



Hospital Management Asia (HMA)

The Premier Learning Conference for Hospital Managers
October 6-7, 2004. Plaza Athènèè Hotel, Bangkok, Thailand

PRESS RELEASE

For inquiries, please contact:
ROSEJEAN PORMICELLE, HMA Secretariat
Tel: (632) 892-1650; Fax: (632) 819-3752
rosejean@optionsinfo.com

www.hospitalmanagementasia.com

IHF Director General to Open Second Day Plenary in HMA'04

Bangkok- Prof. Per-Gunnar Svensson, Director General of the International Hospital Federation (IHF), will speak about the measurement of patient satisfaction and the improvement of the quality of management on the second day plenary of the 3rd Hospital Management Asia (HMA) Conference 2004, to be held on October 6-7 at the Plaza Athènèè Hotel.

According to Prof. Svensson, "There is a strong desire for customer satisfaction in health services. Benchmarking needs to be implemented for hospital managers to be better prepared in identifying gaps in management, to be in a better positioned to determine training needs and to be able to identify those areas in which to apply more cost effective practices in performance. These will, in turn, aid in improving the quality of management and services"

HMA is the largest conference of hospital managers from Asia. The conference has established itself as the venue for senior hospital managers in Asia to update themselves annually and to meet with their counterparts from the region. HMA brings Worldwide Hospital Management Thinking and Experience to hospital managers in Asia.

Aside from Prof. Svensson, other plenary speakers include Ms. Karen Timmons, CEO of Joint Commission International and Dr. Cheryl Dennison, Assistant Professor at the Johns Hopkins University School of Nursing. Other VIPs presenting in the event include Dr. Prapa Wongphaet, President of the Private Hospital Association of Thailand, Dr. Ridzwan Bakar, President of the Asian Hospital Federation, the main presenter of the conference, and Steve Thompson, CEO of Johns Hopkins International.

In its unique format, HMA features 25 concurrent workshops and four plenary sessions, plus matchless activities that include the Hospital Trends Expo, a comprehensive showcase of the latest hospital solutions, products and technologies; the AHF Forum for CEOs which focus on critical management issues facing CEOs of hospitals; the Meeting of Minds (MOM) where participants have the opportunity to create and present their own sessions; and the prestigious Asian Hospital Management Awards that seeks to recognize outstanding projects and promote good management in hospitals.



Hospital Management Asia (HMA)

The Premier Learning Conference for Hospital Managers
October 6-7, 2004. Plaza Athènèè Hotel, Bangkok, Thailand
Contact Details:

ROSEJEAN PORMICELLE, HMA Secretariat
Tel. (632) 892-1650; Fax: (632) 819-3752
rosejean@optionsinfo.com

PRESS RELEASE

For inquiries, please contact:
ROSEJEAN PORMICELLE, HMA Secretariat
Tel: (632) 892-1650; Fax: (632) 819-3752
rosejean@optionsinfo.com

www.hospitalmanagementasia.com