

ITB Medical Conference Day 3

Date	Time	Location
March 6, 2020	11:00 - 15:00	Hall 21b

Today, we will take a deeper look into the development of Medical Spas and Medical Wellness as a booming market. What is the additional value of these products and services in comparison to traditional wellness offers? How does health insurances, spa resorts & hotels cooperate in these lucrative niche market? Join travel industry and medical tourism professionals who share their experiences, discuss the problems they've encountered and mistakes they've made, and listen to their marketing and consumer-focused strategies and recommendations.

The growing Medical Wellness market will be focussed on Friday. Our experts will analyse the differences between the traditional health wellness offers and special Medical Wellness treatments, today. What are the key points for tourism suppliers and the hospitality industry, if they want to join this trend? How does they have to adjust their products and services to serve the demand of this lucrative niche market? Best practices and concrete recommendations for establishing and marketing those Medical Wellness offers will give a first hand overview.

Events

10:00 - 10:30

Health Travel And Benefits In The Turkish Market

- Current situation in Turkey about Medical Tourism.
- Why Turkey is the rising star of the Global Medical Tourism?
- What's the role of the digitalisation in healthcare and in medical tourism.
As an example: Doctors365 Telemedicine, global project
- What is the importance of the high communication level between doctors around the world?
- What to expect from International events and fairs?

www.emrealikodan.com

Speaker:

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

Tags

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

10:30 - 11:00

Infertility – Ivf Treatments

Speaker:

[Siyka Katsarova](#), Founder, Managing Partner, MEDSPA BG

Tags

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

11:00 - 11:30

Overweight And Obesity – Prevention Program, Best Practice From Slovakia's Medical Spas

- Overweight and obesity issues have become one of the EU Healthcare policy priorities to solve future problems
- In addition to traditional medical spa programs focused on management of chronic diseases and early spa rehabilitation, the Slovak Medical Spa Association started a stationary health prevention program with financial support of General Health Insurance company



Speaker:

[Janka Zalesakova](#), Vice President, President, European Spas Association, Slovak Spas Association

Tags

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

11:30 - 12:00

Which Treatments Are Available In Russian-Speaking Countries? Interesting And Budgetary Medical Offers In Russia, Ukraine, Belarus And Georgia.

Speaker:

[Natalia Strokovska](#), Owner, DoctorGEO&SPA Agency & Journal

Tags

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

12:00 - 12:30

Corporate Health Management – 3 Pillar Concept: Health Resort Pymont – Health As A Factor For Success To An Integrated Wellness & Health Resort

- Staatsbad Pymont: workplace health management is effective and sustainable way, both for its own employees as well as a service provider to businesses, companies and tourism
- Health also plays an important role on the path of becoming an integrated wellness and health resort. The focus lies above all on innovation-change-digitalisation.

www.staatsbad-pymont.de

Speaker:

[Maria Bialas](#), Head of Department for Health, Innovation and Product Management, Health Resort Bad Pymont

Tags

[Health / Health Tourism](#)

12:30 - 13:00

New Prevention Concepts In Cooperation With Health Insurances: “Stay Fit In The Craftmen Business”

- The health resorts Bad Pymont and Bad Zwischenahn in cooperation with the health insurance IKK classic, the regional Chambers of Craftsmen of Lower Saxony, Germany, started a new prevention program "Stay fit in the craftsmenbusiness" for employees in the craft businesses
- How employees will stay healthy and fit for a long term with this specialized health program.
- The IKK Classic and most health insurance companies pay EUR 180 for participation in this prevention course

www.staatsbad-pymont.de

Speaker:

[Christian Meijerink](#), customer care and service quality, Health Resort Bad Pymont

Tags

[Health](#) [Health Tourism](#)

13:00 - 13:30

How To Create A Sustainable Health Resort – Best Case From Bulgaria

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Kurzfristige Änderungen vorbehalten.

- The Bulgarian resort Albena (owner and operator of 43 hotels) is fully committed to environmental protection and is characterized by his "green mission"
- You will hear the latest sustainable innovations and the combination with Health tourism offers

Speaker:

[Dimitar Stanev](#), Deputy Director Business Development, Pilot leader, INVADE Horizon 2020 Project

Tags

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

13:30 - 14:00

Maya Estetik Hospital In Turkey

- Established in 2004 in Istanbul, Maya Group has four companies in medical aesthetics field.
- Maya Estetik has become one of the leading and most respected health services providers in Medical Aesthetic and hair transplantation field
- Medical and aesthetic treatments at the highest standards to our patients from all over the world
- Maya Estetik as the main pioneer of health tourism and International Health Tourism Authorization Certificate holder in Turkey

Speaker:

[Dr. Abdullah Hasiripi](#), Clinic Director, Maya Estetik Hospital

Tags

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

14:00 - 15:00

Making Medical Tourism Work For Your Travel Agency

- Discussion on practical solutions to add Medical Tourism to your business
- Listen to real-life experiences and get concrete takeaways Panelists

Moderated by:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

Panel guests:

[Caroline Bodanis](#), Medical Travel Quality Alliance

[Gero Graf](#), Chief Commercial Officer, Co-Founder, Qunomedical

[Ernest Svažič](#), Mayor, Krapinske Toplice Municipality

[Benny Thomas](#), Editor & Publisher, Medical Tourism Magazine

Tags

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

15:00 - 15:30

How To Add The Executive Health Checkup As A Medical Wellness Mtqua Logo Choice For Your Customers

- Executive health checkup packages are popular and can be profitable opportunity for agencies
- Find health checkup packages for customers from €500 to €15,000
- Choose the packages that best fit customers of all ages, from quick and simple clinic packages to complex and thorough hospital packages
- Case studies of business travelers and tourists who got different kinds of health checkups during their trips abroad

www.mtqua.com

Speaker:

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[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

Tags

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

15:30 - 16:00

NN - POWERED BY MALAYSIA HEALTHCARE TRAVEL COUNCIL (MHTC)

Speaker:

[Sherene Azli](#), chief executive officer, Malaysia healthcare travel council (MHTC)

Tags

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

16:00 - 16:30

MEDICAL WELLNESS AND MEDICAL TOURISM AS A PART OF THE TRAVELTRADE INDUSTRY AND ITS IMPLICATION

- Medical tourism has become a strong and successful industry worldwide over the past 20 years, with both: losers and winners in the future.
- It's important not only to use the term as a marketing tool, you need a very high quality standard. The guest /health tourist always has the opportunity to choose a different destination, so he should be considered as a regular guest.
- To share the stay in a clinic can be compared with a hotel stay, or the clinic should, in order to survive internationally, can also be run and equipped as a hotel.
- It's important to have a close cooperation between the clinics, the service facilities and the facilitators, as well as the USP (unique selling point) of the facility.
- The business model for international patient tourism is very important in advance, not every country pays a referral fee.

Speaker:

[Lutz Lungwitz](#), President, German Medical Wellness Association

Tags

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

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