

Patient Experience Conclave & Awards 2019

27th September, 2019

Tentative Agenda and Schedule, Venue: Holiday Inn, Aerocity, New Delhi

Registration 8.30 – 9.30 AM

Time AM/PM	Subject	Speaker
9.30 – 9.35	Welcome Address	Dr Vikram Raghuvanshi, Chairman, ICC Healthcare Expert Committee
9.35 – 9.45	Introduction of Conclave and Themes	Lt. Gen. (Retd.) Sudhir Sharma, Co-Founder CRM Academy of Asia
9.45 – 10.15	Key Note Address: Delivering the Healthcare Experience to the Nation	Dr Dinesh Arora, Deputy CEO, National Health Mission
10.15 -10.30	Release of Knowledge Report on the State of Patient Experience in India	
10.30 – 11.00	Who is your Customer? Have you Identified your Customer Correctly ? In many health care organisations, there is lack of clarity as to who is your most important customer (Patient/ Fee for Service Consultant/ Promoter Family) , it is okay to have multiple customers, but it is important to have priority, whenever there is a conflict of interest.	Dr. Anil Pillai, Director, Terragni Consulting, Moderator <ul style="list-style-type: none"> • Dr Somesh Mittal, CEO, Vikram Hospital • Prakash Natarajan, Director Operations, Tata Trust • TBA
11.00 – 11.30	How to Build an Innovative & Collaborative Culture to Drive Patient Experience <ul style="list-style-type: none"> ○ Driving a whole of organisation's approach to clinician engagement ○ Linking clinician engagement with improved patient outcomes ○ Methodologies for implementation, sustainment & measurement 	Dr Naveen Nischal, Chairman, Voice of Healthcare, Moderator <ul style="list-style-type: none"> • Sumera Hasham, Head- Portfolio and Global Marketing, Dr. Reddy's Laboratories • Dr. B. S. Ajai Kumar, Chairman, HealthCare Global Enterprises Limited • Neeraja Sharma, Head of Marketing, Philips India
11.30 – 12.00	Tea Break	
12.00 – 12.30	Journey from Patient Satisfaction to Patient Experience In a healthcare set it not about Loyalty but more about Referral. Patients who are just satisfied, wherein nobody went out of his/ her way to	Ms Archana Gupta, Head Customer Experience, Fortis Healthcare: Moderator

	<p>establish a warm relationship, but nobody did anything wrong either, is just a satisfied Patient . How can he be your Brand Ambassador?</p>	<ul style="list-style-type: none"> • Raviganesh Venkataraman, CEO, Cloud Nine Care • Joy Chakraborty, Chief Operating Officer, P D Hinduja Hospital • Rana Dasgupta, CEO, Eastern Region, Apollo Hospitals • Dr Satish Reddy, MD, Aster Prime Hospital
12.30 – 13.00	<p>Technology Enables: Technology Platform to drive Superior Patient Experience Technology has the ability to be a force multiplier in the delivery of great Patient Outcomes and Experiences. What are the possibilities that Technology can play as an Enabler , moving away from standard approaches like the HIS/Call Centre Operations ? How is data being used for making informed decisions?</p>	<p>Kowshik Bhattacharjee, Head of CX and Service Excellence, Apollo Hospitals, Moderator</p> <ul style="list-style-type: none"> • Arvind Shivramakrishnan, CIO, Apollo Hospitals • CA Ashokkan Somuveerappan, CIO, Columbia Asia • TBA
13.00 – 14.00	<p>Networking Lunch</p>	
14.00 – 14.20	<p>Key Note 2: Creating an Exceptional Patient Experience Ecosystem</p> <ul style="list-style-type: none"> ○ Understanding the drivers for change ○ Ensuring leadership commitment ○ How to measure success – what do we measure? 	<p>Dr Narottam Puri, Advisor – Medical Operations Chairman, Fortis Medical Council*</p>
14.20 – 14.50	<p>Various Methodologies used by Hospitals for Capturing Patient & Attender Voice across all Touch Points. Do you measure to Impress or do you measure to Improve? Most Hospitals have some way or the other to measure Customer Feedback, but are Hospitals capturing it the right way ?</p>	<p>Raghu Ravinutala, Co-Founder Yellow Messenger, Moderator</p> <ul style="list-style-type: none"> • Sweta Mangal, Founder, MUrgency • Dharmil Sheth, Founder, PharmEasy • Deepika Grandhi, Business Development Head, India, Cleveland Clinic • Sridharan Mani, CEO, American Mega Trends • Vikas Kohli, VP, Marketing, Vivo Healthcare
14.50 – 15.10	<p>Key Note – 3: Why Patient Experience? Will someone show me the ROI? When it comes to ROI, I would like to buy the latest equipment available, but will investing in Patient Experience help me to get a healthier EBIDTA.</p>	<p>Professor Rajendra Pratap Gupta, Member Guidelines Development Group, World Health Organisation, NABH</p>

15.10 - 15.40	<p>Re-prioritising PX as the Focal Point of the Organisation's Culture</p> <ul style="list-style-type: none"> ○ Correlation between PX and hospital's financial performance ○ Strategies to improve systems for managing patient complaints within healthcare facilities ○ Transforming the digital patient experience ○ The power of patient satisfaction data ○ Talent development's role in upgrading the PX ○ Patient satisfaction as a balance measure 	<p>Saarthak Bakshi, CEO, IFC: Moderator</p> <ul style="list-style-type: none"> ● Jacob Jacob, CHRO, Columbia Asia ● Dr Vandana Jain, Director, NABL ● Siddhartha Bhattacharya, Secretary General, NatHealth
15.45 - 16.00	Tea Break	
16.00 – 16.30	<p>NIH Syndrome" Not Invented Here" What is Good for other Industries will not work in Healthcare</p> <p>Most healthcare professionals work in silos, rejecting any learning that is not from within the healthcare industry? Is this a valid approach? What can hospitals learn from other industries that have delivered superlative customer experience? What are these learnings?</p>	<p>Naveen Bachwani, Group Head, CX, Edelweiss Finance, Moderator</p> <ul style="list-style-type: none"> ● Kayzad Hiramaneek, Chief - Operations & CX, Bajaj Allianz Life Insurance ● Mr. Prem Singh Rathore, General Manager, Business Processes & Quality, Antara Senior Living ● Vikas Gujral, COO, Max Bupa Insurance
16.30 – 17.00	<p>Nursing Excellence- One of the Top Drivers to make a Patient Centric Hospital</p> <p>Nurses have a greater role in your Healing Journey, not just by administering your medicine on time, but by converting every single transaction into a memorable story. What is required to co-opt Nurses into the Experience journey? What learnings are possible here?</p>	<p>Moderator: TBA</p> <ul style="list-style-type: none"> ● TBA ● Capt. Usha Banerjee, Group Director, Nursing, Apollo Hospital ● Ashish Jain, CEO, Healthcare Sector Skills Council
17.00 – 17.30	<p>I have got it Right, but still I have a Patient Experience in Silos!</p> <p>Why does a Patient Experience Initiative Fail in the Hospital? It is not always about getting the right people on the top to drive it? Is it also not about getting a few front line associates from other service Industries ? What are the building blocks for creating a Patient-centric Hospital.</p>	<p>Dr Ruchir Mehra, Co-founder, Remedo</p> <ul style="list-style-type: none"> ● Dr Ravi Gaur, COO, Onquest ● Vijay Kumar, Head - Strategic Marketing & Innovation, Roche Diagnostics India Pvt. Ltd. ● TBA
16.45 – 17.00	Valedictory Key Note	Dr Gridhar Gyani, Secretary General, AHPI
	Vote of Thanks	CRMAA

Patient Experience Awards

27th September, 2019

Tentative Agenda and Schedule, Venue: Holiday Inn, Aero City, New Delhi

Registration 6.00 – 6.30 PM

Time	Subject	Speaker
6.30	Welcome Address and Introduction of the Awards and Jury	
6.45 – 7.00	Key Note Address by the Chief Guest	TBA
7.00 – 7.15	Address by the Jury	TBA
7.15 – 7.30	Special Address	Dr Anurag Batra
7.30 – 8.30	Awards Ceremony	
8.30	Cocktails and Dinner	