

2017

Hospital Authority Convention 醫院管理局研討大會

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

16-17.5.2017



Qee © Toy2R

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保健安康

HA CONVENTION
Hospital Authority
Convention 2017



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Hospital Authority Convention 2017

I. Introduction

Since 1993, the Hong Kong Hospital Authority has been organising a convention every year to promote sharing of experience among healthcare professionals. A total of 5,000 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 2016.

The scientific programme of the Hospital Authority Convention 2017 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 2017 will feature some 90 distinguished overseas and local speakers to share their knowledge and insights and interact with delegates at over 50 sessions. The Plenary Sessions and Symposiums will focus on the HA's core values, while the Parallel Sessions will include topics on elderly care, health IT, new clinical practices, hospital design and China healthcare. There will also be Masterclasses on various clinical topics, such as cosmetic drugs, stroke management, diabetic management and neurometabolic disorders.

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 2017 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 2017

Co-Chairmen

Ms Margaret CHEUNG

Dr Libby LEE

Members

Dr Joseph CHUNG

Mr W Y HO

Ms Anna LEE

Mr Hans LI

Dr C Y MAN

Ms Katherine SHIU

Mr Anthony WONG

Dr Sharon WONG

Mr Charlie YIP

Mr Frankie YIP

Convention Secretary

Mr Banny WONG

Members of Scientific Programme Committee, HAC 2017

Chairman

Dr T Y CHUI

Vice-Chairman

Dr Tony KO

Members

Prof Francis CHAN

Dr Leo CHAN

Dr Ian CHEUNG

Ms Margaret CHEUNG

Dr N T CHEUNG

Ms Clara CHIN

Ms Ivis CHUNG

Prof T F FOK

Dr C C LAU

Dr Libby LEE

Ms Susanna LEE

Dr Donald LI

Dr H W LIU

Ms Jane LIU

Dr Albert LO

Dr C C LUK

Dr C Y MAN

Dr Henry NG

Dr Desmond NGUYEN

Dr F C PANG

Ms Katherine SHIU

Dr W Y SO

Dr Flora TSANG

Dr Kenneth TSANG

Dr Michael WONG

Prof M F YUEN

Convention Secretary

Mr Banny WONG

III Hospital Authority Convention 2017 Preliminary Programme

16 May 2017 (Tuesday)							
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 Topic VII	Masterclass		Service Enhancement Presentation 1	
	Quality Palliative Care and the Implication to an Ageing Society		Healthcare in China	<i>Diabetic and the Eye: An Introduction</i> <i>Cost Effectiveness Analysis of the Current Screening Protocol in Detecting Diabetic Macular Edema</i> <i>Glycemic Control for Presenting DMR: Friend or Foe?</i> <i>Latest Evidence Basis for Treatment of DR and DME</i> <i>Surgical Management of Diabetic Eye Disease: Recent Advances</i>		Service Revamp	
1200-1315	Lunch						
1315-1430	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Room 221	Room 421
	Masterclass	Plenary Session II	Symposium 3.1	Symposium 4.3	Special Session	Parallel Session	Service Enhancement Presentation 2
	Cerebral Revascularization for Stroke Prevention	How to Tackle the Challenges of the Aging Population Managing Increasing Healthcare Service Demand in the Face of an Aging Population	Social Justice for People with Mental Health stigma/anti-stigma campaigning	The Application of Telemedicine in the Virtual Doctor Program Application of Telemedicine in Psychiatry	Use of Simulation in Disaster Medicine The Art of Debriefing in Healthcare Education and Training Use of Simulation in Crew Resources Management (CRM) Training	Geriatric Front Door Program – How the Geriatric Nurses Strive to Make the Best Possible Elderly Care Extended Roles of Stroke Nurse to Streamline Acute & Hyperacute Stroke Care Service Enhancement of Emergency Nursing Service Ambulatory Management on Try Off of Urethral Catheter – Patient Discharged from AED and Ward	Staff Engagement and Empowerment
1430-1545	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Room 221	Room 421
	Masterclass	Plenary Session III	Symposium 1.3	Parallel Session	Special Session	Parallel Session	Service Enhancement Presentation 3
	Genes, Gene Expression, Gene Mapping and Cognition Imaging in Neurometabolic Disorders Clinical Aspects of Neurometabolic Disorders Allied Health Professional Multi-disciplinary Support of Children with Neurometabolic Disorders	NHS Right Care Program Role of Staff in Organization Crisis	Rehabilitation in the Community	Population-based Model to Facilitate Resources Allocation in Hospital Authority Provider Payment System (TBC)	Surgical Strategies to Preserve Fertility Oocyte and Embryo Freezing to Preserve Fertility	Chemotherapy Nurse Clinic in Contributing the Clinical Pathway for Managing Post-treatment Complications with Improved Outcome Diabetes Mellitus Repositioning of Nurse Clinics Multi-disciplinary Approach in Trial Without Catheter (TWOC)	Clinical Safety and Quality Service I
1545-1615	Tea Speed Presentation (Level 2)						
1615-1730	Masterclass	Plenary Session IV	Symposium 4.4	Parallel Session	Masterclass	Masterclass	Service Enhancement Presentation 4
	Surgical Services in Hong Kong Children's Hospital Plastic Surgery on Congenital Diseases - From Cleft Lip & Palate to Facial Cleft Plastic Surgery on Congenital Diseases – Common Otoplastic Procedures for the Ear Plastic Surgery on Congenital Diseases – Management of Vascular Malformation – Surgery or Not Common Congenital Problems in the Head and Neck Regions	Placebo Effect of Surgery Implementing patient-centred care: an opportunity to stop, reflect and review, and move forward building upon on your strengths	Application of Big Data in Healthcare	How Does 3D Printing Bring Healthcare to a New Dimension? Application of 3D Printing in QEH: A New Page of Healthcare Advances	Territory-wide HA Survey in 2013 with Recommendations & The Way Forward 2 nd Line Therapies - Balloon Tamponade, Compression Sutures & Others) Massive Transfusion Protocol in Obstetric Haemorrhage	Sliming Agent Poisoning Outbreak of Botulinum Toxin Poisoning Body Building Agents Poisoning	Clinical Safety and Quality Service II
	Celebration of Achievements of HA Staff (Convention Hall B)						
1730-1800							

17 May 2017 (Wednesday)

	Convention Hall A	Convention Hall B	Convention Hall C	Theatre 1	Theatre 2	Rm 221	Room 423&424	Rm 428	Rm 421
	Symposium 4.1	Symposium 0.1	Symposium 3.3	Symposium 2.3	Special Session	Masterclass	Parallel Session	Masterclass	Service Enhancement Presentation 5
0900-1015	TBC The Virtual Doctor Program	TBC Payment System and the effective utilization of medical resources How could the Design of Hospitals enhancing the effective use of resources?	How to Deal with the Frail Elderly at the Hospital Front Door Frail Elderly Care Model in EMW, QEJ	To Do or Not to Do? Determining Effectiveness and Appropriateness in Surgery Cognitive Biases in Clinical Decision Making	Neurologist's Perspective Radiologist's Perspective Neurosurgeon's Perspective	Advances in Colorectal Cancer Bariatric Surgery Service in Hospital Authority (3) TBC Recent advance in management of fracture distal radius (Orth)	A Model of Territory-wide Collaboration between Hospital and Social Service Organizations in Substance Abuse Service A multidisciplinary service model for enhancing early identification & intervention for mood & cognitive impairment among young stroke patients (from simple to complex condition) The AH CQI project - promoting outcome-driven service The Enhanced Recovery After Surgery (ERAS) program	Palliative and/or End of Life Care for Patients with Advanced COPD	Healthcare Advances, Research and Innovations
1015-1045	Tea Speed Presentation (Level 2)								
	Parallel Session	Symposium 4.2	Symposium 1.1	Symposium 2.1	Special Session	Masterclass	Parallel Session	Corporate Scholarship Presentation I	Service Enhancement Presentation 6
1045-1200	(1) TBC (2) TBC (3) TBC	Variation Map Measuring for Quality in Healthcare Measuring Operation Theatre Efficiency	Communication in End-of-life Care (2) TBC (3) TBC	Service Improvement via Staff Engagement and Teamwork Enhancing Staff and Community Engagement Staff and Community Engagement	Social Hygiene Clinic as s Sentinel for Monitoring of Antimicrobial Resistance – the Story of Neisseria Gonorrhoeae Pilot HPV Vaccination Program to the Underprivileged Girls in Hong Kong Clinic – A Platform for Sexually Transmitted Infection Control and Prevention	To P or Not to P: Ethics and the Kidney Paired Kidney Exchange in Renal Transplantation Panel Discussion (15 minutes) TBC	Advancement in rehabilitating spinal movement control with 3D motion analysis Advanced diagnostic technology and laboratory operations (pathology and genetics testing) An Innovative Mammographic Biopsy technique to meet the challenges of 3D Breast lesion biopsy The new HABIT Programme" - a New and Effective Multi-disciplinary Programme for Psychogeriatric Day Patient with Mild Cognitive Impairment Breast lesion biopsy State-of-art Model of Physiotherapy care for Dementia- SmartMove	TBC	Managing Service Demands
1200-1315	Lunch								
	Parallel Session	Parallel Session	Masterclass	Parallel Session	Parallel Session	Masterclass	Masterclass	Corporate Scholarship Presentation II	Service Enhancement Presentation 7
1315-1430	TBC Hospital Design Promoting Staff and Patient Well-being - the Jurong Health Experience (3) TBC	The Anticipation of Making Errors in Patient Treatment Among Medical Students Conflict Resolution/Mediation at Workplace	Recep of Major Findings from Patient Experience and Satisfaction Survey (PESS) Program Proposed Follow-up Actions on the Findings of PESS Panel Discussion on Compassionate Communication during Delivering of Healthcare	The "Third Dimension" Helps Cardiologist Saves More Lives From 3D Model Planning to Patient Specific Orthopedic Surgery Medical 3D Printing: Opportunities and Challenges Ahead	Planning for Future Ageing Population Considerations for A Geriatric Surgery Service	Is Advanced Lung Cancer Becoming a Chronic Disease? Health Risks of Sleep Apnea	Coordinated Care for Elderly in the Community Frailty & Multi-morbidity in the Hospital Setting Person-centred Care for the Older Person through Medical-social Collaboration	TBC	Committed and Happy Staff
	Symposium 2.2	Symposium 3.4	Symposium 1.2	Parallel Session	Parallel Session	Parallel Session	Masterclass	Corporate Scholarship Presentation III	Service Enhancement Presentation 8
1430-1545	Inter-professional Collaboration Engaging Staff – Experience from Hospital Accreditation	Cultural Diversity (2) TBC (3) TBC	Applying Principals of System Engineering to Study Issues in Healthcare Such as Waiting Time The Multiple Facets of Healthcare: How Would Practitioners of Science, System, Design, and Management Fulfill their Roles in the Future of Healthcare? Geriatric Surgery Service – Managing the Service Demands	Role of Training in coping with Organisation Changes/Challenges Innovation in T&D Sustaining after Training – Performance Management	(1) TBC (2) TBC (3) TBC	Use of Innovative Information Technologies in Enhancing Community Care Past and Present of Outreaching Nursing Services in HK Building an Integrated Service Bundles to Keep Diabetes Out of Hospital TWOC (Trial Without Catheter) for Patients in Community	Lesson Learnt from the Application of Stepped Care Model for Psychosocial Service in Palliative Care	TBC	Young HA Investigators Presentations
1545-1615	Tea Speed Presentation (Level 2) / Poster Viewing Convention Hall								
1615-1830	Presentation of Awards & Closing Ceremony Presentation of Best Oral Presentations Awards / Best Poster Display Awards Presentation of Hospital Authority Outstanding Staff and Teams Award 2017								

IV. Exhibition at the HA Convention 2017

Exhibition

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

Who Should Exhibit

- 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

Exhibition construction and set-up	Monday, 15 May 2017	1400 - 1700 hours
Exhibition opening hours	Tuesday, 16 May & Wednesday, 17 May 2017	0900 - 1730 hours
Exhibition dismantle	Wednesday, 17 May 2017	1730 - 2000 hours

Booth Rental

(a) Shell Scheme Booth (Premier) HK\$55,000 per 9 sqm

(b) Shell Scheme Booth (Foyer) HK\$50,000 per 9 sqm

(c) Shell Scheme Booth (Other locations) HK\$47,000 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\$52,000 per 9 sqm

(e) Raw Space (Foyer) HK\$50,000 per 9 sqm

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

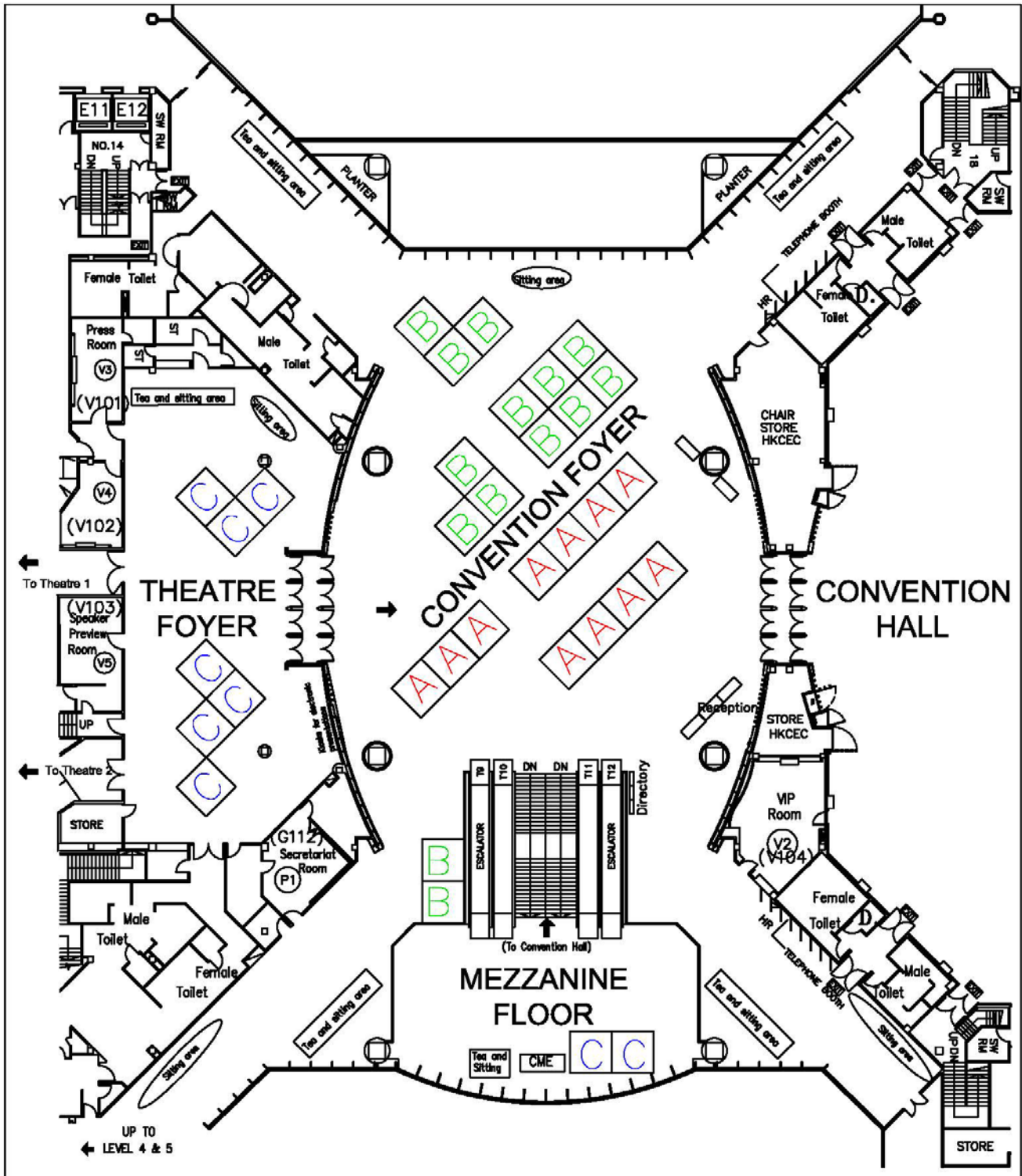
Space Reservation

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 2017 Secretariat **by 19 January 2017**.

V. Floor Plan of the HA Convention 2017 (subject to final confirmation)

Hospital Authority Convention 2017
 16 & 17 May 2017
 Hong Kong Convention and Exhibition Centre

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



(Tentative, as at December 2016)

VI. Sponsorship Opportunities at HA Convention 2017

SPONSORSHIP OPPORTUNITIES AT A GLANCE

	Sponsorship Category	Major Entitlement	Complimentary Advertisement in Programme Book	Complimentary Registration
I.	Principal Sponsor (Closing date for submission: 19 January 2017) HK\$270,000	<ul style="list-style-type: none"> ▪ Company logo displayed on Convention website and Convention venues ▪ Hyperlink the Convention website to the sponsor's website ▪ 36 m² (i.e. 4 raw spaces) in Premier location 	Full page advertisement on outside back cover	10
II.	Poster Session HK\$52,000	<ul style="list-style-type: none"> ▪ Company logo displayed in each of the panels (about 24) in Convention venues 	One full page advertisement	2
III.	Advertisement in Programme Book	Full colour advertisement in Convention's Programme Book		2
(a)	Outside Back Cover HK\$55,000			
(b)	Inside Front HK\$41,000			
(c)	Inside back (left/right) HK\$35,000			
(d)	A4 Full Page HK\$27,000			
(e)	Half page HK\$22,000			
IV.	Other Sponsorship			2
(a)	Convention Notepad HK\$37,000	Company name and logo included on the Convention Notepad		
(b)	Convention Pen HK\$37,000	Sponsor's logo included on the Convention Pen		
(c)	Inserts (for each item) HK\$14,000	Sponsor's printed advertisement, not exceeding four pages in A4 size, included in each Convention Bag for distribution to delegates		
V.	Exhibition Booth (Closing date for submission: 19 January 2017)			2
(a)	Shell Scheme Booth (A Zone) HK\$55,000/9m ²			
(b)	Shell Scheme Booth (B Zone) HK\$50,000/9m ²			
(c)	Shell Scheme Booth (C Zone) HK\$47,000/9m ²			
(d)	Raw Space (A Zone - minimum 18 m ²) HK\$52,000/9m ²			
(e)	Raw Space (B Zone - minimum 18 m ²) HK\$50,000/9m ²			

[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.]