ICEL 2019
4TH INTERNATIONAL CONFERENCE ON
EXPERIENTIAL LEARNING
Classroom Learning and Industry Complexities:
Creating Impact through Engagement
November 16 - 17, 2019

HEALTH & HOSPITAL MANAGEMENT

CONFERENCE BOOK
The International Conference in Experiential Learning ICEL was held at IoBM under the main agenda of ‘Classroom Learning & Industry Complexities’ Impact through engagement. With the current advancements in professional world, the business institutes are constantly improving their teaching practices to better equip the students with skills needed to keep pace with the rigors of the Industries. Experiential learning is the way to go about it. ICEL has been aimed at bringing together the academic and professional world and the MHM department never seize to capitalizing on such opportunities to prepare young health leaders. This year the MHM Department aimed its track to prepare Generation-Z workforce for Healthcare sector.

The MHM track covered three plenary sessions with 14 dignitaries from Pharmaceutical, Hospital and Healthcare Education sectors, 15 oral research presentations, 20 poster presentation and a workshop on Lean Hospital Operations.

**Department Head:**
Dr. Asima Faisal

**Department Support:**
Dr. Abdul Rehman Aleemi, Sr. Faculty, MHM, IoBM
Dr. Ather Akhlaq, Assistant Professor, MHM, IoBM
Dr. Tooba Farrukh, Department Officer, MHM, IoBM
Ms. Zehra Alam, Department Officer, MHM, IoBM
MHM ICEL PANELIST 2019-GUEST PROFILE
16-17 NOVEMBER 2019

Dr. Izhar Hussain – Director, Institute of Business & Health Management (IBHM), DUHS.

Dr. Izhar Hussain is associated as Director with the Institute of Business & Health Management (IBHM) at Dow University of Health Sciences (DUHS). Before rejuvenating the DUHS IBHM, he spent more than 26 years of senior management positions in various MNCs. His last engagement before joining DUHS was with IBA where he served as a director with the Center of Executive Education. He holds a PhD and is an MBA in Marketing. He is also a Certified Auditor for ISO 9000 & Certified Six Sigma Black Belt. He has been imparting training within and outside Pakistan having taught in various business and pharmacy schools for last 26 years. He serves on boards of studies of various academic institutions.

Dr. Asim Jamal – CEO, Sanofi Aventis

Dr. Jamal has a working experience of over 26 years in various well-known global organizations such as Novartis, Eli Lilly, & currently Sanofi, in multiple geographies since 1993. He is currently posted in Pakistan as the CEO of Sanofi. Previously he has served as GM & MD of Sanofi Bangladesh, Marketing Director of Sanofi Vietnam, as well as Regional Marketing Manager, of Eli Lilly Asian Operations, based in Singapore & Hong Kong.

Dr. Jamal is a Member Board of Governors LUMS, Member DUHS Board of Studies of Institute of Health Management, Director PFBA (Pakistan France Business Alliance). He is also listed amongst the most prominent alumni in the history of IBA, published by the institute.

Dr. Jamal holds an MBBS from Dow Medical College and MBA from Manchester University, UK. He has also completed an Executive Development Program at the University of Chicago and has an MBA from the Institute of Business Administration (IBA) Karachi.
Dr. Ali Masood-General Manager, Pharmaceuticals at ICI Pakistan.
Dr. Ali is an international business leader having worked in the Middle-East and South Asian markets for over 15 years. During his career, he has worked for some of the leading global and national companies such as Sanofi Aventis, Getz Pharma, GSK and more recently ICI Pakistan. Dr. Ali is a proactive, engaging and integrative leader, team builder and strategic planner with ability to hire, train and motivate top performers. Background includes partnering with executive team to set strategic direction. Portfolio of achievements consists of product launches, matrix leadership, multichannel marketing, market share expansion, increasing revenue, driving profit improvements and customer retention.
Dr. Ali has a degree in Medicine (MBBS) from Hamdard University Karachi and Masters of Business Administration (MBA) from Institute of Business Management, Karachi. He also remained a visiting faculty at IoBM.

Dr. Minhaj A. Qidwai – CEO, Sindh Healthcare Commission
Dr. Minhaj has an International experience of more than 3 decades in Healthcare Management, Marketing, Research, Training and Education. He has been CIDA registered consultant since 2005. Dr. Minhaj is one of the lead person in establishing the “Ethics Committees” in Research and Quality Circles in Hospitals in Pakistan in early 90s’ and is a Pioneer for initiating MBA in Health Management in Pakistan in 1997, at the IoBM and a diploma program in hospital management in 2014 at the IBA. He has various publications and presentations in the areas of Healthcare Management, Academics and Human Capital Development both nationally and internationally. Dr. Minhaj also laid the foundation of a healthcare regulatory authority in 2017, in Sindh province of Pakistan.

Dr. Mairaj Shah – COO, Aga Khan University Hospital, Karachi
Dr. Shah is presently working with the Aga Khan University Hospital as the Chief Operating Officer (COO) for the four Secondary Hospitals (Hyderabad, Karimabad, Garden and Kharadar). He is associated with AKU since 1992 under various management and leadership positions including Director Operations Secondary Hospitals, Medical Director for Outreach Services, Senior Manager Clinical Affairs, Manager Physician Relations, Family Physician and Lecturer Community Health Sciences. He is a medical graduate of 1990 from Sindh Medical College Karachi, an MBA from the IQRA University Karachi, MCPS Family Medicine and a Certified Professional in Healthcare Quality (CPHQ) from US. He is also an International Physician Surveyor for the Joint Commission International Accreditation (JCIA) USA, a member of American College of Healthcare Executives and a member of American Academy of Family Physicians.
Dr. Mumtaz Mehar – Chief of Surgery, South City Hospital

As the chief of Surgery at South City Hospital, Dr. Maher introduced Bariatric (Obesity) Surgery at the institution. Obesity surgery started with gastric banding in June 2007, followed by laparoscopic sleeve gastrectomies in May 2008. South City Hospital is one of the few centers in the country that offers complex pancreatic and biliary procedures such as pancreatico-duodenectomy (Whipple’s) and surgeries for cholangiocarcinoma as well under his supervision.

Dr. Ziafat Ali – MD, Chiniot General Hospital, Karachi
(He will be conducting a Workshop on Saturday 16th November 2019 at 2:30 pm)

Dr. Ziafat has an experience of over 26 years at various positions in diversified types of hospitals including Shaukat Khanum, Liaquat National, Saifee Hospital Trust and Chiniot General Hospital among others. Dr. Ziafat holds an MBBS, an MBA (Health & Hospital Management) from IoBM and a diploma in Project Management from PIM.

Dr. Zia Amir Channa - Project Manager/Specialist – Quality & Patient Safety Royal Clinics, Private Affairs of the Custodian of the Two Holy Mosques, Kingdom of Saudi Arabia.

A highly motivated healthcare executive, with over 20 years of experience, who is concerned with applying innovative solutions to challenging and complex problems in the healthcare industry to improve the efficiency and effectiveness of systems.
Panel Session 1
Saturday, November 16, 2019
EMEC, IoBM
2:30 – 4:30pm

Workshop: Lean Hospital Operations

Facilitator: Dr. Ziafat Ali – MD, Chiniot General Hospital, Karachi

Workshop Outline:

- Vision for a lean hospital and health system and Overview of lean for hospital and healthcare.
- Value and waste, Observing process and value streaming
- Standardized work as foundation of lean, Lean methods visual management, 5S, Kanban
- Proactive root cause problem solving and Preventing error and harm with Improvement of flow
- Getting a start with lean, Engaging and leading employees
Panel Session 2
Sunday, November 17, 2019
EMEC, IoBM
11:00am – 1:00pm

Moderator / Panelist:
Dr. Izhar Hussain – Director, Institute of Business & Health Management, DUHS.

Speakers / Panelists:

- Dr. Ali Masood – General Manager, Pharmaceuticals at ICI Pakistan
- Dr. Asim Jamal – CEO, Sanofi Aventis
- Dr. Minhaj Qidwai – CEO, Sindh Healthcare Commission
- Dr. Mumtaz Maher – Chief of Surgery, South City Hospital
- Dr. Mairaj Shah – COO, Aga Khan University Hospital
Description:
The following areas were discussed by our speakers in the conference:

- Panelists’ reflection on their views on the concept of experiential learning based on personal examples and experience.
- Learning evolution over the years in health institutions, a comparison between today’s students and panelists as students.
- Who is Generation Z? – a quick preview.
- How does the future workforce of health care look like? Where does Generation Z fit in?
- Expectations vs reality from the new generation of health workforce.
- Role of academia, hospitals, pharmaceutical organizations and independent institutions to shape up the future of health care workforce especially in line with the current challenges in Pakistan.
- Challenges towards training the youth of today in times of paradigm shifts of knowledge and information
- Collaborations to be initiated between universities and organizations to generate competent health care professionals.
- Innovative methods in medical colleges/institutions for experiential learning.

SUMMARY OF KEY LEARNINGS:

- ICEL international conference of experiential learning focused on many crucial areas for students and all the people who belong to generation Z. It provided many important messages that will really help any student to grow and explore in their professional carriers. All the expert panelist talked about Critical thinking and interpersonal Communication. They emphasized that no matter how fast you grow, the basic principles remain the same and they cannot be bypassed. Groom yourself and lead by example. There are no shortcuts to life. To reach a certain goal, you have to go through an actual process. Give time to the actual process. Conclusion is never in our hands. Keep learning. You are never young to be the leader and never old to learn. There should be reflection in your doing,

- Innovative ways in the teaching field is important. A hand on learning by doing is really helpful in improving the learning experience. Learn to love what you do. This is the real happiness. We talk value but we do not practice value. In Pakistan, 60 percent of the population is based on youth. During this time, the generation Z takes many irrational as there is no proper guidance. Stick to your organization and focus for at least 5 years and try to learn instead of running after the money in the initial stages. Refining your skills and giving time to learning process is vital. It’s never a good idea to hop from one job to the other.

- We need to go for collective wisdom. Academia should come forward, implement research and sustainable system. There is a need for research education system model. Students should choose the research topics which is relevant to their fields so that they can understand how to
do the actual research in their fields and finding the right solutions to their problems in a systematic way.

- At the end there was a discussion about challenges and collaborations. “If you aim at nothing, you will hit nothing”, dictate yourself for the goal. We require new methodologies, models, practices and how to apply. Academia need to collaborate with the industry to provide the right trained individuals which the industry is looking forward. This way individuals will be going to get well prepared for the upcoming jobs and their specific requirements
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