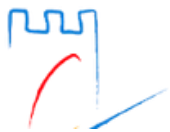


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Anass Ait Chikh

Ait Chikh anass , Rhajbal zineb

Presented an oral communication entitled:

**Digital marketing to enhance perceived performance in the public health sector:
exploratory analysis of the Moroccan case**

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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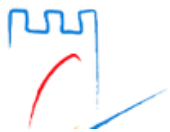
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This certificate is proudly presented to

El Ouahmani Khalid

El Ouahmani khalid , Kasbaoui tarik

Presented an oral communication entitled:

Enhancing Public Hospital Performance in Morocco through Internal Contracting: Model Transfer and Appropriation Challenges

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health

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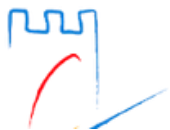
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Siham Dkhissi

Siham dkhissi

Presented an oral communication entitled:

Ethical Governance, Equity, and Health Policy Challenges in Mesenchymal Stromal Cell Therapy for Knee Osteoarthritis

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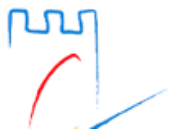
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Belline Fatima Zahra

Belline fatima Zahra , Elbakirdi zakaria

Presented an oral communication entitled:

Financing the Moroccan Healthcare System in the Era of Universal Mandatory Health Insurance (AMO)

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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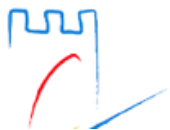
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Starallah Maria

Starallah maria , Cherkaoui mounia

Presented an oral communication entitled:

Governance, endogenous innovation and heterogeneity of health actors: an evolutionary reading of health system performance

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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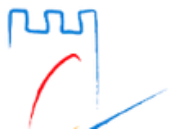
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This certificate is proudly presented to

Drabni Oumaima

Drabni oumaima , Bachar redouane , Hadrya fatine

Presented an oral communication entitled:

Impact of internal employer branding on workforce retention in Morocco: A multicentric study

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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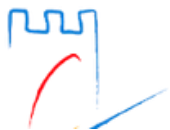
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Najib Fatima'zahra

Najib fatima'zahra , Ettahir noura

Presented an oral communication entitled:

Impact of Quality of Life on employee retention in the Healthcare Sector: Evidence from the Guelmimâ€œOued Noun Region

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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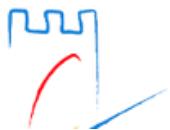
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Boughaleb Aazelarab

Boughaleb aazelarab , Jerry mounir

Presented an oral communication entitled:

Leveraging Machine Learning to Assess Health Financial Protection: Macro-Structural Determinants of Out-of-Pocket Expenditures in Morocco

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health

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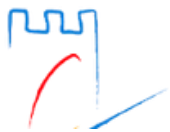
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This certificate is proudly presented to

Bounjome Houda

Bounjome houda , Boutayba abdelali , Amine el Kadiri

Presented an oral communication entitled:

Media and COVID-19 in Morocco: Contributing to public awareness or infodemic?

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health

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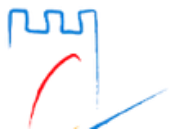
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Oumghar Asma

Oumghar asma , Izza issam

Presented an oral communication entitled:

Occupational Risk Management and Financial Performance of Hospitals: A Systematic Literature Review and a Conceptual Framework

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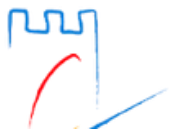
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Azami Idrissi Hajar

Azami Idrissi hajar , Arhouné ilham , El Otmani ihsane , El Bouchikhi ihssane , Moufid fatima Zahra , El Azami El Idrissi mohamed , Ouldin karim , Bouguenouch laila

Presented an oral communication entitled:

Policies, ethics, and governance of genomic data sharing: experience from the "Cytogenetics and molecular biology of malignant blood disorders" project at Hassan II University Hospital in Fez, Morocco

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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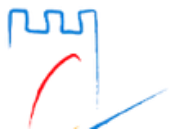
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Yaqine Hind

Yaqine hind , Ouarsafi nabil , Himmouche naoufal

Presented an oral communication entitled:

Publicâ€™Private Collaboration within Territorial Health Groups: A Literature Review on Clinical Governance and Shared Medical Protocols

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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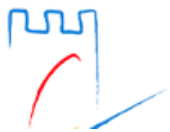
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Akourbal Hajar

Akourbal hajar , Lamiri abdeslam , Outaki meriem

Presented an oral communication entitled:

The evaluation process of the National Agency for Evaluation and Quality Assurance in Higher Education as a driver for improving the quality of medical education : the experience of the Faculty of Medicine and Pharmacy of Casablanca

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health

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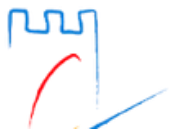
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This certificate is proudly presented to

El Faqir Abdellatif

El Faqir abdellatif , Loukili Idrissi leila

Presented an oral communication entitled:

The Role of Agile Leadership in Enhancing Organizational Commitment and Job Performance among Moroccan Healthcare Workers: A Cross-Sectional Survey

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health

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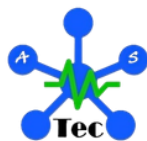
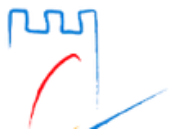
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This certificate is proudly presented to

Dahmani Jalal

Dahmani jalal

Presented an oral communication entitled:

Towards a legal framework for medical liability in the era of artificial intelligence in Morocco.

at the 1st Edition of the International Conference on Scientific and Technological Innovation Applied to Health (ISTAS'2026) organized by The Moroccan Association for Health Sciences and Technology (AMSTec) in collaboration with Higher Institute of Health Sciences and Hassan First University of Settat at march 25 and 26, 2026.

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