

# 15<sup>th</sup> Middle East Healthcare Insurance Conference

1-2 April 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:



**MIDDLE EAST  
INSURANCE REVIEW**

Member: Beacon International Group, Ltd. BEACON

Co-Host by:



Media Partner:



**ASIA  
INSURANCE REVIEW**

Member: Beacon International Group, Ltd. BEACON

@MEIRedaily#MEIRhc

/MiddleEastInsuranceReview

/company/meir

[www.asiainsurancereview.com](http://www.asiainsurancereview.com)

[www.meinsurancereview.com](http://www.meinsurancereview.com)



## Conference Introduction

In a rapidly evolving Middle East, healthcare and workforce wellbeing have emerged as critical pillars of economic growth, competitiveness, and sustainability. Organizations are realizing 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, hospitalization, 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 symbolize 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 prioritize 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.

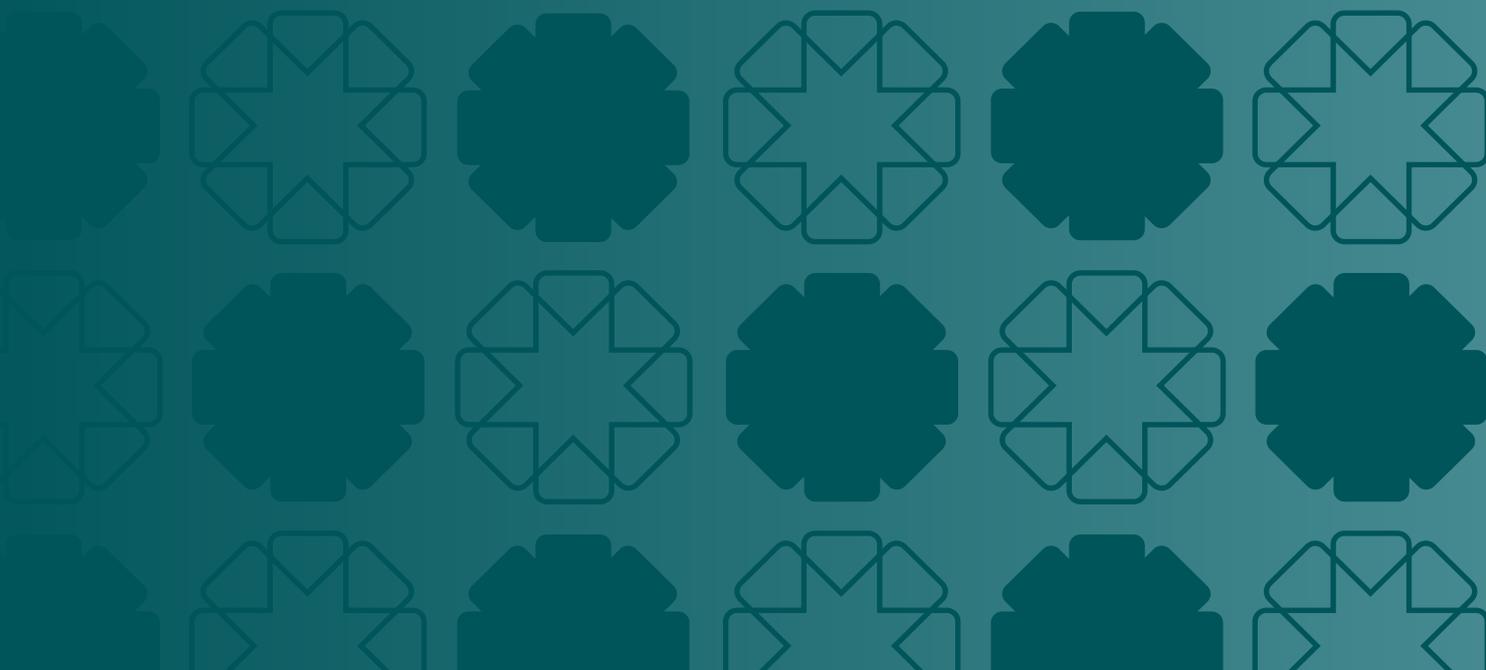
This year's conference is dedicated to exploring the powerful synergy between health insurance and corporate business in shaping the future of the workforce. Together, we will address pressing questions:

- 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.

The 15th Middle East Healthcare Insurance Conference will feature a Tech Spotlight Pavilion, showcasing cutting-edge insurtech, healthtech, and workforce wellness solutions. Delegates can explore live demos, meet innovators, and discover technologies transforming corporate healthcare insurance in the 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](mailto: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 Personalize 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

### Specialized & Emerging Needs

- Expanding Coverage Beyond Basics: Dental, Vision, and Specialized 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

---

8:00am **Registration and Tea & Coffee Reception**

9:20am



### Plenary Address

**Fared Lutfi**

Secretary General, Emirates Insurance Association

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 organizations. This session explores how strategic partnerships can enhance healthcare delivery, improve employee wellbeing, and support organizational 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 organizations 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, optimizing coverage, and leveraging data-driven insights to deliver cost-effective, personalized, and sustainable corporate healthcare solutions.



### Moderator

**Kunal Wadhvani**

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

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



### Plenary Session

**Dr. Aftab Hasan**

Founder & Chairman,  
Global Association of InsurTech Professionals (GAIP) – NPIO  
(Under the auspices of DIFC & supported by UNDRR)  
Secretary-General of Insurance Business Group (IBG)

1:50pm

### Panel Session : Humanizing 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



**Dr. Shady Ashraf**

Senior Team Lead- Abu Dhabi Medical Unit,  
MedNet Global Healthcare Solutions - UAE

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 organizations 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 Organization

4:00pm

### **Closing Remarks**

*Note: Programme is subject to change.*



## Day Two

---

8:00am **Registration and Tea & Coffee Reception**

### Spotlight Session 3 Regional Spotlight: Middle East Healthcare Insurance

9:20am **Connecting the Conversations: Chairman's Reflections on Day 1 and Vision for Day 2**

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 organizations seeking innovative health insurance models that support a diverse and dynamic workforce. This session explores strategies to optimize 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 organizations 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, optimize spending, and promote workforce wellbeing.



**Panellist:**

**Tim Goodhew**

Partner, Health Industries, PwC Middle East

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 organizations can adopt to enhance employee health, engagement, and productivity.

11:55am **Corporate Luncheon Buffet**

## Spotlight Session 4 Technology & Digital Transformation / Specialized & 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 organizations 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, optimize 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 organizations proactively manage risk, improve workforce wellbeing, and reduce long-term healthcare expenses.

**3:35pm**      **Applying data analytics to employer-based health and wellbeing benefits**

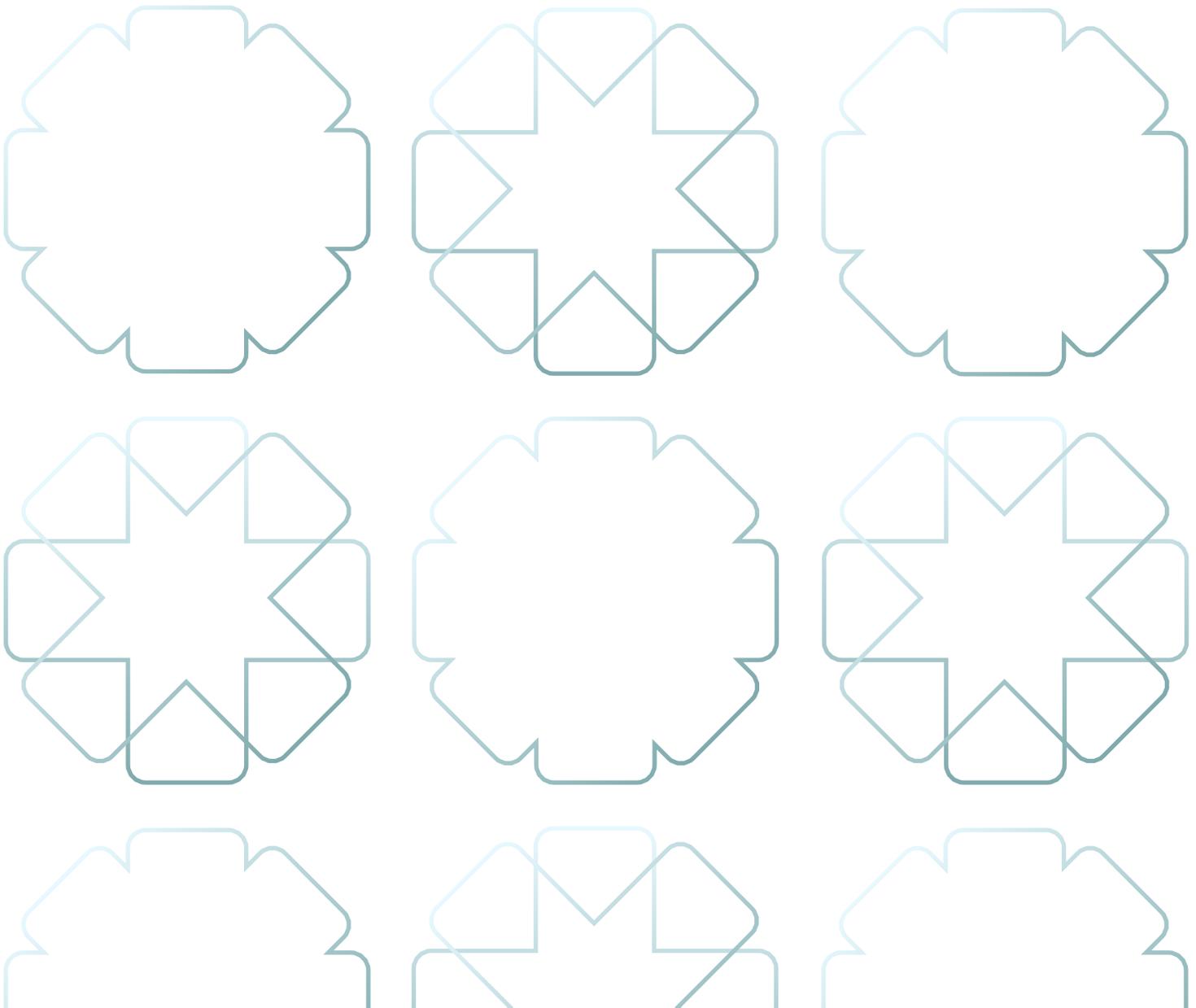
Overview: In today's data-driven environment, analytics is revolutionizing how employers and insurers design and deliver health and wellbeing benefits. This session explores how data intelligence can enhance decision-making, improve program effectiveness, and personalize workforce health strategies.

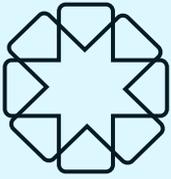
**4:00pm**      **The Future of Third-Party Administration: Technology, Analytics, and Workforce-Centric Solutions**

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 revolutionizing 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

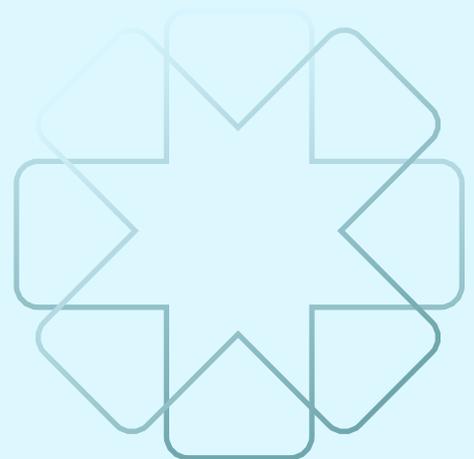
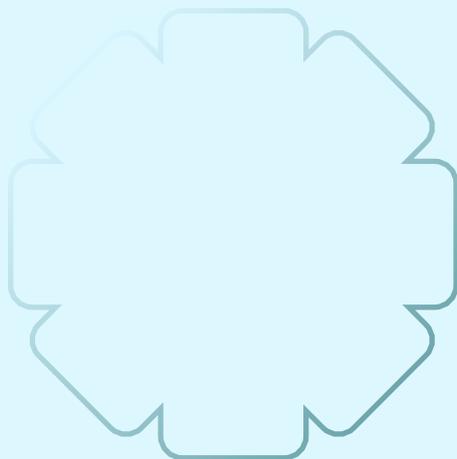
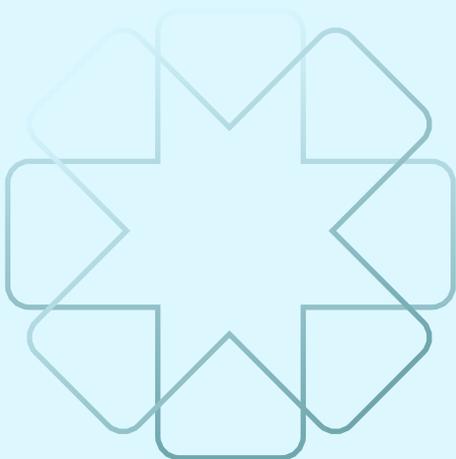
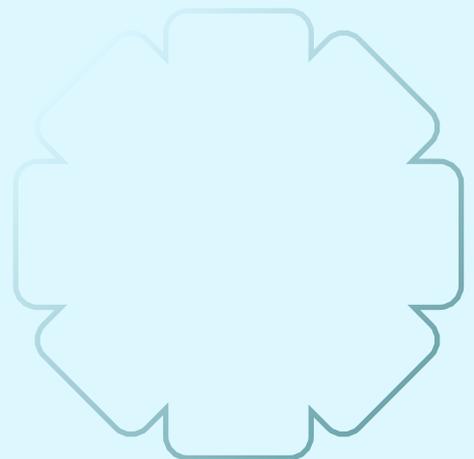
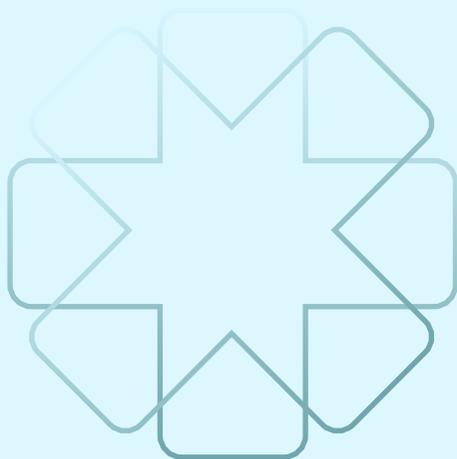
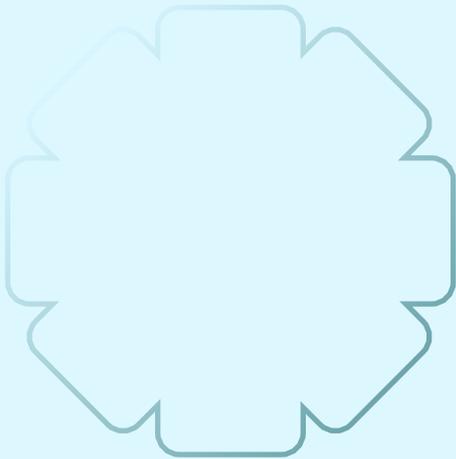
Discover how organizations are integrating preventive health, lifestyle management, and data insights into employee benefits packages.

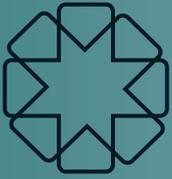
## 9. Benchmark Best Practices Across the Region

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"

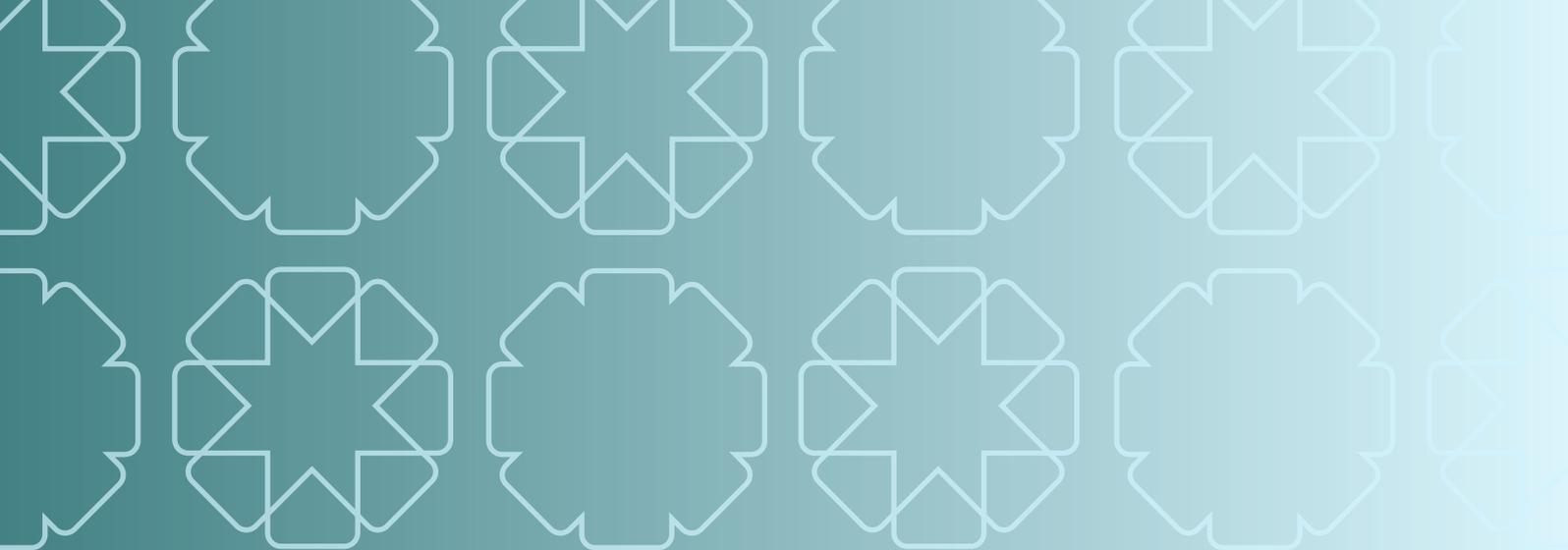
Join the only regional platform connecting corporate leaders, insurers, and healthcare providers to co-create the next generation of workforce health insurance.





# 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 and partnership opportunities:

**Ms. Erica Belicena**

Conference Producer

Asia Insurance Review and Middle East Insurance Review

Amoy St, 103A, Singapore 069923

Email: [erica@asiainsurancereview.com](mailto:erica@asiainsurancereview.com)

Organised by:



**MIDDLE EAST  
INSURANCE REVIEW**

Member: Beacon International Group, Ltd. 

Media Partner:



**ASIA  
INSURANCE REVIEW**

Member: Beacon International Group, Ltd. 

