



# **Kurdistan Health Summit**

## **(KHS)**

# ***Kurdistan Health summit-Proposal***

## ***Introduction:***

### ***What is Health summit?***

The **Health Summit** is a health care conference on health policy development; That Held annually in most countries around the world as well as the whole world also hold health summit annually in Berlin-Germany in October, it gathers health leaders from academic science, politics and industry as well as stakeholders from the private sector and civil society.

### ***What is Kurdistan Health summit (KHS)?***

Kurdistan Health summit (KHS) is the biggest and most influential health event that will be taking place in Kurdistan region. It is regarded as the most superior event over all other health events that have been taking place in Kurdistan region. The KHS (Kurdistan Health summit is a three days summit will be held annually, for this year it will be held on 20<sup>th</sup>-22<sup>nd</sup> of April 2019, Saturday-Monday in Rotana Hotel in Erbil-Iraq. The opening ceremony of the KHS will be launched by 20<sup>th</sup> of April, while on the next two days 21<sup>st</sup> and 22<sup>nd</sup> of April, there will be tens of panels and discussions about 10 major and serious health issues that Iraqi people are facing it in health field in Iraq in general and in Kurdistan region specifically, with participation around 500 local doctors and decision makers in ministry of health and health directors in the whole summit, as well as participation of national and international health leaders as panelist and speakers from 12 different countries around the world such countries are (USA, UK, Canada, Germany, India, Jordan, Turkey, Malaysia, Iran .... Etc.

### ***- What is AVI Institution?***

AVI Institution for health awareness and development is a non-profit, non-governmental organization. Our aim is to raise public awareness about serious health issues that are present in our society and working toward having a developed health sector based on every measure.

AVI Institution, as always would like to be the front shield for every single hazard that facing Iraqi people health in general and will fight alongside with patient to diseases and health system, will plan to prevent them first with proper program, awareness campaign and projects, then treating them if any happened. We are planning to make it annual and for the current year this is a brief idea about the project:

### ***- Kurdistan Health summit idea:***

The KHS (Kurdistan Health summit is a three days summit will be held on 20<sup>th</sup>-22<sup>nd</sup> of April 2019, Saturday-Monday in Rotana Hotel in Erbil-Iraq. The Summit will be organized by AVI Institution and will be conducted under the direct supervision and help of Kurdistan government ministry of health and WHO-Iraq. During the opening ceremony of the Summit more than 650-700 Doctors, health professions and decision makers will meet, from all over Kurdistan region, those who have been working in different Kurdistan's health sectors and clearly understand the defects in this sectors and are willing to have a better health system for all the Iraqi society. Basically, the idea of the health summit is to have an annually health system checkup point at this time of the year, to check every single defect that is present in the health system and directly or indirectly affects society life. Kurdistan Health Summit (KHS) will include Health researches, debates, health startups, and panels about the main health issues. For this year, Kurdistan health summit will only include Debates, and panels, since it's the first summit, so we need to uncover and show all the problems by panels then at the end of the summit two most serious issue will be selected to be the plan of action of ministry of health for one year to work on them and show their results by data and researches in the next summit.

These are some of the main issues that will be covered by panels in the first Kurdistan health summit:

- 1- Quality of Health Services.
- 2- The Role of Nurses in improving Healthcare.
- 3- Cancer Control Strategy.
- 4- Economics and Financing of Healthcare.
- 5- Health Information Management and Research.
- 6- Private and Public Relationship.
- 7- The primary healthcare and Chronic Diseases.
- 8- Pharmaceutical Industry Management Strategy.
- 9- Role of Organizations and Academic institutions in Health System.
- 10- The impact of the Summit.

### ***-The Kurdistan Health summit vision and Goals:***

The Kurdistan Health Summit aims to improve health all over Iraq, catalyzing that process through collaboration and open dialogue, and steering tomorrow's agenda to improve research, education, healthcare, and policy outcomes.

It brings together researchers, physicians, key government officials, and representatives from industry as well as from NGOs and healthcare systems all over the world to address the most pressing issues facing every facet of healthcare and medicine in Iraqi people daily life.

The KHS will be improving global health through pursuit of six strategic goals:

1. Developing an Iraqi and Kurdistan network of academic health science centers, and bringing together universities and healthcare providers;
2. Facilitating dialogue through the KHS across an Iraqi network of stakeholders who are engaged with academic health science centers. These stakeholders include (among others) individuals and institutions active in government, industry and commerce, inter-governmental agencies, healthcare providers, academies of medicine and science, professional associations and the media;
3. Setting an agenda for Iraqi health improvement by addressing issues of interest to academic health science centers, and conveying findings and recommendations based on scientific evidence through the generation of key statements;
4. Positioning the AVI health institute and organization as an authoritative, credible and respected influence when it comes to decision-making in Kurdistan health;
5. Help define the future of medicine in Iraq, research and healthcare
6. Find answers to major health challenges – both today and tomorrow and make recommendations and set health agendas in Iraq in general and in Kurdistan specifically.

### ***The media plan:***

The Opening ceremony and the whole Summit will be broadcasting live on Rudaw TV as the main Media sponsor of the summit, which is also regarded as the strongest local TV in Kurdistan and Iraq that publishes in four languages (English, Arabic, Kurdish, and Turkish) and has the highest number of viewers among all other local TVs. The opening ceremony of the summit will go as breaking news on Rudaw Tv. in order to be more dominant.

Other national and international Medias, TVs, newspapers, health magazines, and radios are also invited to cover the event as media partner of AVI health Institution.

During the summit there will be a field studio inside the venue which will interview doctors and participants of the Summit as well as project manager will be invited to talk about the summit; there will be an exclusive coverage on the summit which will be conducted by Rudaw Media Network, one of the most popular Iraqi media networks.

- We will take every possible way so that it will go viral, using TV, Radio, social media and newspaper.
- There will also be a promo dedicated to the summit; the promo will be on air couple of times a day, highlighting the conference.
- There will be a dedicated Norrin health program, Health news and special promo on the Radio about the summit.
- All the debates, activities and panels in the summit will be covered completely by Rudaw media network.
- **Rudaw will publish it in four languages, Arabic, Kurdish, Turkish and English.**

### *At the end:*

At the end all the process will be made as one complete Norin program episode which broadcasts on Rudaw TV once a week.

### *The agenda of the conference:*

Activity	Time	Subject
<b>First day 20<sup>th</sup> April 2019 Saturday</b>		
Opening ceremony with dinner	18:00-21:30	
<b>Second Day 21<sup>st</sup> April 2019 Sunday</b>		
Breakfast	07:00-08:30	
Registration	08:30-09:00	
Panel 1	09:00-10:00	Quality of Health Services.
Break	10:00-10:15	
Panel 2	10:15-11:15	The Role of Nurses in improving Healthcare.
Coffee break	11:15-11:45	
Panel 3	11:45-12:45	Cancer Control Strategy.
Lunch	12:45-14:00	
Panel 4	14:00-15:00	Economics and Financing of Healthcare.
Break	15:00-15:15	
Panel 5	15:15-16:15	Health Information Management and Research.
Coffee break	16:15-16:45	
Panel 6	16:45-17:45	Private and Public Relationship.
<b>Third Day 22<sup>nd</sup> April 2019 Monday</b>		
Breakfast	07:00-08:30	
Registration	08:30-09:00	
Panel 7	09:00-10:00	The primary healthcare and Chronic Diseases.
Break	10:00-10:15	
Panel 8	10:15-11:15	Pharmaceutical Industry Management Strategy.
Coffee break	11:15-11:45	
Panel 9	11:45-12:45	Role of Organizations and Academic institutions in Health System.
Lunch	12:45-14:00	
Panel 10	14:00-15:00	The impact of the Summit.
Coffee Break	15:00-15:30	
Closing Ceremony	15:30-17:00	

**-Panel's Objectives:**

1-	Quality of health services	<ul style="list-style-type: none"> <li>➤ Dimensions of health care quality</li> <li>➤ Addressing the challenges facing health quality improvement</li> <li>➤ Embracing patient safety culture in improving the quality of health services</li> <li>➤ Training and capacity building impact in improving healthcare quality</li> <li>➤ Developing quality assurance programs in healthcare settings</li> </ul>
2-	The Role of Nurses in improving health care	<ul style="list-style-type: none"> <li>➤ Nurses responsibility in healthcare quality improvement</li> <li>➤ Empowering nurses to contribute to the quality improvement process</li> <li>➤ Nurse credentialing</li> <li>➤ job description</li> </ul>
3-	Cancer Control strategy	<ul style="list-style-type: none"> <li>➤ Future of cancer management in the world</li> <li>➤ Cancer control strategy implementing and challenges</li> <li>➤ Efficacy of Cancer Screening.</li> </ul>
4-	Economics and financing of healthcare	<ul style="list-style-type: none"> <li>➤ Economic dimensions of the health system</li> <li>➤ Health resources-allocating strategies</li> <li>➤ Promoting financial transparency at management and operational levels.</li> <li>➤ Feasibility of adopting health insurance in reducing out of pocket expenditure.</li> </ul>
5-	Health Information Management and Research	<ul style="list-style-type: none"> <li>➤ Roles of health information in the correct decision making in all health system components.</li> <li>➤ Role of IT in improving health service delivery.</li> <li>➤ Developing a Data management system.</li> <li>➤ International classification of diseases: its application, implementing and managing.</li> <li>➤ Uses of healthcare informatics for research development</li> </ul>
6-	Private and Public relationship	<ul style="list-style-type: none"> <li>➤ -Role of private sectors in developing the health system.</li> <li>➤ Challenges facing the private healthcare providers.</li> <li>➤ -Steps for Separating public and private sectors' workforce,</li> <li>➤ Public-private partnerships</li> </ul>
7-	The primary health care and chronic diseases	<ul style="list-style-type: none"> <li>➤ Role of family medicine and PHC in managing chronic diseases.</li> <li>➤ Empowering PHC and Family Medicine in strengthening the health system.</li> <li>➤ The evolving challenges in managing chronic diseases.</li> <li>➤ Control strategies for chronic diseases</li> <li>➤ Health system responsibility in providing awareness and health education for controlling chronic health problems.</li> </ul>
8-	Pharmaceutical industry management strategy	<ul style="list-style-type: none"> <li>➤ Pharmaceutical procurement strategies and priorities in product usages.</li> <li>➤ Challenges and opportunities in front national pharmaceutical manufactures.</li> <li>➤ Pharmaceutical pricing policies and challenges.</li> </ul>
9-	Role of Organizations and Academic institutions in the health system	<ul style="list-style-type: none"> <li>➤ Real roles of academic institutions in preparing and graduating health professionals.</li> <li>➤ National and international NGOs contribution to HRH capacity building.</li> </ul>
10-	The impact of the summit	<ul style="list-style-type: none"> <li>➤ How the summit recommendations can contribute to</li> </ul>

		<p>improving the health system.</p> <ul style="list-style-type: none"> <li>➤ What are the next steps in implementing the summit recommendation?</li> <li>➤ Selecting the top four urgent health issues to be worked on until the next summit in 2020.</li> </ul>
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### ***Opening Ceremony (20<sup>th</sup> April 2019, 18:00-21:30) guests:***

KRG-Prime Minister and KRG-Deputy Prime Minister, Health Minister, KRG-Economy minister, Kurdistan Parliament, United Nation-Iraq director, WHO-Iraq director, Germany Health minister, Doctors and professors from foreign countries around the world for example(Germany, UK, Canada, USA, Jordan, India, Turkey, Iran, .... Etc), and all Health chiefs across Kurdistan region provinces, doctors, officials, decision makers and impactful celebrities as well as public figures all across Kurdistan will be invited to the ceremony.

### ***Brief about the chief Medial Sponsor (Rudaw Media Network):***

Rudaw is a Kurdish media network funded and supported by Rudaw Company. The network aims to impart news and information about Iraq and the Middle East in a professional manner. Those interested in Kurdistan and the Kurdish cause can follow the latest developments in the region in Kurdish, Arabic, Turkish and English through Rudaw's multiple platforms.

#### **Digital Portal:**

An online platform that provides timely coverage of Iraqi, regional and world issues in Kurdish, Arabic, Turkish and English.

#### **Radio:**

a radio news channel that broadcasts on shortwave across the Middle East. Audiences from all over the world can listen to a live stream online.

#### **Newspaper:**

Published on a weekly basis, with hard copies sold in Iraq and Europe. In the Iraq edition, stories of interest to the local population are covered. The European edition features issues of interest to the Kurdish diaspora.

#### **TV:**

A Kurdish news channel that broadcasts to the Middle East, Europe and the U.S. This newly-launched channel can be received on NileSat HD, NileSat SD, and Hot Bird HD, satellites.

#### **A Global Network, a Local Flavor**

Rudaw is based in Erbil, the capital city of the Kurdistan Region of Iraq. The company has correspondents in various parts of the Middle East, Europe and the U.S. This broad network of reporters makes Rudaw a reliable source of information for audiences across the globe.

#### **Four Languages, Two Dialects**

Rudaw Media Network publishes in Kurdish, Arabic, Turkish and English. This has brought the network a large audience from inside Iraq as well as throughout Europe and North America. In Kurdistan -- Iraq, Turkey, Syria and Iran -- there are two main dialects used by the media: Sorani and Kurmanji. There are also two different characters used: Roman and Arabic (Aramaic). Rudaw publishes products in both dialects of the Kurdish language.

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