

9th ANNUAL
Health Insurance
8 – 11 June 2015
Carlton Hotel, Singapore



Part of:
asia
HEALTHCARE
SUMMIT

Featuring Insights from:



Elaine Chan
Senior Head of Medical
Division,
Zurich Insurance
Company, Hong Kong



Derek Goldberg
Managing Director,
Aetna International
Southeast Asia



Nur Hasan Kurniawan
Chief of Employee,
PT Asuransi Jiwa
Manulife, Indonesia



Simon Pepper
Head of Underwriting &
Claims for Asia,
Pacific Life Re,
Singapore



Marianne Gilchrist
Director, Head of Solutions
Groups Asia,
Swiss Reinsurance
Company, Korea



Steve Conway
Regional General Manager,
Allianz Worldwide Care,
Singapore



Joe Corrigan
CEO,
Platinum Health,
Indonesia



Dr Mark Sundrakes
Medical Assistance
Coordinator, International
Insurance,
BNH Hospital, Thailand

**What's New
in 2015?**

- ▶ Focus on Indonesia and how private insurers and Government interact to improve healthcare coverage
- ▶ A close look at the Indo-China region: regulations, opportunities and challenges
- ▶ Discussion on how to educate and engage the Asian market
- ▶ Special Day focusing on policies and business potential in China
- ▶ Roundtable discussions on key issues in health insurance:
 - Claims Fraud
 - Digital Commerce
 - Growing Business in Emerging Markets in Asia

Co-located:



Pre-Conference Workshop ■ 8 June 2015

A China Health Insurance

Post-Conference Workshops ■ 11 June 2015

B Repurposing Insurance Spend for Employee Flex Choice and Workplace Wellness

C High Impact Strategies for Effectively Managing Clients with Long-Term Conditions

Post-Conference Site Tour ■ 11 June 2015

D Tan Tock Seng Hospital

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9:00 **Chairman's Welcome and Opening Remarks**
John Northen, Chief Executive Officer, Columbia Asia Group of Companies, Malaysia

Asia's Healthcare Market Outlook

9:15 **Keynote Address: Singapore's Public Health Infrastructure Plans & Latest Developments**
Lenny Chew, Director, Health Infrastructure Projects, MOH Holdings Pte Ltd, Singapore

9:30 **Healthcare Advancements in North Asia: Infrastructure, Standards & Costs**
 • Plans and investment in primary, secondary and tertiary care
 • Addressing the rising costs of healthcare
 • Advancements in state-of-the-art medical facilities
 • Medical Tourism in North Asia
 • Aged care investments and developments

CEO PANEL
 Panelists:
Wui-Chiang Lee, President, Asian Society for Quality in Health Care & Former Director-General, Ministry of Health and Welfare, Taiwan
Hong Fung, Executive Director, The Chinese University of Hong Kong Medical Centre & Former Director of Planning & Cluster Chief Executive (NTE), Hospital Authority, Hong Kong
Sang-Ho Lee, Chairman, Spine Health Wooridul Hospital, South Korea
Shigemi Kitahara, President, Kitahara International Hospital, Japan

10:00 **Planning for Healthcare Infrastructure Demand & Growth in South East Asia**
 • Healthcare policy developments and opportunities for private investment
 • How is the industry addressing key healthcare challenges?
 • Is Southeast Asia ready for its ageing population?
 • Partnerships and collaboration in the healthcare value chain
 • Balancing healthcare innovation and cost

CEO PANEL
 Moderator:
John Northen, Chief Executive Officer, Columbia Asia Group of Companies, Malaysia
 Panelists:
Su-Lin Chong, Chief Executive Officer, Prince Court Medical Centre, Malaysia
Andres M. Licaros, Jr., President & Chief Executive Officer, Asian Hospital and Medical Center, Philippines
Alexander Varghese, Chief Executive Officer & Executive Director, Siloam Hospital Medan, Indonesia

10:30 **Morning Networking and Refreshment Break**

Health Insurance Market Opportunities

11:20 **Chairperson's Opening Remarks**
Mark Bromhead, CEO, Village Holdings, Hong Kong

11:30 **Leveraging on Asia's Growing Middle Class and Ageing Societies**
 • How do we seize the region's business potential?
 • Is the Health Insurance goldmine hype or reality?
 • Policy assessment and healthcare pricing
 • Opportunities in providing depth of coverage through private insurance

PANEL DISCUSSION
 Moderator:
Marianne Gilchrist, Director, Head of Solutions Groups Asia, Swiss Reinsurance Company, Korea
 Panelists:
Derek Goldberg, Managing Director, Aetna International Southeast Asia, Singapore
Barry Chan, Business Development Director, Bupa, Hong Kong
David Bernad Rudolfhees, AVP Product Development, Tokio Marine, Indonesia
Laurent Pochat-Cottilloux, Managing Director, AXA Healthcare Management, Singapore
A T Yeoh, Director & Chief Operating Officer, PT Asuransi Jiwa Sequis Life, Indonesia

12:15 **Focus on Indonesia: How Do Private Insurance Companies Interact with Government?**

EXECUTIVE DIALOGUE
 • How business has changed since the implementation of BPJS
 • Upcoming government policy changes and impact to the industry
 • Public and private sectors working hand in hand to improve access to healthcare
 • Building customer loyalty through multi channel interactions
 Moderator:
Joe Corrigan, CEO, Platinum Health, Indonesia
 Panelists:
John Lebouff, CEO, Cynergy Care, Singapore
Sam Farrimond, Partner, Shoreline Asia, Hong Kong
Nur Hasan Kurniawan, Chief of Employee Benefit, PT Asuransi Jiwa Manulife Indonesia

13:00 **Networking Lunch**

VIP Lunch Table 1: Marianne Gilchrist, Director, Head of Solutions Groups Asia, Swiss Reinsurance Company, Korea

VIP Lunch Table 2: Derek Goldberg, Managing Director, Aetna International Southeast Asia, Singapore

VIP Lunch Table 3: Laurent Pochat-Cottilloux, Managing Director, AXA Healthcare Management, Singapore

14:00 **Indochina as Emerging Market: Myanmar, Laos, Cambodia, Vietnam**

- EXECUTIVE PANEL**
- New regulation and health policy
 - Are there brokers and agents international insurance companies can work with in these markets?
 - What is the appetite for medical insurance?
 - Communication channel with government health agencies and care delivery organisations

Moderator:
Steve Conway, Regional General Manager, Allianz Worldwide Care, Singapore

Panelists:
Celine Zhang, Managing Director, MSH Asia, Singapore
Ian Wilson, Operations & Business Development Director, HCMC Family Medical Practice, Vietnam

Expanding the Market with Engagement and Education

14:45 **The Road Ahead: Customer Engagement**

- Closing the protection gap
- Engage and enable customers to manage own health
- Increased education and prevention
- Embracing new technologies

Elaine Chan, Senior Head of Medical Division, Zurich Insurance Company, Hong Kong

15:15 **Challenges Facing IFA's and Insurance Brokers in the Asian Medical Insurance Industry**

- Barriers to entry
- Lack of administration support
- Short term attitude of IFA's
- Unregulated nature of Doctors in HK (and Asia)
- Pressure of ever-increasing premiums

Mark Bromhead, CEO, Village Holdings, Hong Kong

15:45 **Afternoon Networking and Refreshment Break**

Closing the Protection Gap with Innovative Products

16:15 **Chronic Disease Management – Bending the Curve in Avoidable Health Care Claims and Hospital Utilisation**

- Understand how effective chronic disease management programs can reduce claims cost by 18-20%
- View breaking peer reviewed research showcasing how telephonic interventions can reduce your claims costs
- Exploring integrated care models that provide coordinated care for patients throughout the health care continuum
- Understanding global trends in telehealth and attaining sustainable success
- Discovering new engagement methodologies in attracting and engaging health fund customers

Dr Linda Swan, Managing Director, Healthways Australia

16:45 **Increasing Individual Cancer Insurance Awareness and Penetration**

- CASE STUDY**
- Looking at global Cancer trends
 - Customer research: caring about health more than healthcare
 - Learning from Cancer products from different parts of the world
 - Better coordination of healthcare services

Simon Pepper, Head of Underwriting & Claims for Asia, Pacific Life Re, Singapore
Hyunmi Park, Underwriting & Claims Manager, Pacific Life Re, Singapore

17:15 **Innovations in Group & Voluntary Health Insurance via Brokerage, Bancassurance & Worksite Distribution**

- Asia's first Insurance & Wellness Exchange
- Electronic worksite eCommerce of group & voluntary insurance via brokerage & bancassurance channels
- Working with industry leaders and championing the change
- Success stories and expansion in the region

Rosaline Chow Koo, CEO, CXA, Singapore

17:45 **End of Conference Day One**

9:00 **Chairman's Welcome and Opening Remarks**
Ian Wilson, Operations & Business Development Director,
 HCMC Family Medical Practice, Vietnam

Addressing Rising Healthcare Cost

9:10 **Optimising Resources and Sharing Costs**

- Ensuring outcome is in best interest of patients
- Wellness programmes, role of technology in care
- Pharma companies and reimbursement policies
- Collaborative approach to care
- Maintaining quality of care while dealing with budget constraints
- Boosting communication between parties and ensuring continuous feedback

Steve Conway, Regional General Manager, Allianz Worldwide Care, Singapore

9:50 **Funding Care Costs in Ageing Asia**

- The consumer perspective on funding the costs of old age care, and the role of the insurance industry
- Consumer views on the long term care needs and who will fund these
- How adequate are current services and who is responsible for providing these
- How the insurance industry can support funding care needs

Marianne Gilchrist, Director, Head of Solutions Groups Asia, Swiss Reinsurance Company, Korea

10:30 **Morning Networking and Refreshment Break**

11:00 **Successful Provider-Payer Collaboration Models**

- Operational challenges attached to insurance procedures
- Role of revenue cycle management and best models of efficiency
- How to get the most from your provider and improve case management?

Dr Mark Sundrakes, Medical Assistance Coordinator, International Insurance, BNH Hospital, Thailand

11:40 **Dealing with Payers while Taking the Lead in Providing Accessible, Quality Care to Patients**

- Efficiency is affected by the medical insurance
- Impact on customer service and profitability
- Providing access to quality and cost-effective care
- Biggest challenge when dealing with insurance protocol and procedures

Ian Wilson, Operations & Business Development Director, HCMC Family Medical Practice, Vietnam

12:20 **Networking Lunch**

VIP Lunch Table 1: Fiona Lee, Head of Sales, Atena International, Singapore

VIP Lunch Table 2: Armando Baez, General Manager, Global Benefits Group, China

VIP Lunch Table 3: Elaine Chan, Senior Head of Medical Division, Zurich Insurance Company, Hong Kong

“Private health insurance in Southeast Asia: A USD 24 bn market by 2020”

Roland Berger

13:30 **Roundtables:**

Claims Fraud

Hyunmi Park, Underwriting & Claims Manager, Asia Pacific Life Re

Digital Commerce

Elaine Chan, Senior Head of Medical Division, Zurich Insurance Company, Hong Kong

Growing Business in Emerging Markets in Asia

Ran Wang, Product and Strategy Manager, Atena International Southeast Asia

14:20 **The Changing Role of TPAs and How They Can Align the Needs of All Healthcare Management Stakeholders**

- Easing the administrative burdens
- Simplifying the claims process
- Benefitting from systems, software and training
- Increasing overall efficiency in plan management

Celine Zhang, Managing Director, MSH Asia, Singapore

15:00 **Afternoon Networking and Refreshment Break**

Engaging the Customer

15:30 **Rethinking Strategies for the Digital Age**

- Big data and its implications in Health insurance
- Driving value and quality from healthcare analytics
- Optimising processes to improve bottom-line
- Learning from successful case studies

Thalia Georgiou, Senior Manager, KPMG, Hong Kong

16:10 **Online Claims and Documentation**

- Collaborating to maximise synergies
- Implementing data analytics for a competitive insurer advantage
- Reduce claims cycle time
- Improve service quality

Joe Corrigan, CEO, Platinum Health, Indonesia

16:50 **Chairman's Re-Cap and Closing Remarks**

17:00 **End of Conference**



Pre-Conference Workshop - 8 June 2015 - 9.00am - 4.00pm

A China Health Insurance

The past two years seem destined to go down in history as the most monumental years in China's commercial health insurance development. A number of new policy directives – especially those aimed at encouraging the development of private healthcare services and at accelerating the country's insurance sector development – have unprecedentedly highlighted the high urgency as well as great potential of integrating commercial health insurance into the big picture of the ongoing healthcare reform in the most populous country in the world.

The China Focus Day will be a platform to discuss and analyze the implications and impact of the new policy changes, with a view to helping participants identify opportunities to tap into this still fresh but also hugely potential market.

Outline:

- ▶ The New 10 Articles on Insurance: Impact on Commercial Insurance?
- ▶ Integrating commercial insurance with healthcare services: Viable models
- ▶ Market entry: Examining opportunities for local and international players

About the Workshop Leaders:



Hanson Li, *Managing Director, Huatone China Strategic Investment Solutions, Inc.*

Hanson's current focus is on advising international and domestic private companies with market intel, strategic planning, and financing in such areas as healthcare services, technologies and the insurance sector. Previously, he was a senior executive at a leading private healthcare management services provider in China, where his portfolio covered strategic planning, operations management and investor relations. Prior to returning to his native China, he worked as an investment banker in New York, and held various research and consulting positions for clients including the World Bank Institute, UNICEF, the Massachusetts state legislature. He holds a Juris Doctorate from Boston University School of Law, a Master of Science from MIT, and a Bachelor's (summa cum laude equivalent) from China's Peking University.



Armando Baez, *General Manager, Global Benefits Group, China*

Armando previously held the position of Vice President at Global Benefits Group where he focused on special overseas markets, global reinsurance opportunities and assisting brokers to provide clients with custom made solutions for international benefits and insurance needs. He was previously Chairman of the Board of Self Insurance Institute of America and President of MediPlan/Cigna in Mexico

Post-Conference Workshop - 11 June 2015 - 9.00am - 12.30pm

B Repurposing Insurance Spend for Employee Flex Choice and Workplace Wellness

Objectives:

This workshop will provide participants with an understanding of how your firm can transform your existing insurance spend into a flexible benefits and workplace wellness program that empowers your employees to become healthier.

Who Should Attend:

- ▶ Business leaders
- ▶ HR professionals
- ▶ Wellness practitioners
- ▶ Public health professionals
- ▶ Insurance healthcare professionals

Workshop Outline:

- ▶ Understanding how you can provide employee insurance and wellness choice
- ▶ Understanding your employees baseline health profile and lifestyle

- ▶ Understanding how to incentivize your employees to become healthier
- ▶ Leveraging data analytics to understand whether your wellness interventions are working
- ▶ Case studies

About the Workshop Leader



Rosaline Chow Koo, *CEO, CXA, Singapore*

Rosaline is the founder & CEO of CXA, a tech start-up disrupting Asia's brokerage industry. Within the start-ups' first year, CXA acquired Singapore's largest homegrown broker, won 20 Fortune 100 clients and received PE funding. Before CXA, she led and grew Mercer Marsh Benefits 800% across 14 countries in Asia Pacific. Rosaline also led ACE Insurance A&H and launched two tech start-ups during the dot-com boom. Prior to moving to Asia, Rosaline worked at Bankers Trust Company in NYC and Procter & Gamble in Iowa. She has an MBA from Columbia University and a Cybernetics Engineering degree from UCLA.

Post-Conference Workshop - 11 June 2015 - 2.00pm - 5.00pm

C High Impact Strategies for Effectively Managing Clients with Long-Term Conditions

Objectives:

This workshop will allow participants to gain deeper understanding of the impact of long-term conditions on health systems and pick up insights on effective strategies in addressing these challenges.

Who Should Attend:

- ▶ Health insurance executives
- ▶ Healthcare providers
- ▶ Wellness practitioners

Workshop Outline:

- ▶ Understand the economic and clinical importance managing long-term conditions to insurers, providers
- ▶ Strategies for a successful long-term conditions management
- ▶ Global insights on long-term condition management

About the Workshop Leader



Thalia Georgiou, *Senior Manager, KPMG, Hong Kong*

Thalia leads KPMG's healthcare consulting practice in Hong Kong. She has ten years' senior healthcare management experience in strategic and organisational change, clinical transformation and quality improvement. Thalia has served an international clientele from the UK, Canada, Hong Kong and Bermuda, including Government's, health payors and providers and commercial entities. Before joining KPMG, Thalia held a number of senior management roles in the healthcare sector, including Head of the Public Health Office for London and Consultant to the Cabinet for the Government of Bermuda.

Post-Conference Site Tour - 11 June 2015

D Site Tour: Visit Tan Tock Seng Hospital



Fast Track Construction of a Containment Facility for Ebola and TB patients treatment*



Medical Ambulatory Centre

Site Tour Leader



Mia Siang Goh,
Director, Operations (Facilities, Project & Safety Management), Tan Tock Seng Hospital, Singapore

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8 – 11 June 2015

The Carlton Singapore

Experts estimate that health expenditures will maintain their growth trajectory, with overall health expenditures in the region reaching USD 173 billion by 2020.

The industry outlook is promising with economic growth driving demand in Asia and high out-of-pocket expenditures further fuelling Southeast's appetite for private health insurance. But key challenges remain including educating the customers, balancing product affordability and coverage and coping with ballooning medical costs.

The 9th Health Insurance Asia Conference provides a platform for senior executives from private insurance, brokers, providers and industry experts to discuss business potential in the billion-dollar Asian health insurance market.

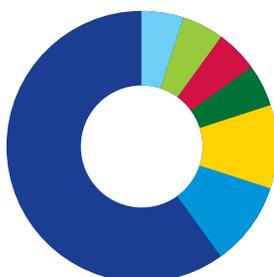
Why You Must Attend This Year's Event

- 1 Seize the region's business potential as you meet and hear from leading health insurance executives and experts
- 2 Find out more about effective chronic disease management programmes
- 3 Understand innovative products that work in Asia
- 4 Enhance profitability with partnership and communication models that improve synergy with stakeholders
- 5 Learn how to engage the connected customer and how technology can further improve your efficiencies

Who Should Attend:



- Singapore 30%
- Thailand 15%
- China/Hong Kong 15%
- Indonesia 15%
- Vietnam, Cambodia, Laos 10%
- Philippines 5%
- India 5%
- US/Europe 5%



- From:**
- Insurance Companies 60%
 - Pharma & Medical Device 10%
 - Brokers 10%
 - TPAS 5%
 - Reinsurance Companies 5%
 - Healthcare Providers 5%
 - Insurance Technology Providers 5%

Hear Some of the Rave Reviews from Attendees at Past Conferences!

“Not only was the event well prepared and impeccably managed but the content and speakers were “top of the class”. I came away having gained great insight into the overall health market in Asia, I made new friends and important business connections for future follow up. Thanks IBC for making this possible”

~ **Global Benefits Group**

“Excellent conference in terms of topics and presenters”

~ **Takaful Ikhlas Sdn Bhd**

“Relevant in today's context”

~ **Bank Negara Malaysia**

“It was a very interesting conference. I met a lot of interesting persons... and new contacts

~ **DKV**

“Very good sharing and interaction among attendees”

~ **XL Insurance**

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IBC's Asia Healthcare Summit is the leading gathering for Government, public and private healthcare providers, health insurance companies, medical equipment/service providers and health technology, to discuss investment in healthcare infrastructure and services to meet Asia's ageing population, chronic disease burden and growing healthcare services demand. It is the must attend platform to learn, meet, network and establish business partnerships in Asia's healthcare sector.

3 Conferences in 1 Location



Past Attending Companies Include:

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For more information about placing your brand & profile top-of-mind to key buyers, contact Catherine Wong on **Tel: +65 6508 2470** or **Email: Catherine.Wong@ibcasia.com.sg**

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Register 3 Delegates & the 4th Attends for FREE!

9th Health Insurance Asia 2015

6 EASY WAYS TO REGISTER



MAIL the attached registration form with your cheque to
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RESERVE YOUR PLACE TODAY!

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- I would like to purchase the conference presentations at SGD1000 + GST (SGD1070) per log in.

FEE PER DELEGATE	Early Bird Rate Register & pay on or before 10 April 2015	Special Rate Register & pay on or before 8 May 2015	Normal Rate Register & pay after 8 May 2015	Group Rate (3 or more delegates)
<input type="checkbox"/> 4 Day Package: 2 Day Conference + all Workshops	SGD 4,295	SGD 4,495	SGD 4,595	SGD 4,195
<input type="checkbox"/> 3.5 Day Package: 2 Day Conference + 3 Workshops <input type="checkbox"/> A + <input type="checkbox"/> B OR <input type="checkbox"/> C	SGD 4,095	SGD 4,295	SGD 4,395	SGD 3,995
<input type="checkbox"/> 3 Day Package: 2 Day Conference + 2 Workshops <input type="checkbox"/> A OR <input type="checkbox"/> B + <input type="checkbox"/> C	SGD 3,695	SGD 3,895	SGD 3,995	SGD 3,595
<input type="checkbox"/> 2.5 Day Package: 2 Day Conference + Workshop <input type="checkbox"/> B OR <input type="checkbox"/> C	SGD 3,295	SGD 3,495	SGD 3,595	SGD 3,195
<input type="checkbox"/> 2 Day Conference only	SGD 2,895	SGD 3,095	SGD 3,195	SGD 2,795
<input type="checkbox"/> Site Tour (for registered delegates only)	SGD 100		The Site Tour is Free for the First 10 Participants that Register before the Early Bird Rate	

- Multiple Bookings Discount pricing is applicable to groups of 3 or more delegates from the same organisation registering for the same event, at the same time. Fee stated is the discounted price PER DELEGATE. Only one discount applies; either the early bird rate OR special rate OR group rate.
- All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- Registration fees are subject to the prevailing government tax

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 Job Title: _____
 Department: _____
 Tel: _____
 Mobile No.: _____
 Email: _____

Delegate 2 Details

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 Job Title: _____
 Department: _____
 Tel: _____
 Mobile No.: _____
 Email: _____

Delegate 3 Details

Name: Dr/Mr/Ms _____
 Job Title: _____
 Department: _____
 Tel: _____
 Mobile No.: _____
 Email: _____

Delegate 4 Details

Name: Dr/Mr/Ms _____
 Job Title: _____
 Department: _____
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Please photocopy for additional delegates

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Credit card contact: _____ Department: _____

Direct phone number: _____ Email: _____

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HOTEL INFORMATION

CARLTON HOTEL SINGAPORE

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Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.

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