



# Digital Leadership and Value Creation In Healthcare

EXECUTIVE LEADERSHIP PROGRAMME



Saturdays beginning 12 October to 14 December 2024

# Digital Leadership and Value Creation in Healthcare

The global healthcare industry is undergoing a digital revolution fueled by surging investments in health technologies. This presents an unprecedented opportunity to improve patient care, increase efficiency, and drive innovation. However, it also creates a critical need for visionary leaders who can navigate this dynamic landscape.

Explore pivotal themes shaping the healthcare landscape through the lens of a digital conscious leader. Through immersive sessions, real-world case studies, and dynamic discussions, you'll unlock invaluable insights into healthcare trends and innovations, masterful leadership strategies, strategic digital transformation, and financial stewardship for value creation.

## WHO WILL BENEFIT

This programme is designed for professionals in both clinical and non-clinical functions within the healthcare industry.

- Directors, Heads of Departments, and General Managers in hospitals, pharmaceutical companies, health tech and services.
- Civil servants in leadership positions wanting to gain a better understanding of the future of the healthcare industry.
- Leaders responsible for innovation, strategy, business development, and technology implementation in the healthcare space.

## PROGRAMME DELIVERY



How

This programme will be delivered through a mix of in-person and live online sessions by a global faculty consisting of industry experts and renowned academics. Inclusive of networking lunches, dinners, and industry site visits.



When

Spread across 9 Saturdays, the programme will start on 12 October and ends on 14 December 2024.



Where

The Executive Leadership Centre in the new IMU Technology Park Campus, Bukit Jalil.

## BENEFITS OF JOINING THIS PROGRAMME



Network and learn from peers across the healthcare industry



Learn from distinguished industry guest speakers



Work on practical case studies through online clinics and activities



Experiential learning through site visits



Become associated with IMU University, a premier private healthcare university



HRD Corp claimable course



Eligible for CPD points from MMA

RM 2bil

in medical device investment in 2022  
(source: MIDA)

RM 69.2bil

in total healthcare expenditure in  
Malaysia in 2021  
(source: MIDA)

8.3%

compound annual growth rate  
(CAGR) for Malaysia's health  
expenditure  
(source: BMI research)



## MAIN TOPICS

- Evolution of Healthcare in Malaysia from A Digital Lens
- Digital Leadership in a World of Digital Health and AI
- Healthcare Entrepreneurship
- Public Health Challenges and Affordability: A Global Perspective
- Leading in the Healthcare Environment
- Business Simulation
- Developing and Motivating High Performance Teams
- Trends and Scientific Innovations in Healthcare
- Financial Leadership and Strategy
- Data Privacy and Security in Healthcare
- Value Creation Through Data Analytics
- Cost Optimisation for Healthcare Operations

## LEARNING OUTCOMES



### Strategic Insight into Healthcare Trends and Innovation

Participants will gain a strategic understanding of healthcare trends and innovations, exploring how advancements in technology, data analytics, and patient-centric solutions can drive value creation within healthcare organisations.



### Transformational Leadership and Motivation in Digital Health Contexts

Participants will develop transformational leadership skills tailored to the digital healthcare landscape, learning to inspire and motivate teams to embrace change, innovate with technology, and drive value-driven outcomes that enhance patient care and organisational performance.



### Expertise in Digital Transformation Strategies

Participants will learn digital transformation strategies specific to healthcare, including the integration of digital technologies, process optimisation, and ecosystem collaboration, to create value across the care continuum, improve operational efficiency, and drive sustainable growth.



### Financial Acumen for Healthcare Operational Optimisation

Participants will acquire financial acumen essential for optimising digital healthcare initiatives, understanding how to allocate resources effectively, evaluate investment opportunities in digital solutions, and optimise financial performance to maximise value creation and stakeholder returns.



### Innovative Problem-Solving for Value-Centric Decision-Making

Participants will hone their problem-solving skills in digital healthcare contexts, learning to analyse complex challenges, leverage data-driven insights, and make value-centric decisions that align with organisational goals, drive innovation, and create tangible value for patients, providers, and stakeholders.

## SPEAKERS



### **Prof Dr Gerard George | Group Managing Director of IMU Group**

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Professor Gerard "Gerry" George is Group Managing Director of IMU Group, the parent company of IMU Education.

Prof George is on leave from Georgetown University's McDonough School of Business in Washington D.C. (USA) where he holds the Tamsen and Michael Brown Family Professor of Entrepreneurship and Innovation. Previously, he served as Dean and Lee Kong Chian Chair Professor of Innovation and Entrepreneurship at Singapore Management University (SMU). Before SMU, he was Professor and Deputy Dean of Imperial College Business School, Associate Professor at London Business School, and Assistant Professor at University of Wisconsin-Madison and Syracuse University.



### **Prof Saravanan Muthaiyah | Dean of School of Business and Technology**

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Dr Muthaiyah is currently a full Professor and Dean of SoBT (School of Business & Technology) at IMU University, where he teaches and conducts research in Semantic Web Algorithms, Web 4.0, Data Analytics, Blockchain, Cryptocurrencies and FinTech. Dr Muthaiyah has over three decades of academic and industry experience combined.

His corporate experience includes working as a systems analyst for IBM World Trade Corporation for 7 years in developing Financial Accounting Systems for Enterprise wide accounting applications. Currently Dr Muthaiyah is currently working on a Prognosis Model for Osteosarcoma (Bone Cancer), Fetus Monitoring, EMR Ontology as well as Digitalisation of First Responder tools.

Dr Muthaiyah has published over 150 academic papers in journals and conferences and has been affirmed with 35 IPs till to date.



### **Azman Shah Dato' Aziz | CEO, Performance Development Consultants**

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Azman Shah is an experienced psychotherapist, international speaker, consultant and coach who delivers and designs customized effective training programs to accommodate the unique needs of organizations. He was a pioneer in advocating the concept of Emotional Intelligence at the workplace in Malaysia and Southeast Asia since 1995. Azman earned his B.S., M.A and M.S. in Counselling Psychology from West Virginia University, USA. He had 13 years of valuable working experience in Washington DC in the United States, training and consulting on human performance in many notable organizations such as the United States Department of Agriculture, US Department of Justice, the Internal Revenue Service, American Correction Association, Montgomery General Hospital, Sandy Springs Bank and the Department of Transportation. Among the local clients that he has served include Petronas, Malakoff, Pos Malaysia, Perodua, Tabung Haji, Northport, Safeguards, DRB HICOM, MRCB, FGV and banking clients.



### **Dr Khor Swee Kheng | CEO, Angsana Health**

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Dr Khor Swee Kheng is a physician specialising in health systems and digital health, based between Hong Kong and Malaysia. Currently, he is CEO of Angsana Health (delivering digital health services & systems in Southeast Asia), advises several government agencies and private companies, and has several fellowships in universities and think-tanks.

Previously, he held progressively senior practice roles in medicine, pharma, and think-tanks, based in Kuala Lumpur, Singapore, Dubai, Shanghai, Paris, Oxford, and Hong Kong, covering over 90 countries in Asia, Africa, Europe and the Middle East.

He qualified in Medicine from the National University of Malaysia, has three postgraduate degrees (Membership of the Royal College of Physicians UK; MPH UC Berkeley; and MPP Oxford) and has more than 200 publications.



### **Azran Osman-Rani | CEO, Naluri**

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Azran is the CEO of Naluri, a digital health startup that addresses mental health and chronic diseases together, in a preventive, holistic and outcomes-based approach. He was previously CEO of AirAsia X where he grew it from a business plan to a \$1billion IPO with 2,500 employees in six years, and CEO of iflix Malaysia which scaled to 20 million users in 20 markets in 3 years. He held prior leadership roles at Astro, Bursa Malaysia and McKinsey. He holds a Masters and Bachelor's degrees in Engineering, from Stanford University. He chronicles his leadership challenges in his book, '30 Days and 30 Years'. He is an Ironman triathlete.



### **Dr Shunitra CS | CEO, Querist Consulting Sdn Bhd**

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Dr Shunitra Chandra Segran is a distinguished healthcare leader with over 25 years of experience from within multiple facets of the healthcare industry. With a strong background as a resident surgeon in clinical practice, senior executive in the global pharmaceutical business management, thought leader on transformational leadership in healthcare, entrepreneur, leadership development and coaching experience, Dr Shunitra brings a unique blend of deep expertise, passion and innovation to driving the future of healthcare. As the current CEO and founder of her business consulting firm, Querist Consulting, she is deeply committed to advancing leadership excellence in healthcare and empowering leaders to drive transformative change in their organisations to be future fit.



### **Hoo Ling Lee, Regional CEO (Central) | KPJ Healthcare Bhd**

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Ling Lee has 18+ years of experience in the healthcare industry, specialising in strategy development, hospital acquisition, operational leadership, lean management and financial management. Prior to joining KPJ Healthcare Bhd, she was CEO for Gleneagles Hospital Kuala Lumpur. Ling Lee was the Chief Executive Officer at Pantai Hospital Ampang and the Head of Strategy and Special Projects for IHH Healthcare Malaysia for 10 years, overseeing the organisation's overall strategy and business development and instrumental in many greenfield and brownfield projects in the country. Ling Lee was with Singapore General Hospital (SGH) and National University Hospital (NUH) Singapore before returning home to Malaysia. She loves sharing her healthcare experiences and she is a Visiting Lecturer at IMU University. She takes on topics relating to healthcare strategy and healthcare operations.

## REGISTRATION FORM

SURNAME / LAST NAME:

FIRST NAME:

NATIONALITY:

GENDER:  MALE  FEMALE

TITLE:  MR  MRS  MS  PROF  DR OTHER:

ORGANISATION:

PUBLIC  PRIVATE

DEPARTMENT:

POSITION:

TEL NO: ( )

FAX NO: ( )

MOBILE PHONE NO:

ADDRESS:

POSTCODE:

CITY:

STATE:

Please indicate whether this is your office or home address:  ORGANISATION  HOME

EMAIL:

ORGANISATION'S WEBSITE (IF ANY):

ARE YOU AN IMU ALUMNI MEMBER?  YES  NO

DIETARY NEEDS/PREFERENCE:  VEGETARIAN  NON-VEGETARIAN

## REGISTRATION FEE

Regular:  RM14,900.00/pax Partner & Affiliate:  RM12,665/pax Alumni:  RM10,430/pax MoH:  RM7,450/pax

## MODE OF PAYMENT

PLEASE TICK YOUR OPTION:

CHEQUE\* (for Malaysian banks only)

CREDIT CARD I hereby authorise the processing of my card for the sum of (RM):

Please complete the following sections. These details are required for security purposes.

TYPE OF CARD:  VISA  MASTERCARD ISSUING BANK:

CARDHOLDER'S NAME (as it appears on the card):

CARD NUMBER:

CARD EXPIRY DATE:   /   (MM/YY)

CARD SECURITY CODE (3 digits found on reverse Visa / Mastercard)

BANK DRAFT\* BANK OF ISSUE:

DATE:

TOTAL AMOUNT (RM):

\* Payable to IMU Education Sdn Bhd

ONLINE

## CANCELLATION POLICY

1. Any cancellation of registration must be made in writing to the Secretariat of Digital Leadership and Value Creation In Healthcare.
2. There will be full refund of registration fee for cancellation made by 19 August 2024.
3. There will be a 50% refund of registration fee for cancellation made before 19 September 2024.
4. There will be a 30% refund of registration fee for cancellation made before 5 October 2024.
5. There will be no refund of registration fee for cancellation made on 5 October 2024 and thereafter.
6. The Organiser reserves the right to cancel or change the topic or trainer of the workshop, if for whatever reasons beyond its control, the workshop cannot be held as scheduled or the topics need to be altered.

## DECLARATION AND AUTHORISATION

1. I confirm that the above information is correct and I will inform IMU when there is any change to this information.
2. I have read, understood and consent to the processing of my personal data as set out in the enclosed Privacy Notice.

Signature

Date

### DISCLAIMER:

The organiser reserves the right to make such alterations to the programmes as circumstances dictate and will not accept responsibility for any errors, omissions or changes made to the speakers' information. The views and opinions expressed by the speakers at this workshop are not necessarily the views and opinions of the organiser.





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