F19: Program Brochure

Activity Title	5th Health Literacy Conference: Access for all: Pathway to Inclusive Care and Informed Decisions
Date	4 October 2025
Venue	Le Royal Méridien Place Vendôme Lusail / Virtual through Microsoft teams (Limited)
Facilitator/s	SPC: Amal Alfarsi, Aljori Alajji, Duane Wong, Sumera Farhan, Maher M. Salem, Wisal Salih, Dr. Ghadir Fakhri Al Jayyousi-Alsalim, Nqobile Sigola, Ansu Varghese, Dr. Mohamed Al Hajjaji, Emma Reid, Dr. Sandra Luebrata Holmes, Shimous Mohammed Elamin Shams Eldin, Dr. Binoy Koshy Kuriakose.
Target Audience	Physicians, Nurses, Allied health professionals, Pharmacists, Others (Students and Trainees).
Overall Learning Objectives	1. Explain the significance of health literacy in achieving equitable healthcare access, regardless of individuals' backgrounds or educational levels. 2. Apply the Ministry of Public Health's National Health Strategy 2024-2030 to plan conference activities aimed at improving health outcomes and ensuring equitable access to healthcare 3. Demonstrate the use of practical tools and evidence-based strategies to improve health literacy and promote health equity within communities. 4. Develop collaborative relationships with internal and external stakeholders to strengthen health literacy initiatives and promote equitable access to healthcare services. **Registration Link:** Sidra Medicine 5th Health Literacy Conference - Sidra Medicine

Program Overview

Time	Session Title/Topic	Session-Specific Learning Objectives By the end of this session the participants will be able to:
7:00am – 8:00am	Arrival Registration	N/A
8:00am – 8:15am	Welcome and Opening Remarks	N/A
8:15am – 8:45am	**Session Title:** Enabling the Next Generation of Healthcare Solutions with the Microsoft Cloud **Keynote 1**: Abedrhman Ghayad, Cloud & AI Lead, Health & Education, Microsoft, Qatar.	1. Explore Microsoft's strategic initiatives in healthcare, including the Microsoft Cloud for Healthcare platform and key AI-powered solutions. 2. Understand how Microsoft Cloud for Healthcare enables secure, compliant, and integrated use of data and AI in healthcare settings. 3. Discuss the role of Azure AI Foundry Labs in bridging advanced AI research with real-world healthcare applications.

		4. Recall how AI Foundry Labs supports early access to innovative AI tools, accelerating solution development and deployment.
8:45am – 9:15am	**Session Tittle:** Healthcare Policy and Systems Reform: The Essential Role of Health Literacy **Keynote 2**: Sheikh Dr. Mohamed Hamad Al Thani, Director of Non-Communicable Diseases Prevention Programs Department, Ministry of Public Health, Qatar.	1. Identify the critical role of health literacy in healthcare policy and systems reform. 2. Examine Qatar's healthcare initiatives aligned with the National Health Strategy (NHS 2024–2030). 3. Discuss practical strategies to enhance health literacy. 4. List multi-sectoral collaboration for collective action.
9:15am – 9:45am	**Session Title:** Empowering Care Through Knowledge: Health Literacy in Nursing and Midwifery **Keynote 3:** Maryam Nooh Al Mutawa, Chief Nursing Officer at Hamad Medical Corporation, Qatar.	1. Explain the role of nursing and midwifery in promoting health literacy and improving patient outcomes. 2. Identify key opportunities for nurses and midwives to enhance health literacy at individual, community, and systemic levels. 3. Discuss the challenges and propose actionable strategies for strengthening health literacy in nursing and midwifery practice.

9:45am - 10:15am	**Session Title:** From Curriculum to Community: How Academia Can Advance Health Equity Through Literacy. **Keynote 4:** Dr. Shahrokh Esfandiari, Dean of Health Sciences College, University of Doha for Science & Technology, Qatar.	1. Identify the strategic role of academic institutions in embedding health literacy within healthcare education and practice. 2. Outline evidence-based approaches for integrating health literacy into curricula, research, and community outreach programs. 3. Apply academic-healthcare partnerships to bridge the gap between education and the delivery of equitable, informed care.
10:15am-10:25am	Award Ceremony & Group Photo	N/A
10:25am – 10:40 am	Coffee Break	
10:40 am-11:10am	**Session Title:** National Health Strategy 2024–2030 focus on Health Literacy and Health Information **Speaker:** Dr. Binoy Kuriakse, Senior Consultant, Head of National Programs, Planning and Performance, Ministry of Public Health, Qatar.	1. Discuss the key components of the National Health Strategy. 2. Identify how QNDS aligns with NHS-3, particularly in relation to Health Literacy and health information.
11:10am – 11:40am	**Session Title:** From Literacy to Quality: Bridging Access with Excellence in Care	1. Define the importance of health literacy in providing excellent care.

	Speaker: Dr. Abubakr A. Imam, Division Chief, Nephrology and Hypertension, Sidra Medicine. Clinical Professor, College of Medicine, Qatar University, Qatar.	2. Demonstrate the need for a clear pathway for access to care to ensure high-quality services. 3. Describe the fundamentals of quality care using health literacy, inclusion, and informed medical decisions.
11:40am– 12:10pm	**Session Title**: Empowering Communities through Health Literacy Interventions: Insights from PHCC **Speaker:** Dr. Amal Al-Ali, Executive Director of Quality, Innovation & Patient Safety-PHCC. Senior Consultant Family Medicine, Qatar.	1. Identify the Importance of Health Literacy: Explain why health literacy is crucial for community well-being and how it impacts health outcomes. 2. Outline an overview of the Primary Health Care Corporation's (PHCC) health literacy interventions and programs. 3. Discuss Strategies for Empowerment: Share specific strategies and tools used by PHCC to empower communities, such as educational workshops, accessible health information, and community engagement activities 4. Outline future plans and goals for PHCC's health literacy initiatives.
12:10pm - 1:10pm	Prayer – Lunch Break – Poster Exhibition	

1:10pm-1:40pm	Pannel Discussion – Healthcare experts Title: The Role of social media to educate and empower patients		N/A
1:40pm–2:10pm	Ballroom	Session Title: Health Literacy and Telehealth: Opportunities for Personalized Digital Education Speaker: Wisal Salih, Department Head, Pharmacy Technology, Senior Lecturer, College of Health Sciences, University of Doha for Science and Technology, Qatar.	1. Discuss an overview of the World Health Organization Global Strategy on Digital Health. 2. List methods for customizing digital health literacy materials to individual patient needs, preferences, and literacy levels within telehealth platforms. 3. Identify the significance of integrating health literacy principles into national telehealth and digital health education policies and frameworks.
	Breakout Room	Session Title: Unveiling Social Determinants of Health (SDOH): Pathways to Equitable Access to Care. Speaker: Dionne Sears, Manager of Social Work Department, Sidra Medicine, Qatar.	1. Define the concept of social determinants of health (SDOH) and their impact on healthcare access. 2. Summarize key findings from recent research on the impact of social determinants on healthcare access. 3. Discuss how addressing social determinants can create pathways to inclusive care and informed decisions. 4. Apply evidence-based tools and strategies that address social

			determinants and foster health equity to real-world scenario. 5. Propose initiatives based on a review of the Ministry of Public Health's National Health Strategy 2024–2030 that can improve health outcomes by addressing social determinants. 6. Analyze how Sidra Medicine's Social Work department assesses social determinants to elevate health literacy among patients.
2:10pm–2:40pm	Ballroom	**Session Title:** Qatar's National Health Insurance: Advancing Access and Empowered Choices **Speaker**: Dr. Tarek Hassan, Health insurance consultant – health Insurance Department, Ministry of Public Health, Qatar.	1. Identify the objectives and design of Qatar's upcoming national health insurance scheme, with a focus on how it promotes equitable access to healthcare services for all segments of the population. 2. Outline key policy and regulatory measures that support inclusion, affordability, and transparency in healthcare delivery under the new scheme. 3. Explain the phased implementation strategy, including how it will expand access and integrate both public and private sector providers.

	Breakout Room	**Session Title:** Navigating the Digital Health Maze: A Scoping Review of Literacy Among Higher Education Students. **Speaker:** Dr. Ghadir F. Al-Jayyousi, Assistant Professor of Health Education and Promotion, Department of Public Health, College of Health Sciences- Qatar University, Qatar.	1. Distinguish the available literature on Digital Health Literacy (DHL) among students of higher education. 2. Explore the role of DHL as both an outcome and an exposure. 3. Describe the different tools used to measure Digital Health Literacy (DHL) 4. Examine whether the selected studies address the main domains of the eHealth literacy framework (eHLF).
2:40pm-3:10pm	Ballroom	**Session Title:** Breaking Barriers to Accessing Medications and Medical Equipment: A Collaborative Path to Better Access and Health Outcomes **Speaker:** Dr. Maher M. Salem, Head - Inpatient Narcotic Pharmacy and Hospital Discharge Pharmacy, Sidra Medicine, Qatar.	1. List main challenges patients face when trying to get medications and medical equipment. 2. Discuss strategies to help overcome access barriers. 3. List available public and community health resources. 4. Define the role of healthcare workers to support patient's access.
	Breakout Room	**Session Title:** Access to Healthcare Services **Speaker:** Dr. Rasmeh Ali Al Huneiti, Lead for National Clinical Guidelines Program, Healthcare Quality Department, Ministry of Public Health, Qatar.	1. Define access to healthcare services and explain its key dimensions, including availability, accessibility, affordability, acceptability, and accommodation. 2. Identify and analyze major barriers to

Time	Location	Session	Objectives
			equitable access to healthcare services.
			3. Discuss the impact of limited access to health services on health outcomes, health equity, the overall performance of healthcare systems.
			4. Outline national initiatives that aim at improving access to healthcare in Qatar.
3:10-–3:40pm	Ballroom	**Session Title:** Driving Innovation and Performance Through Strategic Planning in the Health Sector. Focus on improving patient outcomes, enhancing operational efficiency, fostering a culture of continuous improvement, and ensuring the sustainable delivery of high-quality care. **Speaker:** Dr. Binoy Kuriakse, Senior Consultant, Head of National Programs, Planning and Performance, Ministry of Public Health, Qatar.	1. Apply strategies that enhance patient outcomes and improve safety. 2. Implement approaches that improve access to care and promote health equity. 3. Modify Operational Efficiency and Resource Utilization 4. Create a Culture of Innovation and Continuous Learning 5. Generate the Adoption and Diffusion of Proven Innovations 6. Classify Data Analytics and Performance Measurement Capabilities 7. Organize Patient Experience and Engagement 8. Design Workforce Development, Engagement, and Well-being 9. Devise Financial Sustainability and Value-Based Care

			10. Identify Collaboration and Partnerships 11. Discuss Emerging Health Challenges and Trends
	Breakout Room	**Session Title:** Leveraging Health Literacy to Eliminate Non-Urgent ED Use in Children with Asthma **Speaker:** Dr. Dima Abdulrahim M Arafah, Assistant Professor of Public Health at the College of Health Sciences, Qatar University.	1. Develop the frequency and burden of non-urgent ED visits among children with asthma in Qatar. 2. Examine parental perceptions and reasons for choosing ED over PHCC services. 3. List findings from direct interviews with parents to uncover barriers and behavioral patterns. 4. Identify key needs of children with asthma and their caregivers through a structured needs assessment. 5. Recall targeted strategies to enhance asthma literacy and promote appropriate healthcare-seeking behavior.
3:40pm-3:55pm	Prayer – coffee Break		
3:55pm-4:25pm	**Session Title:** Artificial Intelligence and Humanistic Medicine: A Symbiosis **Speaker:** Dr. Saira Siddique, Chief Executive Officer & Founder of MedIQ.		1. Emphasize the balance between artificial intelligence and humanism in medicine. 2. illustrate the potential of AI to enhance healthcare delivery.

		3. Compare the risks associated with overreliance on AI. 4. Classify AI as a tool to support, rather than replace, humanistic medical practice. 5. Develop a collaborative framework integrating both AI and human-centered care.
4:25pm – 4:55pm	Session Title: Interpreting Literature on AI for Health Literacy: Helping Everyone Make Informed Health Choices Speaker: Prof. Susu Zughaier, Acting Professor of Microbiology and Immunology, Chair of Infectious Diseases Research Network and AI in Medicine Instructor, Qatar University College of Medicine.	1. Understand the basics of AI its role in health literacy. 2. Demonstrate how to read and interpret research papers about AI in health literacy. 3. Identify key points to focus on when evaluating AI studies related to health education. 4. Recognize how AI can improve access to clear and useful health information for diverse groups. 5. Explore challenges and opportunities in using AI to support informed health decisions for all.
4:55pm- 5:25pm	Session Tittle: Empowering Communities: Fostering Patient Participation for Inclusive Healthcare Speaker: Dr. Hamad Ali Al-Sharshani, Patient Educator at Hamad General Hospital, Hamad Medical Corporation, Qatar.	1. Identify Community-Based Solutions. 2. Integrate Active Patient Participation. 3. Organize Barriers to Access.

		4. Demonstrate Collaboration in Healthcare. 5. Assess Pathways to Inclusive Care.
5:25pm – 5:55pm	**Session Title:** The future is now – New areas for patient education in digital health **Speaker:** Jamie Marie Gray, Director of the Health Sciences Library, Weill Cornell Medicine – Qatar.	1. Define new areas of education patients will need to support health in the digital age. 2. Outline specific skills and knowledge patients will need to navigate the online environment. 3. Discuss examples of potential learning opportunities within a clinical encounter.
5:55pm – 6:25pm	Panel discussion – Patient Story – Sharing Experience	N/A
6:25pm – 6:30pm	Closing remarks & Poster winners' announcement	N/A

"This activity is an Accredited (Category 1) as defined by the Ministry of Public Health's Department of Healthcare Professions-Accreditation Section and is approved for a maximum of 8 hours."

In support of improving patient care, Sidra Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

The Scientific Planning Committee has reviewed all disclosed financial and relevant relationships of speakers, moderators, facilitators, and/or authors in advance of this CPD activity and has implemented procedures to manage any potential or real conflicts of interest.

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