

## Dr., PhD Anna Bialk-Wolf

**Scientist and consultant** with extensive experience and knowledge in research and teaching with special focus on medical tourism.

Co-founder and President of the Institute for Research and Development of Medical Tourism, Co-founder of the Foundation "PROTURMED".

She defended her doctoral dissertation on the innovativeness of medical services at the Albert Ludwig University of Freiburg (Germany) in the Department of Marketing and Healthcare Management. Anna Bialk-Wolf is the author of numerous publications on tourism and most recently has co-authored a handbook on medical tourism. Since 2009, she has been involved in analyzing phenomena related to medical tourism around the world and in Poland working closely as an expert for the Polish National Tourism Organization.

Dr Bialk-Wolf constructed the 'Product Market Region' model (PMR), which is used to build strategies to develop medical tourism in a specific region or hospital. She has conducted research into the supply side of medical tourism within Poland, Krakow and Pomerania.

She has acted as a consultant for international corporations attempting to enter the Polish medical market and how to attract Polish patients to use medical treatment abroad. She is now a consultant to the Polish Ministry of Tourism and Sport and also the Polish Ministry of Foreigners.

## Kontaktdaten

### Dr., PhD Anna Bialk-Wolf

The Institute of Research and Development of Medical Tourism  
Polen



## Veranstaltung

### [An Inside Look Into Current Trends And The Status Quo Of Medical Tourism In Poland](#)

Donnerstag, 5. März 2020, 10.30 - 11.00 Uhr

Halle 21b

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