10th Asia Conference on Healthcare and Health Insurance
23-24 March 2015 • Mandarin Orchard Hotel, Singapore

Theme: “In Search of the Panacea that Works through Prevention and Wellness”
Managing Runaway Health Inflation While Meeting Age & Technology-Induced Needs

High Impact Sessions:
• Universal Health Coverage and Robust Health Systems for Sustainable Development
• Panel on Role of TPAs in Making Healthcare Accessible and Profitable
• Panel on Healthcare for the High Net Worth Segment
• Panel on Healthcare for the Ageing Population
• Mobility Panel: Enterprise Mobility Strategies to Boost Productivity and Drive Performance
• Health 2.0 – The New Generation of Healthcare Attitudes and Perceptions
• Emergency Risk Management for Health Threats or Enterprise Healthcare Risk Management

Organised by: Asia Insurance Review
Media Partner: Middle East Insurance Review
Supported by: Life Insurance Association Singapore, AmCham Singapore, International Insurance Society

www.asiainsurancereview.com/AIRhc
Asia is experiencing tremendous growth in the healthcare market. With the dynamic changes and challenges taking place in the region along with demographic shifts and the governments trying to move the cost of healthcare to the private sectors and individuals, insurers are in the hot seat. There are opportunities aplenty for insurers and healthcare providers but they come with big runaway cost pitfalls too.

Will insurers be able to rise beyond the threats and challenges? Is there a panacea for what ails the health insurance industry today? Will it get worse? Can it get better? Is there a secret formula for underwriting for profit despite rising medical costs? Can healthcare be made affordable to all? Is that too big a risk? Can reinsurers play a bigger part in healthcare to make product coverage more extensive?

The two-day conference organized by Asia Insurance Review will look at the healthcare trends and developments around the region and the world and hot topics ranging from providing effective and quality healthcare for the masses and the elderly to the high networth segments as well as how to add value through efficient delivery of cost-effective quality healthcare for the long term, education, preventative and wellness programmes.

**Who Should Attend**

- Life & General Insurance & Reinsurance Companies
- Government Bodies & Health Authorities
- International Aid Agencies & Emergency Evacuation Companies
- Hospitals
- Medical Institutions & Pharmaceutical Companies
- Healthcare Providers and Professionals and Third Party Administrators
- Managed Care Service Providers
- Management Consultants; Risk Managers; Claims Specialists
- Technology experts, Lawyers, Employers dealing with HR, Safety, Health & Healthcare Issues

**The 10th Asia Healthcare conference will provide a platform for debate and discussion amongst the top healthcare experts and leaders in the region’s healthcare and health insurance industry!**

**Sign Up Now!**

**Speakers include:**

- **Charles Lawrence Greenwood Jr**
  Senior Managing Director, Government Relations, MetLife Asia

- **Pankaj Gupta**
  Director – Services & CFO, Religare Health Insurance

- **Amit Bhandari**
  VP, Health Underwriting & Claims, ICICI Lombard
  General Insurance Company Limited

- **Dr Rajeshree (Gina) Parekh**
  AP Director – Health and Corporate Wellness, Towers Watson

- **Thalia Georgiou**
  Senior Manager, KPMG Hong Kong

- **Dr Prakash Subbarayan**
  Executive Director, Star Health and Allied Insurance Company

- **Prof Chia Kee Seng**
  Dean, Saw Swee Hock School of Public Health, National University of Singapore

- **Laurent Pochat-Cottilloux**
  Regional Managing Director, Asia-Pacific Health Reinsurance Markets, AXA Healthcare Management

- **Greg Solomon**
  Regional Director, Willis Reinsurance Brokers; Head of Life & Health (Asia-Pacific, Middle East, Turkey, Africa)

- **Pratap Chawla**
  Senior Client Manager Distribution Solutions, Asia, Swiss Re

- **Dr Milind Sabnis**
  Director of the Healthcare Practice, Frost & Sullivan, Asia Pacific

- **Benjamin Lim**
  Managing Director & Acting Chief Psychologist, Professional Services, iGROW Pte Ltd

- **Benedict Lim**
  Director of IT & Client Solutions, Healthways

- **Dr Antonis Malagardis**
  Program Director GIZ RFPI, RICE PH & DPP MAPFRE, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

- **Winnie Ching**
  Head of Health Solutions, Asia, Swiss Re

- **Dr David Teo**
  Regional Medical Director, Assistance Services, South and South East Asia, International SOS

- **Dr Prakash Subbarayan**
  Executive Director, Star Health and Allied Insurance Company

- **Alexander Moshtaghi**
  Regional Director Insurance Partnerships, Asia, International SOS

- **Dr David Teo**
  Regional Medical Director, Assistance Services, South and South East Asia, International SOS

- **Dr David Teo**
  Regional Medical Director, Assistance Services, South and South East Asia, International SOS

- **Rosaline Koo**
  Founder & CEO, CXA

- **Richard Roper**
  Managing Director – Benefit Solutions Asia & Sales and Marketing Director Asia, Jardine Lloyd Thompson
### Day One: 23 March 2015, Monday

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8.00 am</td>
<td>Registration &amp; Coffee</td>
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<tr>
<td>9.00 am</td>
<td>Opening Address by Chairman of Conference for Day One</td>
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<tr>
<td></td>
<td>**Charles Lawrence Greenwood Jr, Senior Managing Director, Government</td>
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<td>Relations, MetLife Asia**</td>
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<tr>
<td>9.10 am</td>
<td>Universal Health Coverage and Robust Health Systems for Sustainable</td>
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<td>Development</td>
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<td>• To achieve prosperity, countries need a sustainable, inclusive</td>
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<td>development strategy built on human capital investments in health,</td>
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<td>education, and social protection for all</td>
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<td>• This presentation will review the current status and the best</td>
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<td>practices in a few countries that are at various stages of</td>
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<td>UHC implementation and evaluate what UHC means to Private insurers</td>
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<td>Dr Milind Sabnis, Director, Healthcare Practice, Frost &amp; Sullivan,</td>
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<tr>
<td></td>
<td>Asia Pacific</td>
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<tr>
<td>9.45 am</td>
<td>Healthcare Payment: Lessons Learned Regarding Health System Reform</td>
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<td></td>
<td>Pepijn van den Hoogenband, MSc, MBA, Founder &amp; CEO, TRINCO Healthcare</td>
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<td>International, The Netherlands</td>
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<tr>
<td>10.20 am</td>
<td>Q&amp;A and Token Presentation to Sponsors and Day One Speakers</td>
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<td>10.30 am</td>
<td>Tea Break</td>
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<tr>
<td>11.00 am</td>
<td>Biohacking – Just a hobby, or a New Model for Life &amp; Health Insurance?</td>
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<td>• Self-quantification – who does it and why</td>
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<td>• Why medical underwriters have been getting it all wrong</td>
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<td>• Forced-quantification – easier for car insurance than life insurance</td>
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<td>• Big data for underwriting, versus making policyholders healthier</td>
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<td></td>
<td>Greg Solomon, Regional Director, Willis Reinsurance Brokers, Head of</td>
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<td>Life &amp; Health (Asia-Pacific, Middle East, Turkey, Africa)</td>
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<tr>
<td>11.25 am</td>
<td>Healthcare for the High Net Worth &amp; Affluent Segment</td>
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<td>• Do they warrant special attention?</td>
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<td>• Critical success factors</td>
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<td>Steven Conway, Regional General Manager, Asia, Allianz Worldwide Care</td>
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<tr>
<td>11.50 am</td>
<td>Social Protection – The Synergistic Relationship between Health and</td>
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<td>Financial Services for Emerging Consumers</td>
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<td>Michael Fernandes, Partner and Co-Head of Asia, LeapFrog Investments</td>
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<tr>
<td>12.20 pm</td>
<td>Q&amp;A</td>
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<tr>
<td>12.30 pm</td>
<td>Lunch</td>
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<tr>
<td>2.00 pm</td>
<td>Underwriting Strategies - Getting it Right at Point of Sale</td>
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<td>Pratap Chawla, Vice President, Senior Client Manager, Distribution</td>
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<td>Solutions, Asia, Swiss Re</td>
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<td>2.20 pm</td>
<td>Finding the Ideal Partners – Achieving Synergies and Operational</td>
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<td>Efficiencies through Strategic Partnerships with Healthcare Providers</td>
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<td>Amit Bhandari, Vice President, Health Underwriting &amp; Claims, ICICI</td>
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<td>Lombard General Insurance Co Ltd</td>
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<td>2.40 pm</td>
<td>Containing Health Care Inflation: Demand and Supply</td>
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<td>Prof David Reisman, Professor of Economics, Division of Economics,</td>
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<td>School of Humanities and Social Sciences, College of Humanities, Arts,</td>
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<td>Social Sciences, Nanyang Technological University, Singapore</td>
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<tr>
<td>3.00 pm</td>
<td>Q&amp;A</td>
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<td>3.10 pm</td>
<td>Tea Break</td>
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### Underwriting Strategies, Partnerships & Prevention

- **In Search of the Panacea that Works through Prevention and Wellness**
  - Managing Insurance and Healthcare Costs
  - Current status of Employee Well Being – Solutions that are effective
  - Case Study on 10,000 Steps Challenge at work (StepUP Challenge)
  - Business Case for Wellness Programmes

### Disrupting the Employee Benefits Brokerage Business Model

- Learn about Asia’s first insurance & wellness marketplace which integrates flexible benefits, workplace wellness and data analytics
- Empowering a healthier workforce at no additional cost to employers, by leveraging existing insurance and healthcare spend
- SME distribution via brokerage, direct and bancassurance channels

### Day Two: 24 March 2015, Tuesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>9.00 am</td>
<td>Health 2.0 – The New Generation of Healthcare Attitudes and Perceptions</td>
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<td>Insurers need to keep up with changes by adopting new ideas on how they</td>
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<td>deliver products and solutions to the market. This presentation will</td>
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<td>share experiences in:</td>
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<td>• Using data innovatively to determine drivers of cost;</td>
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<td>• Changing product focus from “health care” to “health”;</td>
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<td>• Driving health behaviour change using technology and behavioural</td>
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<td>economics</td>
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<td>Dr Rejashee (Gina) Parekh, AP Director – Health and Corporate Wellness,</td>
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<td>Towers Watson</td>
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<td>9.40 am</td>
<td>Technology, Telemedicine &amp; Mobile Health</td>
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<td>Dr David Teo, Regional Medical Director, Assistance Services,</td>
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<td>South and South East Asia, International SOS</td>
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<tr>
<td>10.00 am</td>
<td>Q&amp;A and Token Presentation to Day Two Speakers</td>
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<td>10.10 am</td>
<td>Tea Break</td>
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<tr>
<td>10.30 am</td>
<td>Health Reforms and Significant Impacts on the Hong Kong Market</td>
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<td>Thalia Georgiou, Senior Manager, KPMG, Hong Kong Microinsurance and</td>
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<td>Health in the Philippines: A Regulatory Perspective</td>
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<td>Dr Antonis Malagardis, Program Director GIZ RFPI, RIJCE PH &amp; DPP MAPFRE,</td>
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<td>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</td>
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<tr>
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<tr>
<td>12.30 pm</td>
<td>Lunch</td>
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### Regional Update on Health Reforms and Developments

- Critical Challenges in serving the older population
- Underwriting challenges in the silver segment
- Healthcare costs, Eldercare & Sustainability
- Product Innovation on 60 as the New Normal for Standard Cover
- Winnie Ching, Director, Head of Health Solutions, Asia, Swiss Re
- Dr Prakash Subbarayan, Executive Director, Star Health and Allied Insurance Company
- Prof Chia Kee Seng, Dean, Saw Swee Hock School of Public Health, National University of Singapore

### Underwriting Strategies - Getting it Right at Point of Sale

- Pratap Chawla, Vice President, Senior Client Manager, Distribution Solutions, Asia, Swiss Re

### Making Healthcare Accessible and Profitable

- In Search of the Panacea that Works through Prevention and Wellness
  - Managing Insurance and Healthcare Costs
  - Current status of Employee Well Being – Solutions that are effective
  - Case Study on 10,000 Steps Challenge at work (StepUP Challenge)
  - Business Case for Wellness Programmes

### Session Chairman:

- Prof David Reisman, Professor of Economics, Division of Economics, School of Humanities and Social Sciences, College of Humanities, Arts, & Social Sciences, Nanyang Technological University, Singapore

### Special Highlight: Asia Survey Report on Top Life and Medical Insurers across Asia

- Insurers from across Asia participated in this survey regarding their views and opinions of future trends in Employee Benefits solution design

### HealthCare Risk Management

- Richard Roper, Managing Director – Benefit Solutions Asia & Marketing Director Asia, Jardine Lloyd Thompson

### Panel on Healthcare for the Ageing Population

- Critical Challenges in serving the older population
- Underwriting challenges in the silver segment
- Healthcare costs, Eldercare & Sustainability
- Product Innovation on 60 as the New Normal for Standard Cover

### Dos and Don'ts of a successful product range extension: from product design to claims operations

- Winnie Ching, Director, Head of Health Solutions, Asia, Swiss Re
- Dr Prakash Subbarayan, Executive Director, Star Health and Allied Insurance Company
- Prof Chia Kee Seng, Dean, Saw Swee Hock School of Public Health, National University of Singapore

### Close of Conference & Tea Break

- Close of Day One
10th Asia Conference on Healthcare and Health Insurance
23-24 March 2015 • Mandarin Orchard Hotel, Singapore

Registration Email: michelle@asiainsurancereview.com

Conference Registration [ ] Registered by __________

To: Ms Michelle, Asia Insurance Review
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583
DID: +65 6372 3178 • Fax: +65 6224 1091 • www.asiainsurancereview.com
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

PERSONAL PARTICULARS
Name: Mr/Mrs/Ms/Dr/Prof
First Name: ___________________________ Last Name: ___________________________
Nationality: ___________________________
Passport No: ________________________
Job Title: ___________________________
Company: ___________________________
Address: __________________________________________________________
Tel: ( ) ___________________________
Cellular: ( ) _______________________
Fax: ( ) ___________________________
email: ___________________________

REGISTRATION

Early Bird (valid till 27 February 2015) [ ] Normal Registration [ ]

Subscribers [ ] US$980 [ ] US$1,480
Non-Subscribers [ ] US$1,280 [ ] US$1,680
(*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily)

Full registration fees MUST be paid before the valid dates for admittance at conference.

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.
I came to know about this conference through:
AIR/MEIR magazine [ ] AIR/MEIR Website [ ] Brochure [ ] Email [ ]
Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Group registration:
Special Offer for Year 2015 Register two delegates from the same company, and send the third delegate to attend the conference free of charge! (Valid only for delegates from the same company in the same country)
Registration fee includes participation at Conference plus tea breaks and lunches.
All meals are prepared without pork, lamb and beef.

Special Dietary Requirements
[ ] I would like to have vegetarian meals during the Conference.

Closing date for registration: 16 March 2015

For cancellation in writing made before 27 Feb 2015, 50% of the conference fee will be refunded. No refunds will be made for cancellations after 27 Feb 2015

PAYMENT

I undertake to indemnify the organisers for all bank charges
[ ] I enclose a cheque / bankdraft in US Dollars made payable to “ASIA INSURANCE REVIEW”
[ ] Telegraphic / Wire Transfer to the following account:
DBS Bank
Marina Financial Centre,12 Marina Boulevard,
#03-00 MBFC, Tower 3, Singapore 018982
Branch: Marina Financial Centre Branch
Account Name: Ins Communications Pte Ltd
• US$ (Account No.: 0001 - 004838-01-9-022)
• Swift Code: DBS SSGSG
[ ] Please debit the sum of US Dollars US$ ________ for Conference Registration fee from my
[ ] Mastercard [ ] VISA [ ] American Express

Card Holder’s Name: ___________________________
Card No.: ___________________________
Expiry Date: ______ - ______ (mm-yy) Total Amount: US$ ______
Signature: ___________________________ Date: ___________________________

Hotel Reservation Form

Hotel Reservation Link: https://resweb.passkey.com/go/healthcareinsurance

Hotel Reservation Form

Attn: Ms Charlotte Chew,
Assistant Director of Business Development
Email: charlotte.chew@meritushotels.com
Mandarin Orchard Singapore, by Meritus
333 Orchard Road, Singapore 238867
Tel: (65) 6737 4411 • Fax: (65) 6738 2382
www.meritushotels.com

PLEASE FILL IN GUEST PARTICULARS ON REGISTRATION FORM

ARRIVAL DATE
Check in date: ___________________________
Flight: ___________________________
ETA: ___________________________

DEPARTURE DATE
Check out date: ___________________________
Flight: ___________________________
ETD: ___________________________

ROOM TYPE / ROOM RATE

Deluxe Room [ ] Single US$300++ per night [ ] Double US$400++ per night
Room rate inclusive of daily Buffet Breakfast served in Triple Three at Level 5 and in-room Internet access

Meritus Club Room [ ] Single US$400++ per night [ ] Double US$500++ per night
Room rate inclusive of access to Top of the M at Level 38/39, with all day refreshments including daily Buffet Breakfast and internet access

Room Preferences (subject to availability)
[ ] Smoking [ ] Non-smoking
[ ] King bedded [ ] Twin bedded
• All room rates are subject to 10% service charge; and 7% Goods and Service Tax.
• Check-in time is at 14:00 hours; check-out time is at 11:00 hours
• All reservations require credit card guarantee and will receive a confirmation number from the hotel via fax or email.
• Guarantee policy: Should there be a no-show or cancellation for confirmed reservation, the full duration of room charge will be imposed.
• All reservations are to be guaranteed upon credit card details received.

LIMOUSINE ARRANGEMENT

[ ] Require [ ] Not require
[ ] One (1) way limousine transfer from Airport to Hotel at S$110.00 subject to 7% GST
[ ] One (1) way limousine transfer from Hotel to Airport at S$110.00 subject to 7% GST
[ ] Return limousine transfer at S$220.00 subject to 7% GST
Car pick up between 2300hr - 0700hr, a surcharge of S$10 + 7% will be levied.
All pick-ups can be guaranteed upon credit card details received. Additional comments/ special requirements:

RESERVATION GUARANTEE

Credit Card
[ ] Visa [ ] Mastercard [ ] Amex
[ ] Diners [ ] JCB
Credit Card Number:

Expiry Date: __________ month __________ year
Cardholder’s name: ___________________________
Signature of Cardholder: ___________________________