

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

- 1.1 Project Reference No.** : PS173010
- 1.2 Project Title** : 20th Beijing-Hong Kong Medical Exchange
- 1.3 Grantee** : The Hong Kong Medical Association (HKMA)
- 1.4 Collaborating Organisation(s)** : Chinese Medical Association
- 1.5 Implementation Agent(s)** : Nil
- 1.6 Sponsoring Organisation(s)** : Nil
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) LEUNG Chi-chiu (Post title) Honorary Treasurer
- 1.9 Deputy Project Co-ordinator** : (Name) CHOI Kin (Post title) President
- 1.10 Project Period (duration)** : from 01/04/2018 to 31/12/2018 (9 months)
- 1.11 Major Beneficiary Sector(s)** : Health-related services
- 1.12 Approved PASS Grant (HK\$)** : 277,000

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

The project provided a platform for members of the medical profession in the Mainland, Hong Kong and nearby regions to exchange in-depth views and share experience on latest medical advancements, with a view to improving the effectiveness of current therapeutic protocol and enhancing the competitiveness of the medical profession in Hong Kong. It also served to build up a network with nearby regions to facilitate future co-operation and information transfer.

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
15/09/2018 to 14/10/2018 One 1½-day conference in Hong Kong	200 (including 150 local and 50 non-local doctors)	<u>One 1½-day conference in Hong Kong</u> 20-21/10/2018	139 doctors (including 117 local and 22 non-local doctors) 78% of target: 150

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
(a) For Project Promotion:	
Uploading conference information onto HKMA website.	The flyer was uploaded onto HKMA website.
Sending reminders and updates to HKMA members via email	Promotional email was sent in Sep 2018
Promoting to target medical professionals via supporting organisations	Promotional email to nine supporting organisations was sent in Aug 2018
Publicity in the Mainland will be carried out by CMA (Collaborating Organisation).	CMA promoted the event in Aug 2018 by posting onto the website of the Chinese Society of Infectious Diseases.
Inviting participants from other nearby regions through medical associations, e.g. Macau, Singapore, Thailand, Pakistan and Myanmar.	Invitation was sent to the medical associations of Singapore, Thailand, Malaysia, Pakistan, Myanmar and Sri Lanka in May and Aug 2018
(b) For Dissemination of Project Deliverables:	
Uploading the proceedings and the video of all materials developed/conference conducted under this project onto the designated conference webpage	Abstract book and video of the event are available at the conference webpage

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
Notifying HKMA members via HKMA newsletter together with the event report.	Notified HKMA members via newsletter in Nov 2018.
Issuing electronic notices to the participants and supporting organisations	E-mail was sent to participants and supporting organisations in Feb 2019.

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
One 1½-day conference in Hong Kong	117 local doctors

3.2 Feedback from participants / users / professional services sectors

Survey feedback indicated that most participants were satisfied with the conference in terms of clarity of message, usefulness and duration of speeches.

3.2 Dissemination of project deliverables to relevant professionals

Apart from medical professionals attending the conference, lecture abstracts and videos were uploaded onto the conference webpage for wider dissemination. HKMA members and relevant medical organisations were informed of the arrangement.

3.3 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

The conference provided the updates of important infectious diseases to medical professionals in Hong Kong and facilitated information exchange with nearby regions, which fostered collaboration in the future.

3.5 Overall achievements of the project

The conference in Oct 2018 successfully called upon high calibres from Hong Kong and the Mainland, which facilitated information exchange and foster collaboration in future. It also helped establish the role of Hong Kong as the key medical hub in Asia.

The Project Final Report is prepared by the Grantee.