

Plenary 5

Mental Health - Burnout And Nutrition In Healthcare Workforce

Symposium 4

Public Health And Epidemiology

Pocket Talk 3

- Healthy Meal Preparation For Individuals
- Patient Safety Culture

Forum 2

National Health Financing:
Sustainable Healthcare Financing Model For Malaysia

Plenary 6

Advancing Patient Care With Personalised Medicine

Plenary 7

Healthcare For A Planet In Crisis

Plenary 8

Leadership For Quality In Healthcare As The Next Frontier

Symposium 5

Levelling Up Quality And Safety In Healthcare

OUR SPEAKERS



**PROFESSOR
JEFFREY
BRAITHWAITE**

Founding Director Of The
Australian Institute Of Health
Innovation, Macquarie
University



**DR. BERTALAN
MESKO**

Professional
Medical Futurist,
Director Of The Medical
Futurist Institute



**DR. LUQMAN
LAWAL**

Head Of
Global Expansion,
Mayo Clinic Platform



**PROFESSOR
FARAH MAGRABI**

Professor, Biomedical And
Health Informatics,
Macquarie University



**PROFESSOR
JULIA RUCKLIDGE**

Professor Of
Clinical Psychology,
University Of Canterbury



**DR. KAREN
LUXFORD**

Gceo, Australian
Council On Healthcare
Standards (Achs) And Achs
International

and many more at www.mihmegatrends.my

Unlock the future of healthcare with renowned experts from across the globe and discover revolutionary healthcare innovations all under one roof. Don't miss this chance to see the future of healthcare unfold.

CONFERENCE FEES

LOCAL FEE

<div>STANDARD PASS</div> <div>RM 2,300/PAX</div>	<div>GROUP PASS FOR 2-4 PAX</div> <div>RM 2,024/PAX</div> <div>RM2,300</div>	<div>GROUP PASS FOR 5 PAX AND BOVE</div> <div>RM 1,955/PAX</div> <div>RM2,300</div>	<div>GOVERNMENT PASS</div> <div>RM 1,800/PAX</div>
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INTERNATIONAL FEE

<div>STANDARD PASS</div> <div>USD 1,080/PAX</div>	<div>GROUP PASS FOR 2-4 PAX</div> <div>USD 950/PAX</div> <div>USD1,080</div>	<div>GROUP PASS FOR 5 PAX AND BOVE</div> <div>USD 910/PAX</div> <div>USD1,080</div>
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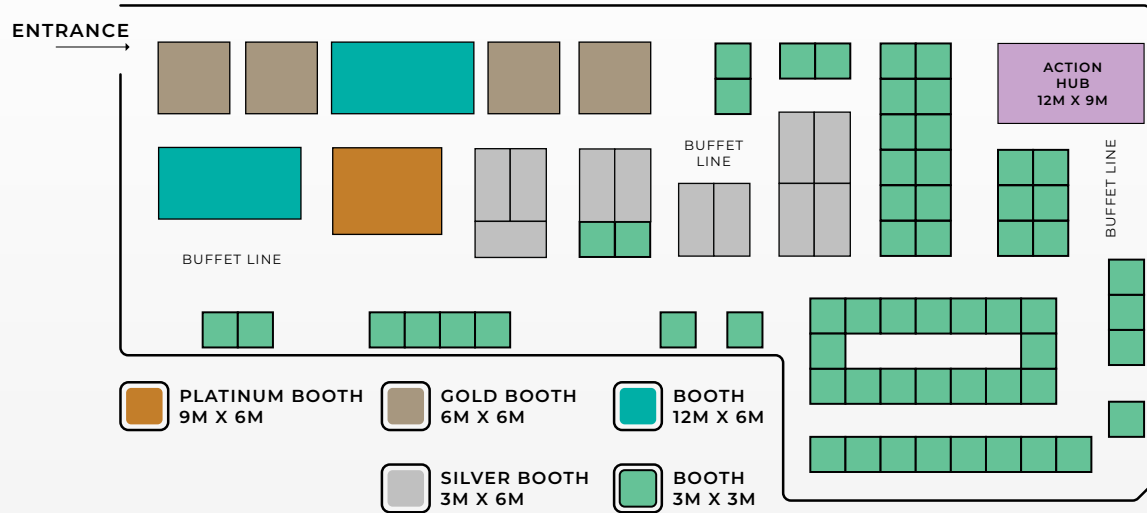
WHY ATTEND?

<div>INNOVATIVE TECHNOLOGY</div> <div>Experience the cutting-edge generative AI revolutionising clinical practices.</div>	<div>EQUITABLE HEALTHCARE</div> <div>Engage in crucial discussions on national health financing strategies.</div>	<div>SUSTAINABLE PRACTICES</div> <div>Delve into sustainable healthcare models via Public-Private Partnerships.</div>
<div>VALUE-BASED CARE</div> <div>Discover ways to deliver top-notch clinical care cost-effectively.</div>	<div>PRECISION MEDICINE AND GENOMIC</div> <div>Learn about the advancements in personalised healthcare and tailored treatments.</div>	<div>SAFETY AND QUALITY</div> <div>Explore new standards for patient safety and care quality.</div>

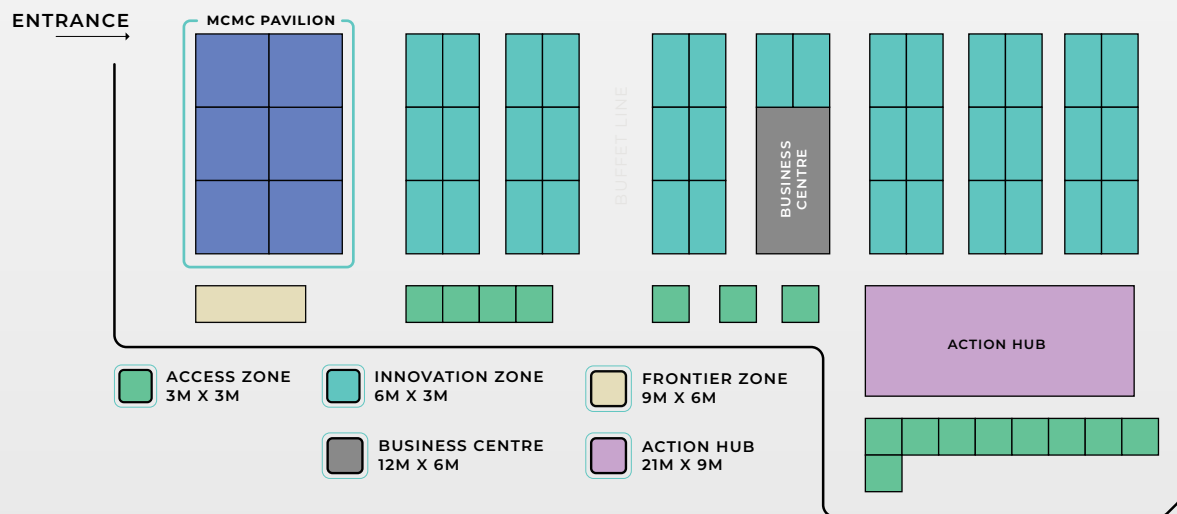


BOOTH LAYOUT

LIFE SCIENCES FRONTIER FLOOR | LEVEL 1



FUTURE HEALTHCARE FRONTIER FLOOR | LEVEL 3



CURATED BY MCMC

SPONSORSHIP

DIAMOND RM 500,000	PLATINUM RM 300,000	GOLD RM 150,000	SILVER RM 100,000
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SILVER SPONSORSHIP PACKAGE

BENEFITS	SILVER	VALUE
Exhibition booth is provided with essential amenities, including seats, tables, and power supply.	✓ (3mx6m space)	RM 100,000 ROI: RM200,000
Conference passes for staff and clients	✓ (2 pax)	
Brand placement on main entrance signage	✓	
Brand placement on the "Thank you to our Sponsors" banners	✓	
Listed on Sponsor Slide	✓	
VIP invite for the Conference opening ceremony	✓ (2 pax)	
Complimentary seats for the 3-day Conference	✓ (2 pax)	
Opportunity to include company flyers/brochures/items in the conference kit	✓	
Opportunity to issue news announcements highlighting participation in MIH Megatrends	✓	
Recognition post on KPJ Healthcare Berhad Social Media	✓ (1 posting)	
Recognition on the KPJ Healthcare Berhad official website & MIH Megatrends Microsite	✓	

GOLD SPONSORSHIP PACKAGE

BENEFITS	GOLD	VALUE
Exhibition booth is provided with essential amenities, including seats, tables, and power supply.	✓ (6mx6m space) ✓ (1xTV Screen)	RM 150,000 ROI: RM375,000
Conference passes for staff and clients	✓ (3 pax)	
Brand placement on main entrance signage	✓	
Brand placement on the "Thank you to our Sponsors" banners	✓	
Listed on Sponsor Slide	✓	
VIP invite for the Conference opening ceremony	✓ (3 pax)	
Complimentary seats for the 3-day Conference	✓ (3 pax)	
Opportunity to include company flyers/brochures/items in the conference kit	✓	
Opportunity to issue news announcements highlighting participation in MIH Megatrends	✓	
Recognition post on KPJ Healthcare Berhad Social Media	✓ (3 postings)	
Recognition on the KPJ Healthcare Berhad official website & MIH Megatrends Microsite	✓	

PLATINUM SPONSORSHIP PACKAGE

BENEFITS	PLATINUM	VALUE
Exhibition booth is provided with essential amenities, including seats, tables, and power supply. Booth location will be next to event hosts (MoH & KPJ) located in the prime space/exhibition hall.	✓ (6mx9m space) ✓ (1xTV Screen)	RM 300,000 ROI: RM1.05 Million
Conference passes for staff and clients	✓ (4 pax)	
Brand placement on main entrance signage	✓	
Brand placement on the "Thank you to our Sponsors" banners	✓	
Listed on Sponsor Slide	✓ (main LED Screen)	
VIP invite for the Conference opening ceremony	✓ (4 pax)	
Complimentary seats for the 3-day Conference	✓ (4 pax)	
Complimentary seats to Welcoming Dinner	✓ (4 pax)	
Opportunity to include company flyers/brochures/items in the conference kit	✓	
Pocket-talk during lunch hour	✓ (maximum 30 mins)	
Breakfast/lunch sponsored session (30-50 pax) (Gov officials, Speakers, C-suites)	✓	
Opportunity to issue news announcements highlighting participation in MIH Megatrends	✓	
Recognition post on KPJ Healthcare Berhad Social Media	✓ (6 postings)	
Recognition on the KPJ Healthcare Berhad official website & MIH Megatrends Microsite	✓	
Exclusive engagement session with MoH Officials	✓	

DIAMOND SPONSORSHIP PACKAGE

BENEFITS	DIAMOND	VALUE
Exhibition booth is provided with essential amenities, including seats, tables, and power supply. Booth location will be next to event hosts (MoH & KPJ) located in the prime space/exhibition hall.	✓ (9mx9m space) ✓ (2xTV Screen)	RM 500,000 ROI: RM2.5 Million
Conference passes for staff and clients	✓ (8 pax)	
Brand placement on main entrance signage	✓	
Brand placement on the "Thank you to our Sponsors" banners	✓	
Listed on Sponsor Slide	✓ (main LED Screen)	
VIP invite for the Conference opening ceremony	✓ (8 pax)	
Complimentary seats for the 3-day Conference	✓ (8 pax)	
Complimentary seats to Welcoming Dinner	✓ (8 pax)	
Opportunity to include company flyers/brochures/items in the conference kit	✓	
Pocket-talk during lunch hour	✓ (maximum 45 mins)	
Breakfast/lunch sponsored session (30-50 pax) (Gov officials, Speakers, C-suites)	✓	
Opportunity to issue news announcements highlighting participation in MIH Megatrends	✓	
Recognition post on KPJ Healthcare Berhad Social Media	✓ (10 postings)	
Recognition on the KPJ Healthcare Berhad official website & MIH Megatrends Microsite	✓	
Exclusive engagement session with MoH Officials	✓	
Exclusive media engagement	✓	

SPONSORSHIP SUMMARY

BENEFITS	DIAMOND RM500,000	PLATINUM RM300,000	GOLD RM150,000	SILVER RM100,000
RETURN OF INVESTMENT	1:5	1:3:5	1:2:5	1:2
Exhibition booths are provided with essential amenities, including seats, tables, and power supply. Booth location will be next to event hosts (MoH & KPJ) located in the prime space/exhibition hall only for Diamond and Platinum sponsors.	✓ (9mx9m space) ✓ (2xTV Screen)	✓ (6mx9m space) ✓ (1xTV Screen)	✓ (6mx6m space) ✓ (1xTV Screen)	✓ (3mx3m space)
Conference passes for staff and clients	✓ (8 pax)	✓ (4 pax)	✓ (3 pax)	✓ (2 pax)
Brand placement on main entrance signage	✓	✓	✓	✓
Brand placement on the "Thank you to our Sponsors" banners	✓	✓	✓	✓
Listed on Sponsor Slide	✓ (main LED Screen)	✓ (main LED Screen)	✓	✓
VIP invite for the Conference opening ceremony	✓ (8 pax)	✓ (4 pax)	✓ (3 pax)	✓ (2 pax)
Complimentary seats for the 3-day Conference	✓ (8 pax)	✓	✓	✓
Complimentary seats to Welcoming Dinner	✓ (8 pax)	✓ (4 pax)		
Opportunity to include company flyers/brochures/items in the conference kit	✓	✓	✓	✓
Pocket-talk during lunch hour	✓ (maximum 45 mins)	✓ (maximum 30 mins)		
Breakfast/lunch sponsored session (30-50 pax) (Gov officials, Speakers, C-suites)	✓	✓		
Opportunity to issue news announcements highlighting participation in MIH Megatrends	✓	✓	✓	✓
Recognition post on KPJ Healthcare Berhad Social Media	✓ (10 postings)	✓ (6 postings)	✓ (3 postings)	✓ (1 posting)
Recognition on the KPJ Healthcare Berhad official website & MIH Megatrends microsite	✓	✓	✓	✓
Exclusive engagement session with MoH Officials	✓	✓		
Exclusive media engagement	✓			

ICP

The company's participation as an exhibitor or sponsor for the Malaysia International Healthcare Megatrends 2024 programme will be taken into account for the current contract that is subject to the implementation of ICP with the calculation of ICP Credit Value (ICV)





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