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CBE STEPS FORUM

Seminars and Talks on Executive Education and Post-Graduate Studies

THE HEALTH SECTOR GOING DIGITAL: THE ROAD AHEAD

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The College of Business & Economics (CBE) of the UAE University has developed a seminar series during which topics of relevance for the UAE and those interested in the UAE will be addressed.

Digital technology has had a global and profound impact on all the sectors and environment throughout the world. Amongst others, it has created a stronger drive towards convergence, impacting value chains, business models, service offerings, and strategic resources required. The UAE, like many others, have responded by founding organizations that focus on innovation through digital technology. Similarly, many organizations have recognized the need for strategic innovation in the race to use digital technology for value creation, both in society and in business. The health sector is one sector within which digital technology is embraced for the benefits thereof.

Mr. Frederik Bisbjerg, Executive Director of Digitization, Daman, and Mr. Hein van Eck, Strategy Director of Mediclinic Middle East, will address the topic of the impact of digital technology on the health sector. More specifically, they will address the phenomenon of an industry forced to go digital overnight and whether the digital solutions are sustainable. They will also address the difference between digitization and digitalization, and suggest how to plan and implement sustainable digital solutions. Attendees can expect to gain insights into the following:

- ◆ The impact of digital technology on the health sector in general
- ◆ How health insurers are responding to digital technology
- ◆ The response by healthcare providers
- ◆ Crystalizing lessons for the road ahead



Time



February 10, 2022 (Thursday)

09:00am – 09:05am

Welcome and setting the scene
Mr. Johan Burger, CBE

09:05am – 09:35am

The Health Insurance Perspective
Presentation by Mr. Frederik Bisbjerg, Daman

09:35am – 10:05am

The Healthcare Provider Perspective
Presentation by Mr. Hein Van Eck, Mediclinic

10:05am – 10:20am

Q&A
Dr. Vladimir Dzenopoljac, CBE

10:20am

Conclusion

Administrative Details:

- ◆ Registration is on a first-come first-served basis.
- ◆ The organizers reserve the right to make amendments and/or changes to the program, venue, speakers and/or topics if warranted by circumstances beyond control.
- ◆ For further enquiries, please contact Mr. Johan Burger at
✉ CBE-ExecEd@uaeu.ac.ae ☎ [+971 50 598 7704](tel:+971505987704)
- ◆ Information on Executive Education at the CBE:
<https://cbe.uaeu.ac.ae/en/programs/executiveeducation/>

PANEL OF EXPERTS



Frederik Bisbjerg

Executive Director,
Digitization at the National
Health Insurance Company –
Daman

Frederik Bisbjerg is a highly respected international business developer with expertise in digital transformation and business model innovation. He is Executive Director, Digitization at the National Health Insurance Company – Daman, one of the largest insurers in the GCC region, where he oversees the company's digital transformation initiatives, building a 'digital-first' flexible and resilient insurance company. In addition to his role at Daman, Frederik holds the position of Head of MENA and Digital Transformation Specialist with the Digital Insurer. Previously, he has been Executive Vice President for Qatar Insurance Group (QIC), the largest composite insurer in the MENA region.



Hein van Eck (FASSA, FIA)

Chief Strategy Officer
Mediclinic Middle East

Hein is a well-seasoned Chief Strategy Officer with over 20 years of expertise in leadership, strategy, operations and business growth, across both local and global Healthcare landscapes.

In addition to strategy and digital transformation, he is also responsible for pricing, analytics, payer relations, RCM processes, business development and UAE growth for Mediclinic Middle East.

Q & A



Dr. Vladimir Dzenopoljac

Associate Professor,
Strategic Management-(UAEU CBE)

Vladimir Dzenopoljac is the Associate Professor of Strategic Management at the College of Business and Economics, United Arab Emirates University. Previously, he was engaged as the associate professor, director of the MBA program, and Business Consulting Center coordinator at the College of Business Administration, American University of the Middle East, Kuwait. From 2003 to 2016 he was the Assistant Professor of Strategic Management at Faculty of Economics, University of Kragujevac, Serbia. He received his PhD Degree from the University of Kragujevac, Serbia, in the field of the impact of intellectual capital on value creation in contemporary enterprises. Alongside his academic career, Vladimir was providing business consultancy services in the fields of strategy development and execution, business planning, financial planning and analysis, and leadership. His areas of professional interest are strategy development and execution and intellectual capital management in contemporary organizations.

Moderator



Johan Burger

Business Development Manager –
UAEU CBE

Johan is the Business Development Manager for Executive Education at the College of Business and Economics (CBE) of the UAE University. He is a former Senior Lecturer in International Business at the Nanyang Business School in Singapore, and the Director of the NTU-SBF Centre for African Studies. He previously served as the Director of International Programs at the University of Stellenbosch Business School (USB) in South Africa, where he also taught Strategic Management, General Management and Financial Analysis to MBA students and business executives. He also served as the CEO of USB Executive Development Ltd.

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