

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

1. Project Details

1.1 Project Reference No.	:	<u>PS241008</u>
1.2 Project Title	:	<u>Mount Hood Diabetes Health Economics Conference in Clinical Decision Making 2024 - Hong Kong</u>
1.3 Grantee	:	<u>The Chinese University of Hong Kong (CUHK)</u>
1.4 Collaborating Organisation(s)	:	<u>University of Oxford</u>
1.5 Implementation Agent(s)	:	<u>N.A.</u>
1.6 Sponsoring Organisation(s)	:	<u>Wraparound Healthcare Limited</u>
1.7 Consultant(s)	:	<u>N.A.</u>
1.8 Project Co-ordinator	:	<u>(Name) Dr Lui Nga Man Juliana (Post title) Assistant Professor</u>
1.9 Deputy Project Co-ordinator	:	<u>(Name) Dr Lau Siu Him Eric (Post title) Research Associate</u>
1.10 Project Period (duration)	:	<u>from 01/10/2024 to 31/03/2025 (6 months)</u>
1.11 Major Beneficiary Sector(s)	:	<u>Health-related services</u>
1.12 Approved PASS Grant (HK\$)	:	<u>400,000</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 Mount Hood Challenge Conference is an annual event dedicated to the economics of diabetes, with a particular emphasis on comparative simulation modelling. This year's conference aims to facilitate interdisciplinary communication and knowledge exchange regarding health economics models applicable to diabetes. It features presentations of research, training sessions, and opportunities for collaboration. Topics includes challenges in long-term policy formulation, reimbursement strategies, patient preferences, and sustainable solutions to address the diabetes pandemic. This Hong Kong conference seeks to bring together clinicians, data scientists, and postgraduate students with health economists from various regions to foster meaningful dialogue and partnerships.

2.2 Project Deliverables

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

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)
23/11/2024 to 24/11/2024 One 2-day conference	660 participants, including 500 local doctors and pharmacists and 160 other participants	<u>Completed:</u> 23/11/2024 to 24/11/2024 One 2-day conference	499 participants, including 391 local doctors, pharmacists, nurses and practitioners of academic field and medical industries, as well as 108 other participants (For Hong Kong professionals: 78.2% of the target met)
25/11/2024 to 31/03/2025 One summary report on conference	Browsers on internet	<u>Completed:</u> 10/11/2025 One summary report on conference	Browsers on internet

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: To publicise the main conference and introductory workshop series through mass media or websites of postgraduate schools and relevant faculties (e.g. Medicine, Pharmacy, Pharmacology) other higher institutions, such as Hospital Authority, Department of Health, Hong Kong Association of Pharmaceutical Association (HKAPI), CUHK, Oxford University, Asia Diabetes Foundation ISPOR (The International Society for Pharmacoeconomics and Outcomes Research) Hong Kong Regional Chapter, WeChat groups of Mainland Chinese universities in public health / pharmacy/ medicine/ health economics etc.	• Conference website was set up to provide information about the conference, including conference schedules, speakers, and registration details, etc. (Link: https://mounthood2024.mect.cuhk.edu.hk/AboutMountHood) • Mass media coverage included the distribution of promotional posters to targeted postgraduate schools and higher institutions such as the Hospital Authority, Department of Health, and Hong Kong Association of Pharmaceutical Association (HKAPI). Additionally, the posters were shared with institutions like CUHK and Oxford University, as well as organizations such as the Asia Diabetes Foundation and ISPOR (The International Society for Pharmacoeconomics and Outcomes Research) Hong Kong Regional Chapter. We also promoted in WeChat groups of Mainland Chinese universities in public health/pharmacy/medicine/health economics, etc.

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>
To apply for Continuing Medical Education (CME) credits for healthcare professionals such as physicians and pharmacists	• Successfully applied for CME credits for healthcare professionals, including physicians and pharmacists - College of Pharmacy Practice, Hong Kong Association of Family Medicine and Primary Health Care Nurses , Hong Kong College of Community Medicine, Hong Kong College of Emergency Medicine, Hong Kong College of Paediatricians, Hong Kong College of Physicians, Hong Kong College of Radiologists, Hong Kong Dietitians Association, Hong Kong Nutrition Association, Hong Kong Physiotherapy Association, Hong Kong Podiatrists Association, International Podiatrists Association of Hong Kong, The College of Ophthalmologists of Hong Kong, The College of Surgeons of Hong Kong , The Hong Kong College of Anaesthesiologists, The Hong Kong College of Family Physicians, The Hong Kong College of Obstetricians and Gynaecologists, The Hong Kong College of Orthopaedic Surgeons, The Hong Kong College of Otorhinolaryngologists, The Hong Kong College of Pathologists, The Hong Kong College of Psychiatrists, The Medical Council of Hong Kong - CME Programme
To issue invitations and distribute electronic and paper promotion leaflets for the conference and workshops to healthcare professionals (doctors and pharmacists in particular) in Hong Kong, China, Macao, Asia and Australia	• Invitations were issued by emails and electronic and paper leaflets were distributed to healthcare professionals from Hong Kong and other regions.
To invite local press and university media team to the conference	• Local press and university media team were invited to the conference.

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>
(b) For Dissemination of Project Deliverables: To compile a summary report (in English) on the Multi-sectoral Panel Discussion on ‘Advancing Asian Health Economics for Diabetes and Metabolic Non-Communicable Diseases (AHEAD)’	• A summary report on the multi-sectoral panel discussion on AHEAD has been completed and was disseminated at https://mounthood2024.mect.cuhk.edu.hk/page6. • The school media team has also reported this event on our faculty of medicine social media, with dissemination links below: ▪ Facebook: https://www.facebook.com/CUMedicine/posts/pfbid02SmpSvKNRy7fcCjRsLwdYR5fBPFinE2SCTgHCmPfjBY1J2RDBEJU13qjxBty4eHwGl ▪ LinkedIn: https://www.linkedin.com/feed/update/urn:li:activity:7267749060101443584
To prepare the Project Final Report and Auditor’s Report	• Project Final Report and Final Audited Accounts have been completed.

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 2-day conference including introductory workshops, keynote presentations and panel discussion	391 local doctors, pharmacists, nurses and practitioners of academic field and medical industries
(ii) Summary report on conference	Browsers on internet

3.2 Feedback from participants / users / professional services sectors

A total of 48 participants completed the feedback survey. Nurses were the largest group, comprising a quarter (25%) of all participants, followed by academics (20%) and medical practitioners (18%). Allied healthcare professionals, researchers, dietitians/nutritionists, pharmacists, and university students combined accounted for 34%, with only one participant from an administrative background. Participants rated ten aspects of the symposium highly (4.2-4.6 out of 5), particularly the expertise of the speakers.

When asked participants’ recommendation on the next symposium, they mostly agreed on three themes: first, keep the diabetes-cardiovascular core but widen the lens to include obesity, pregnancy, infants and other non-communicable diseases; second, deepen the content with sessions

on genetics, mitochondrial dynamics, risk-prediction modelling and AI-driven diabetes care; and third, strengthen the policy-practice bridge by adding cost-effectiveness analyses, health economic studies, primary care treatment pathways, and the public health implications of case management. Several respondents also requested a hands-on modelling workshop and updates on managing psychiatric co-morbidities, while a few felt the present scope was already adequate.

Other feedback focused on four areas: logistics, symposium format, language barriers and future research directions. Several participants requested that posters be displayed on the ground floor for easier viewing, felt that the two-hour presentation were too long, and noted that the Q&A sessions were underutilized because language differences limited direct dialogue between English- and Mandarin-speaking participants. While the venue was praised as convenient and the organising team was warmly thanked for assembling a world-class faculty, comments suggested improving quality of the food and beverages and ensure that reception staff and cabin crew provided clearer and more user-friendly guidance. Participants also requested more explicit, country-specific explanations of economic models, which should cover their assumptions, advantages, disadvantages and real-world cost drivers, rather than global overviews that may not translate to local policy or payer contexts.

3.3 Dissemination of project deliverables to relevant professionals

A summary report of ‘AHEAD’ discussion has been completed for the project and published on the Mount Hood 2024 website (<https://mounthood2024.mect.cuhk.edu.hk/page6>). We will also publish the manuscript in peer-reviewed journal.

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:

1. Increasing exchanges and cooperation

- The conference offered networking opportunities where professionals from Hong Kong met and discussed health economics related topics with international guests, as we invited 17 international speakers
- Panel sessions and keynote presentations encouraged experts from various regions to share their experiences and foster collaborations

2. Promoting relevant publicity activities

- Engaged local and international media to promote the conference
- Produced a summary report and manuscript to share findings with a wider audience

3. Enhancing standard and competitiveness

- Showcased successful studies from local professionals, promoting high standards within the field
- Collected input from participants, which can inform future initiatives to improve competitiveness

3.5 Overall achievements of the project

The 2-day Mount Hood conference held in November successfully brought together a total of 499 participants, making a significant impact on healthcare professionals in Hong Kong. The conference featured two 2-hour introductory workshops that provided an overview of Cost-Effectiveness Analysis (CEA) and Discrete Choice Experiments (DCE). These workshops equipped doctors and pharmacists with essential knowledge of health economic evaluation, particularly targeting those with little or no prior experience in this field. In addition to the workshops, the main conference included panel discussions and keynote lectures, encouraging discussions among participants and promoting the exchange of ideas. Moreover, the participation of overseas guests facilitated valuable networking opportunities and strengthened Hong Kong's position in hosting international conferences and events, leading to the overall growth of the healthcare sector of Hong Kong.

The Project Final Report is prepared by the Grantee.