

AHIMA International Healthcare Information Summit



12 AHIMA
CEUs



Conference & Exhibition
3-4 October, 2019
Rosewood Hotel, Abu Dhabi, UAE

Professional Development
Workshops
5 October, 2019
Cleveland Clinic Abu Dhabi

WELCOME MESSAGE



Dear Colleagues and Friends,

The fastest growing healthcare information event in the GCC region is coming to Abu Dhabi again this 3-5 October! On behalf of the American Health Information Management Association (AHIMA) and the AHIMA International, I welcome all of you .

Last year the Summit nearly doubled in size from 450 delegates in 2017 to close to 700 delegates in 2018. With new initiatives and our continued focus on quality clinical documentation for medical coding, revenue cycle management, clinical documentation improvement (CDI), data analytics, informatics, and artificial intelligence, the 2019 Summit promises to be even larger and more focused on AHIMA Best Practices for workforce development.

Additionally, the AHIMA Professional Development Workshops, following the Summit on 5 October, will provide an opportunity to expand learning in more comprehensive sessions and to prepare for AHIMA certifications.

The Summit will also give healthcare providers, healthcare service organizations, nonprofit associations and government agencies the opportunity to learn firsthand about the innovative AWC Organizational Membership (AWC OM) and how it can help your organization stand out and be recognized as a market leader in your industry. At the Summit, we will provide a first-year update on our outstanding progress and results with our first AWC OM in the UAE, Al Ain Hospital.

If you are involved in health information management, clinical documentation improvement, quality, medical coding, informatics, data analysis, artificial intelligence, administration, policy making, insurance, direct patient care, and technology services, you don't want to miss this opportunity to share and learn about solutions for advancing quality healthcare information.

We look forward to seeing you 3-5 October, at the AWC Healthcare Information Summit and the AHIMA workshops!

A handwritten signature in black ink that reads "Wylecia Wiggs Harris". The signature is fluid and cursive.

Wylecia Wiggs Harris, Ph.D., CAE

Chief Executive Officer

American Health Information Management Association



AHIMA World Congress (AWC), the international arm of the American Health Information Management Association (AHIMA), is dedicated to providing the gold standard in membership services, best practices, professional training and development, and certifications to its members, credential holders and customers in over 66 countries. AWC has two international chapters in the United Arab Emirates (UAE) and the Philippines, with plans to continue adding chapters across the globe.

AHIMA/AWC has provided extensive training, testing and resources for physicians and health information professionals in the areas of clinical coding, clinical documentation improvement (CDI), data analytics, informatics, and information governance in many countries, including the UAE, Qatar, Saudi Arabia, Oman, Turkey, India, the Philippines, Canada, Australia, the United Kingdom, Belgium, Germany and Spain.



About AHIMA

AHIMA is a leading nonprofit professional association representing more than 103,000 health information management (HIM) practitioners worldwide. AHIMA is dedicated to educating, supporting, and promoting HIM professionals to excel in their careers and deliver value by acquiring, managing, and analyzing information for clinical and nonclinical decision making. AHIMA plays a leadership role in the effective management of health data and medical records needed to deliver quality healthcare and has earned its reputation as the most respected and recognized authority for HIM through its continuous dedication and commitment. Known throughout the world for its “Gold Standard” content and rigorous education, training, and certification programs, AHIMA’s well-proven content and methodologies benefit thousands of healthcare professionals across all continents. Of specific interest are its 10 professional certifications, half of which are offered internationally—the Certified Coding Associate (CCA®), Certified Coding Specialist (CCS®), Certified Coding Specialist—Physician-Based (CCS-P®), Certified Documentation Improvement Practitioner (CDIP®), and the Certified Health Data Analyst (CHDA®).



Best in Class
Regional Healthcare Information Summit!

Scientific Committee - Led by AHIMA Experts and Its Affiliates

The AWC Summit's Scientific Committee is a diverse team of experts comprised of:

- US-based AHIMA leading Subject Matter Experts (SMEs) in Quality Documentation, Clinical Documentation Improvement, Medical Coding, Revenue Cycle Management, Data Analytics, Informatics, & Artificial Intelligence.
- A team of experts bringing over 90 years of AHIMA's experience in high-quality training, professional development, and certification preparation.
- AHIMA-trained regional SMEs, as well as internationally- and GCC/UAE-recognized specialists from leading UAE healthcare authorities, healthcare systems, delivery systems, and insurance providers.

This distinguished team is building an exciting agenda for the Summit, that includes best practices from around the world, solutions for local challenges, and opportunities in various areas of healthcare information, medical coding & revenue cycle management, data analytics, informatics and artificial intelligence, CDI and quality, and workforce development, among other areas.

Organizing Committee

- **Melanie Endicott**, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA, **Co-Chair**
- **Jonasele Gonzales**, CCS, RN, CPC
- **Jameel Ahmed**, MBA, RHIA, CCS
- **Tasneem Abuelkhair**, RHIA, CHPS
- **Shaheen Siddiqua Banu**, CCA
- **Sirajunnisha Siddiquekhan**, CCS, BPT, MPT, EMBA, DHCI
- **Dr. Pavani Pally**, CCS, CCS-P, CPMA
- **Dr Sarah Sebai**, MBBCh, CCST, CCS
- **Deil Mathew Batalla**, CCS-P, RMC
- **Faye Sasani**, CHIM
- **Seham Sumaidaa**, BSHIM



The organizing committee reserve the right to make any modifications to the programme in occurrence of any unforeseen circumstances.

Summit Objectives

Master new methods to utilize healthcare data to optimize revenue and patient care!	Design processes and procedures for acquiring healthcare data and translate that data into usable information
Medical Coding, Revenue Cycle Management, Clinical Documentation Improvement (CDI) • Increase reimbursement revenue • Decrease rate of insurance denials • Optimize patient care, safety, and outcomes • Protect healthcare data and information	Clinical Documentation, Data Analytics, Informatics & Artificial Intelligence • Identify gaps in documentation • Engage/train physicians in proper documentation practices • Ensure accurate public reporting and facility/physician profiling • Improve quality measures and patient satisfaction • Foster communication between physicians, coders, CDI team, and administrators
Learn how to use AHIMA Best Practices to analyze healthcare data-operations, finance, clinical, research, etc.	Develop a highly-trained and highly-skilled workforce using AHIMA Best Practices
Data Analytics, Informatics, Artificial Intelligence • Forecasting • Reporting • Budgeting • Training • Quality Assurance • Performance Improvement • Latest Healthcare Technology	Workforce Development • AHIMA Certifications – Gold Standards • Professional Development Training • Publications and Books • Accreditation • Organizational Membership – Excellence in Healthcare Core Competences – Training Internal Trainers – Best Practices

Who Should Attend

- Analysts
- Case Managers
- CDI Professionals
- Chief Executive Officers
- Claims & Billing Officials
- Coding Technicians
- Doctors/Physicians
- General Managers
- Health Insurance Officials
- HIM Managers & Officials
- Medical Coding Directors & Supervisors
- Revenue Cycle Management Officials
- Students & Faculty
- Other Healthcare Professionals

Key Topics

- Best Practices
- Medical Coding
- Revenue Cycle
- Clinical Documentation Improvement (CDI) and Quality
- Workforce Development
- Health Data Analytics
- Health Informatics
- Artificial Intelligence



INTERNATIONAL SPEAKERS



Dwayne M Lewis
RHIT, CCS, President/CEO
DML Consulting, Inc, USA



Leslie Prellwitz
Director, CPT Content
Management & Development,
American Medical Association, USA



William Johnson
CCS, Education and Training Coordinator,
DML Consulting Inc, USA



Leslie M. Stokes
Chief Product, Marketing & Sales Officer,
AHIMA, USA



John P. Hoyt
FACHE, FHIMSS
Board Advisor, AHIMA, Chicago, Illinois USA



Melanie Endicott
MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS,
CCS-P, FAHIMA, Vice President, AHIMA
Practice Excellence, USA



Kathy DeVault
MSL, RHIA, CCS, CCS-P, FAHIMA
AHIMA International Trainer, USA



Wilbur Lo
MD, CDIP, CCA
AHIMA International Physician Consultant,
USA



Zahraa M. Alakrawi
PhD, Assistant Professor, Department of Health
Information Management and Technology,
Imam Abdulrahman Bin Faisal University, KSA



Karen S. Fry
HFMA Advisor, President,
Scepter Healthcare Group, LLC, USA



Mary Mirabelli
Senior Vice President,
Content Strategy and Delivery,
Healthcare Financial Management
Association (HFMA), USA



Berardino M. Parisi
MBA, Director, Intl. Business Development,
American Medical Association (AMA)
Health Solutions Group, USA



Gina Sanvik
MS, RHIA, CCS, CCS-P
Director, AHIMA Practice, Excellence, USA



Julie Dooling
MSHI, RHIA, CHDA, FAHIMA
Director, AHIMA Practice Excellence, USA



Pam Hess
MA, RHIA, CDIP, CCS, CPC,
AHIMA International Trainer, USA



Anny Yuen
RHIA, CCS, CCDS, CDIP
AHIMA International Trainer, USA



Sunelle Lubbe
Group Manager : Health Information
Management, Mediclinic
International, South Africa



NATIONAL SPEAKERS



Andrey Timoshkin

MSc, Head of Statistics and Modeling,
Department of Health - Abu Dhabi
Abu Dhabi, UAE



Dr. Walid Zaher

Group Clinical Research & Development Director
Abu Dhabi Health Services (SEHA), UAE



Dr. Mohammad Baloch

Chief Knowledge Officer
Innovamed, UAE



Lina Jichi

Manager, Health Financing Advisory and
Monitoring Department, Strategy Division,
Department of Health - Abu Dhabi, UAE



Robert Denson

Senior Vice President for Operations
and Technology, Malaffi,
Abu Dhabi, UAE



Dr. Riaz Akseer

Division Chair/ Assistant Professor,
Health Sciences, Higher Colleges of
Technology, Abu Dhabi, UAE



Dr. Sanji De Sylva

Head of Clinical Integration
Malaffi, UAE



Dr. Muhammad Jawad Hashim

Associate Professor, Department of Family
Medicine, College of Medicine & Health Sciences,
UAE University Al Ain, UAE



Atif Al Braiki

CEO, Malaffi
Abu Dhabi, UAE



Fatima Abdulla Al Blooshi

Strategy and Performance
Management Director,
Abu Dhabi Health Services (SEHA), UAE



Jameel Ahmed

Corporate Services Coding Officer,
Abu Dhabi Health Services - SEHA,
Abu Dhabi, UAE



Dr. Mohamed Ali Karkoukli

MD, MPH, CPHQ, MIB, CMQ
Readiness and Business Continuity
Director, Al Dhafra Hospitals, Abu Dhabi, UAE



Dr. Nigel Umar Beejay

MB BChir, MA, FACP, CPE, Cert
(Biomedical Informatics), Dip (Med Hyp)
Consultant Physician, Gastroenterologist,
King's College Hospital London, Dubai, UAE



Dr. Sarah Sebai

Insurance Manager, CFO,
Revenue Development Department,
Al Ain Hospital, UAE



Sunil Thilakan

CCS, Senior Health Information
Management Officer, Abu Dhabi Health
Services (SEHA), Abu Dhabi, UAE



Timings	Thursday 3 October 2019 Day 1		
08:00-09:00 am	Registration		
09:00-09:25 am	Plenary Session: Welcome and Introductions John P. Hoyt, FACHE, FHIMSS, AHIMA Board Advisor Welcome Remarks Wylecia Wiggs Harris, Ph.D., CAE, Chief Executive Officer, AHIMA Welcome Remarks Leslie Prellwitz, Director, CPT Content, Management & Development, American Medical Association, USA		
09:25-09:50 am	Plenary Session: Digital Transformation Strategies		
09:50-10:15 am	Plenary Session: Unified Health Information Exchange Platform, Practices and Implementation. Atif Al Braiki, CEO, Malaffi		
10:15-10:40 am	Plenary Session: CDI Best Practices Pam Hess, MA, RHIA, CDIP, CCS, CPC, AHIMA International Trainer		
10:40-11:00 am	Coffee Break		
Tracks	Track 1 CDI and Quality Documentation	Track 2 Coding & Revenue Cycle Management	Track 3 Data Analytics, Informatics, and Artificial Intelligence
11:00-11:30 am	Establishing a CDI Program: CDI, Coding and Physician Collaboration & CDI Workflow Pam Hess, MA, RHIA, CDIP, CCS, CPC, AHIMA International Trainer	UAE Malaffi - HIE Best Practices Dr. Sanji De Sylva Head of Clinical Integration Malaffi, UAE	Healthcare Data Analytics: The Data Runs Through Everything Julie Dooling, MSHI, RHIA, CHDA, FAHIMA, Director, HIM Practice Excellence, AHIMA Kathy DeVault, MSL, RHIA, CCS, CCS-P, FAHIMA, AHIMA International Trainer
11:40-12:10 pm	Metrics, Statistics, and Key Performance Indicators to Demonstrate Return on Investment Dr. Wil Lo, CDIP, CCA AHIMA International Physician Consultant	Factors Influencing Coding Productivity & Best Practices from the U.S. Zahraa M. Alakrawi, PhD Assistant Professor, Department of Health Information Management and Technology, Imam Abdulrahman Bin Faisal University Melanie Endicott, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA Vice President, HIM Practice Excellence, AHIMA	Interpreting Health Data: The Good, The Bad, and The Ugly Sunelle Cloete-Lubbe Group Manager: Health Information Management, Mediclinic International
12:10-01:30 pm	Lunch Break		
12:30-01:15 pm	Book Signing at the AHIMA International Booth with Pam Hess		
Tracks	Track 1 CDI and Quality Documentation	Track 2 Coding & Revenue Cycle Management	Track 3 Data Analytics, Informatics, and Artificial Intelligence
01:30-02:00 pm	CDI: An Outline of the Factors that Enhance Clinical Documentation and Improve Patient Outcomes and Organizational Success Dr. Nigel Umar Beejay, MB BChir, MA, FACP, CPE, Cert (Biomedical Informatics), Dip (Med Hyp) Consultant Physician, Gastroenterologist Hepatologist King's College Hospital Clinic	Coding Audits and Denials Management: Best Practices from the U.S. and the UAE Anny Yuen, RHIA, CCS, CCDS, CDIP AHIMA International Trainer Role of HIM professional in Circle of Care of the Patient, through Best Medical Coding and RCM practices. Dr. Mohammad Baloch Chief Knowledge Officer Innovamed, UAE	Management of Health Information Systems and Processes Fatima Abdullah Al Baloushi Strategy and Performance Management Director, SEHA

Timings	Thursday 3 October 2019 Day 1		
Tracks	Track 1 CDI and Quality Documentation	Track 2 Coding & Revenue Cycle Management	Track 3 Data Analytics, Informatics, and Artificial Intelligence
02:10-02:40 pm	Role of Complete Clinical Documentation at ED to Achieve Optimal Patient Care Dr. Mohamed Ali Karkoukli Readiness and Business Continuity Director, Al Dhafra Hospitals	Importance of Documentation and Coding Related Analytics in Producing Evidence Based Strategic Decisions Lina Jichi Manager, Health Financing Advisory and Monitoring Department, Strategy Division, Department of Health - Abu Dhabi	How to Break into Analytics and Informatics Pam Hess, MA, RHIA, CDIP, CCS, CPC , AHIMA International Trainer
02:50-03:10 pm	Coffee Break		
Tracks	Track 1 CDI and Quality Documentation	Track 2 Coding & Revenue Cycle Management	Track 3 Data Analytics, Informatics, and Artificial Intelligence
03:10-03:40 pm	Writing Compliant Queries: Hands-on Exercise Kathy DeVault, MSL, RHIA, CCS, CCS-P, FAHIMA, AWC Trainer Anny Yuen, RHIA, CCS, CCDS, CDIP AHIMA International Trainer	Don't Be Denied: Front-End Revenue Cycle Best Practices Mary Mirabelli Senior Vice President, Content Strategy and Delivery, Healthcare Financial Management Association (HFMA), Karen S. Fry, HFMA Advisor	Health Information Privacy, Security & Confidentiality - A Balanced Approach Jameel Ahmed Corporate Services Coding Officer, Abu Dhabi Health Services - SEHA
03:50-04:20 pm	Clinical Discussion of Encephalopathies with CDI and Coding Case Studies Dr. Wil Lo, CDIP, CCA AHIMA International Physician Consultant	Combination Coding: How to Assign ICD-10-CM Combination Codes Accurately Kathy DeVault, MSL, RHIA, CCS, CCS-P, FAHIMA, AHIMA International Trainer Gina Sanvik, MS, RHIA, CCS, CCS-P , Director, HIM Practice Excellence, AHIMA	Changing to Lead: Staying Ahead of the Innovation and Transformation Train Julie Dooling, MSHI, RHIA, CHDA, FAHIMA Director, HIM Practice Excellence, AHIMA
04:30-05:00 pm	Wrap Up: Best Practices for CDI and Quality Documentation	Wrap Up: Inpatient Coding Best Practices	Wrap Up: Healthcare Data Analytics Best Practices

Exclusive Session (Invited Delegates only)			
Tracks	AMA Session	HFMA Session	DML Session
06:30-07:30 pm	Driving the Future of Digital Health Berardino M. Parisi MBA, Director, Intl. Business Development, American Medical Association (AMA)	Come and Learn from the US Revenue Cycle Experts Mary Mirabelli Senior Vice President, Content Strategy and Delivery, Healthcare Financial Management Association (HFMA) Karen S. Fry HFMA Advisor, President, Scepter Healthcare Group, LLC, USA	CDI & Coding Collaboration: Maximizing Documentaion Quality & Revenue William Johnson CCS, Education and Training Coordinator, DML Consulting Inc.

AGENDA

**AHIMA International
Healthcare Information Summit**
3-4 October 2019 | Rosewood Hotel, Abu Dhabi, UAE



Timings	Friday 4 October 2019 Day 2		
08:00-09:00 am	Registration		
09:00-09:10 am	Plenary Session: Welcome John P. Hoyt, FACHE, FHIMSS, AHIMA Board Advisor		
09:10-09:40 am	Plenary Session: SEHA Health Information Strategies Dr. Walid Zaher Group Clinical Research & Development Director, SEHA, Abu Dhabi, UAE		
09:40-10:10 am	Plenary Session: Second Year AWC Organizational Membership Recognition and Case Study from Al Ain Hospital Al Ain Hospital Panel: Fatima Al Baloushi , Performance and Strategy Director, Al Ain Hospital Dr. Sarah Sebai , Insurance Manager, CFO, Revenue Development Department, Al Ain Hospital Melanie Endicott , MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA, Vice President, HIM Practice Excellence, AHIMA Wilbur Lo, MD, CDIP, CCA , AHIMA International Physician Consultant, AHIMA		
10:10-10:45 am	Healthcare Ecosystem and Lessons Around the World Panel Presentation: AMA, HFMA, DML and Malaffi, led by AHIMA Moderator: Leslie M. Stokes , Chief Product, Marketing & Sales Officer, AHIMA, USA Panel: Robert Denson , Senior Vice President for Operations & Technology, Malaffi, Abu Dhabi, UAE Dwayne M. Lewis , RHIT, CCS, President/CEO, DML Consulting, Inc, USA Mary Mirabelli , Senior Vice President, Content Strategy & Delivery, HFMA, USA Leslie Prellwitz , Director, CPT Content Management & Development, AMA, USA		
10:45-11:00 am	Coffee Break		
Tracks	Track 1 CDI and Quality Documentation	Track 2 Coding & Revenue Cycle Management	Track 3 Data Analytics, Informatics, and Artificial Intelligence
11:00-11:30 am	Query- An Effective Tool to Improve SOI/ROM Scores: Clinical Case Studies for Inpatient Procedure and Inpatient Medical IR-DRGs Dr. Wil Lo, CDIP, CCA AHIMA International Physician Consultant	Implementation of EMR- Best Design Decisions from an HIM, Coding & CDI Perspective Sunil Thilakan, CCS Senior Health Information Management Officer, SEHA Melanie Endicott, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA Vice President, HIM Practice Excellence, AHIMA	DOH Artificial Intelligence Policy: Progress Update Andrey Timoshkin Head of Statistics and Modeling, Department of Health - Abu Dhabi
11:40-12:10 pm	Clinical Validation: The Next Level of CDI Pam Hess, MA, RHIA, CDIP, CCS, CPC , AHIMA International Trainer	CPT: A Decade of Advancing Digital Medicine Leslie Prellwitz Director, CPT Content Management & Development, American Medical Association	Research Priorities in Health Informatics – Global and Regional Perspectives Jawad Hashim, MD Associate Professor, Department of Family Medicine, College of Medicine and Health Sciences, UAE University
12:10-01:30 pm	Prayer & Lunch Break		
12:30-01:15 pm	Book Signing at the AHIMA International Booth with Pam Hess		

Timings				Friday 4 October 2019 Day 2			
Tracks	Track 1	Track 2	Track 3	Track 1	Track 2	Track 3	Track 3
01:30-02:00 pm	CDI and Quality Documentation Health Care Facility Staff and Patients' Awareness of and Attitudes to Implementation of Electronic Medical Records (EMR) Dr. Riaz Askeer, MD-PhD Division Chair/ Assistant Professor, Health Sciences, Higher Colleges of Technology	Coding & Revenue Cycle Management Audit Case Studies in US + Hospital Audits in the UAE Anny Yuen, RHIA, CCS, CCDS, CDIP, AHIMA International Trainer Melanie Endicott, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA Vice President, HIM Practice Excellence, AHIMA	Data Analytics, Informatics, and Artificial Intelligence Integrity of the Healthcare Record: Best Practices for EHR Documentation Julie Dooling, MSHI, RHIA, CHDA, FAHIMA Director, HIM Practice Excellence AHIMA	02:10-02:40 pm	CDI and Quality Documentation AHIMA CDI Practices and Query Templates Melanie Endicott, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA Vice President, HIM Practice Excellence, AHIMA	Coding & Revenue Cycle Management Different Coding Models and the Impact on Quality and Cost Sunelle Cloete-Lubbe Group Manager: Health Information Management, Mediclinic International	Data Analytics, Informatics, and Artificial Intelligence Health Information Privacy and Security - What You Need to Know Fatima Abdullah Al Baloushi Strategy and Performance Management Director, SEHA
02:50-03:10 pm	Coffee Break			03:10-03:40 pm	CDI and Quality Documentation The Role of CDI in Denials Management Anny Yuen, RHIA, CCS, CCDS, CDIP AHIMA International Trainer	Coding & Revenue Cycle Management Revenue Integrity: The Role of the HIM Professional in Revenue Cycle Kathy DeVault, MSL, RHIA, CCS, CCS-P, FAHIMA, AHIMA International Trainer	Data Analytics, Informatics, and Artificial Intelligence How Healthcare is Applying Practical Informatics to Save Dollars and Lives Pam Hess, MA, RHIA, CDIP, CCS, CPC, AHIMA International Trainer
03:50-04:20 pm	CDI and Quality Documentation UAE Malaffi - HIE Best Practices Dr. Sanji De Sylva Head of Clinical Integration Malaffi, UAE	Coding & Revenue Cycle Management Audits & Compliance: Conducting Internal Audits to Ensure Compliance Gina Sanvik, MS, RHIA, CCS, CCS-P Director, HIM Practice Excellence AHIMA	Data Analytics, Informatics, and Artificial Intelligence Privacy: Best Practices Julie Dooling, MSHI, RHIA, CHDA, FAHIMA Director, HIM Practice Excellence AHIMA	04:30-05:00 pm	General Session: Wrap Up and Group Photo		

Healthcare Information Summit 2018 at a glance

700

Delegates

31

Speakers

04

Exhibitors

500m²

Exhibition Area



12

CME hrs

37

Lectures

03

Tracks

12

AHIMA CEU'S

Highlighted session

- Best Practices - 15+ sessions
- Medical Coding - 20+ sessions
- Revenue Cycle - 15+ sessions
- Clinical Documentation Improvement (CDI) - 15 sessions
- Workforce Development - 30+ sessions
- Health Data Analytics - 10+ sessions
- Health Informatics - 10+ sessions

Why Delegates Attend AWC ?

98%

Keep up to date to the latest trend on Health Information Management

92%

Meet the industry colleagues

90%

Establish new contacts & collaborations

89%

Find / Buy specific product or service



"The clinical documentation sessions were good; the speakers were good presenters and listeners, providing good feedback to questions about comprehensive coding systems and the rules for maintaining correct release of patient information. The general session speakers were also good and provided us with more experience and knowledge."

EMAN ALMUKHTAR, Medical Records Manager,
SKGH, Umm Al Quwain, UAE

AHIMA WORLD CONGRESS

Sponsorship Opportunities

As a sponsor and partner of the AHIMA World Congress 2019 Healthcare Information Summit, your organization will get an opportunity to meet over 700 delegates, key opinion leaders, and policy makers.

Why Exhibit?

- Position your company with key decision makers in the region
- Showcase your products and services to highly specialized health information professionals
- Develop collaborations and partnerships to improve the quality of health information
- Meet important leaders face-to-face in one convenient location
- Interact with a significant number of delegates and exhibitors from the US to learn how US companies are adapting to changes in the healthcare industry and a more global healthcare environment



2018 Exhibitor Feedback

- 98%** of the exhibitors described the overall quality of the event as excellent
- 95%** of the exhibitors said the event was an effective marketing tool for their company
- 93%** of the exhibitors said the event was a unique platform to do business within the healthcare sector
- 93%** of the exhibitors said the quality of business visitors was excellent
- 87%** of the exhibitors booked their stands for the AWC Summit 2018

Sponsorship Rates



AWC Summit Delegates Champion	\$ 10,000 to \$ 50,000
Health Information Industry Champion	\$ 25,000
Exhibitor	\$ 10,000

For more information on Sponsorship Opportunities, download the [Sponsorship Prospectus](#).

Other Sponsorship Opportunities

Workshops	\$3,000
Notepads & Pens	\$1,000
Conference Bag Inserts	\$2,000
Lanyard Sponsorship	\$5,000
Conference Bags	\$5,000
Wi-Fi Sponsor	\$1,500
Conference Mobile App	\$3,000

JOINT CODING EXAM PREP WORKSHOP FOR CCA, CCS-P, CCS

(Combined prep for all three certifications)

Timings	CEU's	Price (Full Day Workshop)
9:00 am – 4:30 pm	6 AHIMA CEUs	900 AED
AHIMA members receive a 10% discount		
Register for this workshop and the AHIMA International Healthcare Information Summit and receive a 10% discount on both registrations (cannot be combined with other discounts).		

Gina Sanvik, MS, RHIA, CCS, CCS-P, Director, AHIMA Practice, Excellence, USA

Anny Yuen, RHIA, CCS, CCDS, CDIP, AHIMA International Trainer, USA

This innovative one-day, hybrid workshop covers the domains for all three of AHIMA's coding credentials - CCA, CCS-P, and CCS. All registrants will be provided with an introductory webinar prior to the workshop that explains the three coding credentials and provides some test-preparation tips, the exam preparation book, and a post-workshop assessment that can be used as a practice exam. This workshop provides coders with a review of the exam domains and assists them in strengthening and reinforcing competencies needed to prepare for their selected coding exam.

This workshop will serve as a valuable supplement to a candidate's overall test preparation plan. Each domain item in the workshop contains information specific to that content area as well as practice test questions.

Entry-level coders (CCA-eligible) and experienced coders (CCS-P & CCS-eligible) will:

- Benefit from a structured review of and exercises on the examination domains
- Become aware of needed areas for focus in test preparation
- Benefit from a review and application of ICD-10-CM/PCS coding guidelines
- Benefit from a review of CPT/HCPCS Level II codes
- Have increased confidence in their level of readiness for the CCS, CCS-P, or CCA certification exam

CDIP EXAM PREP WORKSHOP

Timings	CEU's	Price (Full Day Workshop)
9:00 am – 4:30 pm	6 AHIMA CEUs	900 AED
AHIMA members receive a 10% discount		
Register for this workshop and the AHIMA International Healthcare Information Summit and receive a 10% discount on both registrations (cannot be combined with other discounts).		

Pam Hess, MA, RHIA, CDIP, CCS, CPC, AHIMA International Trainer, USA

Wilbur Lo, MD, CDIP, CCA, AHIMA International Physician Consultant, USA

Prepare to earn AHIMA's highly-respected Certified Documentation Improvement Practitioner (CDIP) certification. This one-day in-person workshop covers all the six domains in the CDIP exam: Clinical & Coding Practice, Leadership, Record Review & Document Clarification, CDI Metrics & Statistics, Research & Education, and Compliance. Faculty will incorporate real-world examples and learning activities into the training to facilitate learner retention. All registrants will be provided with an introductory webinar prior to the workshop that explains the CDIP credential and provides some test-preparation tips, the exam preparation book, and a post-workshop assessment that can be used as a practice exam. After successful completion of the workshop and certification-specific pre and post online study and assessment, attendees will be better prepared for the CDIP certification exam.

Attendees will be able to:

- Apply knowledge of official coding guidelines and MS-DRG assignment
- Understand CDI workflow processes
- Analyze and develop effective physician queries
- Evaluate CDI metrics and statistics for tracking the effectiveness of the CDI program
- Identify and apply CDI best practices
- Become aware of needed areas of focus for test preparation

CHDA EXAM PREP WORKSHOP

Timings	CEU's	Price (Full Day Workshop)
9:00 am – 4:30 pm	6 AHIMA CEUs	900 AED
AHIMA members receive a 10% discount		
Register for this workshop and the AHIMA International Healthcare Information Summit and receive a 10% discount on both registrations (cannot be combined with other discounts).		

Julie Dooling, MSHI, RHIA, CHDA, FAHIMA, Director, AHIMA Practice Excellence, USA
Kathy DeVault, MSL, RHIA, CCS, CCS-P, FAHIMA, AHIMA International Trainer, USA

Healthcare continues to become more data-driven, making health data analysts more valuable than ever. Individuals who earn the Certified Health Data Analyst (CHDA) designation will achieve recognition of their expertise in health data analysis and validation of their mastery of this domain. This workshop is an extensive one-day face-to-face event designed to prepare the healthcare professional to sit for the CHDA examination. All domains covered in the CHDA exam are reviewed, including Business Needs Assessment, Data Acquisition and Management, Data Analysis, Data Interpretation and Reporting, and Data Governance.

The CHDA Exam Prep Workshop will prepare CHDA-eligible candidates to:

- Sit for the CHDA certification exam
- Apply knowledge of how to interpret analytical findings for clinical, financial, and operational recommendations
- Validate results through qualitative and quantitative analysis
- Demonstrate the expertise needed to generate routine and ad-hoc reports using internal and external data sources
- Review the development and maintenance of data architecture and data structures to support business needs

REVENUE CYCLE MANAGEMENT

(Presented by the Healthcare Financial Management Association)



Timings	CEU's	Price (Full Day Workshop)
8:30 am – 4:00 pm	6 AHIMA CEUs	900 AED
AHIMA members receive a 10% discount		
Register for this workshop and the AHIMA International Healthcare Information Summit and receive a 10% discount on both registrations (cannot be combined with other discounts).		

Process and Prevention: Revenue Cycle Leading Practices How to Prevent Denials and Measure Overall Performance

Mary Mirabelli, Senior Vice President, Content Strategy & Delivery, Healthcare Financial Management Association (HFMA)

Karen S. Fry, HFMA Advisor, USA

Key leaders from HFMA will provide an overview of the end-to-end revenue cycle from a process perspective, highlighting those components of the process, which if not done accurately, can result in payment denials. HFMA will share five leading practices in denials prevention. As part of this process review, the industry standard KPIs to measure performance will be outlined.

Participants in the session will:

- Understand the high-level process steps in a mature revenue cycle
- Know the connection between completion of key front-end process steps and denials
- List five leading practices related to denials prevention and management
- Outline the key KPIs related to revenue cycle performance

CPT®: THEN AND NOW



Timings	CEU's	Price (Full Day Workshop)
8:30 am – 4:00 pm	6 AHIMA CEUs	900 AED
AHIMA members receive a 10% discount		
Register for this workshop and the AHIMA International Healthcare Information Summit and receive a 10% discount on both registrations (cannot be combined with other discounts).		

Melanie Endicott, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA, Vice President, AHIMA Practice Excellence, USA

Make sure you are in the know about upcoming CPT changes! Physicians, coding personnel, payers/insurers, analysts, RCM professionals, HIM professionals, case managers, and administrators with knowledge of CPT, as well as everyone who will be moving to CPT 2018 should attend this workshop to obtain an overview of the significant CPT codes and descriptors revisions introduced in CPT from 2011-2018. Obtain a synopsis of code changes so you can start preparing now. Leave with the information needed to begin planning for the upcoming updates by familiarizing yourself with any potential issues and challenges that may lie ahead.

Objectives:

- Provide an overview of advancements in the CPT Code set 2011-2018
- What's next in E&M Office Visits
- Reduction in Documentation Burden
- Clarification of Definitions (e.g. definition of time)
- Streamlining code selection
- What's next in CPT
- Key developments in 2019-20 (e.g. Remote monitoring)

AHIMA World Congress (AWC) Healthcare Information Summit

3-4 October, 2019
Rosewood Hotel, Abu Dhabi, UAE

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Please select the conference, workshops that is relevant to your speciality.

Conference Registration Fees

☐ 1500 AED	Full Summit Registration
☐ 1200 AED	AHIMA Members – 20% Off Full Summit (AHIMA # required)
☐ 1050 AED	AWC Organizational Member Representative
	Full Summit Registration 30% off
☐ 950 AED	One Day Registration
☐ 500 AED	Students Full Summit Registration (ID required)

*Additional 5% VAT will be Applicable on all Fees

CEU Workshops Registration Fees

☐ 900 AED	JOINT CODING EXAM PREP WORKSHOP
☐ 900 AED	CDIP EXAM PREP WORKSHOP
☐ 900 AED	CHDA EXAM PREP WORKSHOP
☐ 900 AED	REVENUE CYCLE MANAGEMENT
☐ 900 AED	CPT*: THEN AND NOW
☐ FREE	CODING AND REIMBURSEMENT SYSTEMS – ENCODER

Check the website for more information on the workshop subjects.

A confirmation email will be sent upon receipt of your registration form. Please note that full payment must be received prior to the event. Payment can be made via Online / Credit card / Cheque/Bank drafts in AED. All payment should be in favour of Mena Conference



- Attendees of both the 2-day Summit and a workshop receive an additional 15% discount on both the summit and the workshop.
- Group discounts available for groups of 5 or more. Contact Ms. Jan at johnilyn@menaconference.com

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For registration and further information, please contact

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If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a 20% administration fee will apply. Registrations cancelled less than two weeks before the event are non refundable.

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