

# CASE STUDY



## FAST FACT

ISPRM Congress 2016

29 May - 2 June 2016

Kuala Lumpur  
Convention Centre

### Host organisation

Malaysian Association of  
Rehabilitation Physicians



### Attendance

1,579 Delegates



### Economic Contribution to Malaysia

RM16.1 million



## ISPRM CONGRESS 2016 CONVENES GLOBAL EXPERTS IN REHABILITATION



## BACKGROUND

The International Society of Physical and Rehabilitation Medicine (ISPRM) Congress 2016 was held in Malaysia from 29 May to 2 June 2016. It witnessed a total of 1,579 attendees from 78 countries from all over the world congregated in the capital city of Kuala Lumpur. With an emphasis on workshops, hands on demonstrations and opportunities to meet the experts, the Congress consisted of a wide variety of topics including advance technology and solving capacity issues with sessions conducted by some of the top global experts on Physical and Rehabilitation Medicine.

A non-governmental organization (NGO) connected with the World Health Organization (WHO), ISPRM serves as the global agency for Physical and Rehabilitation Medicine. Befitting its role as an international umbrella organisation of PRM physicians, and a catalyst for international PRM research, ISPRM has a humanitarian or civil societal, professional, and a scientific mandate. ISPRM thus aims to "continuously improve PRM practice and facilitate PRM input in international health organisations with the goal to contribute to optimal functioning and quality of life of people experiencing disability".

## OBJECTIVES

ISPRM is initiated to:

- a. enable physicians and researches active in physical and rehabilitation medicine to develop and apply optimal care;
- b. strengthen the development and capacity of national organisations in physical and rehabilitation medicine
- c. partner with international organisations to develop and implement effective disability and rehabilitation policies
- d. promote collaboration among governments, non-governmental organisations, organisations of persons with disabilities, business and others

- e. influence rehabilitation policies and activities of international organisations interested in the analysis of functional capacity and improvement of the individual quality of life
- f. help national professional organisations to influence national and local governments on issues related to the field of medical rehabilitation
- g. encourage and support the development of a comprehensive medical specialist in physical and rehabilitation medicine
- h. encourage a wide interest of physical and rehabilitation medicine in all physicians
- i. provide means to facilitate research activities and communication at the international level
- j. provide mechanisms to facilitate international exchange regarding different aspects of rehabilitation including disseminating information regarding rehabilitation related meetings



## EVENT LEGACIES

### KNOWLEDGE SHARING OPPORTUNITIES AND CREATIVE COLLABORATION

The success of hosting the event in Malaysia provided a platform to improve Malaysia's knowledge in the areas of physical rehabilitation medicine. With the mission to disseminate knowledge, Malaysian Association of Rehabilitation Physicians (MARP) members has benefited greatly as it brought people together from all over the world to meet in Malaysia as some local physicians may not have the opportunity to travel to attend global events. Involvement with ISPRM 2016 also provided benefits to MARP members to showcase their work, network and attend international conference.

Potential benefits from networking are formation of research collaborations. Long term effects from hosting the Congress is to increase research initiatives and collaborations as delegates meet practitioners with similar interests and working within similar fields. It was evident as MARP members are currently pursuing partnerships with authors from Brazil and Columbia to write a chapter for World Health Organisations on topics related to community based rehabilitation. Others include research collaborations with ISPRM members from Thailand, Myanmar, Laos and Cambodia.

**Laos Fellowship:** The conference through its networking activities fosters creation of long term relationships as MARP was invited to Laos by their Ministry of Health, to help develop and establish rehabilitation medicine in Laos which involved meetings with the local doctors and specialist interested in rehabilitation medicine. 10 multi-disciplinary doctors from 7 provinces were given basic rehabilitation training and MARP together with partners from Thailand aims to help the establishment. However, with lack of English speaking doctors, MARP reached out to potential partners and NGO World Education Fund subsequently offered to conduct English classes. Successively, 4 doctors were selected to come to Malaysia as fellowships with sponsors coming from partners in Japan. They participated in a webinar session while in Malaysia and will continue to do so back in Laos.

**ASEAN University Network Disability and Public Policy (AUN-DPPnet):** After speaking at ISPRM, the president of MARP became part of AUN-DPPnet as advisory member to be part of the large entity within ASEAN in the development of disability policy leaders to assist the facilitation of ASEAN's vision that is inclusive, barrier-free and rights-based, trained and empowered to shape the policies affecting persons with disabilities throughout ASEAN and around the world.

**International Classification of Functioning, Disability, and Health (ICF):** ICF was developed by WHO and MARP has been given the opportunity to work with WHO to develop the standard classification, measurement scale and a framework for the description of health and health-related in Malaysia. Malaysia was chosen to be part of this project due to its capacity within the area of



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rehabilitation and this will profile Malaysia in higher standings with the international committee of ISPRM and rehabilitation medicine communities. Upon successful execution of the framework, it hopes to adopt ICF globally.

**CARF accreditation:** The networking that took place at the event represents a benefit which is important in creating business relationships. MARP is currently engaging with Malaysia's Social Security Organisation (SOCSO) and Commission on Accreditation of Rehabilitation Facilities, CARF International, a world renowned credential body for rehabilitation facilities, to adopt international accreditation for Malaysia's hospitals and rehabilitation programs. Obtaining accreditation is an indication of quality products and services and Malaysia aspires to be the first in South East Asia to acquire the accreditation course.

**Women Leadership:** The conference was also capable to drive broader issues such as 'Women Leader in Medicine' and focus its initiatives in elevating the positioning of women in medicine. President of MARP, Prof. Dato' Dr. Zaliha Omar with several key women has been selected to deliver talks on the topic at the upcoming 2018 Association of Academic Physiatrists Meetings in Atlanta and hope to speak at the next 2018 ISPRM, Paris. Japanese Association of Rehabilitation Medicine (JARM) has also invited her to speak on women leadership in Japan at their meetings.

During the conference, delegates were taken on site tour of current facilities and sites to feature Malaysia's capability and capacity in physical rehabilitation medicine. MARP believes the conference attracted interest from international delegates where some subsequently sought assistance from MARP members to share knowledge and expertise with their local society.

Attendance at the ISPRM 2016 resulted in an invitation for several MARP members to participate as guest speaker at various international seminars, workshops and conference in Japan and China due to the access to networking opportunities for local practitioners and researchers at the world congress. Participation at these sessions represents an opportunity to showcase Malaysia's talent and ideas to the global audience. Speakers during ISPRM were also invited to speak again at other local events to continue the propagation of knowledge.

## LET'S MEET & GREEN CSR INITIATIVE

For every business event facilitated by MyCEB, event organisers are able to choose from a selection of CSR activities. As sustainability was a key theme of the Congress, the organisers chose the "Let's Meet and Green" special carbon offset programme, which is available to events that are held in Kuala Lumpur.

The "Let's Meet & Green" programme is a home-grown Carbon Offset Programme spearheaded by MyCEB since 2010. It is the first ever environmental programme for business tourism, and aims to support the Malaysian government's commitment to reducing carbon emissions by up to 40% by 2020.

MARP pledged to the greening of Malaysia initiative by planting 50 trees as part of the programme at the Forest Research Institute (FRIM) which saw participation of the Malaysian Paralympians athletes. MARP also pledged to continue to support MyCEB's tree-planting CSR programme after the success of the International ISPRM Congress 2016.

## FUNDING

The conference sponsorship provided funding to bring delegates from developing countries to the congress. MARP had also benefited financially and raised funds for the association from organising the event. After receiving high recognitions after ISPRM, MARP has been offered various research grants and invited to collaborate in research which include funding from Switzerland in advancing rehabilitation research and education in Malaysia.



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## CEMENTING KUALA LUMPUR'S DESTINATION APPEAL

Due to its strategic location at the crossroads of Southeast Asia and at the heart between China and India, Malaysia offers a compelling business proposition for international business events that want to connect with the Asian marketplace and raise their profile in the world's most dynamic growth region.

Apart from its strategic location, arrivals into Malaysia are further boosted by the easily available transportation services. Over 100 airlines (including low-cost carriers) provide direct access from Malaysia to over 100 destinations worldwide. It is also ranked as the 5th Most Price Competitive Country in Asia Pacific for Travel 2013 (Travel & Tourism Competitive Index, World Economic Forum).

Located in the heart of the Kuala Lumpur Golden Trainglet, fondly known as Asia's first Green Globe Benchmarked venue (Green Globe Earthcheck™) – is the Kuala Lumpur Convention Centre. Its strategic location which is within easy access to more than 18,000 hotels rooms, local attractions, entertainment facilities and convenient transport connections. The Kuala Lumpur Convention Centre is planning to expand its convention and exhibition space by 2017 to meet growing demand for business events to be held in Kuala Lumpur.

