



ITB Medical Conference Day 2

Date	Time	Location
March 5, 2020	11:00 - 15:00	Hall 21b

Featured today are the mini niche markets within the medical tourism sector. Consumers are searching for specialized clinics that provide dental treatment, eye care, fertility (IVF), stem cell therapy, hair transplantation, addiction treatment, physical rehabilitation and executive health checkups (diagnostics).

How do consumers find best quality treatments and therapies? How can health insurance become involved here? And how can agencies be assured that clinics, therapeutic spas, health centers and treatment facilities meet international standards?

Today, we have a special look on clinics and agencies. Best practices will give a first hand overview. Specialized clinics with diverse medical areas of expertise in different parts of the world often offers better or cheaper medical treatments. How does funding agencies can be involved here? And what is about the influence of medical agencies and the clinics themselves to influence the market?

Events

10:00 - 10:30

THE IMPLEMENTATION OF THE EU DIRECTIVE ON CROSS-BORDER HEALTHCARE AND THE POSITION OF EUROPEAN PRIVATE HOSPITALS

- Overview of the Cross Border Health Directive
- What is the position of private hospitals in Europe towards the cross border healthcare directive?
- Some examples about the implementation of the CBHD in the country members of UEHP
- Where do patients travel in order to seek healthcare in Europe?
- What will be the impact of Brexit on CBHD?

Speaker:

[Ilaria Giannico](#), Secretary General, UEHP – European Union of Private Hospitals

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Europe](#)

10:30 - 11:00

An Inside Look Into Current Trends And The Status Quo Of Medical Tourism In Poland

- Current trends on Medical clinics for the international market
- Facts & figures about the Polish Medical tourism market
- New channels to acquire patients abroad
- New Medical organizations in the Polish market

www.proturmed.pl

Speaker:

[Mariusz Arent](#), Proturmed – Promotion of the Medical Tourism Foundation

[Dr., PhD Anna Bialk-Wolf](#), The Institute of Research and Development of Medical Tourism

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Europe](#)

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11:00 - 12:00

HTI Roundtable The Future Of Medical Tourism

- Digital Health
- Compliance risks or and ethical considerations in medical tourism
- Hospital-Facilitator compensation models
- Medical tourism trends in USA, Germany, Turkey and UAE.

Moderated by:

[Sandeep Vohra](#), Managing Director, Aglaea Investment

Panel guests:

[Christian Fadi El-Khouri](#), Managing Partner, MESC International Patient Service GmbH

[Sherif Hassan](#), MD, CEO, Founder, Tripsetc Travel Company

[Emre Ali Kodan](#), Owner, Baki International Health & Travel Solutions

[Ivana Kolar](#), CEO, Julius Rose

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Digitalization](#)

12:00 - 12:30

Gremi Clinic Albania The New Model Of Medical Tourism In Albania

- Services no longer confined to large buildings, but open to the community

www.dentistiinalbania.com

Speaker:

[Anduena Çela](#), Executive Director, Gremi Clinic

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Europe](#)

12:30 - 13:00

WTTC – World Travel & Tourism Council Medical tourism, an opportunity for growth

Speaker:

[Nejc Jus](#), Economic Research Manager, WTTC – World Travel & Tourism Council

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Marketing](#)

13:00 - 13:30

HTI: Medical Tourism Buyer's Chat

- Meet professional medical buyers
- Ask for their recommendations and how to do business on a specific market they operate.

Moderated by:

[Leila Krešić-Jurić](#), Managing Director, Partner, HTI Conference

Tags

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13:30 - 14:00

Interaction Between Clinics And Facilitators: If It's Easy To Find The Right Clinic, It's Easy To Get A Commission

- Solutions for Medical suppliers and Medical buyers by an Italian online platform

Speaker:

[Maria Princivalle](#), Owner, Bookingsmed & World Fine Selection

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Digitalization](#)

14:00 - 14:30

Caucasus Medical Centre – Advantages Of Healthcare In Georgia

www.evex.ge

Speaker:

[Anri Kapanadze](#), Director of International Department, Evex Hospitals

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Europe](#)

14:30 - 15:00

Health Care Programs For Breast Cancer – Best Practice From France

- Breast cancer is the most common female cancer in Europe.

In France specific programs have been developed on the management of women in remission of breast cancer supporting them with a healthy lifestyle, controlling their weight, to prevent a possible recurrence.

Speaker:

[Claude-Eugene Bouvier](#), Secretary General, National Council of Thermal Establishments(CNETH)

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Best Practice](#)

15:00 - 15:45

„Mindful Travel“ Travel Trend – Detox, Self-Care & Health

- Travel trend "Mindfulness and a healthier lifestyle"
- What are the needs and expectations of guests?
- "Health is the new status symbol" - how hotels and tour operators cater to the demand for the new attitude towards life
- How are tailor-made wellness, spa and health holidays created?
- Experts reveal the current trends in health tourism (panel discussion)
- Outlook for future trends in the area of "Mindful Travel"

www.fitreisen.de

Speaker:

[Claudia Wagner](#), Managing Director, Fit Reisen

Tags

[Health](#) [Health Tourism](#) [Wellness](#) [Sustainability](#)

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15:45 - 16:00

European Spas Association Award As Best Partner Of The Year

European Spas Association Innovation Awards stimulates Innovation and Excellence in the Spa Industry that represent “innovation”.

- The Award for the Partner of the Year is dedicated to a very special supporter and for somebody how takes care in many different aspects of promoting Innovation and Health Tourism.

www.europeanspas.eu/en/awards
innovationawards@europeanspas.eu

16:00 - 16:30

European Epidemiological Study – Treatment With Natural Remedies

- Medical Spa therapy shows a valuable impact on the prevention and management of chronic diseases and major public health issues
- European Spas Association launched the European epidemiological study, which diseases treated by balneology in EU countries

www.europeanspas.eu

Speaker:

[Thierry Dubois](#), President, ESPA - European Spas Association

Tags

[Health](#) [Health Tourism](#) [Medical Tourism](#) [Medical Travel](#) [Europe](#)

16:30 - 17:00

Partnerships For Health & Medical Tourism: Identifying Opportunities For Growth And Sustainable Development In Europe And China

Speaker:

[Paulo Moreira](#), Editor-in-Chief, International Journal of Healthcare Management

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Sustainability](#)

17:00 - 18:00

Medical Networking Reception

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

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