

Press Release

Editorial

It is an irrefutable global fact that good healthcare is the life-blood of cities and governments around the world and the South African government in particular is lately focused on investing more into public health care. This necessitates that world class solutions be sought to ensure that government can meet their objectives. These solutions can be best attained by prioritizing health service delivery and constantly be on the lookout for various ways to engage with all stakeholders in the industry. The health industry always has and always will need regular platforms to advocate new policy decisions, sample new products and market services; these need approval and buy-in chiefly from health care practitioners. Moreover, technology has impacted tremendously on all aspects of health and is beginning to influence the industry, demanding ongoing dialogue across the health spectrum.

Whilst there are many conferences and exhibitions, doctor specific ones are few and far between and a strategic decision was taken by IZWI Multimedia Group and Bonitas Medical Fund to organize a major event that will benefit all stakeholders. The Doctors Conference Exhibition & Awards (DCEA 2012) was ushered in and positioned as a unique platform for introducing policy, ICT's impact, new medical products, global trends and to celebrate medical excellence.

The event was held at the Sandton Convention Centre from the 4<sup>th</sup> to 5<sup>th</sup> October 2012. The Conference provided a platform where identified key issues for the health industry were discussed to achieve the common objectives aligned to the millennium development goals. It was a senior level, interactive conference experience. The speakers and panelists were specialists within the local medical fraternity and from abroad, including Prof John E McDonough from the Harvard School of Public Health, who gave an international perspective on NHI and Mr Frank Lievens from the International Society for Telemedicine and eHealth who delivered a paper on Health for Patient Monitoring. It was also an honour for the event that the Deputy Minister of Health, Dr Gwen Ramokgopa provided the closing address rounding off the conference as a resounding success.

The Exhibition arm featured big corporates and high profile health industry players with the aim of highlighting the latest products and services for delegates to explore in a highly interactive environment. Medscheme, Siemens, Telemedicine Africa, National Health Laboratory, Merck and the HPCSA are some of the noteworthy participants who came through as partners and exhibitors. The exhibition floor was occasionally turned into a networking area of note as delegates mingled and visited stands, sharing ideas and information.

On the last day the event culminated into a glamorous gala dinner as SAMA hosted the Medical Doctors Awards ceremony where medical practitioners were honoured for outstanding contribution in the health care industry. Dr Bobby Ramasia, the Principal Executive Officer of Bonitas Medical Fund summed it up succinctly when he remarked that "this is a demonstration of the unshakable belief that all parties involved in making the event a reality exist so that ultimately we can ensure the provision of quality healthcare for all". The Chairman of SAMA' EST Committee, Prof Mike Sathekge seemed to concur when he posited that these awards for excellence are a tribute to talent, skill and ingenuity and such individuals have significantly advanced our health care through quality service and innovative solutions.

The event has truly positioned itself as a premium event in the South African health industry calendar. It turned out to be the ideal place where the private and public sector met to

debate and contextualize healthcare in Africa - with a specific focus on redefining the parameters and possibilities of Health Care in South Africa.

The DCEA 2012 was where groundbreaking current and future medical products and services solutions were discussed - in an interactive, dynamic setting. To add icing on the cake, the awards established themselves as the pre-eminent platform where doctors were celebrated and recognized for their outstanding achievements, a duty we as South Africans might have taken for granted for a very long time. Through the partnership between SAMA, Izwi Multimedia Group, Bonitas and the support from the Department of Health, the DCEA 2012 became a reality. The highlights of the event are going to be broadcast on Bonitas Housecall, a weekly medical talk-show currently showing on SABC 2 at 9am every Saturday, presented by the versatile Dr Victor Ramathesele.. Already most parties are looking forward to DCEA 2013 and who can blame them?