



HTI Health Tourism Industry Conference

Vienna March 3rd, 4th & 5th 2016.

EMERGING MARKETS

PRELIMINARY PROGRAM

DAY ONE, March 3rd

08.00 – 09.00 REGISTRATION

09.00 – 09.30 OPENING SPEECHES

CARLO CORAZZA, Head of the Unit "Tourism, Creative and Emerging Industries", DG Growth, European Commission, Belgium

GENERAL SESSIONS

09.30 – 11.00 **NEW EMERGING MARKETS**

MIDDLE EAST MARKET

LINDA ABDULLAH, Head of Medical Tourism Dubai Health Authority, UAE

THE IMPORTANCE OF TARGETED MARKETING

JONATHAN EDELHEIT, Co-founder & CEO, Medical Tourism Association (MTA), USA

MAISTRA HOTELS - GOLD SPONSOR - EXPERIENCE BEAUTY AND RELAXATION IN MAISTRA WELLNESS HOTELS

LEO URLIĆ, Luxury & MICE Sales Manager and Marketing and Sales, MAISTRA HOTELS, Croatia

TURKEY RACE FOR THE WORLD NO.1 HEALTH DESTINATION?

CENK TEZCAN, MD, General Manager, B-Wise, Turkey

TRENDS AND PROSPECTS OF THE RUSSIAN AND UKRAINIAN MARKET

VIOLETTA IANYSHEVSKA, MD, MBA, Chairman & Co-founder of the Ukrainian Association of Medical Tourism (UAMT), Supervisor of the Global Healthcare Travel Council (GHTC), Ukraine

11.00 – 11.30 COFFEE BREAK

11.30 – 13.00 **GLOBALLY RECOGNIZED EUROPEAN DESTINATIONS OF HEALTH**

INSIDE HARLEY STREET

MARK AICHROTH, Senior Director and COO at Nuada Medical, UK

EUROPEAN HISTORIC THERMAL TOWNS ASSOCIATION

LUCA BRUSCHI, International relationships and Communitarian policies at European Historic Thermal Towns Association, Italy

MARCEL MEDAK, mag.cin, Director at Daruvar Thermal Spa and President of the Health Tourism Cluster, Croatia

AWARDED CROATIAN THERMALS AND SPAS

LEILA KRESIC JURIC, Director of Tourism Department at the Croatian Chamber of Economy, Croatia

MEDICAL TOURISM IN UKRAINE: OUTBOUND AND INBOUND MARKETS

JULIA V. KHOMYCH, President of Inbound medical tourism club "inUkraine" and General Manager of Medical Guide Company, Ukraine

BUDAPEST: THE ONLY SPA CITY IN THE WORLD

GERGELY KISS-TOROK, General Manager, Medical Tourism Association (MTA) Hungary, Hungary

13.00 – 14.00 LUNCH BREAK

14.00 – 15.30 Panel discussion: **REGIONAL COLLABORATION**

What is holding Europe health tourism development from collaboration? At what point will Eastern meet Western Europe in determining the services needed to support capacity building projects between EU nations and better develop care continuum. The development of a regional “think tank” is long overdue and without leadership. Participants of this roundtable will exchange experiences in regional cooperative efforts so that the most successful assets can be extracted to support a regional health tourism initiative.

MODERATOR:

DAVID MORGAN, Head of Health Accounts at Organization for Economic Cooperation and Development (OECD), France

SPEAKERS:

CARLO CORAZZA, Head of the Unit "Tourism, Creative and Emerging Industries", DG Growth, European Commission, Belgium

PAULO MOREIRA, PhD, Editor-in-Chief International Journal of Healthcare Management, Portugal

EMMA GONZALEZ, Deputy Director of Termatalia, Spain

DANIEL SHAW, Co-founder of the Global Clinic Rating, UK

15.00 – 16.00 COFFEE BREAK

16.00 – 17.00 Panel discussion: **ARE INSURANCE COMPANIES THE ONLY BIG VOLUME BUYERS?**

HOSTED BUYER PROGRAM SPEAKERS

The biggest opportunities in medical tourism come from large volume patient referrals. This session will examine what role large buyers such as insurance companies and large payors and governments play in medical tourism. More importantly this session will examine best practices for medical tourism within insurance plans, examining what works, what doesn't and what is the best approach. This session will also examine how insurance companies who currently offer medical tourism are redefining their strategy and approach and how insurance companies who are newly implementing medical tourism are determining how to offer it to their plan members.

MODERATOR:

JONATHAN EDELHEIT, Co-founder & CEO of Medical Tourism Association (MTA), USA

SPEAKERS:

LINDA ABDULLAH, Head of Medical Tourism Dubai Health Authority, UAE

GEORGE VASSEV, Chief Consultant and General Surgeon at Adapta Group Ltd, Bulgaria

DOREEN SCHLAGENHAUF, Head of Medical Claims, Case Management & Underwriting, AAR Health Services, Uganda

MATIJA FUČEK, General Sales Manager, Croatia Health Insurance Group, Croatia

Starting from 17:00 → **HTI Conference participants B2B meetings**

Note: HTI Conference will provide you with the list of registered delegates and buyers but you will have to contact them and arrange meetings on your own.

DAY TWO, March 4th:

09.00 – 10.30 Panel discussion: **THE RISE OF TRAVEL AGENCIES AND FACILITATORS**
HOSTED BUYER PROGRAM

This panel will cover topics related to advanced selling channels, successful medical travel agencies, spa online, problems caused by medical tourism agencies and more.

MODERATOR:

JULIA KHOMYCH, President of Inbound medical tourism club "inUkraine" and General Manager of Medical Guide Company, Ukraine

SPEAKERS:

ZAHID HAMID, CEO Euromedical Tours, UK

LINDA BRIGGS, Founder and Owner of Linda Briggs® Ltd, UK

IRENA RAPOPORT, Head of ABT Educational, Israel

STEPAN SUPARSKI, CEO and Founder of the first Moldavian Medical Travel Company "Medtur Diagnostic", Moldova

10.30 – 11.00 COFFEE BREAK

11.00 – 12.00 **ACCESSIBLE TOURISM: MIND THE GAP!**

SAILING FOR DISABLED CHILDREN: A PEACE FLEET FROM KAŠTELA, CROATIA

MIRNA JUKIC, the most successful swimmer of Austria and Olympic medalist and the official ambassador of the social project "Mirno More Peace fleet", Austria

THE IMPACT OF ACCESSIBLE TOURISM

IVOR AMBROSE, Co-founder and President of European Network of Accessible Tourism (ENAT), Greece

BLOGS ARE A VITAL RESOURCE FOR DISABLED TRAVELERS!

MARTYN SIBLEY, Co-founder of online lifestyle magazine Disability Horizons, UK

PROMPT RETURN ON THE INVESTMENT IN THE ACCESSIBLE TOURISM

MAGNUS BERGLUND, Accessibility Director at Scandic Hotels, Sweden

PANTOU - INTERNET PLATFORM FOR ACCESSIBLE TOURISM

KATERINA PAPAMICHAIL, M.Sc, Architect for European Network of Accessible Tourism, Greece

12.00 – 13.30 Panel discussion: **WHY AND WHERE IT WENT WRONG?**

This panel will cover topics related to problems countries and companies encounter when they enter health tourism market or try to reach its full potential, how to maintain the quality of the service, false or mistaken marketing, constant issues when cooperating with the public sector and more.

MODERATOR:

MURAT SONER KUCUKKAYA, Senior Advisor, Global Services-Operations, Houston Methodist Global Health Care Services, USA

SPEAKERS:

LOTFI KHELIFI, Editing director Middle East Health Tourism Magazine, UAE

STEPHEN SHEARER, Certification developer, Medical Tourism Association (MTA), USA

NATALIA STROKOVSKA, Owner and Editor-in-chief DoctorGEO, Russia

13.30 – 14.30 LUNCH BREAK

14.30 – 16.00 Panel discussion: **DELIVERING MEDICAL WELLNESS THROUGH LUXURY**

This panel will cover topics related to the five star hotels and resorts at the service of your health, European come back of the luxury medical wellness, embracing traditional medicine, luxury boot camps, high end and organic cosmetic innovations, issues with finding the right buyers and much more.

MODERATOR:

ZDESLAV RADOVCIC, Founder & President HTI Conference and Energy Clinic, Croatia

SPEAKERS:

REEM AL DAGHMA, General Manger, Gate To Wellness, Qatar

MIKE WALLACE, Brand manager Danubius Hotels, Hungary

LEO URLIĆ, Luxury & MICE Sales Manager and Marketing and Sales, MAISTRA HOTELS, Croatia

IZTOK ALTBAUER, Managing Director, Slovenian Spas Association, Slovenia

16.00 – 16.30 COFFEE BREAK

Starting from 16:00 → **HTI Conference participants B2B meetings**

Note: HTI Conference will provide you with the list of registered delegates and buyers but you will have to contact them and arrange meetings on your own.

09.00 – 11.00 **VIP ROUND TABLE (by invitation only)**

EUROPEAN TOURIST BOARDS REGIONAL HEALTH TOURISM INITIATIVE

(Sophie 1)

16.00 – 17.30 **EUROPEAN BUYER INITIATIVE & FACILITATOR FORUM**

(limited number of seats, first come first serve policy)

(Sophie 1)

The future of medical tourism facilitation is often challenged by the introduction of more advance technology and the development of international patient departments within health centers. This forum is dedicated to bring facilitators together to share best practices and uncover the next expectation of health tourism facilitation. How can facilitators maintain their competitive advantage? Is there a need for a regional facilitation body to provide greater levels of structure to connecting patient with provider?

DAY THREE, March 5th:

9:00 am – 6:00 pm

MEDICAL TOURISM ASSOCIATION

CMTP Certified Medical Tourism Professional

Certification Workshop | Vienna, Austria

(Seminar room #1222)

QUALIFIED TRAINERS:

STEPHEN SHEARER, Certification developer, Medical Tourism Association (MTA), USA

ALI KOCA, Medical Doctor and Owner of Koca Consulting, Physician engagement, Medical Tourism Association (MTA), Germany

MODULE 1 - Introduction to Medical Tourism

MODULE 2 - Medical Tourism Business Models

MODULE 3 - Operational Protocols & Services

MODULE 4 - Facilitation of Care

LUNCH BREAK

MODULE 5 - Payers

MODULE 6 - Marketing

MODULE 7 - Managing Risks & Events

MODULE 8 - The Importance of the Patient Experience

MODULE 9 - Comparative Medical Tourism Models