

IV International Exhibition & Conference Medical Travel



4-6 of October, 2016
IEC, Kiev, Ukraine



Organizers: ITE-Group (Premier Expo), Ukrainian Association of Medical Tourism (UAMT)



Preliminary program

04 October 2016

IV INTERNATIONAL CONGRESS OF MEDICAL TOURISM

FOR UKRAINIAN AND FOREIGN REPRESENTATIVES OF THE MEDICAL TOURISM MARKET



Location: International Exhibition Center, Kiev.

The program consist of:

- The presentation of country and clinics as a medical tourism direction;
- Innovation in medicine (an examples of real cases);
- The exchange of international experience;
- Successful medical tourism strategies of leading countries;
- Plenary discussion.

Confirmed speakers from: Hungary, Latvia, Israel, Poland, Finland, Ukraine, and Czech Republic.

Target audience: medical tourism operators; travel agents and companies operating in the direction of the medical and health tourism; doctors from all branches of medicine; managers of hospitals and rehabilitation centers.



EDUCATION CERTIFICATE PROGRAM FOR MEDICAL TOURISM PROFESSIONALS



Dr. Prem Jagyasi is a world renowned trainer who offers a variety of distinguished globally recognized healthcare management training services.



Dr. Violetta Ianyshevska, the Chairman of UAMT is well-known expert of international medical tourism.

Organizers: Ukrainian Association of Medical Tourism (UAMT)

The place and time: International Exhibition Center, Kiev, 10:00 - 16:00.

Part I “Are you ready to create your own success formula in medical tourism?”

- Success formula for Medical Tourism facilitators
- Role of travel and tour operators in Medical Tourism
- Make your brand visible in international market
- Opportunities for Medical Tourism stakeholders
- Making an effective marketing plan
- Maintaining standards while dealing with international patients
- Overcoming the challenges involved
- Health insurance & Medical Tourism
- Quality of care accreditation management services

Part II – “Who is he – the patient from Ukraine? Who is he – the foreign patient?”

- Characteristic and expectations of inbound and outbound patients;
- Peculiarities of consumer/patient behavior;
- Description of the consumer decision process.

Target audience: medical tourism operators, travel agents and companies that operate in the direction of the medical and health tourism; insurance companies, medical centers, clinics, hospitals and rehabilitation centers, associations and clusters of medical tourism, doctors of all specialties.



B2B VIP HOSTED BUYERS PROGRAM

FOR UKRAINIAN AND FOREIGN REPRESENTATIVES OF THE MEDICAL TOURISM MARKET



The program start at: 18:00

Organizers: Ukrainian Association of Medical Tourism (UAMT)

The B2B program consist of: effective schedule of the B2B meetings and the presentation of the benefits of companies between:

- **Suppliers-** more than 15 of the best Ukrainian and foreign health care providers (medical centers, clinics, hospitals, rehabilitation and diagnostic centers, hotels)

and

- **Buyers-** more than 60 medical tourism providers (agents, doctors, travel agents, assisting and insurance companies, charities, Internet providers) from Ukraine and foreign countries;

Confirmed Buyers from: Ukraine, Europe, the Middle East, North America, and Africa.

Confirmed Suppliers from: Turkey, Ukraine, Spain, Hungary, Latvia, Lithuania, Israel and others.



Invitation video

Learn

Registration

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