

15th Middle East Healthcare Insurance Conference

16-17 September 2026

Dubai, UAE

— Theme: "Corporate Care 360: Building Smarter Insurance Models for the Workforce"

— "The Middle East's Premier Platform, 15 Years of Driving HealthCare Insurance Leadership."

Organised by:



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For speaking, sponsorship or partnership opportunities:

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Conference Introduction

In a rapidly evolving Middle East, healthcare and workforce wellbeing have emerged as critical pillars of economic growth, competitiveness, and sustainability. Organisations are realising that health insurance is no longer just a compliance requirement or a supplementary benefit it is a strategic enabler of corporate resilience and success. The Middle East's healthcare insurance sector in 2026 will likely see sustained growth driven by increasing demand for comprehensive tech-enabled plans, rising healthcare costs, and growing chronic diseases. The market will likely experience increased competition, with players focusing on customer-centric and cost-efficient models, while technological advancements like AI will play a significant role in developing innovative solutions and strategies.

Across industries, companies are investing in group health insurance policies as a core part of their employee benefits packages, placing healthcare on the same level of importance as salaries, allowances, and bonuses. This investment represents a clear shift: forward-looking corporations now see workforce health not as a cost, but as an asset that fuels productivity, engagement, and loyalty.

For employees, this translates into tangible security and peace of mind. Access to healthcare coverage spanning doctor consultations, hospitalisation, medication, preventive care, and in many cases, dental, vision, and mental health services ensures that individuals and their families are financially protected against unexpected medical expenses. Beyond financial protection, healthcare benefits symbolise a company's commitment to its people, strengthening trust and loyalty between employer and employee.

For employers, the benefits are equally transformative. Healthy employees mean fewer sick days, stronger performance, and greater innovation. Companies that prioritise healthcare benefits consistently report higher talent retention and a stronger employer brand critical differentiators in an increasingly competitive regional job market. In this sense, health insurance is not simply a protective shield, but a cornerstone of talent strategy and business reputation.

At the heart of this ecosystem stand the insurers, brokers, healthcare providers, and digital health innovators who design and deliver solutions tailored to corporate needs. They manage risks, process claims, and work with healthcare networks to ensure employees receive timely, high-quality medical care. Increasingly, these partnerships are expanding to include telemedicine, wellness programs, AI-powered diagnostics, and preventive health initiatives moving beyond treatment to proactive wellbeing.

This year's conference is dedicated to exploring the powerful synergy between health insurance and corporate business in shaping the future of the workforce. Together, we will address pressing questions:

- How can corporates and insurers collaborate to create more sustainable, cost-efficient healthcare models?
- What role will digital health, data analytics, and AI play in transforming employee care?
- How can wellness and prevention be embedded into workplace culture, reducing long-term risks and costs?
- And how can regulators, policymakers, and industry stakeholders foster an ecosystem that balances affordability, accessibility, and quality?
- Is the Next Generation of TPAs Ready to Lead Workforce Health Through Digital Transformation and Analytics?

As we gather in this landmark 15th edition, we are reminded of a simple truth: the health of employees is inseparable from the health of businesses. By strengthening healthcare insurance frameworks and corporate benefits, we are not only protecting individuals but also powering economic resilience, business competitiveness, and sustainable growth for the Middle East region.

Let us embark on this dialogue with vision, collaboration, and commitment to build a future where workforce wellbeing is not an option, but the foundation of every thriving business. For speaking and sponsorship opportunity please contact
Ms Erica Belicena – Conference Producer at
erica@asiainsurancereview.com





Key Topics

Strategic & Policy-Level

- The future of corporate healthcare insurance in the Middle East: Aligning workforce wellbeing with business growth
- Shaping public-private partnerships to strengthen workforce healthcare in the region
- Employer-sponsored health insurance models: Innovations and best practices
- Regulatory developments in Middle Eastern health insurance: implications for corporate buyers
- Balancing cost containment and quality care: Strategies for employers and insurers

Workforce-Centric & HR Integration

- Workforce wellness as a business strategy: Linking insurance benefits to productivity
- Designing employee-centric health insurance plans for multigenerational workforces
- Mental health & wellbeing coverage: Meeting workforce expectations in a changing corporate culture
- The role of health insurance in attracting and retaining talent in the Middle East
- Redefining corporate benefits: Integrating digital health, preventive care, and insurance

Technology & Digital Transformation

- Digital health ecosystems: How telemedicine and insurtech are reshaping workforce coverage
- Applying data analytics to employer-based health and wellbeing benefits
- Harnessing AI and data analytics to personalise employee health insurance plans
- The role of wearables and iot in driving preventive care for the workforce
- "The future of third-party administration: Technology, analytics, and workforce-centric solutions"



Key Topics

Cost, Risk & Sustainability

- Managing rising healthcare costs: Innovative risk-sharing models between employers and insurers
- Sustainable Corporate health insurance: ESG considerations in workforce wellbeing
- Fraud prevention in corporate healthcare insurance: Safeguarding employers and insurers
- Risk pooling and reinsurance solutions for large workforce health coverage
- Value-based insurance design: Linking payments to outcomes for corporate clients

Specialised & Emerging Needs

- Expanding coverage beyond basics: Dental, vision, and specialised treatments for corporate clients
- Insurance Solutions for expatriate and migrant workforces in the Middle East
- Women's Health and maternity benefits: Designing Inclusive corporate health insurance plans
- Workforce preparedness for pandemics and future health crises: Lessons learned
- Addressing lifestyle-related diseases: Preventive health insurance programs for the workforce





Day One – 16 September 2026, Wednesday

8:00am Registration and Tea & Coffee Reception

Spotlight Session 1 Strategic & Policy-Level

9:00am Opening Remarks & Welcome Keynote by Insurance Regulator

9:20am The Future of Corporate Healthcare Insurance in the Middle East: Aligning Workforce Wellbeing with Business Growth

9:45am



Building Stronger Public–Private Collaborations for Workforce Healthcare Advancement in the Middle East

Overview: Effective workforce healthcare in the Middle East requires collaboration between public institutions, private insurers, and corporate organisations. This session explores how strategic partnerships can enhance healthcare delivery, improve employee wellbeing, and support organisational productivity.

Chakib Abouzaid

Secretary General, General Arab Insurance Federation

10:10am Panel Session: Corporate Care 360 – Building Smarter Insurance Models for the Workforce

Overview: This panel brings together corporate leaders, insurers, HR professionals, and innovators to explore how organisations in the Middle East can design smarter, more effective healthcare insurance models for their workforce. The discussion will focus on aligning employee wellbeing with business strategy, optimising coverage, and leveraging data-driven insights to deliver cost-effective, personalised, and sustainable corporate healthcare solutions.

Moderator:



Kunal Wadhwani

Director | Author, Engagement Economics Consulting

Panellists:



Dr Sara Al Dallal

President, Emirates Health Economics Society



Dr Jassim Al Awadhi

Executive Director – Head of Enterprise Platforms, Emirates NBD



Dr Deep Makkar

Vice President – Funder Relations, NMC Healthcare

11:10am **Networking Session**

11:30am



Visionary Leadership Address from Emirates Health Economics Society

Dr Sara Al Dallal

President, Emirates Health Economics Society

11:55am **Corporate Buffet Luncheon**

Spotlight Session 2 Workforce-Centric & HR Integration

1:00pm



Insights into Health Policy Innovation, Vaccination Strategy, and Evidence-Based Approaches to Workforce Health Protection Across the Region

Professor Immanuel Azaad Moonesar

Former President of Academy of International Business (MENA) and Full Professor of Health Policy and Systems Research, Mohammed bin Rashid School of Government

1:25pm



Topic: TBA

Ameet Bansall

Founder & CEO, MediGence

1:50pm

Panel Session: Humanising Corporate Health in the Middle East – HR and Insurers in Partnership for Wellbeing

Overview: This panel brings together HR leaders, corporate insurers, and workforce wellbeing experts to explore how collaboration between HR and insurance providers can create more human-centered corporate health programs in the Middle East. The discussion will focus on strategies to enhance employee wellbeing, engagement, and productivity through innovative insurance models, wellness integration, and data-driven insights.

Moderator:



Dr Mohammad Barakat

Executive Managing Director, Consilium Advisory

Panellists:



Chakib Abouzaid

Secretary General, General Arab Insurance Federation



Mark Adams

Chief Executive Officer, Clemenceau Medical Center Hospital – Dubai



Shady Nawar

Chief of Strategic Partnerships & Business Development Officer,
American Hospital Dubai

2:50pm Networking Session

3:10pm Mental Health & Wellbeing Coverage: Meeting Workforce Expectations in a Changing Corporate Culture

Overview: As corporate culture in the Middle East evolves, employees increasingly expect comprehensive mental health and wellbeing support as part of their benefits package. This session explores how organisations and insurers can design and implement coverage that addresses mental health needs, enhances employee engagement, and fosters a resilient workforce.

3:35pm The Evolving Landscape of Leadership in the Middle East



Hisham Elsaied

Partner – People & Leadership Development, ICAN, Fortune500 HR Director,
Non Executive Director/Advisory Committee Member Global ESG Leadership
Organisation

4:00pm Closing Remarks



Day Two – 17 September 2026, Thursday

8:00am Registration and Tea & Coffee Reception

Spotlight Session 3 Regional Spotlight: Middle East Healthcare Insurance

9:00am **Connecting the Conversations:
Chairman's Reflections on Day 1 and Vision for Day 2**

9:20am **From Cost Containment to Value Creation: How Corporate Health Insurance in the GCC Must Transition to Outcomes-Based Models**



Elliot Gymiah

Senior Specialist – Clinical Costing & Provider Engagement, Department of Health – Abu Dhabi

9:45am **Optimising Corporate Healthcare Benefits: Strategic Health Insurance Models for Saudi Arabia's Evolving Workforce**

Overview: Saudi Arabia's corporate landscape is evolving rapidly, with organisations seeking innovative health insurance models that support a diverse and dynamic workforce. This session explores strategies to optimise corporate healthcare benefits, balancing employee wellbeing with business objectives, regulatory compliance, and cost efficiency.

10:10am **Panel Session: Managing Cost, Risk, and Sustainability in Middle East Corporate Healthcare – Innovative Models for a Resilient Workforce**

Overview: Middle East organisations face increasing pressure to balance healthcare costs, manage risk, and deliver sustainable workforce benefits. This panel brings together insurers, corporate leaders, and experts to explore innovative models that enhance resilience, optimise spending, and promote workforce wellbeing.

Panellist:



Tim Goodhew

Partner, Health Industries, PwC Middle East



Dr Mohamed Salama

AGM- Head of Claims Governance & Optimization, Aster DM Healthcare

11:10am **Networking Session**

11:30am Dubai's Workforce Health Excellence: Best Practices in Corporate Healthcare and Employee Wellbeing

Dubai has emerged as a hub for innovative corporate healthcare and workforce wellbeing initiatives, setting benchmarks for the region. This session highlights best practices, case studies, and actionable strategies that organisations can adopt to enhance employee health, engagement, and productivity.

11:55am Corporate Luncheon Buffet

Spotlight Session 4 Technology & Digital Transformation / Specialised & Emerging Needs

1:00pm Digital Health Ecosystems: How Telemedicine and Insurtech are Reshaping Workforce Coverage

Overview: The rise of digital health solutions and insurtech is transforming corporate healthcare coverage in the Middle East, offering organisations new ways to enhance employee wellbeing and operational efficiency. This session explores how telemedicine, data analytics, and technology-driven platforms are reshaping workforce health programs.

1:25pm Fraud Prevention in Corporate Healthcare Insurance: Safeguarding Employers and Insurers

Overview: Corporate healthcare insurance in the Middle East faces increasing risks from fraud and misuse, which can significantly impact costs and employee trust. This session explores strategies and best practices for detecting, preventing, and managing fraud to protect both employers and insurers.

1:50pm Panel Session: Future-Ready Workforce Health – Digital Innovation in Middle East Corporate Insurance

The Middle East is rapidly adopting digital innovations to transform corporate healthcare, creating opportunities to enhance workforce wellbeing, optimise costs, and improve employee engagement. This panel brings together insurers, HR leaders, and technology experts to explore how digital tools, telemedicine, and insurtech solutions are shaping the future of workforce health coverage.

Panellist:



Karan Khanna

Marketing Director, Sidra Healthcare

2:50pm Networking Session

3:10pm Addressing Lifestyle-Related Diseases: Preventive Health Insurance Programs for the Workforce

Overview: Lifestyle-related diseases are a growing challenge in the Middle East, impacting employee health, productivity, and corporate healthcare costs. This session explores how preventive health insurance programs can help organisations proactively manage risk, improve workforce wellbeing, and reduce long-term healthcare expenses.

3:35pm Applying Data Analytics to Employer-Based Health and Wellbeing Benefits

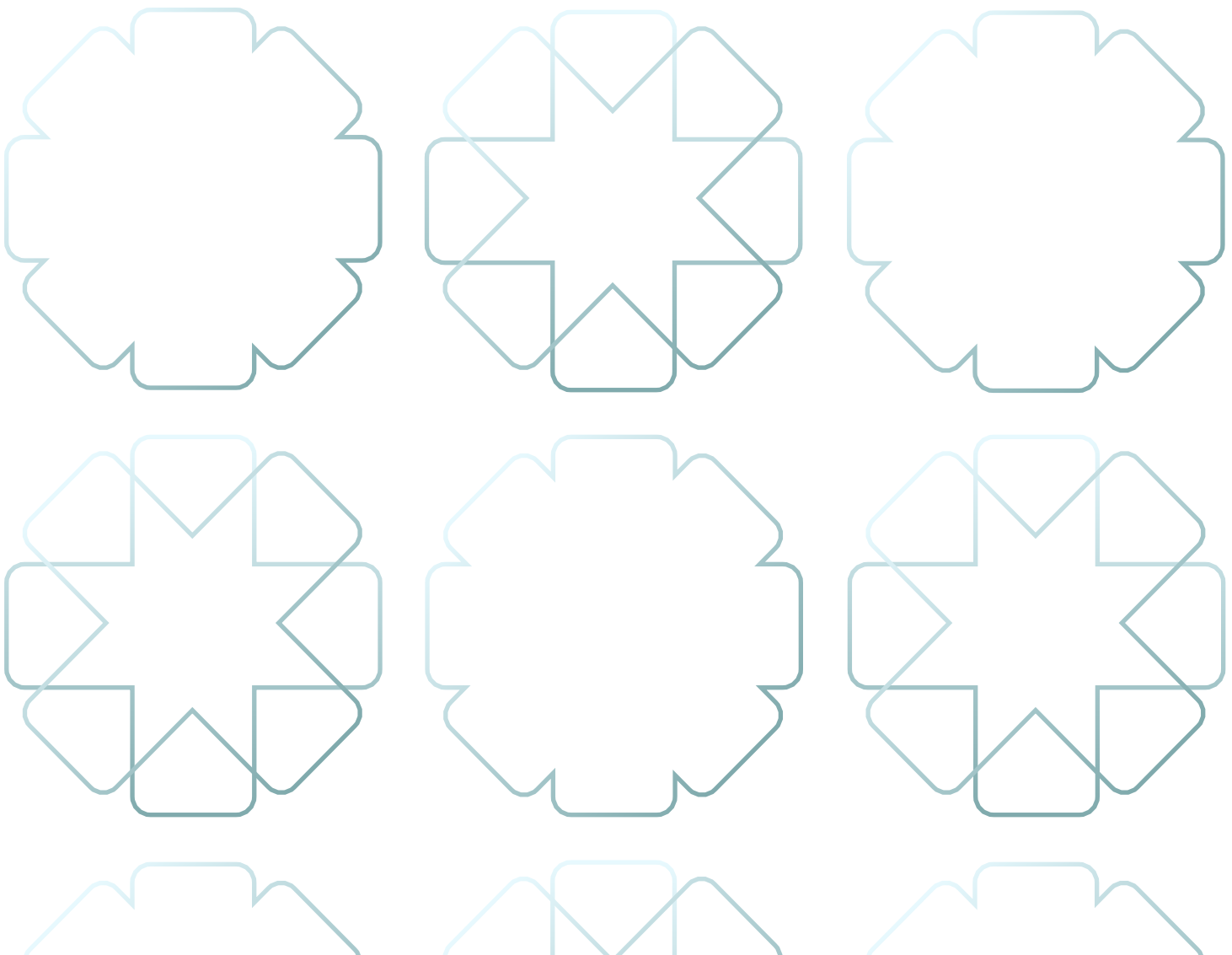
Overview: In today's data-driven environment, analytics is revolutionising how employers and insurers design and deliver health and wellbeing benefits. This session explores how data intelligence can enhance decision-making, improve program effectiveness, and personalise workforce health strategies.

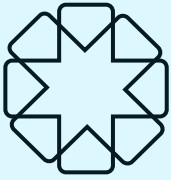
4:00pm The Future of Third-Party Administration: Technology, Analytics, and Workforce-Centric Solutions

As the healthcare insurance landscape in the Middle East evolves, Third-Party Administrators (TPAs) are transforming from claims processors into strategic partners in workforce health management. This session explores how technology integration, advanced analytics, and workforce-focused innovations are reshaping the TPA model.

4:25pm Closing Remarks

Note: Programme is subject to change.





Top Reasons to Attend the 15th Middle East Healthcare Insurance Conference

1. Address the Future of Workforce Health Insurance

Gain firsthand insights into how corporate healthcare coverage is evolving amid shifting workforce demographics, rising costs, and new employer expectations.

2. Discover Smart and Sustainable Insurance Models

Explore innovative approaches to designing workforce-centric insurance solutions that balance affordability, access, and preventive care.

3. Hear from Regional and Global Industry Leaders

Engage with C-level executives, regulators, and thought leaders shaping the future of healthcare and insurance across the Middle East and beyond.

4. Understand Corporate Healthcare as a Strategic Advantage

Learn how forward-thinking companies use health insurance and wellbeing programs to boost productivity, retention, and employee satisfaction.

5. Deep Dive into Technology-Driven Health Solutions

Uncover how digital health, AI, and analytics are revolutionising claims, wellness programs, and employee engagement.

6. Network with Decision-Makers and Innovators

Meet over 150+ senior executives from insurers, brokers, healthcare providers, corporates, and regulators — all in one place.

7. Decode Regional Regulatory Directions

Stay informed about the latest healthcare insurance policies, compliance updates, and reforms impacting insurers and employers across the GCC and wider MENA region.

8. Explore Employer-Led Wellness and Prevention Models

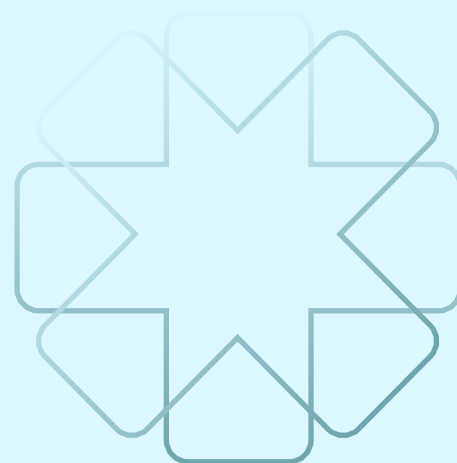
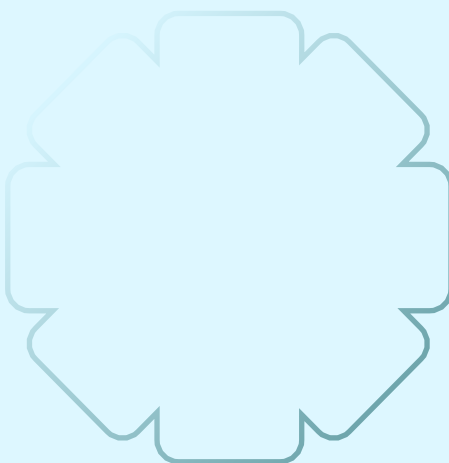
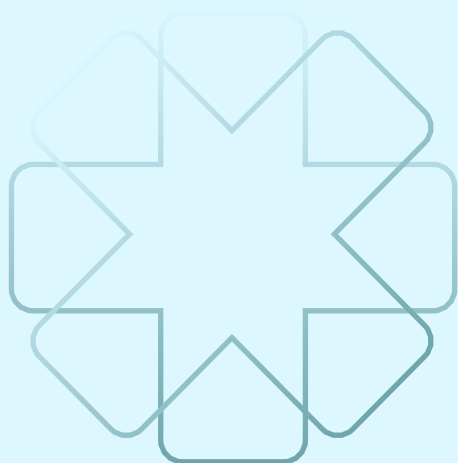
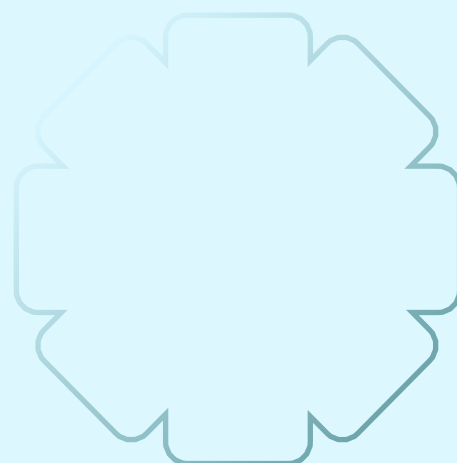
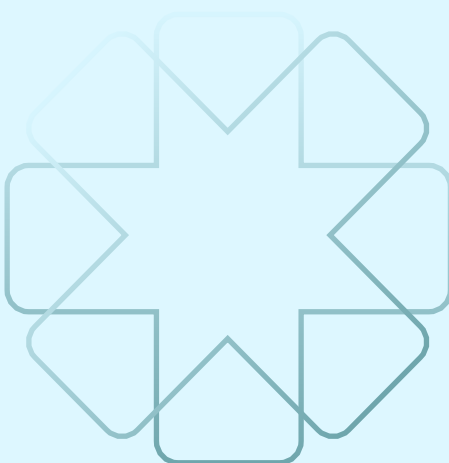
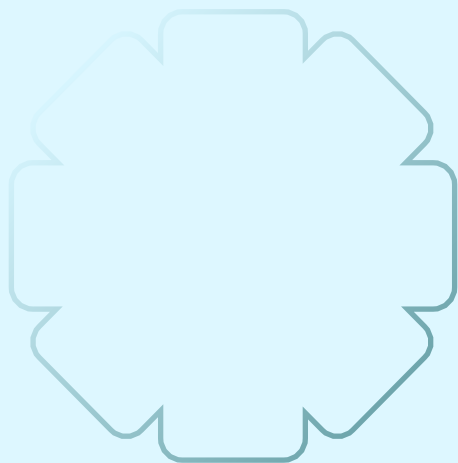
Discover how organisations are integrating preventive health, lifestyle management, and data insights into employee benefits packages.

9. Benchmark Best Practices Across the Region

Hear successful case studies from insurers and corporates that have built efficient, cost-effective, and employee-centered health programs.

10. Be Part of the Conversation on "Corporate Care 360"

Join the only regional platform connecting corporate leaders, insurers, and healthcare providers to co-create the next generation of workforce health insurance.

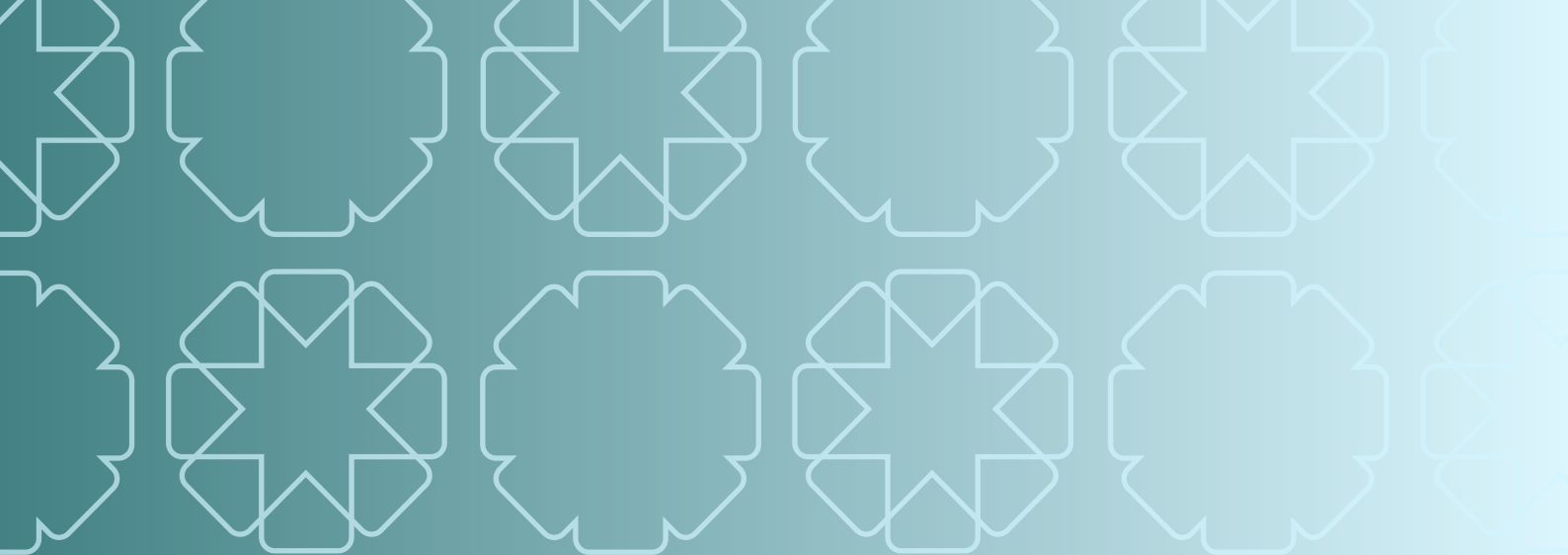




Conference Highlights











Who should sponsor

- Regional and international health insurers
- Takaful and Sharia-compliant health insurance providers
- Global reinsurers with health portfolios
- Specialty reinsurers focusing on medical risk
- Reinsurance brokers supporting healthcare lines
- Global HR/benefits consultancies
- Local and regional employee benefits brokers
- Private hospitals and medical networks
- Specialist clinics
- Regional hospital chains targeting corporate contracts
- Global pharma brands with workplace wellness programs
- Regional pharmaceutical distributors
- Health tech platforms
- Wearables & wellness tech providers
- Insurtech firms offering claims automation, AI underwriting, fraud detection
- Corporate wellness program providers
- Mental health platforms
- Occupational health & safety solutions firms
- Banks offering bancassurance / group health plans
- Investment firms with healthcare/insurance portfolios
- Consulting firms

Get involved

For speaking, sponsorship or partnership opportunities:

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15th Middle East Healthcare Insurance Conference

16–17 September 2026, Dubai, United Arab Emirates

Registration Email: weeling@asiainsurancereview.com

Registration

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Job Title: _____

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REGISTRATION

Early Bird (valid till 16 August 2026)

Subscribers ☐ US\$1,280

Non-Subscribers ☐ US\$1,580*

Normal Registration

Subscribers ☐ US\$1,780

Non-Subscribers ☐ US\$1,980*

(*Free One Year Subscription to Digital Edition of Middle East Insurance Review & MEIR e-Daily)

Full registration fees MUST be paid before the valid dates for admittance at conference.

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.

I came to know about this conference through:

☐ AIR/MEIR magazine ☐ AIR/MEIR Website ☐ Brochure ☐ Email

☐ Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Group registration: Special Offer for Year 2026

Register three delegates from the same company, and send the fourth delegate to attend the conference free of charge!

(Valid only for delegates from the same company in the same country)

Registration fee includes participation at Conference plus tea breaks and lunches. All meals are prepared without pork, lard and beef.

Special Dietary Requirements

☐ I would like to have vegetarian meals during the Conference.

Closing date for registration: 9 September 2026

For cancellation in writing made before **9 September 2026**, 50% of the conference fee will be refunded.

No refunds will be made for cancellations after **9 September 2026**. However, substitution or replacement of delegates will be allowed.

PAYMENT

I undertake to indemnify the organisers for all bank charges

☐ Telegraphic / Bank Transfer to the following account:

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Branch: Marina Financial Centre Branch

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*Note: A 5% surcharge is applicable on credit card payments processed by Stripe.com.

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