

## The Academy

### LEARNSHOP 1

Dr. Ashish Dhawad: Setting up a global teleradiology business

Dr. Savayé Gnomou: Practical implementation of telemedicine in Africa and Arabia

### LEARNSHOP 2

Dr. Luigi Bertinato: The EU directive and the future of medical tourism

Dr. Constantin Constantinides: Health Tourism – the EU's Triple Agenda

Iles Braghetto, MEP : Patients mobility within the Framework of the new EU Directive

Leila Wilcox: The impact of the EU Directive on private health insurance coverage

Dr. Dario Zanon: The impact of the EU Directive on services related to tourists

### LEARNSHOP 3:

Keith Pollard: External perspective

Vivek Shukla: Internal perspective

### LEARNSHOP 4:

Henning Lensch: Turn key projects in international hospital development

Volker Merker: Experiences from PPP-projects

Osama El-Kawafi: European Hospital Tripolis: project management

Andreas Duschl: Modern hospital project planning

### LEARNSHOP 5:

Dr. Adam Ruzinko: Spa-Tourism Development Program – An Opportunity For Investments

Fras Hadrawhi: Future aspects of the Saudi health care system: developments, investments, orders

Jerome Mee: Debt and Equity international Capital Markets for Medical Tourism

Dr. Christian Mauch : Legal aspects of cross-border investments

### LEARNSHOP 6:

Renee Marie Stephano: Legal procedures to manage liability with US patients

Scott Edelstein : Liability risks in medical tourism – A US perspective

Kevin Power : Using electronic medical records to minimize liability exposure

Christiana Spontoni: Recent developments in Healthcare regulations for EU medical travellers

Kevin Connor: Structuring cross-border hospital affiliations

Spontoni/Edelstein : A comparison of EU and U.S. data privacy laws

## The topics

**Learnshop No. 1: How to set up a telemedical center** from the scratch (technology, organization, business plan, marketing). Learn from those who have done it successfully.

**Learnshop No. 2: The patient mobility in cross-border healthcare in the EU**– the legislation, the opportunities, the obstacles. Meet experts on EU level and listen to a member of the European Parliament!

**Learnshop No. 3: How to do marketing in the healthcare sector?** Every hospital administration should have this core knowledge on board – derived directly from the most experienced entrepreneurs in the global market. Have a look who will come as an expert.

**Learnshop No. 4: Turn Key Solutions in Hospital Development.** Four experienced project leaders let you know their experiences from the last 10 years in the global markets. Everything you need to become a qualified team member for an international planning group.

**Learnshop No. 5: Investments in Health Care.** Learn what are the key success factors and what are key mistakes. Learn to evaluate health care projects in terms of investment models and to decide on the right one. And speak to those who offer opportunities in Hungary. Meet the relevant people!

**Learnshop No.6: Legal issues for dealing with US patients.** As a lawyer and as a hospital manager, as a doctor and as an insurer, you should get in contact with the leading lawyers in US/ Europe in this field. This knowledge is indispensable for your business when US patients shall be received in larger numbers in the coming years!

LEARNSHOPS take place on 1. April 2009 in Budapest as a one whole day seminar. Do not miss to qualify yourself with the help of the special LEARNSHOPS on the pre-conference day! Availability is limited. For registration in this program (no extra cost!) apply by mailto: [info@congress-echt.com](mailto:info@congress-echt.com) or by FAX: +49-89-61468747