

Dear professionals!

We are glad to invite you and your colleagues to attend
the **SCIENTIFIC AND PRACTICAL SYMPOSIUM**
ON REHABILITATION

Within **Medical Specialized FORUM**

on March 23, 2016

The unique professional format of event will bring together a doctors practitioners and specialist in the field of medicine, senior management in the SPA-industry and spa facilities, as well as professionals in the field of rehabilitation on the one platform.



The Symposium may be interesting for:

- Rehabilitators
- Physical therapists
- Neurologists
- Family doctors
- Heads of sanatoriums
- Heads recreation centers
- Heads rehabilitation centers
- SPA-center owners

Topic: «The Innovations in rehabilitation. The international experience of using innovations. Innovations as a tool to increase the profitability of rehabilitation centers».

MODERATOR

Violetta Yanyshchanskaya

MD, MBA, the president of the Ukrainian Association of Medical Tourism – UAMT

THE MAIN ASPECTS:

- Features work of private rehabilitation centers in the current economic conditions.
- Legal aspects work of private rehabilitation centers.
- Medical tourism, as one of the tools to increasing the profitability of the medical institution.
- Innovations in rehabilitation. The international experience exchange.

Registration

The practical benefits of participation in the event:

Symposium participants will receive specific **knowledge** on features of the organization of **private practice in the field of rehabilitation**; acquire the necessary **business relationships** with leading experts in matters of **medical management**, to get the **practical advices in the field of law**, with the possibility of the organization of legal protection; learn basic **techniques to attract a customers** in the field of medical tourism; as well as become familiar with the basic **methods of promoting rehabilitation** centers in the Internet and social networks.

Advance program:

SECTION 1

Modern aspects of rehabilitation centers.

11: 00-11:20



Speaker: Violetta Yanyshenska

The president of the Ukrainian Association of Medical Tourism MD, MBA.

Topic of report:

- **“Analysis of the market of medical services and medical tourism of Ukraine in the field of rehabilitation”. Inbound, outbound, internal medical tourism ”.**

...You will learn basic techniques to attract customers in the field of medical tourism.

Ukraine

11: 20-11: 40



Speaker: Radmila Y. Grevtsova

A lawyer, PhD in Law, docent, Director of the Scientific Medical Center of the scientific right of legal faculty of the Tarasa Shevchenko University, managing partner of consulting company YurkraftMedic.

Topic of report:

- **«Legal questions about working with the medical tourists in the area of rehabilitation.»**

...You will get the practical advices in the field of law, with the possibility of the organization of legal protection.

Ukraine

11: 40-12: 00



Speaker: Igor Torsky

The vice - President of the Ukrainian Association of Medical Tourism, MD, MBA.

Topic of report:

- «Using of innovations as a tool to increase the profitability of the rehabilitation centers".

...You will become a familiar with innovations in rehabilitation as one of the tools to increasing the profitability of the medical institution.

Ukraine

12: 00-12: 20



Speaker: Olga Gareeva

Deputy Director of Marketing and PR, LLC "Medical business technology ".

Topic of report:

- «Appropriate promotion - the key to success! The promoting of the rehabilitation centers in the Internet Space and social networks. "

....You will become familiar with the basic methods of promoting rehabilitation centers and learn basic techniques to attract customers.

Ukraine

12:20 - 12:40



Speaker: Andrey Anuchin

Director of a specialized consulting agency "PHARMA PERSONNEL".

Topic of report:

- «Personnel decide everything! Innovative strategies in the selection of personnel private rehabilitation centers ".

...You will get knowledge about motivation of medical personal. Acquire the necessary business relationships with leading experts in matters of medical management.

Ukraine

12:40-13:00



Speaker: Anthony Wood
Managing Partner of APW

Topic of report:
- «The international accreditation. Influence of the international accreditation on the patient's choice of rehabilitation center».

*...What is accreditation?
Who are the major parties effected by accreditation?
Why accreditation requires a strategy*

United Kingdom

13:00-13:20



Speaker: Svetlana Kabysh
Director of the Information Bureau "Hungarian Tourism" under the Embassy of Hungary Republic in Ukraine

Topic of report:
- «Hungary's experience in promoting medical and health tourism on the domestic and foreign markets».

... You will learn how to promote medical services on domestic and foreign markets. Effective tools that are easy to use.

Hungary

13:20-13:40- Coffee time

SECTION 2

The Medical aspects of rehabilitation. Real cases studies.

13:40 – 17:00

Presentations of clinics and rehabilitation centers.

13:40-14:00



Speaker: Oleg Masny
Director RC "Modrychi" physical therapist

Topic of report:
- «Modern Rehabilitation Center. Multidisciplinary approach. Services».

... You will be able to get knowledge about benefits of modern rehabilitation center, structure, principles of operation and innovation approach.

Ukraine

14:00-14:20



Speaker: Pavel Zaporozhchenko
Doctor Otolaryngologist of Grand Marine Hotel & SPA

Topic of report:
- «**Medical Tourism in Grand Marine.**
From rehabilitation to stem cells».

... You will have the opportunity to get knowledge about one of the innovation method of rehabilitation, which using in Ukraine.

Ukraine

... Also,

in this section you will have the opportunity to get acquainted with modern technologies and innovations, which use not only in Ukraine, but - an abroad.

You are welcome to applicate for participation!

The program is continuing develop...

Each participant is given the opportunity to free access to medical SPECIALIZED FORUM Congress of beauty industry EstetBeautyExpo 23 to March 25, 2016



ORGANIZER:



CO-ORGANIZER:

GENERAL PARTNER of the Medical Specialized Forum

Pre-registration of participants is obligatory:

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*** The program can be changed**

**Post show report
2015**

Registration