

**UGANDA
HEALTH
CARE
SUMMIT
2016**

**VENUE: BRITISH MEDICAL JOURNAL,
C/O BRITISH MEDICAL ASSOCIATION
(BMA) HOUSE TAVISTOCK SQUARE,
LONDON WC1H 9JP**

**30TH APRIL
2016**

Register: www.ugandahealthcaresummit.eventbrite.co.uk



BMA



BMJ



Uganda UK
Health Alliance

1. **About Uganda Diaspora Health Foundation (UDHF)**

The Uganda Diaspora Health Foundation was conceived in 2011 in order to better integrate the expertise of UK based Ugandan health professionals. Whilst many members had been involved on project and hosting work in a global health partnership with East London NHS Foundation Trust and Butabika National Referral Hospital in Uganda, it was felt that a formal diaspora group would provide greater opportunities for involvement and leadership in future work. Acknowledging the importance of addressing broader inter-related physical and social healthcare needs, the group has since expanded to include a wider range of health professionals and members with a variety of skills both in the UK and Uganda.

The Uganda Diaspora Health Foundation is also currently broadening its involvement with other health partnerships aiming to reduce health care inequalities, in communities in the UK and Uganda. The group is also actively seeking to enlist UK based and Ugandan members with the skills and expertise that reflect current health concerns and priorities in Uganda and the UK. This includes tackling Millennium Development Goal(s) targets such as improving maternal health, and Non Communicable Diseases (NCD's). Additionally, we are planning to engage in partnership work with civic health organisations in the UK and Uganda.

Our current membership consists of UK based Ugandans with the following skills and experiences; individuals living with physical/ mental health disabilities, health professionals ranging from Nurses, Midwives, Psychology graduates, Occupational Therapists, Medical Engineers, Medical Students and Recovery Support Workers. In addition, other members are experienced in the private sector and have expertise in accountancy, law, IT and business management.

Objectives

Uganda Diaspora Health Foundation aims to better health in Uganda and United Kingdom by;
Building the capabilities, capacity, skills and leadership of mental health workers and other health staff through training and development.
Increasing the involvement of users and carers in the development of health services in both United Kingdom and Uganda

Event Details

Key Themes and topics of discussion:

1. Promoting evidence based research development and ethics
2. Training Medical Professionals
3. Public-Private Partnerships for Healthcare Infrastructure and Services
4. Providing Better Access to Healthcare Through Technology and Innovation
5. Reaching out the Rural Communities
6. Tackling Communicable and Non-Communicable Disease
7. Financing Healthcare
8. Affordability and Sustainability of Healthcare in Uganda
9. Implementing New Technologies
10. Best Practice in Public Healthcare Development
11. Medical Education Reforms
12. The Importance of NGO Partnerships
13. Medical Tourism Across the Continent, particularly in Uganda
14. Exploiting the potential of Public Private Partnerships (PPP) in healthcare through effective partnerships
15. Investing in smaller markets: Pockets of opportunity
16. Outlining new opportunities in alternative markets in Uganda healthcare

Why attend:

It is predicted that African healthcare spending will “grow to 6.4% of GDP, making it the second highest category of government investment”, an ample investment opportunity and other reasons include:

1. It's an opportunity to expand your business in to this rapidly growing healthcare market in Africa
2. A chance to tap into wider healthcare resource for your company abroad.
Benefit from extensive networking opportunities with government officials, policy makers, hospitals, healthcare providers, investors and distributors
3. Take advantage of the Business Matchmaking Service for one-on one meetings with senior level health care professionals and decision-makers from across East Africa
4. An opportunity to discover the future outlook and new business models for healthcare provision in Uganda
5. Uncover development and expansion plans for your business
6. Complete insight into the Public and Private Partnership initiatives in Uganda
7. Benefit from Case Study insights from Ministries of Health from Uganda
8. Uncover future investment opportunities in Ugandan healthcare sector
9. Assess the role of new technology in transforming Ugandan healthcare provision
10. Discuss business and partnership opportunities in the comfort of a 5 star venue at the British Medical Association
11. Learn about regulatory and financial challenges for market access in Uganda
12. Meet representatives from government agencies with the power to influence policy
13. Explore opportunities for investment in innovation, research and clinical development
14. Discover the latest healthcare development and investment plans for public & private healthcare provision across East Africa

Who Attends?

The Uganda Healthcare summit 2016 will attract key policy and decision-makers, NGOs, private & government organisations, international investors and global health enthusiasts. These may come from:Pharmaceutical and biotechnology companies

1. Medical devices, medical technology, instrumentation, diagnostics companies and manufactures.
2. Health insurers, government and private health service providers
3. Regulatory agencies and health technology assessment bodies
4. Investment banks and private equity firms
5. Patient representative organisations, NGOs and social media consultancies
6. Renowned health and academic institutions
7. Regional regulators
8. Investors
9. Real estate developers
10. Healthcare facility owners & operators
11. Lawyers
12. Investment banks
13. Consulting and advisory bodies

Venue

British Medical Journal, C/O British Medical Association (BMA) House, Tavistock Square, London WC1H 9JP

OUR REACH

BROADCAST

- Broadcast reach through national TV broadcasters.
- Local London radio stations.

ONLINE AND DIGITAL

- A bespoke Health Summit website. <http://www.ugandaukhealthcaresummit.com/>
- Social media – a targeted approach to increase Facebook awareness, use Twitter to promote the event
 - Including exclusive interactions for all of our Sponsors.
- Event listing on all local community websites, and London websites.
- Online promotion via media partners including Medical Networks, London, UK Medical Online Websites, Local Newspapers.

PRINT

- PR team to secure editorial with International, National and Local media.
- Posters in local businesses, shops and community centres.
- A long association with the Mainstream newspapers.

SPONSORING THE UGANDA HEALTH SUMMIT

Sponsoring the Health Summit is a unique opportunity to have direct access with the whole of the African community. This access is achieved on all media platforms before, during and after the event but especially on the day. This audience sector is often perceived as “hard to reach” but by partnering with us at the Health Summit your brand will reach who you want to reach.

We offer the following packages.

Gold Sponsor: sponsorship of the whole event.

Silver Sponsor: sponsorship of one main Health Summit area.

Bronze Sponsorship: sponsorship of one area.

- Build positive brand value through association with a major International and National Health Summit.
- Build recognition of your message, products and services among a specifically targeted audience.
- Maximise PR opportunities for your business through Health Summit’s media relationships and benefit from our share capitalisation in this Health sector.

PARTNERS



SPONSORSHIP BENEFITS

How the Health Summit can benefit you and your organisation

- Exposure of your brand via Health Summit Media and Marketing channels.
- High impact branding opportunities.
- Wonderful platform to engage guests.
- Great presence for photo opportunities.
- Huge Social Media platform.
- Investing in the community.
- The Health Summit Sponsorship team is dedicated to planning and executing your unique experience

We are happy to work with you and come up with a tailor-made package just for you. Please contact us for more information

SPONSORSHIP PACKAGES

THE GOLD PACKAGE

- Full title sponsorship of the event
- Guaranteed product exclusivity
- Branding on main stage and Hospitality area
- Main stage video screen branding presence, mentions by compares and a credit every time the Health Summit is mentioned in broadcast
- High profile on-site branding
- Sponsorship of TV interview area where speakers are interviewed
- Name and logo on all Print, Online, Broadcast and social media platforms
- Receive media exposure through our regional and national press coverage
- Promote your company via link from our website
- Use of Health Summit logo
- Major corporate presence at the event - large prominent onsite exhibition area
- Use of Health Summit logo
- Full page advertising opportunities in the Health Summit programme
- Company profile included in Health Summit programme
- Distribution of promo goods/literature, roaming on site and in Hospitality area
- 5 x tickets for the Health Summit
- Investing in the community

Manufacturing costs of branded items and marketing content to be met by the sponsor direct

THE SILVER PACKAGE

- Opportunity for branding one main area and main stage side scrims
- Guaranteed product exclusivity
- Main stage video screen branding presence
- Significant on-site branding
- Logo on all Print, Online, Broadcast and social media platforms
- Major corporate presence at the event – large onsite exhibition area
- Promote your company via link from our website
- Use of Health Summit logo
- Half page advertising in the Health Summit programme
- Company profile included in Health Summit programme
- Distribution of literature in VIP Hospitality
- 3 X tickets for the Health Summit
- Investing in the community

Manufacturing costs of branded items and marketing content to be met by the sponsor direct

THE BRONZE PACKAGE

- Opportunity for branding one area
- Guaranteed product exclusivity
- Main stage video screen branding presence
- On-site branding
- Logo on all Print, Online and media
- Promote your company via link from our website
- Use of Health Summit logo
- Promote your company via link from our website
- Presence at the event - onsite exhibition area
- Quarter page advertising in the Health Summit programme
- 2 X tickets for the Health Summit
- Investing in the community

Manufacturing costs of branded items and marketing content to be met by the sponsor direct

CONTACT

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