

The speaker and experts in Budapest 1.—3.4.2009



Sabiha Al Aidroos

Ministry of Health, Abu Dhabi, UAE

Representing the MoH from UAE, Sabiha gives us an update on the strategy and she lets everybody read clearly between the lines: „**The latest healthcare developments in UAE.**“ A jewel in communication.



Dr. Youssef Alhaddad

Ministry of Health, Bahrain

*As being responsible for overseas patient transfers in the MoH in Bahrain, Dr. Alhaddad explains: „**Selection criteria of a health provider seen from a government perspective**“*



Mauro Batesteza

Barcelona Medical Centre

*The **Barcelona Medical Centre** has been developed towards a cluster with hub effects. The effects are now becoming visible since interdisciplinary team building is managed appropriately.*



Dr. Béla Bátorfi

Batorfi Dental Implant Clinic Budapest

*From the pioneer of dental tourism in Hungary since 2003 we hear from Dr. Bátorfi how this success story started. „**Dental tourism in Hungary**“, one of the most sought offers for UK medical tourists.*



Dr. Luigi Bertinato

International Health, Venice

He has an intimate knowledge and an extensive political network within the EU. He will cover issues such as: **The Patient Mobility Act, EU legislation, quality, unification, insurers, EU projects.**



Matthias Buchholz

Kohl & Partner, Vienna/Berlin

From the market leader in consulting services in Austria with a focus on the medical tourism industry, he is speaking on: **„Health tourism in Eastern Europe—A system challenge“**



Dr. Anna-maria Cakó

Cakó Clinic, Budapest

Dr. Cakó gives an overview about a Hungarian specialty: **“Alternative dental treatment in Hungary”.**



Constantin Constantinescu, MD, PhD

health care cybernetics, Athens

The director of an international think and do tank suggests a subversive, „constructive disruption“ approach to dealing with Spa: **„Spa - the view of an “inside outsider”**



Prof. Dr. Géza Csomós

Budapest

Prof. Csomós has intimate knowledge about the health and academic life in Hungary. He is an internationally requested speaker: **“The Semmelweis University in international medicine”**



Dr. Ashish Dhawad

Telediagnosis PVT Ltd. India

Teleradiology is a more than 2.5 billion \$ market worldwide and increasing rapidly. As an experienced entrepreneur he can provide excellent insight in **opening telemedicine/radiology centers.**



Andreas Duschl, Dipl. Ing.

Duschl Ingenieure, Rosenheim

Having practical experiences in hospital planning, energy-optimized solutions for hospital buildings and about PPP models, he is communicating most valuable insights and advice for future projects.



Jonathan Edelheit
President of the Medical Tourism Association, Florida

The president of the MTA and congress partner of ECHT highlights the chances for EU providers in the US market: **“How to attract American patients for EU health centers: pitfalls and opportunities”**



Osama El-Kawafi

Libyan European Hospital, Tripoli

Representing the project owner Mr. El-Kawafi is the project manager of the Libyan European Hospital. Freshly squeezed insights can be given on a running project, spiced with the relevant key learnings.



Prof. Dr. János Fehér, MD

Semmelweis University, Budapest

He speaks about a very important issue of the whole congress and is analyzing for us: **The health care development in the EMEEA countries: the necessary investments and goals.**



Igor Fes, MBA

Tourism-Review.com, Olomouc

Get familiar with one of the major Health SPA markets in Europe. Learn about the numerous options that Czech SPAs provide for the international patients. **“Trends in Spa: the case of the Czech Rep.”**



László Fésűs MD, PhD, DSC

Rector of University of Debrecen

The rector of the University of Debrecen reports about an important model. It is the EU funded program: **„New possibilities for patients all over the world: the „Augustza Program”**



Catherine Fritsch

société d'assistance médicale, Paris

She is a very active facilitator in France and gives us an overview about: **„The European quality systems in healthcare”.** Are they all so different in the end? Where do we have the real gaps?



Prof. Dr. Heinrich Fürst

Martha Maria Clinic, Munich

The co-initiator of ECHT is a fan of quality and challenges us by asking: **„How to assess a surgeons team: indicators and the need for publication.”**



Dr. Robert Gerl

University of Applied Sciences, Deggendorf

The coordinator of the joint international program with the MTA reports about: **„MBA for global health: a professional education for cross-border healthcare management.”**



Dr. Savayé Gnomou

.Maison Nazouнки, Paris

Acting as the Telemedicine Reference for the African Union and being a member of the leading committee of the Pan Africa E-Network he will show **practical examples of how to implement telemedicine.**

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PD Mathias Goyen

University
Clinic
Hamburg

„The international healthcare strategy of a healthcare and knowledge provider“. This is the issue of M. Goyen. The cluster Hamburg is under formation and attracts a lot of attention in these days.



Zahid Hamid

Euro Medical
Tours,
London

Building a common platform for the delivery of value healthcare services to the remote patient from start to finish. This is the web solution: **“Process integration and management in global health”.**



Dr. Achim Hein

Corporate
Group Dr.
Hein GmbH,
Nuremberg

Dr. Hein owns and manages an ambitious and challenging turn key project: **„The clinical rehabilitation center of the government in Kazakhstan“.** A German midsize company was the best choice to run it.



Reinhard Hollunder

Cluster
Group,
Free and
Hanseatic

Regional networking of the health economy is difficult, but full of benefits. He will cover one aspect: **„Cluster formation and how it contributes to health care quality.“**



Pásztoriné Dr. Ildikó Tass

Pető Institute
Budapest

The Pető-Institute is something unique, as there are also the successes of Dr. Tass with disabled children in Hungary. **“Conductive Education”** She will guide the excursion on DAY 1 to the Institute.



Dr. Róna Iván

National Tourist Board of
Hungary,
Budapest

We will be informed from the director of the Nat. Tourism Office, about one of the most vibrant markets in Health Tourism in Europe: **„Health care development and medical tourism in Hungary“**



Dr. Prem Jagyasi

exHealthcare
Dubai, UAE

As a marketing specialist from Dubai he is very well familiar with healthcare in UAE: **“Medical knowledge import to UAE hospitals: current situation, benefits and projections”**



Dr. Ismail Khalifa, MD, FAAFP

Family Doctor
Saudia Ara-

As a renowned physician in Saudi Arabia he takes care of **„Medical problems of international families“** and brings them to the centers of excellence of choice in US and Europe.



Dr. Talavane Krishna

Indus Valley
Auyurvedic
Centre, India

With his medical spa Dr. Krishna has realized in India a comprehensive care continuum programs by partnering with hospitals and their medical treatment teams: **„Medical Spa and care continuum“.**



Claudia Küng

Healthcare
Bayern e.V.,
Munich

Regional networks and associations can help to facilitate and optimize medical tourism. Specific factors help: **„What are the key attractors for medical regions?“**



Henning Lensch

RRP Architek-
ten,
Munich

Hospital developments in the international context are complex projects. As an expert with plenty experience he is the right one to tell us about: **„Best practices and worst errors in hospital projects“**



Anil K. Maini

Apollo Victor
Hospital Group

Apollo Victor Hospital in India is a success story. Take the knowledge from an expert who can tell you the key learnings. **Profit from his experience in marketing.** He is in Medical Tourism since years.



Thomas Mainil

Breda
University,
Netherlands

Together with Dr. Gert he is presenting the new **international and interdisciplinary MBA program for medical tourism facilitators.** The EU raised this issue recently as a necessity for the market.



**Volker Merker,
Dipl. Ing.**

Freie
Architekten
GmbH, Lübeck

Being an architect and having substantial experiences in PPP, he contributes to the difficult issue **„Turn key solutions in healthcare development“**



Csilla Mezösi

Advisory Board
Health Tourism
Consultant

Csilla is an active networker in the field of medical tourism in the EU and did a substantial contribution that this congress can take place. We owe her a special acknowledgement.



Dr. Abdulaziz Al Nasser

Advisory Board
Chairman,
King Faisal
Hospital,
Riyadh

Being a consultant of great reputation, Dr. Nasser seems the right one who can figure it out: **„Health care in times of the world economic and financial crisis: what happens to projects?“**



Keith Pollard

Intuition
Communica-
tion Ltd.,
London

Keith knows the industry better than most. His web portal is a world success. His background in healthcare marketing will help facilitators and healthcare providers make the most of their marketing for MT.



Laetitia Poulenc

Alliance ToSca
International,
Nimes

Which standards of safety should be observed by the manager of Medical Spa, as well as by the manufacturers of Spa devices? **“Proposals of international Criteria and Solutions for Spa Manager.”**



Dr. B.K. Rana

National Accreditation Board,
India

As a member of the ISQua Accreditation Council and as the director of National Accreditation Board for Hospitals & Healthcare Providers (NABH) he will compare the **„Quality systems in Europe and India“.**



Hugh Risebrow

Interhealth
Canada,
London

Following changes in the status the NHS hospitals are starting to develop partnerships with private hospital operators to attract private patients, also from overseas. **“PP Partnerships in UK”**

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Dr. Adam Ruzsinkó

EuroSpa Investment Ltd., Budapest

The director of tourism at EuroSpa Investment Consulting is leading this LEARNSHOP. Certainly a warm recommendation not to miss this whole day session. *“The Spa-Tourism Development Program”*



Dr. Faissal A.M. Shaheen
MBBCH, Facharzt, FRCP, Director General, SCOT, JKC Saudi Arabia

You are listening to one of the worlds leading **specialist in kidney transplantation**. Dr. Faissal is the stakeholder of this important issue for the whole Kingdom of Saudia Arabia. His word is fact.



Dr. Fahed Sudairy

Ministry of Health Saudi Arabia, Overseas Department, Riyadh

Dr. Sudairy takes care of more than 2000 patients. He decides the standards of therapy and requirements for overseas treatment. His view on the market has a high customer feedback value.



Vivek Shukla

Vivek Shukla and Associates, Dharamshala India

He is in a Learnshop plus a Workshop: *Marketing—the New Paradigms* and about the question: *how well prepared is India to receive the upcoming numbers of medical tourists?*



Anton Staudinger

TCM-Klinik Kötzing, Bad Kötzing Germany

The general manager of the first German hospital on TCM knows how to set up and run an international concept. His lecture is about: *„TCM-Klinik Kötzing - a succesful project of integrated medicine“*



Renée Marie Stephano

Medical Tourism Association Florida, USA

She is a true pioneer in paving the ways for patient interests in MT and is the best advisor in legal issues. She runs the *quality initiative of MTA* and has the *lead in the legal issues LEARNSHOP*.



Dr. Tamás Székely

Minister of Healthcare, Hungary

The *Minister for Healthcare of Hungary* personally will inform the audience about the *recent and future developments* in his country. An important opportunity to learn directly from the top!



Dr. Jaume Tort I Bardolet

Barcelona Medical Centre, Barcelona

He manages the *Barcelona Medical Centre: a real cluster*, organized, with development goals. Not the usual yellow pages. We learn from him how to do and what the future will offer for managed clusters.



Tim Vicknair

European Medical Tourist, Raleigh, USA

He is an experienced facilitator for US patients. Europe was the obvious destination for him due to its high quality, regulation and pricing. He knows from doing it: *„Marketing for international patients“*.



PD Dr. Uwe Vieweg

Leopoldina Hospital Schweinfurt, Germany

As a skilled surgeon he does not leave it to the newspapers to find the best method. He is looking for us deeper: *„The necessity of quality supervision by international continuum of care“ networks“*.



Univ. Prof. Dr. Herbert Zech

Inst. for Reproductive Medicine and Genetics, Karlsbad, Czech Republic

Rarely an issue is better for serious discussions. Prof. Zech found how to reach high success rates in IVF: *“The latest techniques in fertility treatment make the wish to have children come true“*



László Zopcsák

IWI Europe Education Center, Vác, Hungary

Not a hotel, not a hot water make spa—it is the people. This speaker takes it serious, runs the process and propagates education: *„The role of qualified staff in wellness and health tourism“*.

The Munich based company EUROPE HEALTH is organising the 2nd European Congress on Health Tourism in Budapest 2009.

The company is a patient service with a high level of performance especially for VIPs from the Arabian world.

The company has subsidiaries in Paris, Marbella and soon will open an office in London. With more than 30 employees it is one of the largest organized facilitation companies and has established more than 10 international medical departments within clinics. Europe Health is a partner of many hospitals in Germany, which receive guests from the Arabic and Russian regions.

Europe Health provides quality in process and in detail. In order to constantly improve the services and range of activities in medical tourism, Europe Health has developed the European Congress on Health Tourism.

EUROPE HEALTH



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Salah Atamna
Dipl.Kfm.

CEO Europe Health, Munich

He is presenting the *investment concept of Europe Health* to establish an Europe wide infrastructure for patient services, international units and a treatment network.



Iles Braghetto

Member of the European Parliament

The *patient mobility in Europe* is a very important topic. He is highlighting the major points of the proposal for a Directive implementing patients rights to mobility across Europe.



Kevin Connor

Squire, Sanders and Dempsey L.L.P.

He has 16 years of experience in the region and focuses his practice on *international business law*, particularly in acquisition related matters, energy, infrastructure projects and finance.



Prof. Dr. Esma Demirezen

Hygieia Turkey

HT has an increasing patient income and develops and improve their own resources. Collaboration, marketing, networking with international institutions & companies is welcomed.



Scott Edelstein

Squire, Sanders and Dempsey L.L.P.

Liability issues in operating a medical tourism business, are not insurmountable. Identifying the legal issues and addressing them properly, *minimizes significantly the liability exposure.*



Fausto Felli MD

European public health alliance

The launch of the *second European Plan for Health 2008-2013* marks a historic step for climate: The issue of promotion, protection and production of health is now universally accepted.



Dr. Christian Mauch

Lawyer

The audience will get an overview of the problems of *cross border investments abroad* and the legal approaches to cope with them. Case studies will give practical insights.



Jerome Mee

CEO, Atlantic Health Group

Defining the current state of the *debt and equity markets* for the development of medical tourism hospitals and companies. AHG arranged over \$500 million in healthcare financing.



Miklos Molnar MD

Dr. Rose Medical Centre

More and more people decide to undergo plastic surgery and willing to travel to find the best solution for it. It is already a tradition to host foreigners in *Hungary for aesthetic treatment.*



Ifthikar Mubbashir MD

Wellness Visit

The *trends*, which will shape the *medical tourism industry* in coming time, in western world and developing countries, from both providers and payers perspective.



Julie Munro

InterMed Global

About how India made it and the urgent need of patient advocates. *Code of conduct and statement of ethics* must reflect both medical and business practicalities.



Klaus-Peter Murawski

Lord Mayor Stuttgart

The clinics in Stuttgart have already a reputable international position with partner hospitals in UAE and a Medical School for medical knowledge export. The future is also EU.



Manshina Nadezhda

Sankurtour Moscow

More than *2000 Russian sanatoriums and 350 European health resorts* exist at the domestic market. Helping potential visitors to find out the information on spa, wellness, health resorts.



Kevin Power

Chairman of The Medical Register

How to handle the complex issue of *electronic medical recording* for more efficiency in health care. The safety standards for patients and doctors will be substantially improved.



Christiana Spontoni

EU Lawyer

Devising *cross-border hospital affiliations* requires careful consideration of a number of regulatory principles. This presentation will describe such principles by using case studies.



Balazs Stumpf-Biró

EuMTA Hungary

EuMTA's mission is to synergise the power of its members to achieve a deserved *leading position for European enterprises* in the rapidly developing Medical Tourism market.



Attila Vereczkey MD, MA

CIRIS Budapest

IVF success rates have increased. Some of the new techniques have limitations in some European countries, like: egg donation, embryo- sperm donation, oocyte, PGD, PBB.



Dr. Andro Vlahusic

Dubrovnik General Hospital

The Dubrovnik Center of Excellence is for minimally invasive procedures: laparoscopic operation for bowel disease, spine and minimally invasive procedures for hip and knee replacement.



Leila Wilcox

Angelisgroup

Following her experience of surgery overseas Leila Wilcox saw that huge gap of insurance, unable to find any cover for her trip Angelis was created to *cover the needs of Medical Tourists.*



Bela Sebök MD, PhD

Balneotherapeutic Hospital

Harkány's medicinal water contains a biologically highly active, gaseous compound: *carbonile-sulphide*. *Balneotherapy* has been used basis to treat psoriasis and psoriatic arthritis.