

# Thailand's healthcare market is growing. Fast.

## Thailand healthcare spend

2013

2018

5.9million  
growth  
in 5years

\$12.8  
billion

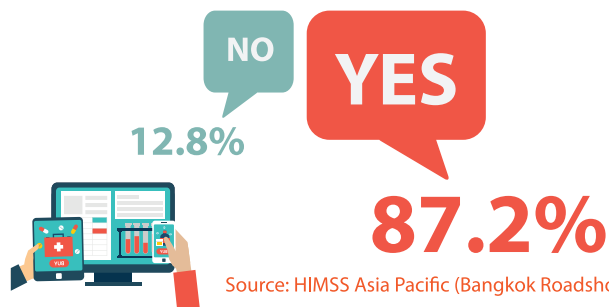
\$18.7  
billion

Source: Deloitte



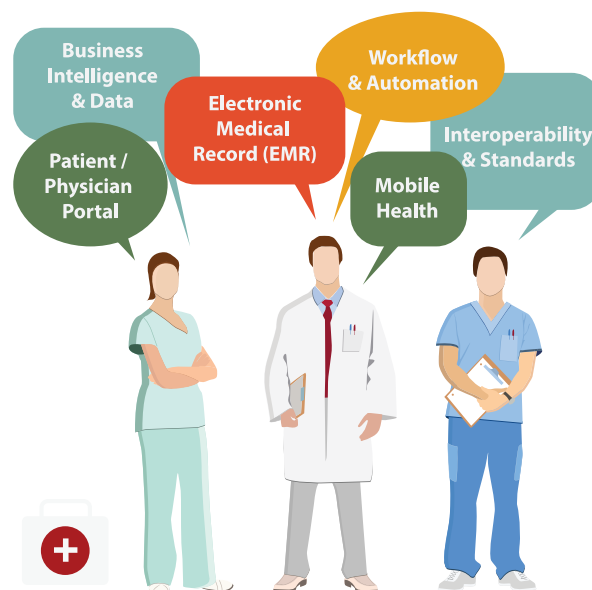
Source: THAIMED

Is your organization undergoing  
IT transformation in the next 12 - 18 months?



Source: HIMSS Asia Pacific (Bangkok Roadshow)

What do Thailand's healthcare  
providers want to know about?



Source: HIMSS Asia Pacific (Bangkok Roadshow)

What is the biggest challenge  
to data analysis and usage  
for improved care?

Human resource and talent

1

Executive management

2

Technologies

3

Source: HIMSS Asia Pacific (Bangkok Roadshow)



## ADVANCING DIGITAL & PATIENT-CENTERED CARE



## HIMSS AsiaPac16

Queen Sirikit National Convention Center,  
Bangkok, Thailand • 23-26 August 2016

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## ADVANCING DIGITAL & PATIENT-CENTERED CARE



### Applying Better Data for Better Health

Healthcare data is complex, unique and difficult to make sense of. However, the benefits of meaningfully-used data outweigh initial hurdles. Data can become your organization's biggest asset, with vast benefits to your patient and the population.

- ▶ Clinical and Business Intelligence
- ▶ Genomic Medicine
- ▶ Analytics Adoption Model
- ▶ Population Health
- ▶ Preventive Care

### Moving Closer to Your Patient

Patient engagement is key when it comes to promoting informed decision making and behaviors to facilitate improved health outcomes. With present technology, we can expect better management of diseases and patient-provider interaction.

- ▶ Internet of Things
- ▶ Patient Engagement
- ▶ Physician Connectivity
- ▶ SMART Healthcare
- ▶ Telemedicine

### Creating SMART Hospitals

While SMART hospitals focus on optimizing work flow and improving patient care, safeguarding patients' safety is equally essential. Clinicians, healthcare providers and policy makers are all part of the digital transformation and a strong care co-ordination framework is also critical to ultimately achieve high quality care.

- ▶ Securing Patient Safety in Digital Transformation
- ▶ Smart Care Processes
- ▶ Intelligent Hospital Technologies
- ▶ Co-design Procurement
- ▶ Digital Clinical Pathways

### Transforming Care Models

A patient engages with multiple institutions across the care continuum. A seamless continuity of care will improve patient safety, reduce overcrowding in hospitals and help doctors make better treatment decisions.

- ▶ Public Health
- ▶ Home & Self-Care
- ▶ Universal Healthcare
- ▶ Care Models
- ▶ Interoperability

## How Can You Get Involved?

### 3 Become a DIAMOND, GOLD or SILVER SPONSOR



DIAMOND Sponsor	GOLD Sponsor	SILVER Sponsor
Speaking opportunities	Speaking opportunities	Speaking opportunities
36sqm booth to showcase your solutions	18sqm booth to showcase your solutions	9sqm booth to showcase your solutions
Hospitality suite for private meetings	Half page advertisement	Quarter page advertisement
Full page advertisement	10 complimentary badges	6 complimentary badges
18 complimentary badges	Maximum brand exposure and more	
Lucky draw participation		
Maximum brand exposure and more		

### 2 Become a SUPPORTING ORGANIZATION / HOSPITAL

- ✓ Achieve thought leader status
- ✓ Improve your branding
- ✓ Publish your case studies with HIMSS and vice versa
- ✓ Receive exclusive event-related resources
- ✓ Receive complimentary passes and discounts to the HIMSS AsiaPac16 conference for your employees

### 1 Become a HIMSS MEMBER

Organizational Affiliate	Corporate Member	Individual Member
X number of complimentary conference passes to our AsiaPac conference (based on membership level), and discounts to international conferences	X number of complimentary conference passes to our AsiaPac conference (based on membership level) and discounts to international conferences	Discounts to AsiaPac and international conferences and online seminars
Access to HIMSS learning centre and member-only resources	Access to members-only healthcare market surveys and procurement trends	Access to members-only resources
Achieve thought leadership through branding, case studies and speaking opportunities	Achieve thought leadership through branding and case studies	

LOOKING FORWARD TO FURTHERING THE CONVERSATION WITH YOU IN BANGKOK, 2016!

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