

2nd ANNUAL MEDICAL TOURISM CE CONFERENCE

2nd Annual Medical Tourism CE Conference continues to attract attention among the leading Health Service Providers and Industry Stakeholders in order to raise their game and attract new patients.

Come and join us at this premium event, share your experiences and questions with the most influential executives and learn how to stay ahead of your competition!

A BRAND NEW
APPROACH – LEARN
HOW TO STAND OUT &
WIN INTERNATIONAL
PATIENTS' TRUST

SPEAKERS:

Anna Rulkiewicz,
President of the Management Board,
LuxMed Hospital

MUDr. Roman Šmucel,
CEO & Owner,
Asklepion Group

Dr. Mariano Bueno Cortés,
General Director,
Biosalud, Spain

Zahal Levy,
President,
Medi-Heip International

Dr. Hasan Kuş,
General Manager,
Bilkent Integrated Health Campus, Turkey

Dr. Zoran Mitrev,
Manager and Owner,
Special Hospital for Surgery Filip II, Macedonia

Dr. Claudia Mika,
Founder & CEO,
Temos International GmbH, Germany

Philip Pasler,
Member of the Board,
KCM Clinic S.A., Poland

Andrej Reljic,
Managing Director,
Swiss Health, Switzerland

Prof. Dr. Claude Krier,
Senior Medical Consultant Intl. Unit,
Klinikum Stuttgart, Germany

Laila Al Jassmi,
Founder & CEO,
Health Beyond Borders

Dr. Vincenzo Costigliola,
President,
European Medical Association (EMA)

Dr. Prem Jagyasi,
MD & CEO,
Dr. Prem & Associates

Paolo Giordano,
Secretary General,
European Union of Private Hospitals

Laszlo Puczko,
Group Managing Director,
Resources for Leisure Assets

Henrik Salamon,
CEO,
Enriched Life, Sweden

Pavel Hilbert,
CEO,
Estheticon, Czech Republic

Daniel Shaw,
Clinic Ambassador,
GRC Clinics

Kim Waddoup,
CEO,
AiGroup

Mike Wallace,
Brand Manager,
Danubius Hotels Group

08:30 Registration & Morning Coffee

09:00 Welcome and Opening Remarks from the Chairman

I. WHERE IS MEDICAL INDUSTRY HEADING 09:10 – 10:30

- Regulatory Aspects of Medical Tourism
Dr. Vincenzo Costigliola, President, European Medical Association (EMA)
- EU Cross Border Healthcare Reform
Paolo Giordano, Secretary General, European Union of Private Hospitals

10:30 Refreshments & Coffee Networking Break

II. KEY SUCCESS FACTORS IN PRACTICING MEDICAL TOURISM 11:00 – 13:00

- Excellence in Patient Experience & Engagement
Anna Rulkiewicz, President of the Management Board, LuxMed Hospital, Poland
- Workflow Optimization & Transparency Are Keys to Move Forward
Zahal Levy, President, MediHelp International, Romania
- How to Give a Plus to The International Customers in Medical Tourism
Dr. Mariano Bueno Cortés, General Director, Biosalud, Spain

13:00 Networking Lunch

- Great opportunity to interact with market leaders in relaxing environment, exchange ideas, discuss innovations in medical tourism

III. MARKETING & POSITIONING YOUR BRAND 14:30 – 15:50

- Efficient Multi-Channel Promotion & International Branding
MUDr. Roman Šmucler, CEO & Owner, Asklepion Group, Czech Republic
- Switzerland - Excellence in medicine and hospitality
Andrej Reljic, Managing Director, Swiss Health, Switzerland
- Special Hospital Filip II: Past, Present and Future, from Vision to Reality
Academician Dr. Zan Mitrev, Manager and Owner, Special Hospital for Surgery Filip II, Macedonia

15:50 Afternoon Refreshments & Networking Break

IV. DISRUPTORS IN MEDICAL TOURISM 16:20 – 17:40

- The Perfect Medical Marketing Mix for 2016
Pavel Hilbert, CEO, Estheticon, Czech Republic
- Social Media is Not Just Online Presence, But Guidance & Healthcare Management Apps
Dr. Prem, MD & CEO, Dr. Prem & Associates
- Case Study: The Role of Medical Tourism Globally
Laszlo Puczko, Group Managing Director, Resources for Leisure Assets, Austria

17:40 Chairman's Summary & Closing Remarks

08:30 Registration & Morning Coffee

09:00 Welcome and Opening Remarks from the Chairman

V. PATIENT SAFETY & QUALITY MANAGEMENT 09:10 – 11:10

- Hospital Performance Management & Meeting Patients Demands
Dr. Hasan Kuş, General Manager, Bilkent Integrated Health Campus, Turkey
- Medical Tourism Certification: Added Value or Waste of Money?
Dr. Claudia Mika, Founder & CEO, Temos International GmbH, Germany
- Standardization – Quality of Care
Magdalena Rutkowska, Co-Owner, Medical Travel Partner, Poland

11:10 Refreshments & Coffee Networking Break

VI. INNOVATION IN PATIENTS RELATIONSHIP & TREATMENTS 11:40 – 13:00

- Delivering a Memorable Experience to International Patients
Daniel Shaw, Clinic Ambassador, GRC Clinics, UK
- Perspectives of future international medical cooperations beyond medical tourism
*Claude Krier, Prof.Dr.med., MBA, Senior Medical Consultant
International Unit, Klinikum Stuttgart, Germany*
- Patients Going Abroad for Treatment
Philip Pasler, Member of the Board, KCM Clinic S.A., Poland

13:00 Strategic Interactive Lunch

- The Future of Medical Tourism, Where Will it Be in 5 Years and Beyond Interactive Lunch where participants will be discussing pre-selected topics in small groups, with the contribution of a moderator to make the discussions more energetic.

VII. EXPLORING FURTHER THE HEALTH TOURISM INDUSTRY 14:20 – 15:40

- Retirement Tourism & Its Huge Potential
Henrik Salamon, CEO, Enriched Life, Sweden
- Medical Tourism from Russia - Facts, Figures & Advice
Kim Waddoup, CEO, AiGroup, Russia
- Role of Spas in Medical Tourism Development
Mike Wallace, Brand Manager, Danubius Hotels Group, Hungary

15:40 Refreshments & Coffee Networking Break

15:50 Closing Remarks & Chairman's Summary

16:00 End Of Conference / Networking Meetings*

* Networking meetings of developing further cooperation with the most acclaimed buyers of healthcare services working in your region.

REGISTRATION FORM
2nd ANNUAL MEDICAL TOURISM CE CONFERENCE PRAGUE

REGISTRATION DETAILS

PLEASE COMPLETE THE FORM USING BLOCK CAPITALS AND SEND VIA email: sales@medicaltourismcee.com Please complete a separate registration form for each delegate. You can make photocopies of this form if necessary.

DELEGATE DETAILS

Full Name:

Job Title:

Company:

Direct Tel:

Mobile:

Email:

Signature & Date:

COMPANY DETAILS (WILL BE USED FOR ISSUING INVOICE)

Address:

City: Post Code:

Country:

VAT Reg. Number:

CONFIRMATION

You will be issued an Invoice for the conference fee. Once a conference space has been allocated to you, we will write to confirm the date and receipt of your payment.

ACCOMMODATION

Hotel accommodation and travel expenses are not included in the registration fee.

PAYMENT

Standard Delegate Fee 1099 EUR

After 29th
January 2016

Group discounts are available, for more information please contact
Registration Desk: operations@euro-events.co operations@
medicaltourismcee.com or +420 734 655 262

PAYMENT (PLEASE TICK THE BOX)

PLEASE CHARGE MY:

VISA

☐

MasterCard

☐

Card Holder's Name:

Card Number:

Expiry Date: /

CVC Number (last 3 digits on the back of card)

Date & Card Holder's Signature:

Name of Clients Bank (Card Issuer):

Bank's Call Center:

PRICE FOR PURCHASE OF CONFERENCE
MATERIAL ONLY: 300 EUR

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TERMS & CONDITIONS

1. Substitute delegates are welcome, but at least 3 day's notice of the change must be given. 2. If EuroEvents Ltd. decides for any reason to cancel the event, the full refund of the registration fee will be made to the registered customer. However, no refunds or part refunds shall be made by EuroEvents Ltd. for changes in event program, dates, venue, or speaker composition. 3. In the event that EuroEvents Ltd. changes the dates or postpones the Conference, delegate payments at the postponement date will be credited towards the rescheduled date. 4. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future organizers event. 5. Cancellations received in writing within a period of 5 working days following the date of registration, will be refunded in full less 25% service charge. After this date, no refunds will be given. 6. All cancellations must be done in writing stating the mailing date. 7. Registered delegates who cancel their attendance or do not show at the event will receive conference documentation.