

INTERNATIONAL www.internationalhealthtourismconvention.com HEALTH TOURISM CONVENTION



11-14

March 2015
ATHENS GREECE

ROYAL OLYMPIC HOTEL

THE FLAGSHIP EVENT OF THE HEALTH TOURISM SECTOR

CONVENTION PROGRAM

Day 1 – Wednesday – 11 March 2015

09:00 – 14:00 Registration and Free Networking

14:00 – 16:30 Master-class on EU COSME Funding

...the EU program for the Competitiveness of Small and Medium-sized Enterprises

How to win funds for your innovative projects related to Tourism, Health and Health Tourism

Panagiotis Ignatiadis (Director, Praxi Network - National Contact Point for H2020)
– Greece

14:00 COSME: General Introduction

14:30 Legal and Financial Rules

15:00

- Supporting entrepreneurs
- More favorable conditions for business creation and growth
- Better access to finance for Small and Medium-sized Enterprises (SMEs)
- Access to markets

15:30 Participant's Portal, Consortium Agreements and Partner Search Facilities

16:00 End of the seminar

16:30 Individual Support and Idea Pitching for alternative funding

Day 2 – Thursday – 12 March 2015

09:00 - 10:00 Opening of the Convention Proceedings

A word from the President, Pan-Hellenic Medical Association

Michael Vlastarakos (President Pan-Hellenic Medical Association)

George Patoulis (President Athens Medical Association
Mayor AMAROUSIOU)

A word from the Co-Organizers

Constantine Constantinides (healthCare cybernetics) and **Zacharias Kaplanidis** (Zita Congress)

10:00 Health Tourism Vital Few Forum – Part 1

...addressing and considering the Macro Level issues of the Sector

10:00 - 11:00 Session 1

Contribution to the Development and Promotion of the Island of Rhodes as a Destination for Medical Tourism Services

Jean-Marc Bianchini (Urologist, Medical Director and President and Chief Executive Officer, “HELIONEPHRO” Dialysis Unit) - Greece

The Need for - and *superfluosness* of - Regulation and Legislation in Health Tourism - and the role of the State – Government

Layla Al-Marzouqi (Acting Director, Medical Tourism Program, Health Regulation Department, Dubai Health Authority) – Dubai - UAE

11:00 – 11:30 Coffee Break

11:30 - 13:30 Session 2

Industry and Market Research

Aris Ikkos (Research Director, Institute SETE (INSETTE) – Greece)

Destination-level Alliance Formation – and Inter-Destination, Inter-Segment and Inter-Industry Alliances

Andrew Acavalos (Management Consultant, formerly Managing Director, PricewaterhouseCoopers - Greece - Consultancy Practice) - Greece

Medical Tourism / Medical Travel Insurance (and where this should be based)

Leila Wilcox (CEO, Wilberry Solutions - Medical Travel Shield) – United Kingdom

The role of Industry education and vocational training in ensuring the Sustainability and Resilience of the Health Tourism Sector

Sybil Hofmann (Founder and President of Alpine Center, the Swiss Business School for Hotel & Tourism Management Education) - Greece and Switzerland

13:30 – 14:30 Light Lunch

14:30 – 16:30 Session 3

Performance Evaluation and Ranking of Hospitals addressing the “International Patient”

Linda Abdullah (Head of Medical Tourism Office, Health Regulation Department, Dubai Health Authority) – Dubai – UAE

Evolving and Changing Trends in Medical Tourism – as reflected by what we read in the Serious Media

Keith Pollard (Managing Director, Intuition Communication, Publisher, "Treatment Abroad" and "International Medical Travel Journal") – United Kingdom

Responding to Sector-specific Employment Needs – and the need for employment

Gregory Mitsacopoulos (Chief Executive, Trenkwalder Job Centres) – Greece

The Purpose and Role of Industry Representative Bodies (Associations and Councils)

Emin Cakmak (Chairman, Global Healthcare Travel Council, Turkey) – Turkey

16:30 - 17:00 Coffee Break

17:00 – 19:30 Health Tourism Innovation Forum

...To ensure the Sustainability and Resilience of the Sector

Introducing Innovations at Destination Level

Layla Al-Marzouqi (Acting Director, Medical Tourism Program, Health Regulation Department, Dubai Health Authority) - Dubai - UAE

ExpoOnline - raising awareness and exposure through a Permanent, Interactive and International OnLine Exhibition

Olga Thoma (General Manager, Global Destination Exhibitions division, ExpoOnline.com – The Global Exhibition Network) – Cyprus

The MEDIGO Curated Platform - a business model designed to simplify and facilitate Medical Travel

Ugur Samut (CEO, MEDIGO) - Germany

Introducing Innovations to meet the challenges of treating International Patients in a Hospital Setting

Meri Istiroti (General Manager, Liv Hospital) - Turkey

Destination-based and Provider-provided Medical Tourism Indemnity Insurance

Leila Wilcox (CEO, Wilberry Solutions - Medical Travel Shield) – United Kingdom

20:00 - 21:30 Welcome Reception and Innovation Awards Ceremony

Day 3 – Friday – 13 March 2015

09:00 Health Tourism Vital Few Forum – Part 2

...addressing and considering the Macro Level issues of the Sector

09:00 - 11:00 Session 4

The new challenges associated with staging Health Tourism Events (Conferences and Exhibitions)

Uwe Klein (Chairman of the International Medical Travel Exhibition and Conference) – Germany

“Documenting and reporting Health Tourism Activity and its Economic Impact” - getting Real Numbers through the Health Tourism Satellite Account (unless you have real numbers you cannot manage)

Constantine Constantinides (Director, healthCare cybernetics) - United Kingdom and Greece

Brand Strategy at Destination Level – the Branding of Destinations and Health Tourism Destinations as “Brands”

Peter Economides (Brand Strategist, Owner and Founder, Felix BNI) – Greece

Free Trade Zones as Health Tourism Destinations

Layla Al-Marzouqi (Acting Director, Medical Tourism Program, Health Regulation Department, Dubai Health Authority) - Dubai - UAE

11:00 – 11:30 Coffee Break

11:30 - 13:30 Session 5

Administering Health Tourism Destinations

Linda Abdullah (Head of Medical Tourism Office, Health Regulation Department, Dubai Health Authority) – Dubai – UAE

The Application of Commercial Diplomacy in Promoting Destinations and in Attracting Investment

Jorgo Chatzimarkakis (Former Member of the European Parliament [Germany] - currently, Greek Ambassador-at-Large) – Greece and Germany

A serious look at Wellness – and getting rid of the nonsense

Laszlo Puczko (Managing Director and Head of Tourism Section, Xellum Management Consulting) – Hungary

Big Data and mHealth in the context of Health Tourism

Uwe Klein (Chairman, International Medical Travel Exhibition and Conference) - Germany

Medical Tourism and Beyond

Nikolaos Metaxotos (Founder of Symmetria Health and Beauty Clinic, President of the Non-Profit Organisation I LIVE FOR ME and Publishing Consultant of WOW NOW Digital and Interactive Magazine) - Greece

13:30 – 14:30 Light Lunch

14: 30 Health Tourism Destinations Forum

...Aiming for Destination Excellence - and ensuring that no Destination is left behind

14:30 – 16:30 Session 1

Progress Report - Developing and Promoting Thessaloniki as a City-level Health Tourism Destination

Athanasios A. Exadaktylos (Consultant Plastic and Reconstructive Surgeon, President of the Thessaloniki Medical Association, President of the Thessaloniki Health Tourism Council) - Greece

Why Crete serves as an exemplar "Emerging Health Tourism Destination"

Margarita Manousou (editor-in-chief, "Tourism Market" [Touristiki Agora] and project director, MEETINGGREECE) - Greece

16:30 - 17:00 Coffee Break

17:00 – 19:00 Session 2

The concept and practice of offering Medical Services to International patients at Boutique Health Tourism Destinations - with the Greek island of Mykonos as the example

Loukas Konstantinou (Orthopedic Surgeon) – Greece

"...health in GREECE" – the National-level Master Plan (and its component parts)

Constantine Constantinides (Director, healthCare cybernetics) - United Kingdom and Greece

Day 4 – Saturday – 14 March 2015

09:00 – 10:00 Assisted Residential Tourism Forum

...Retirement Housing and Care - Abroad

Retirement Housing and Care – Abroad (Assisted Residential Tourism)

Constantine Constantinides (Director, healthCare cybernetics) - United Kingdom and Greece

The Legal Aspects and Implications of Assisted Residential Tourism

Alexander Bertolis (Attorney at Law, International Agreements Consultant) - United Kingdom and Spain

10:00 – 11:00 Health Tourism Investment Forum

...Fuelling Destination and Enterprise Creation, Further Development and Enhancement

Investment Promotion Agencies and their role in Health Tourism Development through Investment

Speaker to be announced

The role of Asset Management Firms and Financial Advisors in steering investment towards Health Tourism Projects and Enterprises

Theologis Gaitanidis (Chief Operating Officer, HellasFin Investment Services S.A.) - Greece

11:00 – 11:30 Coffee Break

11:30 Health Tourism Business Forum

...The Business of Providing Health-related and Sector-supporting Services

11:30 - 13:30 Session 1

"Medical Tourism and One Day Clinics in Ophthalmology"

Leandros C. Vatakas (CEO, "Ophthalmica" Eye and Microsurgery Institute, Thessaloniki) - Greece

Assisted Reproduction Abroad

Konstantinos Pantos (Director, Genesis Athens Clinic) – Greece

Providing "Dental Care Abroad" for Individuals with Special Needs, the Diaspora and the Health Tourism Mass Affluent Market

Nikolaos Kouvelas (Founder and Director, Eurodentica Dental Group) - Greece

"Destination-based Medical Tourism Facilitation" – with Greece as the "Health Tourism Destination" Example

Tonia Epifani (President and Owner, T&T Executive SA) - Greece

Why the combination of "Culinary Tourism" with "Medical Tourism" represents a "Healthy Recipe"

Magda Peistikou (Certified Adult Trainer, Restaurant Consultant, Editor in Chief, Food Service Magazine) - Greece

Incorporating "Spa Services" in a Hospital and Clinic Setting

Anestis Samaras (Director, Saman Relax Center) – Greece

Developing and Promoting the Business of Sports Tourism

Chris Petreas (Tourism Economist, Co-founder of the «Sports Tourism Greece» Project) – Greece

Deciding to use Social Media Modalities for Health Tourism Promotion Awareness

Marissa Tajeda (author, freelance writer, blogger, television reporter and journalist specializing in food and wine, technology and travel) – Greece

13:30 – 14:30 Light Lunch

14:30 – 16:30 Session 2

The Role of Media in Encouraging Health Tourism Development and Investment

Charis Ntigrintakis (Director, “Tourism Today” and Publisher, “Ependitis” (Investor) Newspaper) - Greece

The Hospitality Aspects of Health Tourism and the Concept and Practice of Health Tourism Hotels

Georgios A. Tsakiris, President Hellenic Chamber of Hotels

Tour Operators and Travel Agents – their role in and contribution to Health Tourism

Lysander Tsilidis, President of HATTA, (Representative from HATTA, Greece)

Comprehensive Services Hospitals vs Specialty Hospitals

Speaker to be announced

“Walk In” Health Tourism

Speaker to be announced

“Advanced Medical Technology” as a Sustainable Competitive Advantage in Medical Tourism

Konstantinos M Konstantinidis, MD, PhD, FACS

The Changing Motivations for Cosmetic Surgery Abroad

Dr Boukouvalas Zisis, Ph.D. Aristotle University of Thessaloniki

Director Of Plastic Surgery Clinic Metropolitan Hospital

Scientific Director of the Medical team and CEO of Center «Anagenesis»

Renal Dialysis – Health Tourism by Necessity

MESOGELIOS Dialysis Centers Group

16:30 - 17:00 Coffee Break

17:00 – 19:00 Session 3

Physical Medicine and Rehabilitation Abroad – “longer stay” Health Tourism

Speaker to be announced

Orthopedic Surgery and “Assisted Health Tourism”

Speaker to be announced

Bariatric Surgery Abroad – and the associated challenges

S.C.Hirides MD,MSc,FACS

Travelling Abroad for Hair Restoration - the reason for its popularity

Speaker to be announced

Diagnostic Services – whilst abroad

Bioiatriki (Speaker to be announced)

The Pharma Industry as a Health Tourism Sector Stakeholder

Speaker to be announced

Facility Certification and Accreditation

Speaker to be announced

18:30 – 19:00 Overall Review – Conclusions
