

ITB Medical Conference Day 2

Datum	Zeit	Ort
5. März 2020	11:00 - 15:00 Uhr	Halle 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?

Heute stehen die medizinischen Leistungsträger und verschiedene Best Practice Beispiele im Medizintourismus im Vordergrund. Spezialisierte Kliniken mit unterschiedlichen medizinischen Schwerpunkten bieten oftmals bessere oder aber auch günstigere Behandlungen. Wieweit können diese Leistungen von Krankenkassen übernommen werden und wie können spezialisierte Agenturen hier hilfreich den Markt beeinflussen.

Veranstaltungen

10:00 - 10:30 Uhr

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

Referentin:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Europa](#)

10:30 - 11:00 Uhr

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

Referentin:

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

Referent:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Europa](#)

11:00 - 12:00 Uhr

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.

Moderation:

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

Podiumsgäste:

[Christian Fadi El-Khoury](#), 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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Digitalisierung](#)

12:00 - 12:30 Uhr

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

Referentin:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Europe](#)

12:30 - 13:00 Uhr

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

Referent:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Marketing](#)

13:00 - 13:30 Uhr

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.

Moderation:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Marketing](#)

13:30 - 14:00 Uhr

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



Referentin:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Digitalisierung](#)

14:00 - 14:30 Uhr

Caucasus Medical Centre – Advantages Of Healthcare In Georgia

www.evex.ge

Referentin:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Europa](#)

14:30 - 15:00 Uhr

Health Care Programs For Breast Cancer – Best Practice From France

Referent:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Best Practice](#)

15:00 - 15:45 Uhr

„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

Referentin:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Wellness](#) [Nachhaltigkeit](#)

15:45 - 16:00 Uhr

European Spas Association Award As Best Partner Of The Year

www.europeanspas.eu/en/awards

innovationawards@europeanspas.eu

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Kurzfristige Änderungen vorbehalten.



16:00 - 16:30 Uhr

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

Referent:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizintourismus](#) [Medizinische Reisen](#) [Europa](#)

16:30 - 17:00 Uhr

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

Referent:

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

Schlagworte

[Gesundheit](#) [Gesundheitstourismus](#) [Medizinische Reisen](#) [Medizintourismus](#) [Nachhaltigkeit](#)

17:00 - 18:00 Uhr

Medical Networking Reception

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

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