

AGENDA of the 2nd European Congress on Health Tourism – Budapest 1. – 3. April 2009

DAY 1, 2 and 3

LEARNSHOP 1 - Telemedicine		
DAY 1	Time: 8:30 h – 16:00 h	Room: Amazonas 2
Moderation: Dr. Ashish Dhawad		
Dr. Ashish Dhawad	Setting up a global teleradiology business	INDIA
Dr. Savayé Gnomou	Practical implementation of telemedicine in Africa and Arabia	FRANCE

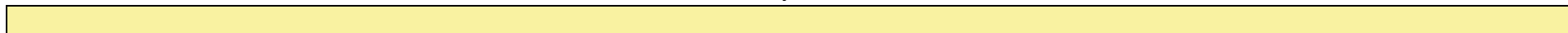
LEARNSHOP 2 - EU-Issues		
DAY 1	Time: 8:30 h – 16:00 h	Room: Amazonas 3
Moderation: Dr. Luigi Bertinato		
Dr. Luigi Bertinato	The EU directive and the future of medical tourism	ITALY
Dr. Constantin Constantinides	Health Tourism – the EU's Triple Agenda	GREECE
Iles Braghetto, MEP	Patients mobility within the Framework of the new EU Directive	BELGIUM
Leila Wilcox	The impact of the EU Directive on the insurance industry	UK
Dr. Dario Zanon	The impact of the EU Directive on services related to tourists	ITALY

LEARNSHOP 3 - Marketing and Promotion		
DAY 1	Time: 8:30 h – 16:00 h	Room: Amazonas 4
Moderation: Keith Pollard		
Keith Pollard	External perspective	GREAT BRITAIN
Vivek Shukla	Internal perspective	INDIA

LEARNSHOP 4 - Turn Key Solutions		
DAY 1	Time: 8:30 h – 16:00 h	Room: Amazonas 5
Moderation: Henning Lensch		
Henning Lensch	Turn key projects in international hospital development	GERMANY
Volker Merker	Experiences from PPP-projects	GERMANY
Osama El-Kawafi	European Hospital Tripolis: project management	LIBYA
Andreas Duschl	Modern hospital project planning	GERMANY

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LEARNSHOP 5 - Investments in Healthcare		
DAY 1	Time: 8:30 h – 16:00 h	Room: Nílus 3
Moderation: Dr. Adam Ruzinko		
Dr. Adam Ruzinko	Spa-Tourism Development Program – An Opportunity For Investments	HUNGARY
Fras Hadrawhi	Future aspects of the Saudi health care system: developments, investments, orders	Kingdom of SAUDI ARABIA
Jerome Mee	Debt and Equity international Capital Markets for Medical Tourism	United States of America
Dr. Christian Mauch	Legal aspects of cross-border investments	GERMANY

LEARNSHOP 6 - Legal Issues		
DAY 1	Time: 8:30 h – 16:00 h	Room: Nílus 4
Moderation: Renée Stephano		
Renee Marie Stephano	Legal procedures to manage liability with US patients	United States of America
Scott Edelstein	Liability risks in medical tourism – A US perspective	United States of America
Kevin Power	Using electronic medical records to minimize liability exposure	United States of America
Christiana Spontoni	Recent developments in Healthcare regulations for EU medical travellers	United States of America
Kevin Connor	Structuring cross-border hospital affiliations	United States of America
Spontoni/Edelstein	A comparison of EU and U.S. data privacy laws	United States of America

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Opening - Key Note Lectures		
DAY 2	Time: 9:00 h – 10:30 h	Room: Amazonas 1
Moderation: Dr. Uwe Klein		
Dr. Uwe Klein/Salah Atamna	Opening address	GERMANY
Dr. Róna Iván	Medical tourism in Hungary	HUNGARY
Dr. Tamas Székely	The EU patient mobility and how Hungary approaches it	HUNGARY
Dr. Fahad Sudairy	Health care development plans in Saudi-Arabia	Kingdom of SAUDI ARABIA
Dr. Abulaziz Al Nasser	Health care in times of the world economic and financial crisis	Kingdom of SAUDI ARABIA
Prof. Dr. Janós Fehér	The health care development in the EMEEA countries: the necessary investments and goals	HUNGARY

PANEL on European Patient Mobility		
DAY 2	Time: 11:00 h – 12:30 h	Room: Amazonas 1
Moderation: Dr. Uwe Klein/Keith Pollard		
Balazs Stumpf-Biró	The European Trade Association of the Medical Tourism Industry	HUNGARY
Dr. Jenő Pali	Welcome to the Medical City of Hungary	HUNGARY
PANEL DISCUSSION	<i>EU patient mobility legislation and its impact on the member states</i>	
Dr. Tamás Székely	The EU patient mobility and the position of Hungary	HUNGARY
Andro Vlahusic, MD	Health tourism in Croatia	CROATIA
Klaus-Peter Murawski	Metropolitan Health Region Stuttgart	GERMANY
Dr. Luigi Bertinato	Benefits of EU patient mobility	ITALY

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WORKSHOP 1: Medical Tourism in Hungary		
DAY 2	Time: 13:45 h – 15:15 h	Room: Amazonas 1
Moderation: Dr. Adam Ruzinko		
Dr. Béla Bátorfi	,Filling in the gaps' – 5 years of experience on UK dental tourism	HUNGARY
Ildikó Tass, PhD	Conductive Education – a unique offer for children with CP at the Pető Institute, Budapest	HUNGARY
Prof. Dr. Lydia Sreter	The role of Semmelweis University in international medicine	HUNGARY
Laszlo Fesüs, MD, PhD, DSc	New possibilities for patients all over the world: the „Augusztai Program” of the Medical and Health Science Centre of the University of Debrecen, Hungary	HUNGARY
Andreas Schuster	Medical Wellness – a strategy to resist global crisis	HUNGARY

WORKSHOP 2: Spa and Medical Wellness		
DAY 2	Time: 15:45 h – 17:30 h	Room: Amazonas 1
Moderation: Csilla Mezösi		
Dr. Constantin Constantinides	Spa – the view of an “inside outsider”	GREECE
Dr. Talavane Krishna	Medical Spa and Care Continuum	INDIA
Mathias Buchholz	Health Tourism in Eastern Europe - A System Challenge	GERMANY
László Zopcsák	The role of qualified staff in wellness and health tourism	HUNGARY
Igor Fes	Segmenting Health Spa Services & New Trends: Case of the Czech Republic	CZECH REPUBLIC
Laetitia Poulenard	Proposal of standards of medical technology adapted to spa	FRANCE
Manshina Nadezhda	The main priorities and reasons for health resorts choice	RUSSIA

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WORKSHOP 3: Middle East Health Care Crisis?		
DAY 2	Time: 17:30 h – 18:30 h	Room: Amazonas 1
Moderation: Dr. Abdulaziz Al Nasser		
Dr. Prithiba Bhojwani	UAE Health care	UAE
Dr. Prem Jagyasi	Medical knowledge import to UAE hospitals: current situation, benefits and projections	UAE
Dr. Ismail Khalifa	Medical problems of international families	Kingdom of SAUDI ARABIA
Dr. Faissal Shaheen	The Kidney Health in the Middle East	Kingdom of SAUDI ARABIA
Dr. Abdulaziz Al Nasser	King Faisal Hospital and Research Center: international knowledge transfer	Kingdom of SAUDI ARABIA

WORKSHOP 4: Quality of Care Project		
DAY 2	Time: 17:30 h – 18:30 h	Room: Amazonas 2 and 4
Moderation: Renée Stephano		
Renée Marie Stephano	Why we need an ongoing quality-of-care-circle in health tourism	United States of America
Reinhard Hollunder	Cluster formation and how it contributes to health care quality	GERMANY
Prof. Heinrich Fürst	How to assess the quality of a surgery team	GERMANY
B.K. Rana	Indian Program for Hospital Accreditation: National & Global Perspective	INDIA
Catherine Fritsch	Quality systems in the European health care: an overview and outlook	FRANCE
Dr. Jaume Tort I Bardolet	Accreditation and certification	SPAIN

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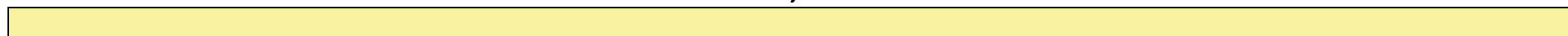
WORKSHOP 5: Medical Tourism in Asia		
DAY 3	Time: 9:00 h – 10:30 h	Room: Amazonas 1
Moderation: Anil K. Maini		
Anil K. Maini	The Apollo Victor Hospital Story: how we made it	INDIA
Vivek Shukla	Is India up to the Challenge and how?	INDIA
Julie Munro	Best practices in medical tourism - how countries and providers in Asia became successful world-famous medical destinations	USA
Dr. Mubbashir Iftikhar	Medical Tourism Future Trends	MALAYSIA

WORKSHOP 6: Alternative Medicine and IT		
DAY 3	Time: 11:00 h – 12:30 h	Room: Amazonas 1
Moderation: Csilla Mezösi		
Anton Staudinger	A TCM success story in medical tourism	GERMANY
Dr. Annamaria Cakó	Alternative dental treatment in Hungary	HUNGARY
Béla Sebök	Harkány's medicinal water in the therapy of psoriasis.	HUNGARY
Zahid Hamid	Process Integration and Management in Global Health	GREAT BRITAIN
Prof. Dr. Horst Kuhnhardt	The impact of collaborative systems in cross border health care management	GERMANY

WORKSHOP 9: Highlights in Modern Medicine		
DAY 3	Time: 11:00 h – 12:30 h	Room: Amazonas 2 and 4
Moderation: Prof. Geza Csomos		
Prof. Dr. Herbert Zech	IVF in the European countries	GERMANY
Uwe Vieweg, MD, PhD	The necessity of quality supervision by international continuum-of-care networks: the example of minimally invasive spine surgery	AUSTRIA
Claudia Küng	Key attractors for medical regions	GERMANY
Attila Verezkey, MD, MA	Fertility Tourism in Europe	HUNGARY
Dr. Miklos Molnar	Hungarian experience of medical tourism for aesthetic surgery	HUNGARY

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WORKSHOP 7: Facilitators in Health Tourism		
DAY 3	Time: 13:45 h – 15:30 h	Room: Amazonas 1
Moderation: Dr. Constantin Constantinides		
Dr. Robert Gerl / Thomas Mainil	MBA for global health: a professional education for cross-border healthcare management	GERMANY/NETHERLANDS
Jonathan Edelheit	How to attract American patients for European health centers: pitfalls and chances	United States of America
Dr. Savayé Gnoumou	Meeting patient needs - Do we really offer what patients need?	FRANCE
Julie Munro	Patient Advocacy for successful international patient marketing and management	THAILAND
Tim Vicknair	Marketing for International Patients from US	United States of America

WORKSHOP 8: International Hospital Projects		
DAY 3	Time: 13:45 h – 15:30 h	Room: Amazonas 2 and 4
Moderation: Henning Lensch		
Hugh Risebrow	Public Private Partnerships in developing world class tertiary private patient facilities in London/ UK.	GREAT BRITAIN
N.N. (Al Raya)	Hospital projects in Saudi Arabia: the reality	Kingdom of SAUDI ARABIA
Jerome Mee	Refining the medical tourism market and delivery system	United States of America
PD Mathias Goyen	The international healthcare strategy of a healthcare and knowledge provider	GERMANY
Mauro Batesteza	Barcelona a top healthcare medical hub	SPAIN

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and
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