

VISIT **Medicall**

INDIA'S LARGEST HOSPITAL EQUIPMENT EXPO
CHENNAI TRADE CENTER, CHENNAI

FOR
ANNUAL HOSPITAL
BUSINESS HEALTH CHECK UP



VISIT MEDICALL:

- To **see** the best & the latest medical equipment
- To **observe** the emerging trends in the hospital industry
- To **seize** new business opportunities and collaborations
- To **learn** the best of breed practices

www.medicall.in



Medicall helps you choose the best, the latest &
the most cost effective Medical Equipment
from around the world

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Fri, 27 Jul 10.30 am to 1.30 pm
Seminar

CIO Conclave

CIO is at the center of the digital transformation journey of any hospital. A CIO is responsible to chalk out an ideal IT roadmap, provide leadership, integrate emerging technologies with processes & people, identify and adapt newer patient centric IT innovations and successfully navigate the hospital into the future. The CIO conclave will provide the delegates with an insight into all of the above roles.

Fri, 27 Jul 10.30 am to 1.30 pm

Ask All At Medcall

Digital Marketing for Hospitals

Everybody wants to do Digital Marketing for their hospitals but few understand the very basics and the nuances of effective Digital Marketing. A million questions spring up in your minds but you do not ask, because you are shy or do not have the relevant forum or experts. Brain Storm Medical has created an innovative format for interaction called Ask All At Medcall. Fire your questions and Medcall will source the best answers from experts from around the globe. Interesting and important questions will be answered live online by the who is who of the healthcare industry, who have walked the talk of Digital Marketing.

Fri, 27 Jul 2.30 pm to 5.30 pm

Workshop

Blockchain for Hospitals

Medcall plans to introduce the disruptive blockchain technology at Brainstorm Medical. The blockchain is a distributed system which securely stores health records and maintains a single version of the truth. Various hospitals, doctors, healthcare organizations, labs and professionals can access a patient's record from the blockchain with secured permission requests. Patients will have more control over who sees their data, while healthcare providers can provide better patient care based on more accurate data. The workshop will address on: How blockchain can be used in Indian Healthcare industry, the current market & industry trends in blockchain.

Registration Fee:
₹500 per Seminar or Workshop
For Registration visit:
www.medcall.in

Sat, 28 Jul 10.30 am to 1.30 pm

Tarkam - Debate

Who should manage your hospitals? Promoters Family or Professionals

The argumentative Indian will enjoy the Tarkam session, modelled on Chai pe Charcha, a veritable Pattimandram in Tamil or Debate in English. Ferocious speakers will thump desks to assert their points, making it a lively, interactive, colourful and useful session for you to take home Key learnings from key opinion makers, Family business experts, Healthcare professionals and Hospital promoters. It is Medcall's very own Lok Sabha!

Sat, 28 Jul 10.30 am to 1.30 pm

Seminar

Ideas & Best Practices from other Industries

Healthcare industry's challenges are not entirely unique to itself. With new government reforms and patient expectations, hospital owners are being forced to reinvent their organizations. Hospitals will perform better if they can understand, learn and adapt processes and out-of-the-box solutions from other industries. The seminar will throw light on best practices and innovative strategies deployed in other industries.

Sat, 28 Jul 2.30 pm to 5.30 pm

Unconference

Outsourcing Key Functions of a Hospital

Unconventional Conference is an ideal platform to pool in your ideas, suggestions and tips. Conventional conferences often seem boring as one has to listen passively to the speakers. However, in an 'unconference' you participate because we believe that the sum of all your expertise is more than that of a single speaker. 'Focus on your core competence – Clinical outcomes. Leave the rest to the experts' say Management Gurus. Can a hospital do that? If yes, what to and what not to? Unconference format may reveal the nuggets of wisdom from the audience on outsourcing pains and benefits.

Sat, 28 Jul 2:30 pm to 5:30 pm

Workshop

Basics of Financial Management for Small & Medium Hospitals

Understanding financial concepts and numbers are essential skills for any Hospital owner / administrator. The workshop will elaborate on understanding and analysing financial statements- balance sheet / Profit & Loss account / cash flow / working capital, prepare to ask the right questions to various stakeholders, metrics that matter, equip to analyse a prospective investment proposal.

Seminars & Workshops

Sun, 29 Jul 10.30 am to 1.30 pm
Seminar

Costing for Hospitals

Rising Healthcare cost is a major problem both for hospitals and patients. Hospitals are forced to give quality service at highly competitive prices. Newer regulations requires rationalization of costs, which is essential for survival of many small and medium hospitals. Successful ones are those who understand this and manage their costs.



Sun, 29 Jul 10.30 am to 1.30 pm
Seminar

Materials Management

Hospital supplies are often seen as a major source of inefficiency and excess cost, and Hospital owners are always on the lookout for the right systems and processes to address these issues. The seminar will enlighten on the following: to have the right material at the right time and at the right place, to get it at best possible rates, consistent & good quality, to create and implement the right processes, to create a transparent system, and to operate efficiently.

For more details:
+91 7305 780 780
Email: seminar@medcall.in



**MEDICALL RECOGNIZES &
REWARDS INNOVATIONS IN HEALTHCARE**

Award Categories:

- Medical Equipment, Point of Care & Wearable Medical Devices.
- Clinical, Surgical, Nursing, Ancillary & Paramedical Practices
- Home Health Care & Telemedicine
- Hospital Business Models.

India Can! India Did! India Will!

Who Can Apply:

Hospitals, Doctors, Scientists, R & D professionals, Nursing & Para medical professionals, Innovators, Entrepreneurs, Manufacturers of medical equipment & Healthcare IT companies.

Visit www.medicall.in to download the Application

Phone: +91 99406 23931 | Email: innovation@medicall.in

Entries Closes on 22nd June 2018

No Entry Fee

FREE ENTRY WITH THIS TICKET

20TH EDITION

JUL 2018

27 **28** **29**
FRI SAT SUN

CHENNAI TRADE CENTER, CHENNAI

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