

# 2018 Hospital Authority Convention 醫院管理局研討大會

7-8.5.2018 Hong Kong Convention & Exhibition Centre  
香港會議展覽中心



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# Hospital Authority Convention 2018

## I. Introduction

Since 1993, the Hong Kong Hospital Authority has been organising a convention every year to promote sharing of experience among healthcare professionals. Over 5,300 clinicians and healthcare professionals, including staff of the Hospital Authority and healthcare managers and executives from Mainland China, Hong Kong and overseas, attended the annual Convention held in May 2017.

The scientific programme of the Hospital Authority Convention 2018 will focus on the HA's core values, viz. “People-centred Care 以人為先”, “Professional Service 專業為本”, “Committed Staff 敬業樂業” and “Teamwork 群策群力”. The Convention aims to promote the sharing of knowledge and experience on clinical advances and approaches to modern healthcare service, and facilitates exploration and discussion of contemporary concepts among healthcare professionals and stakeholders.

Hospital Authority Convention 2018 will feature some 90 distinguished overseas and local speakers to share their knowledge and insights and interact with delegates at 55 sessions. The Plenary Sessions and Symposiums will focus on the HA's core values, while the Parallel Sessions will include topics on chronic diseases management, health IT, new clinical practices, hospital design and healthcare in Mainland China. There will also be Masterclasses on various clinical topics, such as cancer diagnosis and treatment, evidence-based practices, trauma management and blood management.

Since its inception, the Hospital Authority Convention has provided participants an excellent platform to share their views and achievements in healthcare services and to explore future developments and challenges.

Building on the success of previous Conventions, the Hospital Authority Convention 2018 will, once again, provide an excellent opportunity for companies to promote their brand image to the healthcare community.

We have always regarded you as one of our significant partners with whom we would like to share this premier platform. We would appreciate your presence and participation. We shall work with you on how to ensure that you will enjoy maximum exposure according to the various sponsorship categories we have specially designed for you.

## **II. Members of Convention Management Committee, HAC 2018**

### **Co-Chairmen**

Ms Margaret CHEUNG

Dr Libby LEE

### **Members**

Dr Jasperine HO

Ms Lisa LAU

Ms Anna LEE

Mr Hans LI

Dr C Y MAN

Ms Katherine SHIU

Dr Leo WAT

Mr Frankie YIP

Mr Charlie YIP

### **Convention Secretary**

Mr Banny WONG

## **Members of Scientific Programme Committee, HAC 2018**

### **Chairman**

Dr Tony KO

### **Vice-Chairman**

Dr Doris TSE

### **Members**

Ms Anita CHAN

Ms Margaret CHEUNG

Dr N T CHEUNG

Dr Ian CHEUNG

Dr Y F CHOW

Ms Ivis CHUNG

Dr Jasperine HO

Dr N M LAM

Dr Winnie LAU

Dr C C LAU

Dr I T LAU

Ms Fion LEE

Prof Gabriel LEUNG

Prof Gilberto LEUNG

Dr Theresa LI

Dr S V LO

Dr C C LUK

Prof Enders NG

Dr Henry NG

Dr Joanna PANG

Dr F C PANG

Mr Lawrence POON

Ms Katherine SHIU

Dr W Y SO

Ms Tracy TAM

Dr M K THAM

Dr Danny TONG

Dr Kenneth TSANG

Dr Flora TSANG

Dr Leo WAT

Mr Jimmy WU

### **Convention Secretary**

Mr Banny WONG

### III Hospital Authority Convention 2018 Preliminary Programme

7 May 2018 (Monday)							
Convention Hall							
* Opening Ceremony							
0900-1015	Opening Remarks & Chief Executive's Keynote Address						
1015-1045	Tea Speed Presentation (Level 2)						
1045-1200	Convention Hall	Theatre 1	Theatre 2	Room 221	Room 421		
	Plenary Session I		Special Session I	Masterclass 1		Service Enhancement Presentation 1	
	Collaboration among Healthcare Workers and between Social and Health Sectors in United Kingdom  Healthcare System in Sweden: Integrated Health Service and People-centred Approach		Healthcare in Mainland China	Significance of Nodal Status & Dilemma in Aortic Node Dissection  Role of Imaging in Patient Selection How to Ascertain Nodal Status by the Pathologist The Influence of Nodal Status on Postoperative Adjuvant Therapy		Staff Engagement and Empowerment	
1200-1315	Lunch						
1315-1430	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Room 221	Room 421
	Masterclass 2	Plenary Session II	Symposium 1	Parallel Session 1	Special Session II	Parallel Session 2	Service Enhancement Presentation 2
	Venous Surgery Vascular Anomaly - DRI Perspective / Surgical Perspective  Major Aortic Surgery – Cardiothoracic Perspective / Surgical Perspective	Strategies and Systems for Supporting the Frontline in Delivering Clinical Care  Bridging the Gap between Generations	Service Transformation for New Build	Use of IT to Improve the Quality of Healthcare  Applications and Distance Diagnosis for Healthcare and Wellness Management	Whole Exome Sequencing and Clinical Interpretation of FFPE Tumor Samples to Guide Precision Cancer Medicine  Precision Medicine and an in Vitro Drug Screening – Platform for Treatment of Leukaemia  Genomic Study on Molecular Pathways of Cancer Development and its Relevance to Cancer Precision Medicine	Leadership (Nursing)	Better Manage Growing Demands
1430-1545	Masterclass 3	Plenary Session III	Parallel Session 3	Parallel Session 4	Special Session 3	Masterclass 4	Service Enhancement Presentation 3
	Sports Medicine and Injury	The Power of One, the Power of Many: Bring Change to Health and Healthcare  Making Quality Improvement Initiatives Sustainable	Can Fin Tech Help?	International Experience in Managing the Fastest Growing Population at Acute Setting- the Complex Frail Elderly Patients  Interdisciplinary Care for Frail Elderly at Acute Setting – a New Paradigm in Singapore	Innovations in Diagnostic for the Control of Antimicrobial Resistance (AMR)  One-Health Approach to the Control of AMR in Hong Kong  AMR Control in Long-term Care Facilities – the Critical Links	Discussion on the Pros and Cons of the New Treatment Paradigm  Development of this Cutting Edge Technology in HA, Patients Profiles and Their Clinical Outcomes after Various Treatment Strategy  Cost Effectiveness of New Treatment Approaches and the Impact on Future Service Models	Clinical Safety and Quality Service I
	Tea Speed Presentation (Level 2)						
1545-1615	Symposium 2	Plenary Session IV	Masterclass 5	Symposium 3	Masterclass 6	Parallel Session 5	Service Enhancement Presentation 4
	Enablers of Effective Staff Engagement  Staff Engagement in Healthcare: Getting It and Getting It Right  Leadership – Key for Building Trust and Commitment	Tackle the Paradox of Multiple Chronic Conditions in Primary Care	Patient Blood Management  Patient Blood Management – Local Perspectives  Iron Deficiency Anaemia	Developing First Class Civil Service  Committed Staff, Professional Service  Committed Staff, Quality Patient Care	Enhancing Medical-social Collaboration for Elderly Patients	Collaborative Service Programmes	Clinical Safety and Quality Service II

**8 May 2018 (Tuesday)**

0900-1015	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Rm 221	Room 423&424	Rm 421	
	Masterclass 7	Symposium 4	Symposium 5	Parallel Session 6	Special Session 4	Masterclass 8	Masterclass 9	Service Enhancement Presentation 5	
	Cost-effectiveness Analysis: Next Generation Sequencing versus Conventional Sequencing Technologies Genetics and Genomics beyond Rare Diseases: The Future is Now	Advanced Care Planning in the United Kingdom Achievement and Challenges in Elderly Service Development in Hong Kong	Current Situation of Hepatitis in Hong Kong The Future of Viral Hepatitis Testing: Innovations and Testing Technologies and Approaches The Guiding of New Treatment of Hepatitis C	Patient Monitoring – Inpatient, Outpatient and Home Monitoring	Translational Nursing and its Applications	The Role of Family Medicine in Chronic Disease Management	Advances on Chronic Obstructive Pulmonary Disease (COPD) Management	Healthcare Advances, Research and Innovations	
1015-1045	Tea Speed Presentation (Level 2)								
1045-1200	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Rm 221	Room 423&424	Rm 428	Rm 421
	Symposium 6	Symposium 7	Symposium 8	Symposium 9	Special Session 5	Masterclass 10	Masterclass 11	Corporate Scholarship Presentation 1	Service Enhancement Presentation 6
	Identification of Element of Frailty amongst Elderly People at A&E Front Door – Geriatric Screening The Silver Book* – Quality Care for Elderly People with Urgent and Emergency Care Needs	Social Media and Healthcare Bridging Between Engineering and Healthcare Virtual Services and Healthcare	Capacity Issues, Models of Care in Northern Europe Hospital Design How Can our Hospital Design Help?	How to Engage Younger Generation and How to Prepare Yourself for any Opportunities Arise Challenge of Engaging Millennials and Gen Y Using Technology as an Enabler for Learning	Professionalism and Ethics	Advances on Nursing Practices	Trauma Service	Medical advancement and Innovative Technology	Enhancing Partnership with Patients and Community
1200-1315	Lunch								
1315-1430	Masterclass 12	Parallel Session 7	Symposium 10	Parallel Session 8	Masterclass 13	Parallel Session 9	Parallel Session 10	Corporate Scholarship Presentation 2	Service Enhancement Presentation 7
	Modern Advances in ICU	Facing the Challenges in Primary Care	HBOT and "How to Ensure Success of Building a New Hyperbaric Oxygen Treatment Centre? – the Australian Experience HBOT: Hong Kong's Experience	Medical Social Collaboration	Evidence-based Perioperative Medicine	Innovative Nursing	Technology Advancement and Innovation	Rehabilitation and Community Care	Committed and Happy Staff
1430-1545	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Rm 221	Room 428	Rm 421	
	Symposium 11	Symposium 12	Masterclass 14	Masterclass 15	Masterclass 16	Parallel Session 11	Corporate Scholarship Presentation 3	Service Enhancement Presentation 8	
	Primary Care in Hong Kong	Value Driven Healthcare	Update on Management of Idiopathic Thrombocytopenic Purpura (ITP) Update on Management of Myeloma	Patient Relations	Reduction of Perinatal Morbidity and Mortality	Evidence-based Nursing	Chronic Disease Management	Young HA Investigators Presentations	
1545-1615	Tea Speed Presentation (Level 2) / Poster Viewing								
1615-1830	Convention Hall								
	Presentation of Awards & Closing Ceremony								
	Presentation of Best Oral Presentations Awards / Best Poster Display Awards Presentation of Hospital Authority Outstanding Staff and Teams Award 2018								

\*Simultaneous Interpretation: English / Putonghua

# Session conducted in Cantonese

## IV. Exhibition at HA Convention 2018

### Exhibition

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The Exhibition is located at the Convention venue. All registered delegates are welcome to visit the Exhibition at their leisure.

### Who Should Exhibit

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- Manufacturers of healthcare products
- Pharmaceutical companies
- Business support and hospital engineering services
- Architectural designers/constructors of hospitals and healthcare facilities
- Financial institutions/insurance bodies
- Information technology products and services

### Exhibition Dates and Opening Hours

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Exhibition construction and set-up	Sunday, 6 May 2018	1400 - 1700 hours
Exhibition opening hours	Monday, 7 May & Tuesday, 8 May 2018	0900 - 1730 hours
Exhibition dismantle	Tuesday, 8 May 2018	1730 - 2000 hours

### Booth Rental

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**(a) Shell Scheme Booth (Premier)** HK\$56,000 per 9 sqm

**(b) Shell Scheme Booth (Foyer)** HK\$51,000 per 9 sqm

**(c) Shell Scheme Booth (Other locations)** HK\$45,000 per 9 sqm

9 sqm per booth (3m x 3m)

Shell Scheme Booth (3m x 3m) includes:

- Two side and one rear walls
- Fascia board with company name and booth number
- Two fluorescent lights
- One 13-amp electrical socket
- One information desk
- Two folding chairs
- One waste paper bin

**(d) Raw Space (Premier)** HK\$53,000 per 9 sqm

**(e) Raw Space (Foyer)** HK\$51,000 per 9 sqm

(Only space with no walls or facilities, minimum space available is 18 sqm)

### Space Reservation

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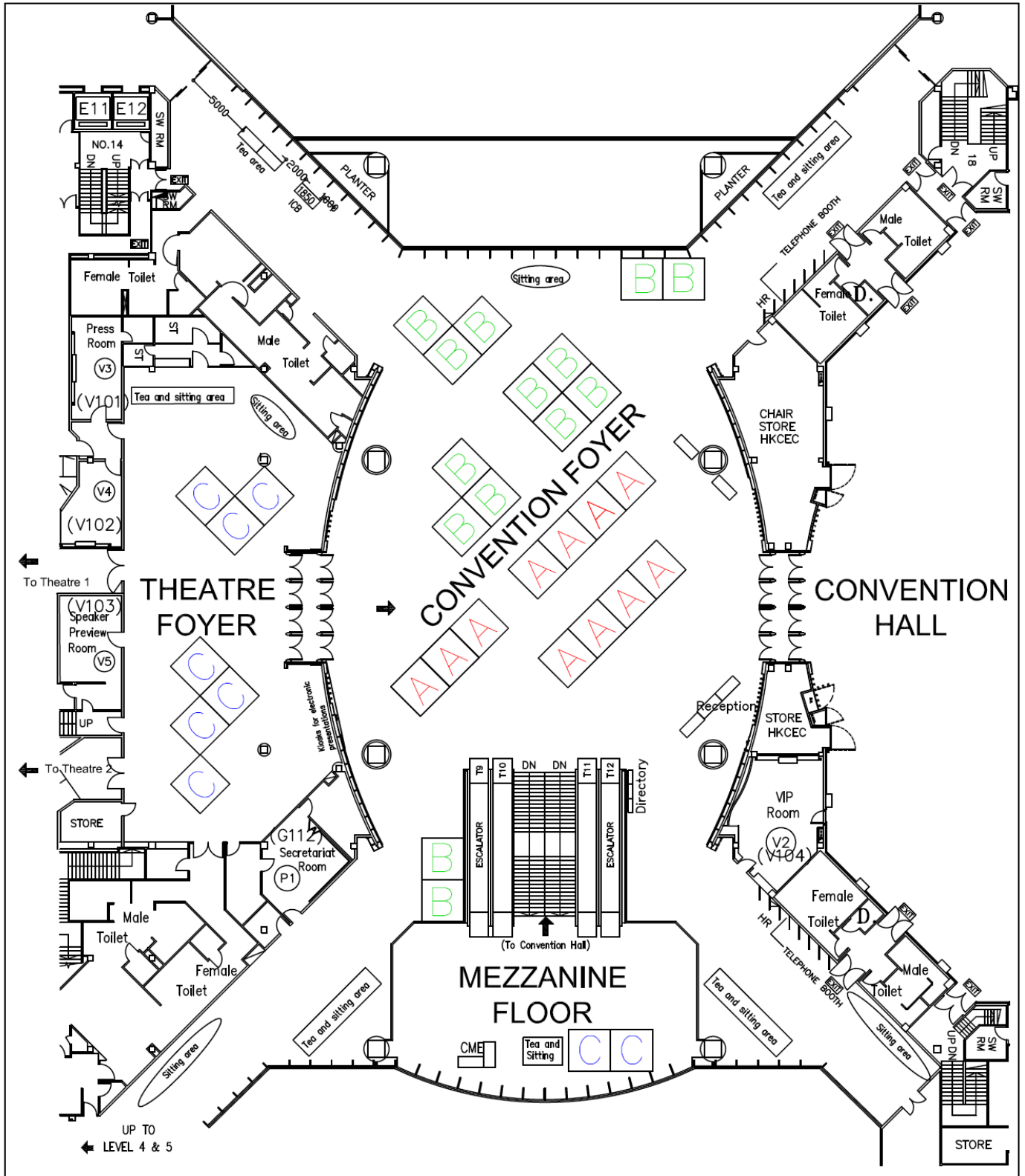
As exhibition booths are limited, early booking is strongly recommended. The Hospital Authority reserves the right on the assignment of locations. If interested, please complete and return the enclosed reply form to HAC 2018 Secretariat **by 26 January 2018**.



# V. Floor Plan of the HA Convention 2018 (subject to final confirmation)

Hospital Authority Convention 2018  
 7 & 8 May 2018  
 Hong Kong Convention and Exhibition Centre

- A - Zone A (Premier)
- B - Zone B (Foyer)
- C - Zone C (Other locations)
- - one booth/raw space



## VI. Sponsorship Opportunities at HA Convention 2018

### SPONSORSHIP OPPORTUNITIES AT A GLANCE

	Sponsorship Category	Major Entitlement	Complimentary Advertisement in Programme Book	Complimentary Registration
I.	Principal Sponsor (Closing date for submission: 26 January 2018)  HK\$280,000	<ul style="list-style-type: none"> <li>▪ Company logo displayed on Convention website and Convention venues</li> <li>▪ Hyperlink the Convention website to the sponsor's website</li> <li>▪ 36 m<sup>2</sup> (i.e. 4 raw spaces) in Premier location</li> </ul>	Full page advertisement  on outside back cover	10
II.	Poster Session  HK\$53,000	<ul style="list-style-type: none"> <li>▪ Company logo displayed in each of the panels (about 24) in Convention venues</li> </ul>	One full page advertisement	2
III.	<b>Advertisement in Programme Book</b>	Full colour advertisement in Convention's Programme Book		2
	(a) Outside Back Cover                      HK\$56,000			
	(b) Inside Front                                      HK\$42,000			
	(c) Inside back (left/right)                      HK\$35,500			
	(d) A4 Full Page                                      HK\$27,500			
	(e) Half page    HK\$22,500			
IV.	<b>Other Sponsorship</b>			2
	(a) Convention Notepad                      HK\$38,000	Company name and logo included on the Convention Notepad		
	(b) Convention Pen                                      HK\$38,000	Sponsor's logo included on the Convention Pen		
	(c) Inserts (for each item)                      HK\$14,500	Sponsor's printed advertisement, not exceeding four pages in A4 size, included in each Convention Bag for distribution to delegates		
V.	<b>Exhibition Booth</b> (Closing date for submission: 26 January 2018)			2
	(a) Shell Scheme Booth (A Zone)                      HK\$56,000/9m <sup>2</sup>			
	(b) Shell Scheme Booth (B Zone)                      HK\$51,000/9m <sup>2</sup>			
	(c) Shell Scheme Booth (C Zone)                      HK\$45,000/9m <sup>2</sup>			
	(d) Raw Space (A Zone - minimum 18 m <sup>2</sup> )                      HK\$53,000/9m <sup>2</sup>			
	(e) Raw Space (B Zone - minimum 18 m <sup>2</sup> )                      HK\$51,000/9m <sup>2</sup>			

**[Important Note:** The HA reserves the right to decide if a proposed sponsorship is suitable and acceptable. Acceptance by the HA of sponsorship shall not convey any advantage in the sponsors' dealings with the HA or any of its hospitals/institutions, and shall not give rise to any expressed or implied obligations towards the sponsors, please refer to **conditions of sponsorships on P.2 of the Sponsorship Reply Form** for details.]