

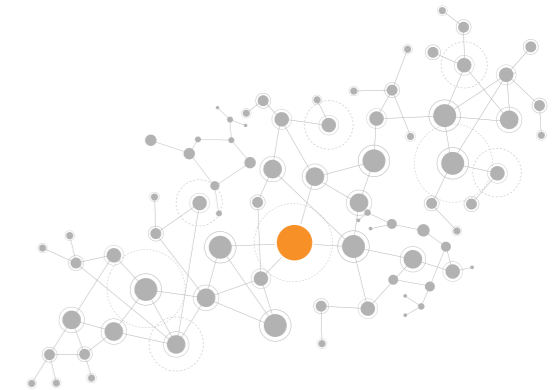
ISPOR Dubai 2018

19-20 September 2018
United Arab Emirates



The Centre of Clinical, Health Economics,
and Outcome Research - **CCHO**

invites you to



**Harnessing the Power of Partnership and Real World Data
to Accelerate Patients Access to Innovative Treatment:**

THE MENA EXPERIENCE



20 September 2018 | 17:20 PM - 18:20 PM

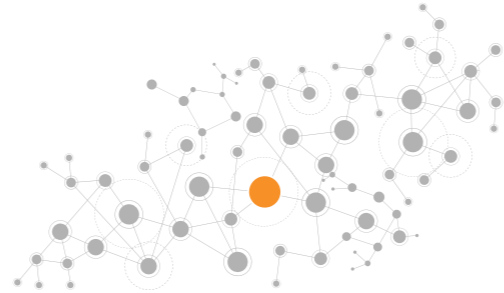




Symposium abstract

Harnessing the power of partnership and Real World Data to accelerate patients access to innovative treatment: THE MENA EXPERIENCE

Real World Evidence (RWE) continues to be a fundamental tool that touches all stakeholders across the entire healthcare system, guides their decision, and contributes to generating useful economic modeling. The MENA region lacks data necessary for economic modeling. In this session, our panel of stakeholders will address: 1) the current state [gaps and opportunities] of data sources in the MENA 2) and how these gaps can be addressed through collaborations and research methodologies, reasonable with regard to cost, time, and resources, without compromising the robustness of evidence 3) and how this approach could potentially accelerate patients access to innovative treatment that has not historically occurred in the ME



Program

SPEAKERS



◎ **Ghassan Hamadeh, MD, CPE**
(The current state of data sources in MENA region)
*Chief Medical Information Officer, American University of Beirut Medical Center, Lebanon
Past President of ISPOR Lebanon Chapter*



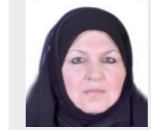
◎ **Christiane Maskineh, MBA, eDBAc**
(CGI collaboration: Addressing data gaps in MENA)
*Chairperson and Cofounder at CCHO
Former Director of ISPOR Lebanon Chapter*



◎ **Russell Becker, MS**
(GlobeMed database analysis; Bladder and Breast cancer case studies)
Senior Consultant & Partner at CCHO

Panel Discussion moderated by Ghassan Hamadeh; MD, CPE
Perspectives and needs when it comes to evidence coming from administrative and claims database.

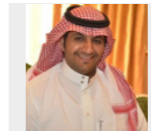
PANELISTS



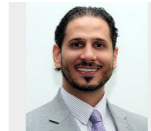
◎ **Ola Ghaleb Al Ahdab, PhD, PGC, RPh, BSC Pharm**
Head of Quality Control Dept. Drug Department; Public Health Policy & Licensing, Ministry of Health & Prevention, UAE



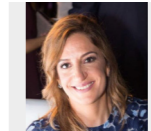
◎ **Kasem Akhras, PharmD**
Senior Director and Head of Public Affairs; Middle East & North Africa Region, Novartis



◎ **Fahad Sahood Al-Nutaify, BSc. Pharm, MSc.HEcon, MPH.**
Director, Pricing & Pharmacoeconomic Directorate Drug Sector-Saudi Food & Drug Authority (SFDA)



◎ **Mohamed Hussein, PhD**
Chairman of the department of Biostatistics and Bioinformatics; King Abdullah International Medical Research Center, National Guard, KSA



◎ **Marie-Therese Estephan, MD**
Head of Market Access and Governmental Affairs, Sanofi Levant; Treasurer at ISPOR Lebanon Chapter