

SE@re

SEA HEALTHCARE & PHARMA SHOW

23 - 25 APRIL 2025
HALL 2 & 3 MITEC, KL

CONFERENCE PROGRAMME

SCAN HERE TO REGISTER



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Conference Programme

Hall 3, Level 1

Day 1 | 23 April 2025, Wednesday

Time	Topic
8:00am - 9:30am	Registration and Networking Session
9:30am - 11:00am	Premier Forum 1 Navigating Industry Perspectives in Healthcare Transformation
11:00am - 11:30am	Break and Networking Session
11:30am - 1:00pm	Premier Forum 2 Innovating Healthcare Delivery: Insights and Opportunities
2:00pm - 3:00pm	Keynote Panel Drivers for Healthcare Transformation: What do we need to move forward?
3:00pm - 6:00pm	SEACare 2025 Opening Ceremony

Day 2 | 24 April 2025, Thursday

Time	Topic
8:00am - 9:00am	Registration and Networking Session
9:00am - 9:30am	Keynote Plenary: The Economics of Healthcare Investments
9:30am - 9:45am	Plenary 1: Valuing Life: Unpacking Value-based Care Delivery in Healthcare
9:45am - 10:00am	Plenary 2: Risk Mitigation and Risk Containment: Challenges and Opportunities for Health Insurance
10:00am - 10:15am	Plenary 3: Public-Private Partnerships for Financing Healthcare: Success or Failure?
10:15am - 11:00am	Panel Discussion: Enhancing Healthcare Financing: The Road Ahead
11:00am - 11:30am	Break and Networking Session
11:30am - 11:45am	Plenary 4: Public-Private Partnerships in Service Provision: MOH Perspectives on Innovative Health Financing
11:45am - 12:00pm	Plenary 5: Rakan-KKM: A Transformative Partnership to Benefit All
12:00pm - 12:15pm	Plenary 6: Financing Preventive Healthcare: PERKESO Experiences and Insights
12:15pm - 1:00pm	Executive Panel 2: Fuelling Public-Private Delivery of Healthcare: Opportunities and Insights
2:00pm - 2:15pm	Plenary 7: Financing Solutions in Daily Healthcare
2:15pm - 2:30pm	Plenary 8: Financing Chronic Care: Challenges and Opportunities
2:30pm - 3:00pm	Fireside Chat 1: Financing Healthcare Across the Patient Journey from Womb to Tomb
3:00pm - 3:15pm	Plenary 9: Building Connected Health Ecosystems - The Future of Digital Collaboration
3:15pm - 3:30pm	Plenary 10: Cloud-based Platforms for Collaborative Healthcare - Real-time Solutions
3:30pm - 4:00pm	Executive Panel 4: Innovations in Digital Collaboration for Health Services

Conference Programme

Hall 3, Level 1

Day 3 | 25 April 2025, Friday

Time	Topic
8:00am - 9:00am	Registration and Networking Session
9:00am - 9:15am	Plenary 11: AI in Healthcare - Transforming Patient Care through Intelligent Systems
9:15am - 9:30am	Plenary 12: National Digital Health Transformation
9:30am - 9:45am	Plenary 13: Digital Oncology: Enhancing Patient Care and Outcomest
9:45am - 10:30am	Panel Discussion: Exploring AI, Digital Health, and Cloud Solutions in Modern Healthcare
10:30am - 11:00am	Break and Networking Session
11:00am - 11:15am	Plenary 14: Digital Transformation in Healthcare - Integrating Technologies Seamlessly
11:15am - 11:30am	Plenary 15: Data Standards in Healthcare Informatics - HL7, FHIR, and Interoperability
11:30am - 11:45am	Plenary 16: Personalised Medicine through AI - A New Era of Patient-centric Care
11:45am - 12:30pm	Executive Panel 4: Opportunities and Challenges in Digital Health Transformation
2:00pm - 2:15pm	Plenary 17: A Snapshot into the Innovative Healthcare Solution Landscape
2:15pm - 2:30pm	Plenary 18: Capturing a 'Healthy' Unicorn: Insights on Financing Innovative Healthcare Solutions
2:30pm - 3:00pm	Fireside Chat 2: VC Funding in Healthcare Perspectives and Prospectives for Investment
3:00pm - 3:15pm	Plenary 19: Predictive Analytics in Healthcare - Enabling Proactive Interventions
3:15pm - 3:30pm	Plenary 20: AI in Digital Health - Insights for Better Decision Making
3:30pm - 4:00pm	Mini Panel Discussion: Leveraging Predictive Analytics and Big Data in Healthcare
4:00pm - 4:30pm	Keynote Plenary: The Role of Digital Health - Enhancing Accessibility and Efficiency

Conference Programme (Wednesday, 23 April 2025)

9:30am - 11:00am | Premier Forum 1

Navigating Industry Perspectives in Healthcare Transformation

Speakers



Ms. Hoo Ling Lee

*Regional CEO (Central)
KPJ Healthcare Berhad*



Mr. Mahendran Samiappan

*CEO
ISM Insurance Services
Malaysia*



Dr. Vani Chandran

*Honorary Treasurer,
Private Practitioner Section
Malaysian Medical Association*



Mr. Hazmi Yusof

*Country Head,
Senior Vice President
Frost & Sullivan GIC Malaysia
Sdn. Bhd.*

Moderator

11:30am - 1:00pm | Premier Forum 2

Innovating Healthcare Delivery

Insights and Opportunities

Speakers



Dr. Muralitharan Paramasua

*Chief Executive Officer
Medical Device Authority,
Ministry of Health Malaysia*



Dr. Abdullahi Sheriff

*Managing Director
Merck Sharp & Dohme (MSD)
Malaysia Sdn Bhd*



Ms. Asha Thanabalan

*Sr Manager- Business Relations &
Corporate Communications
Clinical Research Malaysia*



**Dato' Sivakumar
Krishnan**

*Founder
HTN Berhad*

Moderator

2:00pm - 3:00pm | Keynote Panel

Drivers for Healthcare Transformation

What do we need to move forward?

Speakers



**Tan Sri Abu Bakar
Suleiman**
*Chancellor
IMU University*



**Prof Tan Sri Dr.
Jemilah Mahmood**
*Executive Director,
Sunway Centre for
Planetary Health
Sunway University*



**Datin Dr. Nazrila
Hairizan Nasir**
*Deputy National
Clinical Director
The Malaysia-Ireland
Training for Family
Medicine*



Dr. Yap Wei Aun
*Chief Executive Officer
Health Transformation Office
Ministry of Health Malaysia*



Prof Elil Renganathan
*Professor,
Public Health and Policy,
Jeffrey Cheah School
of Medicine
Monash University Malaysia*

Moderator

Conference Programme (Thursday, 24 April 2025)

9:00am - 9:30am | Keynote Plenary

The Economics of Healthcare Investments



Dr. Jomo Kwame Sundaram
Senior Adviser
Khazanah Research Institute

9:30am - 9:45am | Plenary 1

Valuing Life

Unpacking Value-based Care Delivery in Healthcare



Dr. Izzuna Mudla Ghazali
Deputy Director of the Medical Development Division, Ministry of Health Malaysia & Head of the Malaysian Health Technology Assessment Section (MaHTAS)
Ministry of Health Malaysia

9:45am - 10:00am | Plenary 2

Risk Mitigation and Risk Containment

Challenges and Opportunities for Health Insurance



Jaswinder Singh
Senior Manager, Health Programme Strategy and Delivery
Prudential BSN Takaful Berhad

10:00am - 10:15am | Plenary 3

Public-Private Partnerships for Financing Healthcare

Success or Failure?



Dr. Chua Hong Teck
Senior Counselor (Healthcare and Government Affairs)
Vriens & Partners

Conference Programme (Thursday, 24 April 2025)

10:15am - 10:15am | Panel Discussion

Enhancing Healthcare Financing

The Road Ahead

Speakers

Moderator



Dr. Jomo Kwame Sundaram

Senior Adviser
Khazanah Research Institute



Mr. Jaswinder Singh

Senior Manager, Health Program
Strategy and Delivery
Prudential BSN Takaful
Berhad



Dr. Chua Hong Teck

Senior Counselor
(Healthcare and
Government Affairs)
Vriens & Partners



Mr. Hazmi Yusof

Country Head,
Senior Vice President
Frost & Sullivan GIC Malaysia
Sdn. Bhd.

11:30am - 11:45am | Plenary 4

Public-Private Partnerships in Service Provision

MOH Perspectives on Innovative Health Financing



Dr. Muhammed Anis bin Abd Wahab
Head of Quality Assurance and Health Financing Departments
ProtectHealth Corporation

11:45am - 12:00pm | Plenary 5

Rakan KKM

A Transformative Partnership To Benefit All



Dr. Yap Wei Aun
Chief Executive Officer Health Transformation Office
Ministry of Health Malaysia

12:00pm - 12:15pm | Plenary 6

Financing Preventive Healthcare

PERKESO Experiences and Insights



Dr. Azlan Darus
Head of Prevention, Medical and Rehabilitation Division
Pertubuhan Keselamatan Sosial (PERKESO)

12:15am - 1:00pm | Executive Panel 2

Fuelling Public-Private Delivery of Healthcare
Opportunities and Insights

Speakers

Moderator



Dr. Muhammed Anis bin Abd Wahab

*Head of Quality Assurance and Health Financing Departments
ProtectHealth Corporation*



Dr. Yap Wei Aun

*Chief Executive Officer
Health Transformation Office
Ministry of Health Malaysia*



Dr. Azlan Darus

*Head of Prevention, Medical and Rehabilitation Division
Pertubuhan Keselamatan Sosial (PERKESO)*



Mr. Poovenraj Kanagaraj

*PR & Communications Manager
National Cancer Society Malaysia*

2:00pm - 2:15pm | Plenary 7

Financing Solutions in Daily Healthcare



K. Bersekutu (PA) Assoc. Prof. Dr. Murallitharan Munisamy
*Managing Director
National Cancer Society Malaysia (NCSM)*

2:15pm - 2:30pm | Plenary 8

Financing Chronic Care
Challenges and Opportunities



Mr. Jonathan Teoh
*Founder and CEO
KALSIS*

Conference Programme (Thursday, 24 April 2025)

2:30pm - 3:00pm | Fireside Chat 1

Financing Healthcare Across the Patient Journey from Womb to Tomb

Speakers



**Kol. Bersekutu (PA) Assoc.
Prof. Dr. Murallitharan Munisamy**
Managing Director
National Cancer Society Malaysia (NCSM)



Mr. Jonathan Teoh
Founder and CEO
KALSIS



Mr. Partiban Ilangovan
Director
ConnectPay

Moderator

3:00pm - 3:15pm | Plenary 9

Building Connected Health Ecosystems

The Future of Digital Collaboration



Mr. G Saravanan
Group Chief Information Officer
Thomson Hospital Kota Damansara

3:15pm - 3:30pm | Plenary 10

Cloud-based Platforms for Collaborative Healthcare

Real-time Solutions



Dr. Terence Tan
Healthcare/ Life Sciences Lead, Venture Capital and Startups, Asia Pacific and Japan
Amazon Web Services

3:30pm -4:00pm | Mini Panel Discussion

Innovations in Digital Collaboration for Health Services

Speakers



Mr. G Saravanan

Group Chief Information Officer
Thomson Hospital Kota Damansara



Dr. Terence Tan

*Healthcare/ Life Sciences Lead, Venture Capital
and Startups, Asia Pacific and Japan*
Amazon Web Services



Mr. Poovenraj Kanagaraj

PR & Communications Manager
National Cancer Society Malaysia
(NCSM)

Moderator

Conference Programme (Friday, 25 April 2025)

9:00am - 9:15am | Plenary 11

AI in Healthcare

Transforming Patient Care through Intelligent Systems



Ms. Wan Nadiah
Director
NineYards Ventures Sdn. Bhd.

9:15am - 9:30am | Plenary 12

National Digital Health Transformation



Dr. Mahesh Appanan
Director of Digital Health
Ministry of Health Malaysia

9:30am - 9:45am | Plenary 13

Digital Oncology

Enhancing Patient Care and Outcomes



Dr. Venkat Panneer
Senior Consultant Surgical Oncologist, Robotic and Breast Surgeon
Apollo Hospitals

9:45am - 10:30am | Panel Discussion

Exploring AI, Digital Health, and Cloud Solutions in Modern Healthcare

Speakers

Moderator



Ms. Wan Nadiah
Director
NineYards Ventures
Sdn. Bhd.



Dr. Mahesh Appanan
Director of Digital Health
Ministry of Health Malaysia



Dr. Venkat Panneer
*Senior Consultant
Surgical Oncologist,
Robotic and Breast Surgeon*
Apollo Hospitals



Dr. Kev Lim
*Founder and Chief Executive Officer
(CEO)*
Qmeds Asia

Conference Programme (Friday, 25 April 2025)

11:00am - 11:15am | Plenary 14

Digital Transformation in Healthcare *Integrating Technologies Seamlessly*



Dr. Khairul Faizi Khalid
Managing Director
Remedi

11:15am - 11:30am | Plenary 15

Data Standards in Healthcare Informatics *HL7, FHIR, and Interoperability*



Dr. Azrin Zubir
CEO
MHNexus Sdn. Bhd.

11:30am - 11:45am | Plenary 16

Personalised Medicine through AI *A New Era of Patient-centric Care*



Dr. Vinod Seetharaman
Director, Life Sciences & Healthcare
Deloitte Consulting

11:45am - 12:30pm | Executive Panel 4

Opportunities and Challenges in Digital Health Transformation *The Road Ahead*

Speakers

Moderator



Dr. Khairul Faizi Khalid
Managing Director
Remedi



Dr. Azrin Zubir
CEO
MHNexus Sdn. Bhd.



Dr. Vinod Seetharaman
Director, Life Sciences & Healthcare
Deloitte Consulting



Mr. Poovenraj Kanagaraj
PR & Communications Manager
National Cancer Society Malaysia

Conference Programme (Friday, 25 April 2025)

2:00pm - 2:15pm | Plenary 17

A Snapshot into the Innovative Healthcare Solution Landscape



Dr. Mazin Gadir
Director
Alvarez & Marsal Healthcare and Life Sciences, Dubai

2:15pm - 2:30pm | Plenary 18

Capturing a 'Healthy' Unicorn *Insights on Financing Innovative Healthcare Solutions*



Mr. Zainul Alam Abdul Kadir
Frost Growth Expert - Business Development Director
Frost & Sullivan

2:30pm - 3:00pm | Fireside Chat 2

VC Funding in Healthcare Perspectives and Prospectives for Investment

Speakers

Moderator



Dr. Mazin Gadir

Director
Alvarez & Marsal Healthcare
and Life Sciences, Dubai



Mr. Zainul Alam Abdul Kadir

Frost Growth Expert
Business Development Director
Frost & Sullivan



**Prof. Emeritus
Dr. Barjoyai Bardai**

*Professor at the Faculty of
Finance & Administrative Sciences*
Al-Madinah International University
(MEDIU)



**Kol. Bersekutu (PA) Assoc.
Prof. Dr. Murallitharan
Munisamy**

Managing Director
National Cancer Society Malaysia
(NCSM)

3:00pm - 3:15pm | Plenary 19

Predictive Analytics in Healthcare *Enabling Proactive Interventions*



Mr. Jitinder Magoon
Head of Southeast Asia
ExperienceFlow.ai

Conference Programme (Friday, 25 April 2025)

3:15pm - 3:30pm | Plenary 20

Personalised Medicine through AI *A New Era of Patient-centric Care*



Mr. Seth Finegan
Director
Informed Solutions, UK

3:30pm - 4:00pm | Mini Panel Discussion

Leveraging Predictive Analytics and Big Data in Healthcare

Speakers

Moderator



Mr. Jitinder Magoon
Head of Southeast Asia
ExperienceFlow.ai



Mr. Seth Finegan
Director
Informed Solutions, UK



Mr. G Saravanan
*Group Chief
Information Officer*
Thomson Hospital
Kota Damansara

4:00pm - 4:30pm | Keynote Plenary

The Role of Digital Health *Enhancing Accessibility and Efficiency*



YBhg. Fabian Bigar
Secretary General
Ministry of Digital Malaysia

Government Agencies



INTERNATIONAL EXPORT

Malaysia External Trade Development Corporation (MATRADE)

As the national trade promotion agency under the Ministry of Investment, Trade and Industry (MITI), MATRADE's mission to promote Malaysia's export has enabled many local companies to carve new frontiers in global markets. MATRADE is focused in carrying and delivering four core services to the Malaysian exporters as follow

Export Promotion	Exporters Development Programmes	Trade & Market Intelligence	Trade Advisory & MATRADE's Facilities
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For more information on MATRADE's services and export facilitations, please visit www.matrade.gov.my



LEGALITY, LICENSING, AND COMPLIANCE

Medical Device Authority (MDA)

MDA is the government agency entrusted to serve the Malaysia medical device's industry. It is a federal statutory agency under the Ministry of Health Malaysia to implement and enforce the Medical Device Act 2012 (Act 737). The main objectives of the Act are to address public health and safety issues related to medical devices and to facilitate medical device trade and industry.

In February 2005, the Cabinet approved the proposal for the development and implementation of medical device regulatory program. Subsequent to the Cabinet decision, Medical Device Authority Act 2012 (Act 738) and Medical Device Act (Act 737) have been published in the Gazzete on 9th February 2012.

MDA was established under the Act 738 on 15 March 2012 and has been officially and fully in operation since 16 June 2012.

For more information on MDA, please visit <https://portal.mda.gov.my/index.php>



NATIONAL PHARMACEUTICAL REGULATORY AGENCY (NPR)
MINISTRY OF HEALTH MALAYSIA

QUALITY ASSURANCE

National Pharmaceutical Regulatory Agency (NPR)

National Pharmaceutical Regulatory Agency (NPR) is a government agency under the Ministry of Health Malaysia that regulates pharmaceutical products, including traditional medicines, health supplements, and cosmetic products marketed in Malaysia.

NPR ensures the quality, efficacy, and safety of the regulated products through the evaluation of scientific data, inspections of manufacturing premises for compliance with Good Manufacturing Practice, licensing (manufacturers, importers, and wholesalers), and laboratory testing.

Today, NPR has become a recognised agency through various achievements and recognitions.

For more information on NPR, please visit www.npra.gov.my

Organising Committees



Kol. Bersekutu (PA) Assoc. Prof. Dr. Muralitharan Munisamy
Managing Director
National Cancer Society Malaysia (NCSM)



Mr. Partiban Ilangovan
Director of Conference Engagement
Banyan Lite Sdn. Bhd.



Mrs. Pavithra Elanjeran
Assistant Manager,
Stakeholder Engagement
Banyan Lite Sdn. Bhd.



Mrs. Mandy Thoo
Deputy Director of Education
National Cancer Society Malaysia (NCSM)



Mrs. Chan Wan Thung
Manager, Health Education,
Literacy, Promotion and Policy (HELPP),
National Cancer Society Malaysia (NCSM)



Ms. Thaarenee Wiswannadan
Senior Public Health Executive,
Health Education, Literacy,
Promotion and Policy (HELPP),
National Cancer Society of Malaysia (NCSM)



Mr. G Saravanan
Group Chief Information Officer
Thomson Hospital
Kota Damansara



Dr. Ashok Kumar Balaraman
Director of Research,
Associate Professor
University of Cyberjaya



Mr. Ragunath 'Pak Joe' Murthy
Chief Rainmaker
Enigma



Dr. Mahesh Appannan
Director of Digital Health
Ministry of Health Malaysia



Dr. Azrin Zubir
Chief Executive Officer
MHNexus Sdn. Bhd.



Dr. Khairul Faizi Khalid
Managing Director
Remedi



Dato' Sivakumar Krishnan
Founder
HTN Berhad



Dr. Jessica Canute
Senior Public Health Executive,
Health Education, Literacy,
Promotion and Policy (HELPP),
National Cancer Society of Malaysia (NCSM)



Ms. Sai Meenakshi Chithrasenan
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Banyan Lite Sdn. Bhd.



Mrs. Thineletchumy Manikam
Executive Assistant
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Mr. Mohamed Jazlan
Graphic Designer
Banyan Lite Sdn. Bhd.



Mr. Thunesh Ravichanthar
Web Developer & IT Solutions Specialist
Banyan Lite Sdn. Bhd.

Steering Committees



Dato' Dr. Saunthari Somasundaram
President,
National Cancer Society of Malaysia (NCSM)
Co-chairperson, Non-Communicable Diseases (NCD) Malaysia
National Cancer Society Malaysia (NCSM)



Dr. Noraryana Binti Hassan
Deputy Director (NCD),
Disease Control Division,
Ministry of Health Malaysia
Ministry of Health Malaysia



Prof. Elil Renganathan
Professor,
Public Health and Policy,
Jeffrey Cheah School of
Medicine and Health Sciences,
Monash University Malaysia



Zainul Alam Abdul Kadir
Frost Growth Expert,
Business Development Director
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Dr. Muralitharan Paramasua
Chief Executive of
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Organised by



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