

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

1. Project Details

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|-------------|--------------------------------------|----------|---|
| 1.1 | Project Reference No. | : | <u>PS193011</u> |
| 1.2 | Project Title | : | <u>Healthcare Professional Management Competency Advancement Programme for Hong Kong</u> |
| 1.3 | Grantee | : | <u>College of Professional and Continuing Education Limited (CPCE)</u> |
| 1.4 | Collaborating Organisation(s) | : | <u>(i) Hong Kong College of Health Services Executives</u>
<u>(ii)</u> |
| 1.5 | Implementation Agent(s) | : | <u>(i) Button Creations Limited</u>
<u>(ii)</u> |
| 1.6 | Sponsoring Organisation(s) | : | <u>(i) N/A</u>
<u>(ii)</u> |
| 1.7 | Consultant(s) | : | <u>(i) N/A</u>
<u>(ii)</u> |
| 1.8 | Project Co-ordinator | : | <u>(Name) Simon T.Y. Cheung</u>
<u>(Post title) Senior Continuing Education Consultant</u> |
| 1.9 | Deputy Project Co-ordinator | : | <u>(Name) Kay Chiu</u>
<u>(Post title) Academic Affairs Manager</u> |
| 1.10 | Project Period (duration) | : | <u>from 01/03/2023 to 31/08/2024 (18 months)</u> |
| 1.11 | Major Beneficiary Sector(s) | : | <u>Health-related services</u> |
| 1.12 | Approved PASS Grant (HK\$) | : | <u>HK\$486,000</u> |

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 facilitates collaborations of healthcare professionals in Hong Kong and other cities in the Greater Bay Area (GBA) through a common health services management approach, based on an internationally recognized and validated health management and leadership competency framework.

It strengthens the health management and leadership competencies of professionals relevant to health services provision in Hong Kong and enhances their standards and external competitiveness, through face-to-face seminars, conferences, talks and professional sharing and networking sessions.

The project provides unique professional sharing and networking opportunities for doctors, dentists, Chinese Medicine practitioners, nurses, medical laboratory technologists, occupational therapists, pharmacists and physiotherapists and hospital management and non-local participants.

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>
22/04/2023 to 30/06/2024 One 1-day conference	200 participants (including 170 local professionals, 15 non-local participants and 15 others)	<u>Completed</u> 22/04/2023 One 1-day conference	443 participants (including 325 local professionals, 33 non-local participants and 85 others) (For total participants: 222% of the target met) (For Hong Kong professionals: 191% of the target met)
22/04/2023 to 30/06/2024 Three seminars	150 participants (including 128 local professionals, non-local participants and 22 others) (50 participants per seminar)	<u>Completed</u> 19/08/2023 1 st seminar 11/11/2023 2 nd seminar	75 participants (including 68 local professionals, 6 non-local participants and 1 others) 33 participants (including 26 local professionals, 1 non-local participant and 6 others)

Agreed Targets		Actual Results Achieved (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)	
Date / Deliverables (with quantity)	Beneficiaries (estimated no. of local / non-local participants)	Date / Deliverables (with actual quantity)	Beneficiaries (actual no. of local / non-local participants)
		25/04/2024 3 rd Seminar	40 participants (including 27 local professionals and 14 others) (For total participants: 99% of the target met) (For local professionals: 95% of the target met)
22/04/2023 to 30/06/2024 Three talks, professional sharing and networking sessions	105 participants (including 82 local professionals, non-local participants and 23 others) (35 participants per session)	<u>Completed</u> 22/02/2024 1 st talk, professional sharing and networking session 14/05/2024 2 nd talk, professional sharing and networking session 11/06/2024 3 rd talk, professional sharing and networking session	28 participants (12 local professionals and 16 others) 24 participants (including 17 local professionals, 1 non-local participant and 6 others) 34 participants (including 30 local professionals, 4 others) (For total participants: 82% of the target met) (For local professionals: 72% of the target met)

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 (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.)
(a) For Project Promotion:	
To produce promotional leaflets and posters	CPCE Health Conference – Poster, leaflet, website, emails Seminar 1 - Innovation in Health Care Service Delivery – Poster and booklet

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>
	Seminar 2 – Developing and Operating Health Care Services in the Greater Bay Area – Poster and invitation email Website: Seminar - Developing and Operating Health Care Services in the Greater Bay Area PolyU SPEED Seminar 3 – Integrating Elderly Care Service Delivery in the Community – Poster and invitation email Website - Free Seminar – Integrating Elderly Care Service Delivery in the Community PolyU SPEED Talk 1- Development Progress of the Practice of Traditional Chinese Medicine in Hong Kong– Poster and invitation email Website: https://www.speed-polyu.edu.hk/event/talk-series-development-progress-of-the-practice-of-traditional-chinese-medicine-in-hong-kong Talk 2 -Applications of the Information Technology and IoT for Smarter Health Care Service Delivery– Poster and invitation email Website- Free Seminar – Applications of Information Technology and IoT for Smarter Health Care Service Delivery PolyU SPEED Talk 3 – Law and Ethics in Health Care – Poster and invitation email Website - Free Seminar – Law and Ethics in Health Care PolyU SPEED
To produce website for conference	The Official website of CPCE Health Conference 2023 https://healthconf2023.cpce-polyu.edu.hk
(b) For Dissemination of Project Deliverables:	
To upload a summary of conference and an overview of feedback from the participants on CPCE's website	CPCE Health Conference - The presentation PPT, programme book, press release, photos can be accessed at https://healthconf2023.cpce-polyu.edu.hk/download.html. Media Coverage 港學者：香港人口老化帶來醫療壓力 須加強儲蓄 (FengShows.com - 22 Apr) 稱本地醫療人才短缺 林正財：要吸引外地學醫港人回流 (Cable TV - 22 Apr)

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>
	稱本地醫療人才短缺 林正財：要吸引外地學醫港人回流 (i-cable - 22 Apr) 粵語報道 港學者：香港人口老化帶來醫療壓力須加強儲蓄 (Ifeng - 22 Apr) 粵語報道 港學者：香港人口老化帶來醫療壓力須加強儲蓄 (Feng show - 22 Apr) 理大專業及持續教育學院醫護研討會2023 探討「香港及大灣區醫療保健專業管理的趨勢與挑戰」 (Jupas. Ming Pao - 24 Apr) 【#應對挑戰】400名專家學者齊探討「香港及大灣區醫療保健專業管理的趨勢與挑戰」 (Wen Wei Po (Facebook) - 24 Apr)
To analyse the feedback and prepare summary and reports	Feedback surveys for three seminars and three talks are conducted.

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)
(i) One Conference	325 local professionals
(ii) Three Seminars	121 local professionals
(iii) Three talks, professional sharing and networking sessions	59 local professionals

3.2 Feedback from participants / users / professional services sectors

- Overall speaking, positive feedback has been received for the deliverables including conference, seminars and talks. On average, the comments are positive and the overall ratings are above satisfactory. We have also received written comments including but not limited to: - very informative - More seminar and networking - 希望以后多组织这类讲座 - 感謝主辦單位的悉心安排！很高興週末晚上也有那麼多專家來跟業界分享 - Good seminar - The content is very informative and well organized - I am more interested in the network, future prospect and limitations of Chinese Medicine distribution in HK & Bay Areas. It would be great if you can provide a talk of such topic next time. - The speakers are very professional, well experienced and provided many real cases sharing

3.3 Dissemination of project deliverables to relevant professionals

Dissemination of Project Deliverables were mainly conducted through invitation via internal networks, and the collaboration organization, The Hong Kong College of Health Services Executives, social media and website.

3.4 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:

Objective 1: Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets

1. **Conference:** By organizing and participating in the international conference, we facilitated direct interactions between Hong Kong's healthcare professionals and their counterparts from various countries including Australia, China, Japan and Singapore. This exchange of ideas and best practices fostered relationships and opened opportunities for research projects.
2. **Seminars:** Renowned experts were invited to deliver our seminars in providing a platform for knowledge exchange. These sessions allowed local professionals to gain insights into global trends and innovations, enhancing their understanding and broadening their perspectives.
3. **Talks, professional sharing and networking sessions:** The talk and networking events were crucial in building personal connections. These settings encouraged open dialogue and the establishment of professional networks that are essential for ongoing cooperation and exchange.

Objective 2: Enhancing the standards and external competitiveness of Hong Kong's professional services

1. **Professional Development:** The seminars focused on the latest advancements in healthcare practices and technologies. These equipped Hong Kong's professionals with cutting-edge skills and knowledge, thereby raising the overall standard of healthcare services locally.
2. **Benchmarking Against Global Standards:** Through the international conference, seminars and talks, global benchmarks, practices and standards were highlighted and discussed. This allowed local professionals to gain a deeper understanding on how to adopt higher standards and strive for excellence in their practices.
3. **Feedback and Continuous Improvement:** Allowing participants to engage with experts in order to receive constructive feedback on their current practices. This feedback process was instrumental in identifying areas for improvement and implementing changes that enhance the competitiveness of Hong Kong's professional services.

3.5 Overall achievements of the project

1. **Enhanced Professional Networks:** Through achieving all the project deliverables, the professional networks of Hong Kong's healthcare professionals were strengthened.
2. **Knowledge Transfer and Skill Enhancement:** Through the international conference, series of seminars, and talks, the project facilitated the transfer of cutting-edge knowledge and skills in healthcare sector. This has improved the competencies of local professionals, aligning them with global standards.
3. **Increased Global Visibility:** By participating in the international conference, the development of Hong Kong's healthcare sector has enhanced greater visibility beyond nearby regions.
4. **Adoption of Best Practices:** Exposure to the best practices has encouraged local professionals to adopt and implement these practices, leading to improved service quality and efficiency.
5. **Feedback-Driven Improvements:** Constructive feedback from experts has been instrumental in identifying areas locally for improvement. This would enhance the overall quality and competitiveness of our services.

These achievements contribute to the overarching goals of enhancing the standards and external competitiveness of Hong Kong's professional services, while also fostering greater cooperation and exchange in this area.

The Project Final Report is prepared by the Grantee.