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DEPARTMENT OF HEALTH



6th EHES CONFERENCE

11 & 12 | September | 2026
Hyatt Regency Dubai Creek Heights | UAE

Value Disruption

CRAFTING HEALTH ECONOMIC RULES

CONFERENCE BOOKLET

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Chairperson

Dr Sara Al Dallal

President, Emirates Health Economics Society
President, Gulf Health Economics Association
UAE

Welcome Message

On behalf of the Emirates Health Economics Society (EHES), it is our honor to welcome you to the **6th Emirates Health Economics Society Conference, taking place 11-12 September 2026 at Hyatt Regency Dubai Creek Heights, Dubai, UAE.**

This year's theme, **"Value Disruption: Crafting Health Economic Rules in the GCC,"** reflects our shared commitment to rethinking how value is defined, assessed, and delivered across evolving healthcare systems. As the healthcare landscape continues to advance through innovation, emerging technologies, new models of care, and data-driven decision-making, health economics has an increasingly important role in balancing value, access, affordability, and sustainability.

EHES 2026 will bring together regional and international experts, policymakers, payers, healthcare leaders, and industry stakeholders to explore evolving approaches to health technology assessment, value-based healthcare, real-world evidence, reimbursement and market access, healthcare innovation, and sustainable financing. Through collaboration and knowledge exchange, the conference aims to contribute to stronger and more sustainable healthcare systems across the UAE, GCC, and beyond.

We look forward to welcoming you to this important edition of EHES 2026 in Dubai.

With sincere regards,

Dr Sara Al Dallal

President, Emirates Health Economics Society



Conference Overview



A **2-day conference** uniting policymakers, payers, academics, clinicians, healthcare leaders, and industry experts



Focused on **value disruption, health technology assessment (HTA), value-based healthcare, real-world evidence, access, reimbursement, and sustainable healthcare systems**



A platform for **shaping the future of health economics and redefining value across the UAE and GCC**

Our Mission

- **Advance health economics** and outcomes research in the region.
- **Empower decision-makers with tools and knowledge** for sustainable health systems.
- **Drive the integration of real-world evidence into policy, practice, and payer decision-making.**
- **Support sustainable access** to innovation while ensuring equitable health outcomes.



Our Vision

- **Shape a data-driven, patient-centered, and value-oriented healthcare future.**
- **Position RWE** as the foundation for access, reimbursement, and clinical practice.
- **Foster collaboration** among policymakers, payers, providers, and industry.
- **Transform health systems** into resilient, sustainable, and innovation-ready models.



Regional Speakers



Dr Abdulrahman Aloumi

Head of Pharmaceutical Pricing Department
Ministry of Health
Kuwait



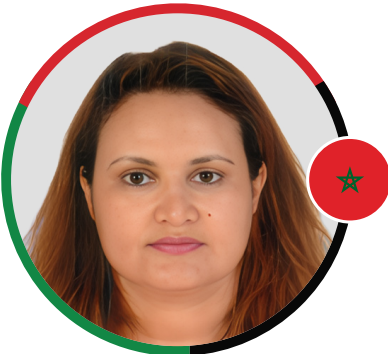
Dr Abdullah Alibrahim

Associate Professor of Industrial &
Management Systems Engineering
Kuwait University
Kuwait



Dr Abdulaziz Alhenaidi

Director of Health Insurance
Directorate, Ministry of Health
Kuwait



Dr Amal Yassine

Board Member of ISPOR Morocco Chapter
General Secretary
Moroccan Society for Health Products
Economics (SMEPS)
Morocco



Dr Anas Hamad

Lead of HTA National Program, MOPH
Clinical Associate Professor, QU
Head of Medications Committee, QRCS
VP & Director, ISPOR Qatar Chapter
VP of Hospital Pharmacy Section
for EMRO, FIP
Qatar



Dr Awad Mataria

Director
Universal Health Coverage & Health Systems
WHO Regional Office for the
Eastern Mediterranean
Egypt



Dr Bader AlKhurainej

Board Member
Kuwait Pharmaceutical Association
Kuwait



Dr Ibtisam Al Harbi

Head of Pharmacoeconomic Center
King Fahad Armed Forces Hospital
KSA



Mr Hussam Muhidat

Senior Health Economist
Ministry of Public Health
Qatar



Regional Speakers



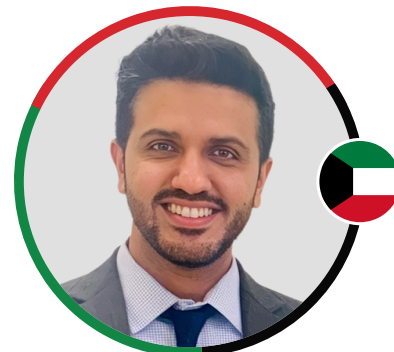
**Dr Khalid
Alkhuzam**

Expert in Pharmaceutical & Health Economics
Ministry of Health
Kuwait



**HE Shaikh Mohamed
Al Khalifa**

Director of Health Strategic Assessment
Directorate & Health Economics Program Manager
Supreme Council of Health
Bahrain



**Dr Mohammad
Al-Mari**

Lecturer in Health Economics
Department of Health Policy and Management
College of Public Health
Kuwait University
Kuwait



**Dr Mouna
Jamaledidine**

Founder & Director of the Health Technology
Assessment (HTA) Department
Tunisian Authority for Assessment and
Accreditation in Healthcare (INEAS)
President-elect of INAHTA, WHO Advisor & Expert
Tunisia



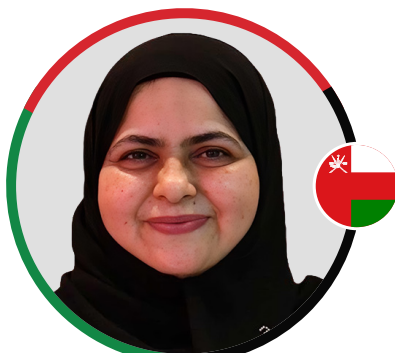
**Dr Rabia
Sucu**

Vice President
Science and Chief Scientific Officer
Turkish Red Crescent Investment
Atılım Group
HTAi Past President
Turkey



**Dr Said
Al Rashdi**

Director
Ministry of Health
Oman



**Dr Sara
Al Balushi**

Director of Pharmaceutical Care Directorate
Directorate General of Medical Supplies
Ministry of Health
Oman



**Prof Yazeed
Al-Ruthia**

Professor of Health Policy & Pharmacoeconomics
Director of the Pharmacoeconomics
Research Unit, College of Pharmacy
King Saud University
Vice President, Saudi Regional ISPOR Chapter
KSA

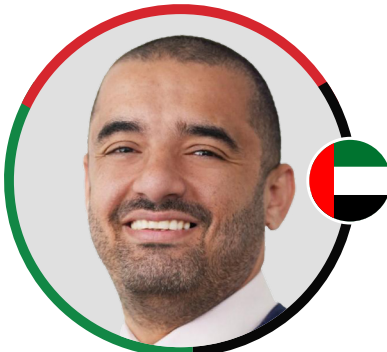


Local Speakers



**Dr Ada
Natoli**

Assistant Professor in Molecular Ecology
 Founder and Director of the UAE Dolphin Project
 Zayed University
 UAE



**Dr Adel
AlAssy**

Supply Chain & Revenue Cycle Expert
 Director & RH
 Procurement
 Rafed
 UAE



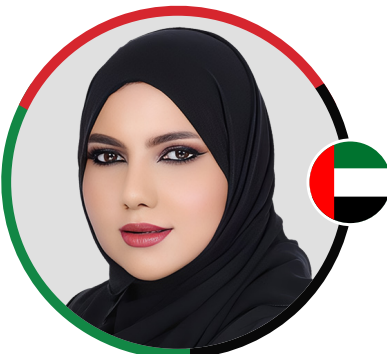
**Dr Ahmad
El Ouweini**

Assistant Professor, Pharmacy Practice
 College of Pharmacy, Dubai Medical University
 UAE



**Eng Ahmed
Osman**

Senior Specialist HTA
 Senior Analyst Monitoring and Analytics
 Health Economics Pricing and Costing, DoH
 Senior Technical Advisor, UPP, DoH
 BoD ISPOR UAE
 Expert and Member, EHES
 UAE



**Dr Aisha Salem
Alseraidi**

Head of Institutional Excellence
 Ministry Representative Office in Al Fujairah
 UAE



**Dr Ammar
Abdaljalil**

Senior Clinical Pharmacist
 Cancer Care Pharmacy Team Lead
 Sheikh Shakhboub Medical City (SSMC)
 Adjunct Clinical Lecturer
 Sharjah University
 UAE



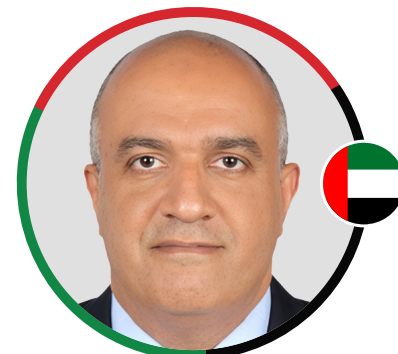
**Dr Belal
Hamad**

Senior Specialist, Supply Chain Lead
 Dubai Health
 UAE



**Dr Ghattas S G
Abudawoud**

Clinical Pharmacist, Erada Center for Treatment and Rehab
 Cultural Committee Chairperson, Emirates Clinical
 Pharmacy Society (ECPS)
 UAE



**Dr Islam
Zakaria**

Head of Operations
 Almadallah Healthcare Management
 First VBHC Greenbelt Certified Trainer
 UAE



Local Speakers



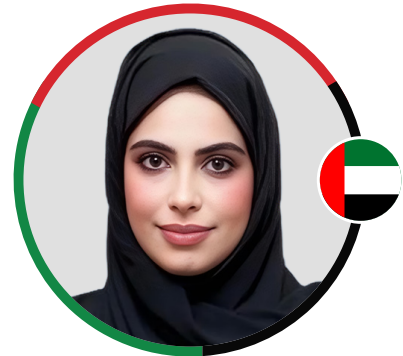
Mr Jasper Meyns

Healthcare & Corporate Affairs Expert
UAE



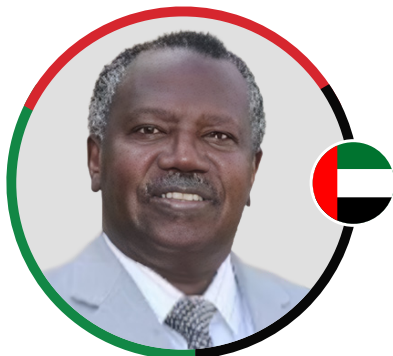
Dr Kholoud Helal

Regional Automation & Health Operations Leader
MEA
Nextcare
UAE



Eng Maitha Musabeh

Senior Analyst
Health Technology Assessment
Department of Health, Abu Dhabi
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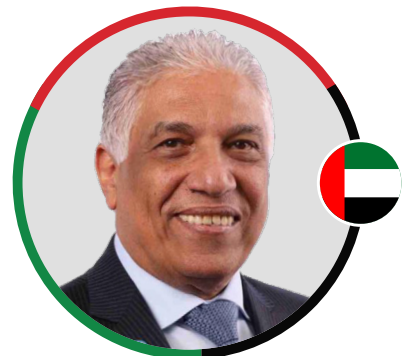
Dr Mohamed El-Sadig

Lecturer at Institute of Public Health
College of Medicine and Health Sciences
UAE University
UAE



Dr Mohamed Badr

Senior Director of Operations
GlobeMed
UAE



Prof Mohamed Farghaly

Professor of Medicine
Dubai Medical College
Consultant Insurance, Diabetes and Family
Medicine
Founder, The Value Centre
UAE



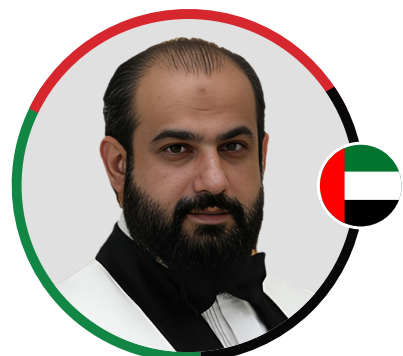
Dr Mohammed AlJeraisi

Insurance Manager
Department of Health, Abu Dhabi
UAE



Dr Mohammad Yousuf

Clinical Pharmacist
Pharmacy Department
Sheikh Shakhboub Medical City (SSMC)
UAE



Dr Qasim Farooq

IP Approvals & Case Management Lead
MetLife Gulf
UAE



Local Speakers



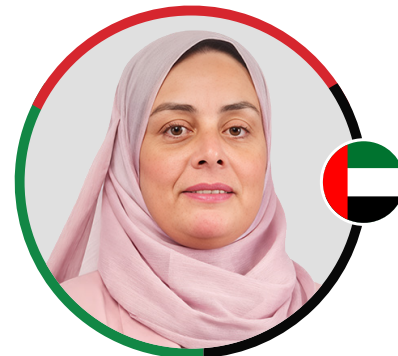
**Dr Sabaa
Alhemyari**

Clinical Pharmacist
Emirates Health Services
UAE



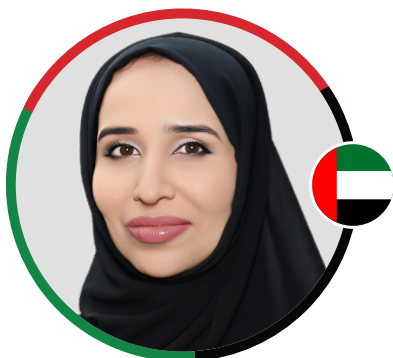
**Dr Saeed
Hussein**

PhD, President & Founder
Emirates Clinical Pharmacy Society
Clinical Assistant Professor, Ajman University
UAE



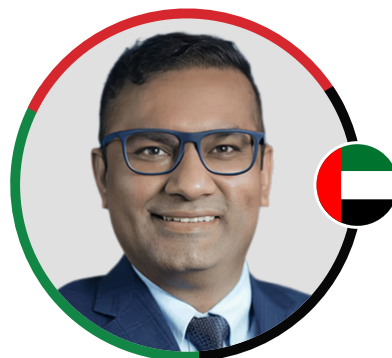
**Dr Sahar
Fahmy**

Advisor
Department of Health, Abu Dhabi
UAE



**Dr Sara
Al Dallal**

President, Emirates Health Economics Society
President, Gulf Health Economics Association
UAE



**Dr Waqar
Ahmed**

Clinical Pharmacist
Group Director of Pharmaceutical Services
Fakeeh Health
UAE



Agenda

DAY 1 | 11th SEPT



08:30 - 09:00

Registration & Networking

Session I: Policy and Financing for Sustainable Innovation

09:00 - 09:20

The Role of Clinical Pharmacists in Managing Medication Expenditure: MEAs and Beyond

Dr Sabaa Alhemyari, EHS

09:20 - 09:40

Integrating Real-World Evidence into HTA and Reimbursement Decisions

Eng Ahmed Osman, DoH

09:40 - 10:00

The HTA System Analysis for UAE

Dr Sara Al Dallal, EHES

10:00 - 10:45

Panel Discussion:
 Valuing Innovation in Medicines: Enabling Timely Access, Sustainable Funding, and Health Equity in the UAE

Moderator:
 Prof Mohamed Farghaly, TVC

Panelists:
 Dr Sara Al Dallal, EHES
 Dr Sahar Fahmy, DoH
 Dr Mohamed Aljeraisi, DoH
 Dr Sabaa Alhemyari, EHS
 Eng Ahmed Osman, DoH
 Eng Maitha Musabeh, DoH
 Dr Adel AlAssy, Rafed
 Mr Jasper Meyns

10:45 - 11:00

Marine Ecosystems and Public Health:
 Insights from the UAE Dolphin Project

Dr Ada Natoli, Zayed University

11:00 - 11:15

Networking Coffee Break

11:15 - 11:35

The Impact of Health Technology Assessment (HTA) in Building a Healthcare Ecosystem: The Case of Transcranial Magnetic Stimulation (TMS) Technology

Eng Maitha Musabeh, DoH

11:35 - 11:55

Practical Formulary Decision Frameworks

Dr Adel AlAssy, Rafed

Session II: Innovation, Access and Sustainability

11:55 - 12:15

PBC: Disease Burden and Management Challenges

Dr Belal Hamad, Dubai Health



Agenda

DAY 1 | 11th SEPT



12:15 - 13:45

Networking Lunch and Prayer Break

13:45 - 14:15

Panel Discussion:

Advancing Value-Based Healthcare Through Clinical Pharmacy Leadership

Moderator:

Dr Saeed Hussein, ECPS

Panelists:
 Dr Ahmad El Ouweini, ECPS
 Dr Waqar Ahmed, ECPS
 Dr Ghattas Abudawoud, ECPS

14:15 - 14:35

Two Biologics, One Method: A Reproducible Cost-Consequence Analysis Process to Strengthen Price Negotiation for High-Cost Biologics and Chemotherapy in the UAE

Dr Ammar Abdaljalil, SSMC

Session III: Strategic Dialogue - The Future of GCC Health Economic Collaboration

14:35 - 14:55

From Vision to Implementation: Building Blocks for Qatar's Health Technology Assessment National Program

Dr Anas Hamad, Qatar

14:55 - 15:15

Improper Coding and Healthcare Sustainability at Macroeconomic Level

HE Shaikh Mohamed Al Khalifa, Bahrain

15:15 - 15:30

Networking Coffee Break

15:30 - 15:50

Impact of a National Self-Certification Electronic Sick Leave System on Primary Care Utilisation, Sick-Leave Patterns and Costs in Kuwait: An Interrupted Time Series Analysis

Dr Abdulaziz Alhenaidi, Kuwait

15:50 - 16:10

Extending Value Beyond Price in Oman's Procurement System

Dr Said Al Rashdi, Oman

16:10 - 16:40

Panel Discussion:

GCC Leadership in Shifting Toward Value-Based Healthcare

Moderator:

Dr Yazeed Al-Ruthia, KSA

Panelists:
 Dr Anas Hamad, Qatar
 HE Shaikh Mohamed Al Khalifa, Bahrain
 Dr Abdulaziz Alhenaidi, Kuwait
 Dr Said Al Rashdi, Oman

16:40-16:50

Economic Burden of Dialysis in Kuwait: A Micro-Costing Comparison of Hemodialysis and Peritoneal Dialysis

Dr Khalid Alkhuzam, Kuwait

16:50-17:00

From Universal Coverage to Value-Based Healthcare: A Multi-Level Health Economics Framework for the UAE

Dr Aisha Alsereidi, MOHAP



Agenda

DAY 2 | 12th SEPT



08:30 - 09:00 **Registration & Networking**

Session IV: Policy & HTA - Regional & International Perspectives

09:00 - 09:20 **Universal Health Coverage & Health Systems in the Eastern Mediterranean** Dr Awad Mataria, Egypt

09:20 - 09:40 **Engaging for Impact:**
Driving Meaningful Stakeholder Input in HTA and Policy Dr Rabia Sucu, Turkey

09:40 - 10:00 **Driving Sustainable Health System Transformation in Morocco:** Combining HTA, Strategic Purchasing and Data for Value-Based Access Dr Amal Yassine, Morocco

10:00 - 10:25 **Panel Discussion:**
Strengthening HTA Capacity and Real-World Evidence Ecosystems

Moderator:
Dr Amal Yassine, Morocco

Panelists:
Dr Awad Mataria, Egypt
Dr Rabia Sucu, Turkey
Dr Mouna Jamaledine, Tunisia

10:25 - 10:45 **Advancing HTA in the Middle East and North Africa:** Key Insights from the HTAi Policy Dialogue in Tunisia Dr Mouna Jamaledine, Tunisia **(Virtual)**

10:45 - 11:00 **Networking Coffee Break**

Session V: Policy - Building the Infrastructure for Value-Based Healthcare in the GCC

11:00 - 11:30 **Insurance Panel:**
Health Insurance Landscape

Moderator:
Dr Qasim Farooq, MetLife

Panelists:
Dr Islam Zakaria, Almadallah
Dr Kholoud Helal, Nextcare
Dr Mohamed Badr, GlobeMed

11:30 - 11:50 **Leveraging Centralized Pricing:** Can a Joint GCC Assessment Framework Deliver Value-Based Healthcare?

Dr Abdulrahman Aloumi, Kuwait

11:50 - 12:10 **Can We Afford Innovation?**
New Rules for Funding High-Cost Therapies

Mr Hussam Muhidat, Qatar



Agenda

DAY 2 | 12th SEPT



12:10 - 12:30	Beyond Cost-Effectiveness: Rethinking Value Assessment	Dr Ibtisam Al Harbi, KSA (Virtual)
12:30 - 12:50	From Dialogue to Policy Impact: The Kuwait Pharmaceutical Association's Role in Advancing HTA and Value-Based Healthcare in Kuwait and Across the GCC	Dr Bader AlKhurainej, Kuwait
12:50 - 14:00	Networking Lunch Break	
14:00 - 14:20	The Evolving Role of Patient Engagement in Health Technology Assessment	Dr Sara Al Balushi, Oman
14:20 - 14:40	Artificial Intelligence and Machine Learning Models for Predicting Medication Non-Adherence in Chronic Diseases - A Systematic Review	Dr Mohammad Al-Mari, Kuwait
14:40 - 15:00	Health Financing Transitions in the GCC	Dr Abdullah Alibrahim, Kuwait
15:00 - 15:30	Panel Discussion: Building a GCC Roadmap for Value-Based Healthcare	Moderator: Dr Abdullah Alibrahim, Kuwait Panelists: Dr Abdulrahman Aloumi, Kuwait Dr Hussam Muhidat, Qatar Dr Ibtisam Al Harbi, KSA Dr Bader AlKhurainej, Kuwait Dr Sara Al Balushi, Oman Dr Mohammad Al-Mari, Kuwait
15:30 - 15:45	Networking Lunch Break	
15:45 - 16:05	Good Practice for Real World Data Studies	Dr Mohammed Yousuf, SSMC
16:05 - 16:15	The Evolution of Health Technology Assessment in the United Arab Emirates: Building an Evidence-Informed Framework for Value-Based Healthcare	Dr Mohamed El-Sadig, UAE University
16:15 - 16:20	Closing Remarks	



Acknowledgement

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