

NATIONAL HEALTH CARE MANAGEMENT CONFERENCE

Theme: Value-Based Care: The Future of Indian Health Care



Organized by:

PGDM (Pharmaceutical and Biotechnology Management)

SIES College of Management Studies (SIESCOMS)

Nerul, Navi Mumbai.

Date: 3rd February 2018

Venue: SIESCOMS auditorium

Contact: Dr. Shuchi Midha & Dr. Ranjana Jaiswal
Annual Healthcare Management Conference 2018
SIES College of Management Studies (SIESCOMS)
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ABOUT SIES

Promoted in 1995 by the South Indian Education Society (SIES), one of the oldest and premier educational trusts in Mumbai since early 1930s, SIES College of Management Studies (SIESCOMS) has today emerged as one of the leading business schools on the landscape of management education in India, located at a sprawling campus in Nerul.

SIESCOMS is affiliated to University of Mumbai, approved by AICTE and is involved in teaching, training and promoting research in the fields of Management for a better tomorrow.

ABOUT THE CONFERENCE

The Annual Healthcare Management Conference 2018 will focus on the theme “ **Value-Based Care: The Future of Indian Health Care .”**

The conference will focus on poorly coordinated episodic care to manage preventive, acute and chronic ailments in India. Emphasis would be on the burden of healthcare costs (each year 39 million people are pushed into poverty). Healthcare insurance covers only one-fifth of the population. Therefore, we need to align healthcare components with Value based care (VBC) which emphasizes on value for patients, not just lowering costs. Other points that would be the highlight of the conference will include enhancing patient experience, growing by developing its delivery value chain. Nut shell, Healthcare professionals need to strike a balance – how can they improve outcomes for their patients and ensure that the cost of care remains manageable? Across the world, VBC has called for a considerable change in the way healthcare providers operate. Therefore, the current platform will deliberate on the following issues with respect to the Indian healthcare industry and look for a way forward.

FOCUS AREAS

Cost & quality management

Drug Pricing

Drug licensing

Forecasting

Business finance

Marketing compliance

Medico marketing

Digital marketing

OTC marketing

Brand / product management

Brand marketing / communications

Advertising including packaging

Supply chain management

Biopharmaceutical business

Cold chain management

Retailing

Generic & Branded generic business

Commercialization of NCE & NBE

Healthcare management

Hospital administration

Medical Device management

Health and drug policy research

Intellectual property management

Regulatory affairs

Clinical research management

Risk management

Post Marketing Surveillance

Environment Management

Medical tourism

Pharmacology

Pharmaceutical Technology

Biomedical Science & Technology

Novel Trends of Drug Discovery

Pharmacogenomics

Pharmacoeconomics

Biopharmaceutics

Food Biotechnology

Industrial Biotechnology

Pharmacognosy

PUBLICATION:

Guidelines for Authors: The manuscript should be submitted using “MS WORD” “Times New Roman” font should be used with double spacing. The font size should be of 12pt for full text, all main and subheadings. All research articles should have the following sections: Title page, Abstract, Key Words, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Acknowledgement (if any) and Reference. All articles should have abstract of around 250 words. The articles can be up to 3000 words excluding references and abstract. Selected papers shall be published in the form of conference proceeding in a book bearing an ISBN number. Further details of conference are available on www.siescoms.edu

POSTER PRESENTATION: Research work in the form of posters are invited from student delegates. Size of poster should be 120cm X 90cm. The poster should have all sections as mentioned above for publication. Best poster presentation will be suitably awarded.

Kindly send your abstract and full length research paper at Email: conferencehealthcare@siescoms.edu

IMPORTANT DATES:

Submission/Event Dates	Dates
Last date for submission of abstracts and full paper	20.11.2017
Date of intimation of acceptance of abstract/full paper	01.12.2017
Date of conference	03.02.2018

REGISTRATION FEE:

Category	Registration Fee (INR)
Industry delegates	2500
Academic delegates	1500
Student delegates	250

ORGANIZING COMMITTEE:

Dr. Shuchi Midha
Dr. Ranjana Jaiswal
Dr. Chitra Ramanan
Prof. Suniel Deshpande
Prof. Jharna Lulla

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