Dear Colleagues,

We are pleased to welcome you to the 8th edition of Health Insight.

Health Insight had a specific mission since its establishment to stand out from the other events organized in the pharmaceutical field in Lebanon by providing a unique platform for the various stakeholders to address new concepts, new ideas and new trends related to the industry.

This mission was incarnated in the identity designed for the 8th edition where all the stakeholders join hands in Health Insight to create more “Value in Healthcare”. The latter being the theme chosen by the scientific committee for 2018 edition that will address the most pressing and emerging topics of relevance to the industry.

Why this theme? The choice of this theme was because the global healthcare has seen tremendous advancements in medical knowledge and innovation yet many informed observers doubt that society is getting the full value of the annual amount spent worldwide on healthcare. This is the result of the misalignment of incentives, interests, strategies and behaviors of parties engaged in healthcare delivery. The result is disparities in the quality of care delivered, unsustainable costs, and patient and physician frustration to an ever more convoluted system.

In HI 8 the various stakeholders working in the pharmaceutical field will expose their initiatives to deliver value to patients. The scientific agenda will tackle various subjects from technology in healthcare to value for patients to therapies and finally regulations and legislations.

We are pleased to invite you to join us on 20 April 2018 and benefit from the platform of communication and learning offered during the forum.

Looking forward to seeing you

The Health Insight 8 Scientific Committee
HEALTH INSIGHT 8: VALUE IN HEALTHCARE

The Forum
Health Insight is one of the most reputable and professional event in Lebanon dedicated to pharmaceutical and food supplements industries. Held in strategic partnership with the Lebanese Ministry of Public Health, the Lebanese Pharmaceutical Importers Association, the Syndicate of Pharmaceutical Industries in Lebanon and the Group of International Pharmaceutical Companies in Lebanon and for one day only, the visitors are able to attend a series of lectures and panel discussions compiled by a number of leading experts in the region. Having for theme: "Value in healthcare", Health Insight 8 will unite senior executives and regulatory officers to share their experience and explore their efforts in delivering value for patients. This is your opportunity to engage and hear the latest updates.

Value in Healthcare
The importance of Value in healthcare is gaining significant attention, and is used as a framework for developing the health care sector internationally. At the conference, practical aspects of value in health care are presented. The conference focuses on the efforts and initiatives undertaken to reach value for patients.

Communicate ...
Health Insight is the only event in Lebanon that brings together all the stakeholders in the pharmaceutical field from Ministries, Local Industries, Originators, Importers and Distributors of Pharmaceutical and Food Supplements in Lebanon and Arab Countries offering them an ideal platform of communication.

Grow Your Network
Our attendees are always thrilled that we limit vendors – in the presentations. We work hard to maintain a collaborative culture between pharma executives.

Learn More. Faster
We’re only human. Long presentations put us to sleep. Most of our sessions are interactive, small candid conversations you choose. Get the answers you need in real-time and customized to your job function.

Who You’ll Meet
- Academicians
- Consultants
- Importers
- Investors
- Distributors
- Marketing & Business Development
- Managers
- Officials from Ministries of Health
- QA/QC
- Qualified Healthcare Persons
- Production
- Regulatory

Why Attend?
- Hear the latest strategies pharma companies are adopting to navigate the emerging value and outcomes terrain
- Debate the potential to greater cross-industry and cross-sector collaboration in the race for faster, cheaper, better cures
- Discover how technology is impacting healthcare
- Gain critical insights on patient privacy and data protection
- Get acquainted with the latest updates on regulations
- Don’t get left behind - be part of a must-attend event mapping the continued transformation of healthcare

The exhibition
This is where the pharmaceutical and healthcare community will hear from industry thought leaders who will all discuss the challenges facing the industry. Meet multiple prospects in one setting instead of pursuing targets individually.

Why sponsor?
The event is a focal meeting point for stakeholders in the pharma, healthcare industries and will be complemented by expert speakers across the program. If you provide a product or service for these industries then Health Insight is an event you can’t afford to miss.

ASK FOR OUR SPONSORSHIP PACKAGES & FLOOR PLAN

REGISTER TODAY

• Kindly contact the Organizer on Phone: + 961 9 900111- 900110 or Email: forum@healthinsightforum.com
For the 8th time, Health Insight Forum brings together health industry leaders from around the region. This year’s theme is Value in Healthcare. One day of networking and discussions will take place on 20 April 2018 in Hilton Beirut Habtoor Grand Hotel. We hope to see you at the 2018 edition.

**352 PARTICIPANTS**

**6 COUNTRIES REPRESENTED**

**68% EXECUTIVES**

**82% RECOMMEND THE CONFERENCE**

**93% RECOMMEND TO EXHIBIT**
HEALTH INSIGHT IS INTERACTIVE

Presentation/keynote:
a short presentation focused on a specific case study or experience to highlight your expertise on a particular topic. There are typically slides within 15 minute presentations followed by audience Q&A.

Panel:
a one hour interactive, moderated discussion on stage featuring 3-4 panelists and audience Q&A throughout. There’s no presentation or PowerPoint slides needed.

Exhibition:
showcasing the latest products, solutions and services and offering unlimited networking opportunities

ATTENDEES BREAKDOWN BY JOB POSITION

- Regulatory Affairs: 22%
- C level executives: 17%
- Officials: 16%
- Academicians: 15%
- QA/QC: 4%
- Marketing: 4%
- R&D: 4%
- Consultants: 1%

82% would recommend exhibiting at Health Insight

100% of the attendees were satisfied by their participation in Health Insight 2017

REGISTER TODAY
WHAT THIS MEANS FOR YOUR BUSINESS?
New solutions, collaborations and technologies are needed to deliver value in healthcare. As a solution provider, this event will enable you to meet face-to-face potential clients working in the field.

PURSUE, PARTNER AND HAVE FUN:
- Over 20 speakers
- 300+ participants
- Hundreds of formal and informal meetings
- 5 Conference tracks
- An engaging networking lunch
- One welcome reception

CONERENCE HIGHLIGHTS
SESSION 1: REGULATORY IN HEALTHCARE
SESSION 2: TECHNOLOGY IN HEALTHCARE
SESSION 3: VALUE FOR PATIENTS
SESSION 4: COMPREHENSIVE PATIENT MANAGEMENT
SESSION 5: EDUCATION IN HEALTHCARE

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## SPONSORSHIP & EXHIBITION FORM

### PAYMENT SCHEDULE & PROCEDURE
1. 100% payment within 20 days of stand reservation. Return of contract confirms your attendance. Receipt of payment confirms your stand location.
   Failure to payment within 20 days means your stand position may be reallocated.
2. Cheque: please make check payable to: MCE GROUP SARL
3. Bank transfer: The account details will be sent with the invoice

We hereby confirm our participation at the above-mentioned exhibition and we confirm our acceptance of the Rules & Regulations attached to this contract.
The execution of this application and its receipt by the organizing company is deemed conclusive evidence of the applicant’s agreement to pay the full fees due from that moment.
The application is non-cancellable by the Applicant. Applicant further acknowledges that the organizing company, having incurred expenses as a result of the contract/application, is not required to refund any of the fees and that the organizing company is also entitled to any unpaid amounts that may be owed to it by the applicant.

### 2 WAYS TO REGISTER
KINDLY FILL IN THE FORM AND SEND IT BACK BY:
Email: forum@healthinsightforum.com
Tel / Fax: +961 9 900110/111

### ADDRESS:

### TEL:

### MOBILE:

### FAX:

### EMAIL:

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### COMPANY NAME:

### CONTACT NAME:

### POSITION:

### COUNTRY:

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<th>Size</th>
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### ADVERTISING OPPORTUNITIES

- Inside front / back cover: $2.500 each
- 1 Page advert: $1.500

### SPONSORSHIP OPPORTUNITIES

- SYMPOSIUM WITH BOOTH: $10.000
  INCLUDES: LECTURE, BOOTH, LOGO ON MATERIALS
- SYMPOSIUM: $7.000
  INCLUDES: LECTURE, LOGO ON MATERIALS
- CONGRESS FOLDER: $5.000
- COFFEE BREAK: $4.000
- LANYARD: $3.000

### COST ($)

### TOTAL COST INCLUDING 11% V.A.T($)

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### Signature

### DATE

APPLY COMPANY STAMP HERE

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Email: forum@healthinsightforum.com
Tel / Fax: +961 9 900110/111

COMPANY NAME: ________________________________
PHONE NB.: ________________________________
FAX: ________________________________ EMAIL: ________________________________
ADDRESS: ________________________________

CONSEUNC REGISTRATION FEES
(PLEASE TICK YOUR CHOICE INSIDE THE BOX)

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The fee includes: Entrance Fee, Congress Kit, Opening Ceremony, Lunch & Coffee Breaks. A 11% VAT should be added to the invoice.

(PLEASE FILL IN BELOW THE NAMES OF THE DELEGATES)
● The OPL Membership nb. is needed for CE Credit

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HOTEL BOOKING: ☐ YES ☐ NO

IF YOU REQUIRE HOTEL ACCOMMODATION, KINDLY CONTACT THE ORGANIZER

Method of Payment To The Congress
☐ CASH ☐ CHEQUE* ☐ BANK TRANSFER* ☐ CREDIT CARD

* FOR CHEQUE: We accept it only from local attendees.
   Please make cheque payable to: MCE GROUP SARL
* FOR BANK TRANSFER: An extra amount of $50.00 USD has to be added
   The bank details will be mentioned inside the invoice.
   Copy of the transfer slip must be faxed or emailed to MCE GROUP
   All bank transfers must be marked clearly with the delegate name & event title.
   Full payment must be received prior to the event to guarantee entrance.
   All Registration forms must be accompanied by the appropriate payment.

Cancellation Policy
• Replacements from the same institution may be proposed to the event at any time.
• For cancellation notified in written before 28 March 2018 the fee will be reimbursed.
• No refunds are possible after 28 March 2018
• Due to unexpected situations, the program, date, venue, speakers may change and the organizer reserves the right to make this.

STAMP & SIGNATURE