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WG: Forwarded Reply: Re: European Medical Travel Conference 2011: Latest News

From: Chairman of EMTC 2011 <news@intuition-communication.co.uk>

Subject: European Medical Travel Conference 2011: Latest News

To: yiscounter_bizltd1@yahoo.com

Date: Thursday, September 16, 2010, 1:31 PM

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European Medical Travel Conference 2011

27th - 29th April 2011 in Barcelona, Spain

The largest conference in Europe on global medical travel



Latest News

[Book your stand now!](#)

We offer stand reservation at the lowest rates. Book now and make sure that you get a good location.

The EMTC2011 welcomes the Self-Insurance Institute of America

The [European Medical Travel Conference 2011](#) has won one of the most important US organizations which is representing the interests of self insured companies in the US: the SIIA. The member companies are buyers of health care services in the US and looking for options abroad for their members; the business potential is huge.



You may also look for the unique and relevant platform to get in touch with them: it is their yearly conference, held in Chicago this year. But you will also **meet them in Europe at the EMTC2011 in Barcelona!**

The [Self-Insurance Institute of America, Inc.](#) (SIIA) has been protecting and promoting the self-insured employer and companies that provide services to them for over 30 years. SIIA has increased its visibility on a global scale, promoting a range of self-insurance /alternative risk financing mechanisms. SIIA International has recognized there is an interest in the global health care community and new insurance products and services can be explored by the self-funded employer. For more information about SIIA, please visit www.siiia.org.

Hamburg Health Consultants with special offers

[HAMBURG HEALTH CONSULTANTS](#)

are attending the EMTC2011. They are opening the door for any healthcare enterprise to the City of Hamburg, known as "The Healthcare City". Hamburg offers a unique concentration of researchers, developers, producers and service providers from clinics and the healthcare sector. HAMBURG HEALTH CONSULTANTS is the recommended Number-One-Guide when it comes to First Class Health - made in Germany - coming from Hamburg. They connect to famous hospitals and guide foreign



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What's happening in medical tourism

Featured article:

TEMOS approach to quality and accreditation in medical tourism [Read more >](#)

Latest news:

The future of healthcare in Europe [Read more >](#)

Turkey achieves success in medical tourism [Read more >](#)

Provided by:



EMTC2011 is becoming a highlight in the Spanish Tourism sector - Make sure you register now

Torres - One of the Finest Vinery in the Country



Hospitality in Spain is associated with a fine selection of vines. Torres, one of the best known vineries with a high reputation has it. We are happy to announce that Torres took over a sponsorship for the vine for both the Welcome Reception and the Gala Dinner.

[Read more about them.](#)

Tourist attractions



You may want to extend your stay and relax or you may be curious and want to explore

more of the sights in and around Barcelona. [Here is the offer,](#) put together by our tourist partners.



Blai Limousines is the official transportation and transfer partner. Let them bring you to special places in Barcelona and in the area. Their offer can be [seen here.](#)

Scheduling of B2B Meetings has begun - make sure you register now

Scheduling of the [B2B meetings](#) opened on 1 April. All the 210 companies listed so far can participate in this networking opportunity. Visit <http://scheduler.emtc2011.com> to start scheduling meetings. You must be fully registered before you can set up business meetings with relevant partners.

Confirm your registration today and participate in EMTC2011. The European Medical Travel Conference will only be in Spain in 2011, so do not miss this opportunity.

[Click here to see the companies](#) that have already registered for EMTC2011. The number does not reflect the actual number of participants, as many companies register far more than one participant in order to get the maximum out of the meetings and the conference. Be sure to obtain your access details for the scheduling system. The opportunities for partnering with other organizations are tremendous.

[Register Now](#)

Sponsors and Partners



There is still time to [register as an exhibitor](#). Check the areas available, as we have extended the space due to the growing interest. Our organizational team, with their extensive experience, are ready to perform last minute magic to ensure your wishes are met and to help you to promote your business.

The European issues on medical travel are reflected in the conference format

Again, we remind you of the EU directive on patient mobility and its affect on future developments in our industry. At EMTC2011, you will be able to benefit from the knowledge of the leading experts in this field.

Who will be on the EU panel?



Dr. Boi Ruiz holds a PhD in Medicine and Surgery from the University of Barcelona, as well as a diploma in Hospital Management from the School of Management and Administration of Barcelona (EADA). He has been president of Unió Catalana d'Hospitals, member of the Board of Directors of Foment del Treball Nacional, Chairman of Hospital Residència Sant Camil Foundation, President of the Executive Committee of Althaia Foundation and member of CatSalut's Board of Directors.

He has extensive experience as Professor in health economics and health business management at institutions such as UAB, Doctor Robert Foundation, University of Barcelona, Open University of Catalonia, ESADE, EADA, and UIC. As the director of the health sector's consulting Know-How Advisers, he has been responsible for multiple advisory works on improvements in the health sector at an international level, some promoted by the World Health Organization (WHO).

Ruiz was appointed **Minister for Health of the Government of Catalonia** in December 2010, the most senior post in healthcare in Catalonia, responsible for ensuring the highest standards for national and international health.



Wolfgang Sobotka, Minister for Health of the Region of Lower Austria, has been a provincial councillor of Lower Austria since April 1998 and member of the regional government of Lower Austria for finance, the environment and regional development. Until the beginning of 2005, he was responsible for the portfolios of finance, land-use zoning and environment during the second governmental term. Following a redistribution of portfolios, he is now provincial councillor for finance, housing development, communities and for the hospital sector. He is also responsible for the chairing functions of the Lower Austrian Health and Social Fund (NÖGUS). Since February 2009, Sobotka has held the post of Vice-Governor of Lower Austria.

The Experts and Panelists on EU cross-border health care



Maria Iglesia Gómez, Head of the Strategy and Analysis Unit at DG SANCO and leading the team responsible for assisting the Director General for the development of political priorities in the policy areas of Health and Consumers, is attending the EMTC2011 as a speaker in the Workshop on Telemedicine. She will present the topic: [EU Directive and Telemedicine](#). Expert in the EU minister panel. [Read more about her](#)



Willy Palm, from the [European Observatory on Health Systems and Policies](#), will participate in the EU workshop on 29 April "A legal framework for cross-border healthcare in Europe". Expert in the EU minister panel. [More about Willy Palm](#)

PhD, MD, [Business](#) health sector executive. Frequently assignments (health



Dr. Magdalene Rosenmüller, MBA, professor at [IESE School \(Barcelona\)](#), teaches management in the MBA and education programs at IESE. serving as an expert on different for the European Commission research and health policy) and the European Parliament, she has extensive experience in European health policy and health research issues. She will moderate and speak at the EU workshop at the conference. Expert in the EU minister panel. [More about her](#)



Dr. Constantin Constantinides directs [healthCare cybernetics](#), a think tank that provides applied analysis and strategic thinking. In contrast to the hype that "goes globally" and seems to dominate networks and portals, he is pragmatic, always looking for what makes sense. His presentation "Regarding "Europe" as a Destination" will be part of the EU workshop on 29 April. [More about Constantin](#)



Paul Vincke is **President of the European Healthcare Fraud and Corruption Network (EHFCN aisbl)** and will be presenting at the EU workshop on 29 April. His European-wide activities have been responsible for saving large sums of money relating to European healthcare systems. As a result of international cooperation with US and Canadian partner organizations, he has helped to build and promote transparency of business models in international healthcare. The EU Directive will provide new opportunities in this area. [Read more](#)



Joan Prat I Cornet is the moderator and keynote speaker for the Telemedicine workshop (see the agenda for day two). As the EU proceeds with its directive on patient mobility, turning the whole of Europe into a melting point of cross-border telemedical solutions, case management platforms and e-health, the ongoing projects and plans are of utmost interest to everyone. Having worked at the EU in Brussels since 1988, Joan Prat I Cornet brings a wealth of experience to the discussions. In January 2007 he was appointed CEO of the Ticsalut Foundation. [More about Joan Prat I Cornet](#)

EMTC2011: Connecting people to health solutions

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enterprises on how to find excellent hotels and throughout a metropolis with a broad offer in healthcare, culture and shopping.

For clients from Germany, especially Hamburg and the North, Hamburg Health Consultants offer a very special service: they represent companies and their products at their [booth in Barcelona](#). The rates are favorable and the outcome highly effective.

[SAUDI MEDICARE 2011](#), Riyadh, April 10 - 13: Hamburg Health Consultants is the official German Agent for booking your booth at Saudi Arabia's #1-Medical-Exhibitions.



They also provide Visa, contact to Saudi ministries, and other services!

Exhibition in the Hesperia Tower Hotel

We have now the [Hesperia Tower Hotel](#) as the venue for the conference and the exhibition. The opportunities the exhibition presents are attracting early bookers in substantial numbers! If you want to exhibit please have a quick look at our website and download the [exhibition prospectus](#) [PDF]. Due to the arrangement of stands you will have an optimal exposure to traffic and visitors. Do not miss the chance to get a good location at a good price. To increase your visibility you should book the upgrade packages listed in the flyer. You can direct your order to the fax number indicated in the prospectus or email: marketing@emtc2011.com.



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Exhibition stands at EMTC2011 are selling fast

Already 25% of stands have been sold. Book soon to:

1. Qualify for the early rate
2. Obtain a good position

[More information](#)



Dr. Constantinides has launched an interesting initiative: The Health Tourism Satellite Account

Dr. Constantinides is a member of the Advisory Board and speaker at the EMTC2011.

[Read more](#)

Prepare for your B2B meetings

Check the information in our previous newsletters as well as the profiles of companies attending EMTC2011

[Read more](#)

Spain is becoming the destination of choice for fertility treatment

US companies attending EMTC2011

The interest in Spain from US healthcare buyers continues to grow and EMTC2011 in Barcelona has attracted a number of key organizations:

[Well-Being Travel](#), part of the American Marketing Group and a major provider of medical tourism, brings together the medical and travel industries in an innovative partnership. Well-Being Travel is looking for destination partners in all parts of the world for its patients and EMTC2011 offers a major opportunity for healthcare providers to meet with them. [Read more...](#)



A new and very important network has been set up by Cyndy Nayer - [The Center for Health Value Innovation](#). The Centre helps plan and sponsor innovators that share actionable health data, strategies and tools for better business performance. Read the [full profile here](#). The Center's partners include a number of major corporations, including American Express, making it well worthwhile meeting them in [Barcelona](#) to discuss joint initiatives. The Center provides a powerful way to connect with the US market.



European organizations attending EMTC2011

The [Europe Business Assembly \(EBA\)](#), based in Oxford, Great Britain, is an independent corporation for the development and management of economic, social and humanitarian collaboration. As a non-governmental organization, EBA promotes transformation of state-of-the-art experience and economic practices, establishment of economic, educational, cultural, and scientific ties and the creation of national business elites. EBA is recommending that its members attend EMTC2011 in Barcelona. [Read more.](#)



[ACES](#) is a name you should keep in mind when thinking about medical travel in Spain. It is active in many fields, including the provision of an online search service for doctors and healthcare providers



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Treatment in Germany helping you make the right choice

don't miss the opportunity to become a speaker at EMTC2011. We have created a [specialist workshop](#) on this topic. For speaker applications [click here](#).

involved in medical tourism. ACES is a partner for the Barcelona EMTC2011 and will be supporting [La sanitat i el repte de les TIC](#), a networking event for the telemedical sector. [Read more](#).

[Mape Turismo y Salud](#), is a well-known provider of health facilities in Spain. With an outstanding record of customer care for its foreign patients this healthcare provider, managed by [Margarida Colet](#), provides patient services beyond normal expectations and is recommended by [EMTC2011](#). Read more about this [EMTC Acknowledged Partner in Medical Travel](#).



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Latest News

Exhibition stands at EMTC2011 are selling fast

Already 35% of stands have been sold. The Early Bird rate expires on 31st October!

[More information](#)

The 1st Islamic Conference on Medical Tourism

will take place in Mashad, Iran, from 02-04 November. We will keep you informed about this event. Dr. Klein, Chairman of EMTC 2011 is attending as a speaker.

www.chtic.net

Telemedicine is a big topic at the EMTC 2011!

Consider speaker, exhibitor and sponsorship opportunities! As global and regional networks are stabilizing, the infrastructural backbone in global healthcare will need more telemedical solutions.

[Apply as speaker](#)

The Destination Show at EMTC2011

Speakers are signing up for EMTC2011

We regard our speakers as being the most valuable part of the conference. The organizers follow a code of conduct for speakers, which fully respects and protects their intellectual property. Speakers may:

- Reuse the content of their presentation at other events before or after EMTC 2011
- Have their presentation published, free of charge and with their consent, in [IMTJ](#) (International Medical Travel Journal), the official media partner of EMTC 2011, or on the conference website. The organizers will not make use of the presentations for commercial purposes unless there is an agreement, based on shared profits, in place. Terms and conditions are available on request.

The Advisory Board takes the final decision on which category your presentation is assigned to. The earlier you submit your speaker application, the more likely you are to be allocated the category of your choice. Approved speakers will have their travel and accommodation costs reimbursed, subject to approval. We are offering 40 speaker slots and are looking for quality content. **Presentations focused on marketing** specific companies or countries will be accepted only for **Workshop 7: Destination Show**. Download your [speaker application](#) here.

Dr. Sanjiv Malik



Everybody knows him...He is recognized internationally. We are proud to have confirmed Sanjiv for the first keynote lecture on the morning of 28th April. He is a business and healthcare leader in local and global markets with more than 20 years experience. Currently he serves as the Executive Director at DM Healthcare in Dubai. Headquartered in Dubai, with a corporate office for India operations in Mumbai, the DM network presently consists of 80 establishments, providing Primary, Secondary and Tertiary health care with Management and Consultancy services. It will be a valuable opportunity to hear from him firsthand about:

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MTT Catalan Tourist Board



applications. As a hospital, tour operator or Spa Resort you may **present your marketing show** with video clips, music etc. in this special format. This show runs **separately from the normal conference program** where we avoid self-promoting content.

[Download details](#)

"The global medical travel industry: past, present and future." Due to his global personal network and helpful character Sanjiv is a highly recommended person to meet and network with. This is worth [travelling to Barcelona](#) for...

Christian de Fouloy

Christian D. de Fouloy is a multicultural and multilingual French-American veteran expert in government relations, lobbying and advocacy working on both sides of the Atlantic.



He's the Founder and President of the 'Association of Accredited Lobbyists to the European Parliament' ([AALEP](#)). The Association is currently involved in a project called eCommittee enabling wider participation of EU citizens in the public debate on climate change legislation at the European Parliament level. In this connection, Christian D. de Fouloy regularly conducts interviews with distinguished Members of the European Parliament.

He will speak about **"Developing a strong political and private sector lobbying capacity"** at the EU level in Workshop 4 on 29th April. He believes that European decision makers should be encouraged to take medical tourism seriously through a concerted lobby uniting European participants and the defense of their interests.

Dr. Constantin Constantinides



Dr. Constantinides is an internationally recognized Health Tourism Domain thought leader.

He is associated with [innovations and international firsts](#) which has contributed to the shaping of the industry and cultivation of the market. He directs [healthCare cybernetics](#), a think and do tank which provides Applied Analysis and Strategic Thought. As the hype "going globally" seems to dominate networker and portals, he is more pragmatic and looks for what would make sense. His presentation **"Regarding "Europe" as a Destination"** will be held in the EU workshop on 29th -April. Constantinides: **"Although some claim that people are now choosing "globally" - what we are, in fact, seeing is that they choose "regionally"**. About 25 years of involvement in, and contribution to, the academic, research, clinical, technology and entrepreneurial aspects of the Healthcare Sector. Pioneering work in Health Tourism since 1997 has made Constantinides a globally accepted regional actor...See also his new initiative [HTSA](#).

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Already 40% of the stands have been sold. Many took advantage of the early rate. Book soon to ensure a good position [More information](#)

Telemedicine will be a topic at the EMTC2011

Ensure your presence by becoming a speaker and booking a stand. Telemedical solutions are essential to support Medical Travel. It is the right time now to make a decision, since especially this market may boom next year.

New online advertising rules - implications for medical tourism marketing

As the online marketing sector matures, national bodies that control and monitor advertising in general are turning their attention to online advertising. [Read the full article on IMTJ](#)

Spanish Professional Associations support EMTC2011

Collegi Oficial de Metges de Barcelona



Founded in 1894, there are now over 30,000 doctors in the Collegi Oficial de Metges de Barcelona, COMB (Barcelona Medical Association), who practice in the public and private health sectors within the province of Barcelona, with some of the lowest member fees among medical and non-medical professional associations. The COMB has consolidated and continues to develop different initiatives in all areas affecting the profession: professional liability insurance, the program for helping sick doctors, promoting health care management autonomy and others. All this has given our association prestige among members, Catalan health organizations, and the Public Administration. On our website (www.comb.cat) you can find an abundant amount of information on key debate issues, conferences and work sessions related to the profession. The EMTC2011 Team welcomes this important supporter and embraces the idea of helping networking within the international medical tourism community.

New speakers on board

Dr. B. K. Rhana



We are delighted that Dr. Rana will be one of our speakers. He is Vice-Chairman of the ISQua Accreditation Council and will explore the issue of the many different "global" accreditation systems. Healthcare is unique to individual countries and there are many countries operating their own accreditation programs. The role of the [International Society for Quality in Health Care](#) (ISQua) in promoting and establishing global benchmarking of healthcare standards and organizations is very important. ISQua recognizes accreditation bodies that operate as per its principles and standards. Debate on ' How it helps in medical travel and how to overcome barriers to facilitate quality and safer care to a patient around the globe' is

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Treatment in Germany
helping you make the right choice

needed now. This kind of global approach might help in cross-frontier movement of patients.

Cyndy Nayer



Cyndy Nayer, M.A. is a founder of the [Center for Health Value Innovation](#) and serves as its President and Chief Executive Officer. Under her direction, the Center has grown into the nation's premier organization dedicated to sharing the evidence of improved health and economic outcomes through value-based designs. Nayer is recognized as a thought leader for value based benefit design, and continues to provide

education, insight and guidance to the Center's growing membership as well as government leaders, high-profile media, and other industry stakeholders. She has tracked the emergence, adoption and change in the value based designs and their link to consumer-directed health. See also www.emtc2011.com/association.html and [register today](#) to meet her in Barcelona.

[Register Now](#)

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Von: Chairman of EMTC 2011 [news@intuition-communication.co.uk]
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Latest News

1st Islamic Conference on Medical Tourism

[Read the full report](#)
 Coming soon: an in depth article on [IMTJ](#)

What other topics would you like to see?

When looking at the general topics for at EMTC2011, is there anything else you'd like us to cover?

If you think there is anything important missing from the agenda, send us your suggestion and we will let you know if we find a place for it.

A European Medical Travel Association... has the time come?

Are you interested in contributing to the foundation of a non-profit trade organization to represent the interests of those involved in medical travel and cross-border healthcare in Europe? Then, now is the time to have your say. Get in touch with info@emtc2011.com and we will connect you with others of a like mind.

The Spanish Association of Private Clinics calls for participation in the EMTC2011

The long established Spanish Association of Private Hospitals is recommending [EMTC2011](#) as the **preferred conference for Medical Tourism in 2011**. Europe's largest conference on medical travel welcomes the private clinics of Spain, both potential and established healthcare providers for medical travelers. Networking with the international community will provide unique opportunities for establishing relationships in this growing industry.

Mr. Fernando Mesa Del Castillo is the President of The Federacion Nacional de Clinicas Privadas (FNCP). This organization represents the private hospitals of Spain. It was founded in 1977 and represents about 300 hospitals. The purpose of the FNCP is to defend and represent the private hospitals in Spain, and to generate the economic and political conditions aimed at improving private initiatives in the healthcare field. [Find out more.](#)

The 1st Islamic Conference on Medical Tourism took place in Mashad in Iran

The two day conference from 2nd to 4th November, organized by the National Chamber of Commerce in Iran, attracted about 500 delegates from Muslim countries of which around 50% came from Iran. A key reason for the conference was to look at the transferal of hospitals from the public to the private sector, and particularly cooperation, exchange of knowhow and consultation relating to privatization. The main topics covered the conceptual framework of Health Tourism (HT), marketing and collaborative strategies for HT, opportunities and risks of HT for public health, best practices of HT in the Organization of the Islamic Council (OIC) member states, and outsourcing health care services within Islamic countries.

The speakers provided high-level analysis, which was enhanced by ideas and impressive insights from delegates. There is a clear and sensible commitment: keep medical travel regional and ignore the concept of a global industry driven by commercial interests that leave you vulnerable to exploitation. Especially third parties, claiming to be global, show a face which is sometimes too commercial. Dr. Klein also pointed out that recent initiatives in Europe aimed at (mega)regional medical travel have not been impressed by the so-called "global approaches" that fail to understand local conditions and appear to be based on the fantasies of some experts in medical tourism and their marketing machines. [Read more.](#)

It was understood and accepted that a traveling patient can be treated more successfully when handled in their own culture and language. For Muslims, this means encouraging an inter-

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Arabian patient transfer as the preferred concept to develop medical tourism.



The conference ended with a resolution to create an Islamic Medical Tourism Association. Dr. Klein suggested friendly cooperation on knowledge exchange, future events and consultation between not-for-profit European Medical Travel Trade Associations that are currently being established, for example E.C.H.O., the European Cross Border Healthcare Organisation. For more information, contact chairman@emtc2011.com.



The exhibition brought hospitals, medical facilitators, tour operators and health resorts together. The will to cooperate and work together was impressive and a number of investment opportunities became apparent. Once again, transcending cultural and geographical barriers for the sake of saving lives, health and wellbeing came to the fore. All agreed to continue this process and we expect a delegation from Iran to be present at the EMTC2011 in Barcelona. We will keep you posted on details.

New speakers on board of EMTC2011

Maria Todd MD



Beyond Medical Tourism to Globally Integrated Health Delivery

Health travel continues to grow in both utilization and popularity. The natural progression is towards a model of globally integrated care delivery that promotes, develops, and enhances collaboration, continuity of care, and mutual respect between providers. Maria Todd will present a vision and a road map for the future and the infrastructure that will be needed to turn that vision into a reality. Looking at global medical tourism concepts confronts you with a lot of marketing talk, leaving it unclear whose interests are pursued with that. With Dr. Todd, we have won a speaker who is already laying hands on this problem and structuring a solution. She will inspire and challenge us to go beyond medical tourism and confront us with a paradigm shift that will ultimately benefit the patient and increase safety, quality, and acceptance for the health travel market, worldwide. Read more about her company [Mercury Healthcare](#).

Laura Carabello



Laura Carabello has been an entrepreneur and a strategy consultant in both domestic and international businesses related to healthcare and technology since 1985. She is a principal/owner of CPR Strategic Marketing Communications www.cpronline.com and publisher/managing editor of Medical Travel Today, the B2B online international newsletter of the medical tourism industry (www.medicaltraveltoday.com). Laura Carabello is a pioneer of the benefits of medical travel and has broad experience with all stakeholders. Laura Carabello has 30 years of experience in HMO and PPO development, and is a founder of Oxford Health Plans. **She speaks about how the US Payer Market Turns the Corner: and how B2B Medical Travel Opportunities Unfurl.**

Portals are gaining more momentum in the market as direct interaction between doctor and patient is requested

The global pressure of cost optimization after the financial crisis has already touched the international patient facilitation

processes. The internet has resulted in patients becoming better informed about healthcare and the treatment options available to them. Information portals are now an important marketing tool in providing information on healthcare destinations and treatments. There are two portals offering information on the Spanish market:

- www.treatmentinspain.com is part of the [Treatment Abroad](#) family with HON (Health on Net) certification. It has been well received by the market. Launched in 2008, Treatment in Spain provides information on around 60 healthcare providers, all who deal directly with patients. The site offers relevant, comprehensive and up to date information to help patients make the right choice of healthcare provider. It does not recommend specific healthcare providers and keeps advertising separate from editorial.
- www.doctoralia.com is a comprehensive listing of Spanish healthcare providers together with their contact information. No further information is provided. It provides good 'who is who' and 'who is where' information, and Doctoralia may be able to help you find a partner in Spain, particularly in Barcelona as this is where they are located.

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27th - 29th April 2011 in Barcelona, Spain

The largest conference in Europe on global medical travel



Latest News

Speaker Application Deadline is 15th February 2011

Due to the growing demand for speaker slots at EMTC2011, the organizers have decided to set a deadline for applications. Speaker applications received after 15th February 2011 will not be eligible for the 2011 conference.

[Read more](#)

US: Export of Medical Travelers or Export of Healthcare Services?

Brand new and a hot topic too: read this article on [IMTJ](#). For the first time, we hear that the transfer of American patients to global destinations might need to be balanced by actively promoting the export of US healthcare services. What do we need to do to prepare for this situation?

Cross Border Healthcare in the EU needs eHealth – another barrier or an opportunity?

We all are aware that [eHealth solutions are needed](#) to make

Two more outstanding speakers on board for EMTC2011

Magdalene Rosenmöller, MD, PhD



Dr. Magdalene Rosenmöller, German, PhD, MD, MBA, professor at [IESE Business School \(Barcelona\)](#), teaches health sector management in the MBA and executive education programs at IESE and as visiting professor in other locations in Europe, Latin America, Africa and Asia, including CEIBS, the China European International Business School in Shanghai and SBS, Nairobi, Kenya.

She gained executive experience when she served as a health economist at the World Bank's Latin American and Caribbean Region for two years. Frequently serving as an expert on different assignments for the European Commission (health research and health policy) and the European Parliament, she has extensive experience in European health policy and health research issues. She will moderate and speak at the EU workshop at the conference.

Dr. Mustafa Z. Younis



A full professor of **Health Economics & Finance** and a member of the executive Committee of the International Society for Research of Healthcare Financial Management and an editorial Board member / manuscript reviewer for several national and international journals including, Health Economics, Annals of Family Medicine, American Journal of Managed Care and the European Journal of Health Economics. Dr. Younis has served as a Guest Editor for several respected refereed research journals. He is also a reviewer of special grants for the US Department of Health & Human Services, the Department of Housing & Urban. Given the current outsourcing discussion for healthcare services in the Arabic world, his lecture on the models of "Outsourcing health services for private-public ventures and the role of medical tourism in the Arabic world" will be of high interest and value as it will influence patient streams, especially relating to medical travel in the Middle East.

The [Medical and Wellness Tourism](#)

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healthcare work in the EU. However, the potential of eHealth does not mean that there will be a quick and integrated solution for all member states in the near future. Too many divergent and commercial interests are involved. We will attempt to clarify the situation during the Telemedicine Workshop in Barcelona. Do you feel strongly about the topic?

[Apply as a speaker](#)

[Magazine \(MWT\) is recommending EMTC2011](#)

MWT is the first independent and the leading business-to-business print newspaper specifically aimed at medical and wellness tourism professionals.



Pioneering the way, MWT has filled a gap in the current market for a specialized publication offering quality content, up-to-date news and analysis, as well as feature reports on global destinations – designed to help travel agents make the most of high-yield medical and wellness travel opportunities.

Over 7,500 travel agents and suppliers from around the world subscribe to MWT. They buy predominantly or exclusively medical and wellness tourism products. MWT provides a perfect environment to showcase the world's top medical and wellness travel products, and is the essential marketing platform for communicating your message to the medical and wellness travel trade.

Published each month, MWT is read by industry-related professionals the world over and benefits from extra distribution at relevant and major international tourism trade shows.

[The Philippines are attending EMTC2011 Barcelona](#)

[Healthcore](#) is a company in the Philippines connecting and pulling together many strings for the international medical travel to this region. **Joyce Alumno, Executive Director & Chief Strategist at Healthcore**, says: "We are a globally recognized authority on healthcare management and medical tourism research and communications in the Philippines. We propel the growth of business in healthcare, medical and wellness tourism and enable them to become preferred service providers of global healthcare travelers."
[Read more.](#)



[The "Destination Show" provides the perfect marketing opportunity](#)

You may wish to visit EMTC2011 in order to market your product, your services or your own expertise. We regard this as perfectly legitimate but we prefer to keep the presentations from unbiased experts separate from marketing presentations. To ensure that you have the appropriate marketing opportunities at EMTC2011, we have developed the "Destination Show", which will enable you to promote your business, services or destination in order to attract customers or partners. The format allows you 10 minutes to present, supported by your own choice of multimedia. This is the ideal opportunity for hospitals, tour operators, spa and wellness institutes, regions, etc., to visually impress their target audience by illustrating the uniqueness of their destinations. [Ask for details](#) and register for this special marketing opportunity.

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IMT ([International Medical Treatment](#)), one of the most experienced medical tourism facilitators for Turkey and the region, has established an agreement with [TEMOS](#). IMT will be the regional manager of TEMOS for Turkey.

TEMOS has two very important products:

- 1) TEMOS Accreditation
- 2) TEMOS Telemedicine and Telemonitoring Products

IMT will be the marketing and sales partner of TEMOS for these products in Turkey.

What's happening in medical tourism

New and exciting speakers on board for EMTC2011

David Boucher, MD, PhD



"Have Insurance Coverage Will Travel" is the title of David Boucher's presentation and you can certainly trust what he is saying. He will describe the growing trend of American employers and their health insurers availing their members to travel abroad for medical care. Companion Global Healthcare has been an active participant in this space since early 2007. David Boucher started his professional career as a rodeo cowboy clown in South Dakota, founded and operated a house-painting business for 7 years, then started a birthday cake delivery service in college. Creative? Without a doubt.

He now serves as President and Chief Operating Officer of Companion Global Healthcare, Inc. Prior to joining BlueCross in 1999, David worked in hospitals for 14 years, most recently as CEO. David earned his BS degree in Health Administration at Slippery Rock University (PA) and his Master of Public Health degree at the University of South Carolina. David is a Fellow in the American College of Healthcare Executives and a member of the Healthcare Financial Management Association. Meeting him should be your priority as he is a key personality in the US insurance and self-insured industry circles.

Dr. Prem Jagyasi



There is no way to avoid him - he is an acclaimed speaker on the international conference and networking circuit for [global healthcare](#). You may even have met him more than once. We have secured Prem as a moderator for the Middle East session, so be sure to prepare your questions on global marketing for him. As a marketing consultant, he has a worldwide network and can put you in touch with the right people. Prem is currently writing a guide book on medical tourism and is always pleased to be able to share his abundant knowledge of the markets.

The SpaFinder Europe is recommending participation in the EMTC2011 in Spain

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Featured article:

What do we actually know about the real numbers involved in medical tourism?

[Read more >](#)

Medical tourism news:

US health care reform on track?

[Read more >](#)

Dubai Healthcare City celebrates but local hospitals fail inspections

[Read more >](#)

Half of Americans travelling internationally not aware of potential health risks

[Read more >](#)

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SpaFinder is the expert in all things spa. As the world's largest spa media, marketing, and gifting company, SpaFinder connects millions of wellness-focused consumers with thousands of spas worldwide.



SpaFinder's media properties include award-winning [SpaFinder websites](#) and the New Beauty SpaFinder Global Spa, Beauty and Wellness Annual. SpaFinder Gift Vouchers and Cards are redeemable at over 6,000 spas and salons worldwide and are available at thousands of retail outlets. Founded in 1986, the privately held company is headquartered in New York with offices in the UK and Japan.

Participants voted for an annual TEMOS conference

The [TEMOS corporation](#) (accreditation and certification of international hospitals) had its own conference for the second



time. The speakers at their 2010 conference in November in Cologne presented high-level and expert opinions and insights. The EMTC team was there and thinks it would be worthwhile to attend this conference next year. The topics were different from last year's topics, the networking went smoothly, and with around 100 delegates and many familiar faces, it was possible to build real and long-lasting contacts. Levent Bas from [IMT](#) and TEMOS entered into a partnership agreement on Turkey. The good news for us is that TEMOS will be at EMTC2011 in Barcelona. They will be presenting on telemedicine and also marketing their services at their stand. They have the perfect offer for international hospitals that want to attract patients predominantly from Europe. It's a matter of trust. Get in touch with them in Barcelona and book them for a business meeting. It is a good reason [to attend](#).

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Barcelona Medical Center

Being one of the main sponsors, BCM has in total 22 members, all involved in medical tourism for the destination Barcelona. All the medical specialities are covered and among them are big names Teknon, Quiron, Sant Joan de Deu, Planas, Barraquer and more. In this section we want to introduce them individually. For a first look, visit <http://www.bcm.es>.

What's happening in medical tourism

Featured article:

The KIMTC 2010 recognizes Rudy Rupak as a successful pioneer in Global Medical Tourism

The [Korean International Medical Tourism 2010](#)

conference took place in Seoul from 23 to 25 November. The speakers were discussing the latest developments in Korean medicine, impressive projects for the improvement of patient safety regarding medical recording and interoperability of high tech systems in health care that were showcased. The exhibition also showed once more that the medical tourism in Korea is growing, but not in the direction you might suspect when you are located in US or Europe. Korea grows streams of patients mainly from China, Russia and Mongolia. Planet Hospital and its CEO Rudy Rupak could prove once more that they have established a true operative network, which provides services worldwide for quality solutions in medical travel.



[PlanetHospital](#) has facilitated a large number of patients coming to Korea, which led the Korean tourism Organization to have PlanetHospital organize a "fam trip" and PlanetHospital delivered by bringing over 36 delegates from around the globe to attend this conference. Many of the invitees (including EMTC2011) were initially sceptical about Korea as a destination, but a few hospital visits later we were convinced. Given the disappointments Korea has had to face in the past two years as a result of shelling out funds to so-called international non-profit organizations, with the attempts to facilitate larger numbers of US patients and the investments done here, the award to an American based company in medical travel is a remarkable sign of acknowledgement and recognition of successful cooperation based on honest perspectives on market potential and hard entrepreneurial work. Congratulations to Rudy Rupak of PlanetHospital for receiving the KIMTC Medical Tourism award.



Advanced Spanish medicine will be showcased at EMTC2011

Centro Medico Teknon is coming to EMTC2011

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government incentives for health tourism and medical travel

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Medical tourism news:

Singapore medical tourism business grows despite competition

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Canadian doctors warn against untested liberation treatment for multiple sclerosis

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Keeping your medical tourism website legal

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One of the most advanced and modern institutes for diagnostics and therapy which is offered by



Spanish medicine, is Teknon. The name may sound Russian, but although it is frequented by Russian patients for its outstanding quality and service orientation, Teknon is a good example of the integrated situation which Catalunya provides for healthcare solutions in many areas.

Since 1994, [Centro Medico Teknon](#) has been a leader in the Spanish private medical sector because of its renowned medical team, its advanced methods, and its comfortable facilities. The complete service offered by Teknon covers all medical and surgical specialties for both children and adults, including Cardiology, Cosmetic Surgery, Check-ups and a European referral center for cancer treatment, affiliated with the Memorial Sloan-Kettering Cancer Center in New York. In addition, the [International Visitors Programme](#) assists foreign patients with their travel and accommodation arrangements as well as with their appointment with Teknon doctors. [Read more](#)

New and exciting speakers on board for EMTC2011

Stefan Kottmair, MD



Dr. Kottmair was appointed to the board of directors at [Almeda](#) in 2006. He joined the company in 2002 as head of the disease management department. Almeda is a Medassistance company in Munich, being part of [Munich Health](#) (MunichRe), a global reinsurance and primary insurance giant in the field of healthcare. MunichRe, for example helped to develop and to bring up the first national insurance in the Emirates (Abu Dhabi).

From 1996 to 2002, Dr. Kottmair developed case and disease management projects. He introduced electronic documentation tools into routine care and provided automated benchmark quality reports. Prior to that, he was a project manager for the WHO and initiated European wide DiabCare project monitoring the St. Vincent quality of care targets. His lecture on "Telemedical Methods in Health Tourism" describes how people seeking treatment abroad, including for more complex medical interventions, are being supported by telemedical methods. This is becoming of increasing importance to the overall treatment outcome.

Zahid Hamid



With over 30 years' experience in the public and private sectors, Zahid managed two software houses before committing himself to the healthcare sector in 2004. He is currently heading up an outbound [facilitation service](#) to Europe and South Asia and an [inbound and intrabound service](#) to the UK. The message of his presentation "Collaborative Strategies - Enablers in Healthcare Travel" focuses on how to build end-to-end services from diagnostic to postoperative phases. It is about the "why, how and wherefore" of the evolving face of remote healthcare provisioning. The presentation reflects Zahid's last six years experience in remote healthcare provisioning.

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[Read more](#)

Plan your stay now

The conference gives you the opportunity to attend many [B2B meetings](#). For organizational reasons, we need to plan 50% of the pre-scheduled business meetings for the afternoon of the second day of the conference, which is Friday the 29th April. So plan to stay for an extra night. Barcelona has many attractions to offer.

What's happening in medical tourism

Featured article:

Health Destination, Cyprus
[Conference report](#) >

Ensure your participation in [EMTC2011](#) - it is time to register

EMTC2011 is currently attracting considerable interest with the [preliminary agenda \(day 1 and day 2\)](#) now live on the internet. The program will convince you that you need register now.

Why should you attend? This is the only international event for medical tourism aimed at:

- International patient facilitators
- Hospitals/clinics with patients from around the world
- IVF specialists
- EU associations involved in cross-border healthcare that need to understand the outcomes of the proposed EU legislation coming into effect in the 1st quarter of 2011
- Telemedical services or equipment providers
- Organizations engaged in quality management and accreditation/certification
- Insurers that need to develop and adjust insurance portfolios
- Delegates from government/public health authorities, who need to learn what the cross-border healthcare directive in the EU means for future activities and responsibilities
- Tour operators and travel agents looking to establish partnerships with patient facilitators, insurance companies and responsible medical assistance organizations
- Hotels and spa companies investigating new opportunities and EU requirements for standards and patient hotels
- Academic and scientific institutions wishing to exchange and increase their knowledge of the medical travel phenomenon



The [European Medical Travel Conference 2011](#) is the convention for the thinkers and doers in the industry. Here the political decision makers meet the active players in the market, the scientists meet the entrepreneurs, the physicians and clinics meet the customers.

EMTC2011 is the platform where you will experience quality, innovation and transparency. Our key goal is to connect people to global health solutions.

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news:

American insurers and employers back domestic medical tourism

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New medical tourism zone for Taiwan

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Medical tourism to the Dominican Republic rises, but cholera is a new problem

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The participants of the event in Venice in 2010 started a process, which we will continue: the Venice Declaration on Medical Travel. Download the [Venice Declaration](#) here and contribute to its further development by participating in the Barcelona event, where we will discuss the next steps. The Venice Declaration is not owned by any one individual, it is the mirror of the constant endeavour to improve the complex treatment process of the global or regional medical traveler.

Another speaker highlight to announce

Keith Pollard



Keith Pollard, the Managing Director of [Treatment Abroad](#), is known throughout the industry as an expert on markets and mechanisms. The editor of [IMTJ](#) (International Medical Travel Journal), the professional B2B magazine for the global community, Keith's critical analysis and strategic thinking cuts through the marketing hype so common in our industry.

He will help to shape the future of our industry and, for this reason, we have asked him to deliver the closing paper, "Medical Tourism: after the Gold Rush". Our market needs his clear insights into the complexity of a global market, said to grow by billions of dollars within a few years.

Preparing for another Gold Rush? Keith is one of the most knowledgeable people on the background of the global market and the real opportunities it presents. He will address a few simple but important questions:

- What can we learn from the gold rush mentality that has surrounded the medical tourism phenomenon?
- Is the gold running out or are there just too many prospectors trying to make their fortune?
- As some of the hysteria around medical tourism begins to die down, and the market becomes more pragmatic and mature, what can we expect for the future of the industry?
- And who will be the winners and losers?

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Exhibitor alert

Due to the increased interest in stands, we ask all companies that plan to come to Barcelona to book their stands now. There is still availability, but there is less choice. We recommend that you confirm your booking before the end of the year.

[Current availability](#)

What's happening in medical tourism

Featured article:

UK NHS view on EU Cross Border Healthcare Directive
[Read more](#) >

Medical tourism news:

51st hospital in Fortis

Mexico partners with EMTC 2011 for conferences in 2011



The México Turismo Médico Congreso and Exhibición (MTMC) in Puerto Vallarta 2011 and EMTC2011 have entered a partnership agreement.

MTMC organized a very successful event in August 2010 in Vallarta: the 1st Mexican Congress on Health Tourism, and has recently announced the second event to take place in 2011. The 2010 event attracted many facilitators interested in attracting US patients, mainly from the West Coast, to a newly developed and very active region in medical travel.

The success of MTMC is due to the efforts of one man and his team: Carlos Arceo Real, the president and chairman of the event. Because their policy of creating clusters and networks to support regional developments in medical travel rather than talking about global healthcare aligns to our own thinking, we are delighted to welcome them to EMTC2011.

EMTC2011 also supports the next MTMC event in Mexico in August 2011 and recommends attendance. Mexico will be in Europe to explore further cooperation and we are happy to see them in Barcelona.

[Read more](#)

Ensure your participation in EMTC2011 – meet the companies



EMTC2011 is currently attracting considerable interest with the [preliminary agenda \(day 1 and day 2\)](#) now live on the internet. Have a look at the program to be convinced why you need register now.

NAZOUNKI - France



More exciting companies are signing up for EMTC2011. One of them is [NAZOUNKI](#), the large facilitator from Paris, France.

For many years, Dr. Savaye Gnomou, the director of Nazoung, has successfully connected patients from all parts of the world, especially from Africa, to global health solutions.

Based in Paris, this company is interested in developing solutions for sustainable cross -border healthcare in Europe,

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Swiss attract
Russians and Arabs
to Alpine hospitals
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Changes in
management at
ADAC Service
GmbH
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and given the experience and contacts of Dr. Gnoumou for [telemedical projects](#) in African countries, he is an important contact for telemedical suppliers, clinics and facilitators.

The NAZOUNKI network comprises over 400 selected highly specialized physicians in Europe, USA and Thailand, all linked by the latest ICT tools, which enables patients to benefit from the best care, including pre-diagnosis or second and third diagnosis if necessary.

almeda - a globally active Medassistance company



Medassistance companies will play a larger role in the future of cross-border healthcare scenarios as a result of EU legislation, and will become more important in helping patients to find the best solution for their health problem.

almeda offers bespoke telemedicine and healthcare services as well as global assistance solutions through the joint experience of market leaders Mercur Assistance and ArztPartner. Its clients are insurance organizations and a variety of multinational organizations.

More than 370 specially trained medical experts deal with chronic diseases and medical emergencies every day, all year long, in more than 25 languages.

Over 60 million members have access to almeda's portfolio of services, which includes international claims management, global emergency services, disease and case management, as well as tailor-made services designed to minimize cost and increase customer satisfaction. almeda offer globally-compatible solutions for disease management, demand management, medical assistance and care & rehab management.

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What's happening in medical tourism

Featured articles:

Managing exchange rates in a medical tourism business: Top 10 tips for the medical travel industry
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US Medical Tourism Association backtracks on non-compete clause
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Medical tourism news:

Improving efficiency of delivery is key to curbing spiralling healthcare costs
[Read more >](#)

CNN Consumer Connect survey on

CosmoCaixa invites EMTC 2011 to the Welcome Reception



[Science for all CosmoCaixa Barcelona](#) is a gateway to knowledge designed to give us a greater understanding of science and the environment. In a spectacular building covering 3,000 m2, located next to an interesting modernista house, man and nature merge in an entertaining museum full of surprises. You'll find the spectacular acariquara, the Tree of Life, which welcomes you inside; the Flooded Forest; the permanent and temporary exhibitions; the Geological Wall; and the digital Planetarium. CosmoCaixa takes visitors on an all-encompassing journey through the evolution of matter and life, with animal and plant specimens. It hosts a wide range of activities and you'll experience unforgettable sensations in all its rooms, which are disabled-accessible. Excellent transport links, picnic areas, menus, the shop and other services help bring science to everyone. Not for nothing do 760,000 people visit CosmoCaixa every year, 10% of them foreign tourists. CosmoCaixa, the successor to the old science museum, is now the house of science.

The museum of CosmoCaixa will host us in the area of the "pendulum". There is a huge Foucault pendulum, making visible and reminding us that the world is turning continuously. The whole area is a very special museum about physics and nature, stimulating our thoughts about the basic principles of life which lead to social values. To understand this unique philosophy you must not be born in Catalonia: you come as a lamb and go as a lion...

Russian medical tourism facilitators are coming to EMTC2011



Russia is one of the preferred source countries to send patients to from hospitals around the world. Professional facilitation of this process is required. EMTC2011 is receiving active interest from Russia in this regard, since the conference is providing delegates with a view of the market:

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European, International, Spanish hospitals and patient services will be there. Oxana Lutsenko owns the medical tourism facilitation company, MedVoyage, and she knows the Russian market. She will present a key note lecture in the section "[Russia and Eastern Markets](#)" on 28th April entitled "The trend of medical tourism in the countries of the CIS". Meet MedVoyage in [Business Meetings](#) at EMTC2011 – the potential of the Russian market is still increasing.

Ensure your participation in [EMTC2011](#) – meet the companies and [register today](#)



EMTC2011 is currently attracting considerable interest with the [preliminary agenda \(day 1 and day 2\)](#) now live on the internet. Have a look at the program to be convinced why you need register now. Make sure that your travel plans include your participation in the [Welcome Reception](#) on 27th April 2011.

[INTITUT GUTTMANN](#) - a highly specialized hospital



The leading hospital in medical treatment, surgery and full rehabilitation of patients with spinal cord injury, acquired brain damage or any other serious neurological disability.

Its goal is to provide the most comprehensive, customized and specialized medical and rehabilitation care at the highest human, scientific and technical level. Its modern facilities, a team of nearly 400 practitioners and a record of 11,000 patients treated make Institut Guttmann one of the most advanced, world-class hospitals of its kind in Europe.

It's a private community and a beneficial, non-denominational, non-profit making organization resulting from the commitment to solidarity of the Catalan people. It is faithful to the principles of humaneness and to a holistic approach to the individual, governed by its foundational plans as collected in its By-laws, championed by the Trust, and supervised by the Regional Government of Catalonia's Board of Foundations.

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HealthCORE

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US medical tourists in thousands not millions
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Medical tourism news:

Comparative costs of European dental treatment
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German health and wellness tourism targets Middle East
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Hungary promotes health and wellness tourism
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Mercury Healthcare – a Unique Company



While others are only discussing global healthcare, there is a company that is already doing it. The Mercury Healthcare Companies group maintains its leadership in global health care administration through the establishment of value innovation and differentiation. The Mercury Healthcare Companies group provides market specific services through a common owner.

Mercury Healthcare Advisory Group, Inc., HealthPro Consulting, Inc. and their sister corporation, Mercury Healthcare, Ltd. (UK), is a niche consulting group of 32 key opinion leaders in global health administration, healthcare reimbursement, and medical tourism business development. The consultants assist healthcare organizations, government ministries, venture capitalists and others to prepare for industry entry through accreditation preparation, service line development, and quality, safety and customer service infrastructure. Consultants are located in 18 countries.

Mercury Healthcare, a trademarked globally integrated health delivery system®, is a Medical Tourism 3.0 company with a large global healthcare provider network focused on health travel and expatriate host country healthcare delivery. The provider network includes:

- 200+ private and university-affiliate hospitals and ambulatory surgery centers in 30 countries
- Chemical dependency and substance abuse detox and rehab centers in 6 countries
- 54,000 participating pharmacies across the USA
- Worldwide dialysis and vascular access providers
- 15,000+ physicians, surgeons, dentists and psychotherapists, worldwide
- 3,900+ clinical laboratories, worldwide
- 507 diagnostic imaging and radiation therapy providers, including 297 MRI and 125 PET or PET/CT systems
- 400+ Vision health clinics, LASIK, and eyewear outlets
- Dental providers, offering restorative, cosmetic and orthodontics
- 3,600+ hearing centers offering free hearing tests and deep discounts on appliances
- 30+ medical spas and health resorts, worldwide

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- 1700 primary care concierge physicians

So, plenty of reasons to [meet them at EMTC2011](#) in Barcelona to discuss partnerships.

Telemedicine is Booming in Europe



Joan Prat I Cornet is the moderator and key note speaker for the [Telemedicine workshop](#) (see agenda 2nd day). As the EU is proceeding with its directive on patient mobility, turning the whole of Europe into a melting point of cross border telemedical solutions, case management platforms and e-health, the ongoing projects and plans are of utmost interest to everyone.

Networking with the speakers is essential as they are the people actively involved in the industry. Joan Prat I Cornet also represents one of Spain's largest and most advanced portals for telemedical solutions: TicSalut. Having worked in the EU in Brussels since 1988, in June of 2004 he was appointed Secretary General of the Department of Health of the Government of the Generalitat de Catalunya. In September 2005, the Government entrusted him with the start up of the "Bioregió of Catalonia" (Biotechnology), and in January 2007 he was appointed CEO of the Ticsalut Foundation. He is also a professor at the University of Barcelona and UOC.

Ensure your participation in [EMTC2011](#) – meet the companies and [register today](#)



EMTC2011 is currently attracting considerable interest. Have a look at the program to see why you need register now. And check out who has [already registered](#). Make sure that your travel plans include the [Welcome Reception](#) on 27th April 2011 and in the Gala Dinner on 28th April at the special location - [Casa Llotja de Mar](#)!

[Grup Soteris](#) - an extraordinary environment for the health traveler



GRUP SOTERIS, considered one of the finest hotel and restaurant groups on the Barcelona Coast, has its headquarters in the town of Castelldefels, a coastal city with more than 6 km of beaches and an excellent tourist infrastructure. Castelldefels is only 15 minutes from downtown Barcelona and 5 minutes from the International airport. Grup Soteris is an exceptional option for holidaymakers, family, sports, gastronomic, cultural and especially business tourism, providing over 40 meeting rooms and a magnificent convention center. The group offers a wide choice with three 4 star category hotels and one of 3, as well as 3 restaurants in Barcelona. Grup Soteris is part of the [Barcelona Medical Center](#) Group of Companies.

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What's happening in medical tourism

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New model for medical tourism in Cyprus
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IMTJ Blog:

The medical tourism numbers game - how many medical tourists are there?
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Medical tourism news:

European cross-border healthcare deal waits on 19 January vote
[Read more >](#)

Turkey failing to exploit opportunities in health tourism
[Read more >](#)

Provided by:



Dubai Healthcare City has registered as a Tourism and a Media Partner with EMTC2011



EMTC2011 is growing in prestige every day. EU cross-border healthcare is on the agenda, American organizations are supporting the event, and Dubai Healthcare City has just entered a partnership with EMTC2011.

Dr. Ayesha Abdullah, profiled below, will participate in two sessions. She will discuss the strategy of Dubai Healthcare City (DHCC) in relation to the global healthcare scenario and the development of its healthcare facilities in the future. DHCC's healthcare strategy cannot be compared to anything previously done and we therefore encourage you to [attend EMTC](#) and discuss ideas in B2B meetings with Dr. Abdullah and her team.

Dubai Healthcare City (DHCC) was launched in 2002 by the UAE Vice President, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, to meet the demand for high-quality healthcare. Today, DHCC is home to over 90 facilities including 2 JCI-accredited hospitals, with over 2,000 licensed healthcare professionals. DHCC occupies 4.1 million square feet in the heart of Dubai and combines the leading expertise of medical institutions and pre-eminent healthcare providers to deliver over 60 specialties. DHCC continues to be the location of choice for investors interested in expanding their market reach in the region. See yourself at: www.dhcc.ae

Health Matters Magazine Profile: Media Partner of [EMTC2011](#)



Health Matters is the free, print and online monthly magazine of Dubai Healthcare City and contains accessible, topical news and features on health and wellbeing. It is the only magazine of its kind in Dubai. Highlights include: health news from around the world, engaging features with insight from the leading experts at Dubai Healthcare City, healthy recipes, nutrition advice, expert profiles, patient stories and a directory of healthcare services. <http://www.dhcc.ae/health-matters->

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[magazine/](#)

Speaker profile: Dr. Ayesha Abdullah, CEO of Dubai Healthcare City



Dr. Ayesha Mohammed Abdullah is Managing Director of the Sciences Cluster of TECOM Investments Business Parks that oversee Dubai Healthcare City (DHCC), Dubai Biotechnology and Research Park (DuBiotech), and the Energy and Environment Park (ENPARK).

Dr. Ayesha Abdullah was formerly the Senior Vice-President of Dubai Healthcare City (DHCC), a member of TECOM Investments.

An industry professional with over 18 years of experience in the healthcare and engineering industries, Dr. Abdullah's core competencies include strategic healthcare planning, project management and strong technical competency.

In her capacity with DHCC, Dr. Ayesha Abdullah was responsible for overseeing the healthcare free zone's strategic planning and operations, setting a vision for developing education and research, driving the development of new businesses, and managing strategic partners.

Under her stewardship, DHCC rapidly gained a status as an internationally recognized location of choice for quality healthcare and an integrated centre of excellence for clinical and wellness services, medical education and research.

She will address the audience as a panelist and speaker about "**Dubai as an international medical travel destination**" and explain the future plans of this unique health, science and technology cluster.

Casa Llotja de Mar – A Splendid Venue for the Gala Dinner



EMTC 2011 is honored to be having the [Gala Dinner](#) on 28th evening in these extraordinary rooms. We expect more than 250 guests to attend this event, where you also will meet the Barcelona business community. We will use this occasion to arrange a **special evening of social networking** for the participants.

The present **Casa Llotja de Mar** was built in the 18th Century on top of the original Medieval building, one of the best examples of two-storey civil Gothic architecture in the Mediterranean. The Neoclassic construction is 22 meters high and each of the facades is topped by a pediment arranged according to the importance of the street overlooked by the facade when it was built. Today, it is the **corporate headquarters of the Official Chamber of Commerce, Industry and shipping of Barcelona**. [See more.](#)



Make sure you order your Gala Dinner ticket at the same time as you [register](#).

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How will EU cross-border healthcare develop?
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Medical tourism news:

Private Hospitals to boost medical tourism in Iceland?
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German National Tourist Board promotes wellbeing, medical tourism and spas
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The EU Parliament has voted – the EU Directive on Cross Border Healthcare is on its way



It is official, the initiative that experts and politicians have been recommending for a long time: the cross-border healthcare liberalization that accompanies the [EU directive on patient mobility](#). Experts and visionary leaders from the healthcare

industry have been working on the EU Directive for the Commission since 2004. The directive protects patient rights to free access to healthcare across the EU for all EU nationals. This principle was repeatedly upheld by the highest EU court, despite the constant delays and artificial barriers thrown up by healthcare interest groups attempting to protect their traditional structures.

The way is now open to lay the foundations that may lead, later this century, to an integrated European healthcare system and to the development of an EU medical mega cluster with an internationally recognized and sophisticated medical system. Whereas the latter is still a vision, we must start the process of implementation and discussion now, [click here](#). EMTC2011 is happening immediately after the approval of the details of what will become EU law later this year. We have the ideal opportunity to start the first international forums to develop models, discuss current problems and to interview the political representatives about their views and ideas. Any European institution that is associated with cross-border healthcare in the EU, should be [registering now](#) for EMTC2011 if it wants to be part of this process. See the [EMTC press release](#) as of today.

The Venice Declaration on Medical Travel



The "thinkers and doers" in the EMTC international community developed the [Venice Declaration on Medical Travel](#) that was signed on the 7th of May 2010 in Italy. This was a project initiated by the organizers of EMTC2010. The document integrates best

practice and asks for ethical and quality standards for international medical travel as it relates to the scenario of cross-border healthcare in the EU. The need for regulation is supported by the experts who have been practicing in the industry for a considerable time. We would like you to give us your opinion in a pre-conference discussion on the standards and requirements for medical travel and cross-border healthcare scenarios as outlined in the Venice Declaration. The [European Medical Travel Forum](#) (see below) welcomes

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your views and we call for you to actively promote your ideas on the subject during the [EMTC2011 conference](#) in Barcelona.

The right voice at the right time – E.C.H.O. is here



E.C.H.O. (European Cross-Border Health Care Organisation) is the newly established forum for the European cross-border healthcare sector, embracing members from all parts of the healthcare system, including:

- regulatory and supervisory bodies at all levels within the European Union, including national and regional participants
- representatives of state run and private health insurance companies as well as the appropriate national social security organisations
- healthcare service providers such as:
 1. hospitals and clinics
 2. spas, rehabilitation and wellness
 3. medical travel agents and facilitators
 4. healthcare quality and accreditation bodies

E.C.H.O. is being registered in Brussels as an AISBL non-profit organisation

ECHO is an open and neutral platform for the integration and representation of stakeholders, providers and customers in the cross-border healthcare process.

Who should join:

- a supervisory or regulatory body involved in healthcare issues
- a service provider of any level or specialization involved in cross-border healthcare
- an insurance company, statutory or private or a national health fund
- anyone interested in developing the industry and observing highest levels of quality, transparency and honesty

ECHO offers its members:

- a forum for debate and discussion on the route to the integration of cross-border healthcare
- an opportunity to influence and provide insight into the developments in cross-border health care (healthcare is one word)
- guidance in accreditation and certification
- opportunities for networking within the industry
- access to EU and other relevant documentation
- a newsletter service related to developments in cross-border healthcare
- collaboration with appropriate events to help the development of cross border health care in the EU
- access to institutions relevant to cross-border health care
- information for patients about rights under the EU Directive
- guidance to patients on questions of treatment in cooperation with national and international organisations in healthcare
- advice on marketing of cross-border healthcare services
- provision of experts for special events, workshops,



- advice
- a publication of member details and contacts

Join us for the founding convention in Brussels on 17th March.
For details email to: martina.todchuk@echo-europeanhealthcare.com

Launch of the European Medical Travel Forum

With the adoption of the EU Directive on Cross-Border Healthcare and the establishment of the European Cross-Border Health Care Organisation, it makes sense to focus discussion on the topic on one dedicated forum. The new [European Medical Travel Forum](#) has been established as a business-to-business meeting place for people involved in the medical travel, medical tourism and cross border healthcare sector in Europe. It's open to medical professionals, healthcare providers facility managers, administrators and policy makers involved in cross border issues. The European Medical Travel Forum is supported by EMTC 2011 and ECHO and is funded by the [International Medical Travel Journal](#).

> [Join the European Medical Travel Forum](#)

Register for EMTC 2011

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Exploring and understanding the health tourism market
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Medical tourism news:

European Commission issues advice on patients' rights in cross-border healthcare
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Medical travel news from the Baltic states
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Reaction to the EU cross border healthcare directive
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Arab Health in Dubai - EMTC2011 created great interest



EMTC2011 was represented at the [Arab Health](#) Exhibition & Congress in Dubai, the largest event in the Middle East on worldwide healthcare markets in general. From 25th -28th of January, more than 66,000 medical and healthcare professionals visited the Dubai International Convention and Exhibition Centre. New pavilions had to be opened in order to accommodate the high number of attendees together with the 2,653 exhibitors from 58 countries.

Because of our partnership with Dubai Health Care City, the presence of EMTC2011 was followed with great interest. Many more international clinics and providers in healthcare have now decided to join the international community in medical travel in Barcelona. With the Middle East healthcare systems all undergoing strategic change and development, we are convinced that this year's EMTC agenda covers both the relevant and the hot topics once again. Our belief that the markets, including the medical tourism market, are recovering appears correct and there is growing interest in this innovative market segment. The new focus is clearly on quality destinations and state-of-the-art delivery. People are definitely not looking only for low cost providers. Quality increasingly counts more and more when selecting a provider or destination.



FORTIS Healthcare will once again be an exhibitor in 2011



[Fortis Healthcare](#) Limited, incorporated in 1996, is India's fastest growing and among its largest healthcare providers. Founded by the visionary business leader, the Late Dr. Parvinder Singh, the architect of Ranbaxy Laboratories, Fortis Healthcare is a manifestation of his vision "to create a world-class integrated healthcare delivery system in India, entailing medical skills combined with compassionate patient care."

Fortis Healthcare Limited is guided by the singular vision to be

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a globally respected healthcare organization known for its clinical excellence and distinctive patient care. Its mission is to deliver quality healthcare through clinical excellence, technology, research and patient care.

Starting with its first hospital in 2001, Fortis today has a network of 53 hospitals with an 8000 bed capacity. The Fortis network has a large number of international accreditations, including four JCI (Joint Commission International) and seven NABH (National Accreditation Board for Hospitals) certifications. The network includes multi-specialty hospitals and super-specialty centers that provide comprehensive tertiary and quaternary healthcare to patients across specialties such as Cardiac care, Orthopedics, Neuro sciences, Oncology, Renal care, Gastroenterology and Mother & Child care. Fortis Healthcare runs one of the largest Cardiac programs in the world. It also has one of the largest Orthopedics, Neuro sciences and Renal sciences programs in the country.

Network with Fortis Healthcare and [register for EMTC2011](#) today: it is time to plan your trip to Barcelona!

Spanish state-of-the-art medicine in Barcelona - meet them at EMTC2011

 **QUIRÓN** [Grupo Hospitalario Quirón](#) has seven general hospitals in Barcelona, Madrid, Malaga, San Sebastian, Valencia, Vizcaya and Zaragoza, one Day Hospital in Zaragoza and two Assisted Reproduction Centers in Bilbao and Pamplona. All centres are equipped with the most advanced equipment in diagnosing, treating and telemedicine. Some highlights: 2,700 employees, 917 hospital beds, 104 ICU beds, 103 operating theatres and 537 surgeries.

 **IVI** [IVI Barcelona](#) is a clinic dedicated to the treatment of infertility. It is part of the IVI group, the first in Spain to be totally dedicated to assisted reproduction, with more than 20 years of history and 20 centers located in 7 countries. Have a look at their website and contact them for infertility treatment. Spain is currently a preferred destination for IVF.

The next Newsletter will announce more exciting speakers, particularly on the hot topic of the new EU Directive, which was passed by the EU Parliament on 19th January 2011. Join in this discussion by [applying for the special EU workshop](#) at EMTC2011.

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Enhancing knowledge in the medical tourism industry
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Medical tourism news:

Sustainable healthcare and hospital accreditation programmes
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Avantis offers medical tourism with new self-funded healthcare plan
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EMTC2011: who should attend and why?

[EMTC2011](#) is the international platform for the professional medical travel community. It provides workshops, lectures, it is a marketplace, offers an exhibition, B2B meetings, offers festive social networking and more.

Who should attend

- Clinics and Physicians
- Hospital Administrators
- Facilitators
- Certification Bodies
- Researchers and Scientists
- Travel Agencies
- Providers of:
 - IT Solutions for Healthcare
 - IT Solutions for Medical Travel
 - Marketing Services
 - Patient Services
 - Media Services
 - Alternative Medicine
 - Life Style and Wellness Products
- Rehabilitation Centers
- Spa and Medical Wellness Centers
- Hotels
- Project Developers in Health Care
- Consulting Firms
- Insurance Companies
- Medical Travel Associations
- Tourist Boards
- Government Representatives
- European Health Associations

Participants can learn about how to build partnerships to:

- improve the quality and management of patient transfer
- increase their revenue
- grow their reach
- improve their reputation
- contribute to transparency in the medical travel

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- business
- extend their knowledge and expertise
- expand their market opportunities
- improve their involvement in decision making for legislation and market processes
- enhance their global visibility
- play a larger role in the EU cross-border healthcare market
- market their clinic and/or destination
- market their Spa, Medical Wellness and patient services
- better support industry association representation
- explore better options for patients
- network, network and network...

NEW speakers on the Agenda



Administration.

Dr. Andrea von Sydow is the consultant for health tourism at TUI Vital, Germany's largest tour operator. She has studied medicine and is a specialist in Tropical Medicine and International Health. She also holds a Master of Public Health degree, and in 2008 she acquired a Diploma in Business

Dr. Sydow has worked in many different areas of the German healthcare system as well as abroad, mostly in East African countries such as the Democratic Republic of the Congo, Uganda, and Ruanda. Since 2009, she has been the consultant for health tourism for TUI Germany in Hannover and has developed the TUI's Medical Wellness offerings.

Dr. Sydow will be speaking on medical wellness in Workshop 5: Analysis of selling strategies, potential of the medical wellness market, which covers the challenges of the wellness market, a discussion of practical health products, and illustrations of hotels with special medical wellness offers included in the [TUI program](#).



Dr. Christina Pozzobon, a gynecologist in the field of in vitro fertilization, has been practicing since 1999. She manages the treatment of international IVF patients at [IVI Barcelona](#), a leading fertility center for medical tourists. Dr. Pozzobon will be discussing the legal differences within the EU and Spain in particular, which has more liberal legislation on fertility treatment. We will learn about the patient traffic, success rates and high standards that currently make Spain, with its range of infertility treatments not available elsewhere, a preferred destination for high-quality medical procedures.

Spanish State-of-the-Art Medicine in Barcelona - meet them at EMTC2011



Passion for Ophthalmology: Barraquer is a private institution inaugurated in 1941, devoted to research, prevention, diagnosis, treatment and the follow-up of ocular diseases, offering assistance to patients from all over the world.

Barraquer has a team of 30 ophthalmologists, each specializing in a



particular area of the eye so that they can offer the best treatment for each patient. Every department has the latest high-tech equipment and the most advanced diagnosis systems.



"The Clinic for the family": In May 2011, the new Clínica Diagonal will open its doors. Situated in Esplugues de Llobregat, five minutes away from Barcelona, the new facilities will offer 80 rooms (7 suites), 6 ORs, ICU, emergency area, ambulatory oncology, IVF, NMR, scanner, endoscopy unit, OBGYN and all medical specialties.



In April 2003, this spa was nominated the "Best Resort in Europe". Its water is classified as mesothermal and hyperthermal (from 41 to 81 °C), being rich in ions, bicarbonate, sulphate, chloride, sodium, calcium, magnesium, lithium and potassium. It is particularly suitable for treating chronic rheumatic, dermatological and respiratory disorders, as well as anti-stress therapies and weight loss.

EMTC2011: Connecting people to health solutions

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A legal perspective on medical tourism in the USA
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Medical tourism news:

Swiss health tourism on the rise along with European stress levels
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Estonia studies how to develop medical tourism
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The EU Commission will be at EMTC2011

The [EU Commission](#) developed and launched the EU Directive on Patient Mobility that was approved by the European Parliament last month and which will become effective legislation within the member states.



We are happy to announce that **Maria Iglesia Gómez**, Head of the Strategy and Analysis Unit in DG SANCO and leading the team assisting the Director General in the communication and development of political priorities in the policy areas of Health and Consumers, is leading the EMTC2011 workshop on telemedicine, entitled [EU Directive and Telemedicine](#).

Gómez's team is also responsible for developing strategies on Innovation for Health and Consumers. One of the current projects is to set up the process to launch the Innovation Partnership on Active and Healthy Ageing. She is also responsible for Economic Analysis and Impact Assessment for the legislative initiatives in Health, Consumers and Food Safety policies.

Now that the directive has been passed by the European Parliament, these EU topics are growing in importance. We expect to hear new and challenging insights about the future of cross-border healthcare and medical travel in general in Europe.

The EU Directive: the changes over the next two years - an outstanding analysis is part of EMTC's agenda



Willy Palm, from the [European Observatory on Health Systems and Policies](#), presents the EU workshop "A legal framework for cross-border healthcare in Europe" on 29 April. Palm is an outstanding and knowledgeable analyst, who will provide the latest insights into how EU Member States will need to interpret and implement the

different provisions. His presentation will explore the obstacles and difficulties ahead as well as examine whether this new

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framework will increase the demand for medical tourism.

Palm is responsible for organizing and leading policy discussions with policy-makers in European countries on various issues relating to health systems. As a lawyer specializing in European social security law, Palm has worked mainly in the field of statutory health insurance and, in particular, on the impact of EU integration on health systems.

US patients abroad - who knows how to capture this market?



Armando Baez will be sharing some key insights and messages relating to this market.

Baez is a past Chairman of the Board of Self Insurance Institute of America (SIIA.org) and now General Manager China for Global Benefits Group. He also served as Chairman of the Board of Self Insurance Institute of America (SIIA) and led SIIA's current International Self Insurance expansion. Baez also serves as VP of Global Benefits Group, Inc. and oversees their claims services subsidiary, International Claims Services, Inc. In addition, he serves as GBG's General Manager for GBG's China subsidiary. Prior to joining GBG, Mr. Baez built Ultralink, Inc., a specialized consulting and administration company focused on providing managed care related outsourcing services to the Fortune 1000 market segment. He also served as General Manager of CIGNA's Mexico health subsidiary. Attend his presentation on: [Global group insurance options: the benefits of medical tourism](#).

Have you reserved your stand?

Exhibition stands are fast selling out, so if you want to exhibit at EMTC2011, we recommend that you reserve a position as soon as possible. Blue booths on the exhibition floor plan indicate available positions. Contact us with your choice at the earliest possible date. Click here for the [Exhibition floor plan](#).

EMTC2011: Connecting people to health solutions

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How medical tourism lost its way
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European Medical Travel Conference 2011

- [Conference website](#)
- [Who should attend and why?](#)

Medcon in Oman from 10-12 MAY 2011 partners with EMTC2011



MEDCON is Oman's premier international medical and healthcare exhibition and conference, showcasing Medical Tourism & Treatment Abroad, Hospital Infrastructure & Planning, Hospital Equipment & Technology, and Health Zone & Wellness.

EMTC2011 recommends MEDCON because it is the ideal platform for creating opportunities in Oman for exhibitors, including medical companies, manufacturers and hospital designers, builders, and other manufacturers and service providers.

MEDCON will bring together Omani regional government and the medical and healthcare private sectors to develop business contacts and establish new partnerships and investment. MEDCON provides an opportunity for **international hospitals and medical tourism facilitators** to meet potential consumers and patients, to understand their specific needs, and to market their services to their target audience.

Oman has significant outbound patient traffic, but you need to meet the facilitators in their own country as they do not travel to Europe or anywhere else to promote their services. Attending MEDCON could result in great business - friendly, reliable and financially risk-free patients from Oman.

The Ministry of Health in Oman has announced plans for **healthcare projects costing more than US\$190 million**. Numerous projects are planned in partnership with the private sector:

- Oncology wards, day care centre, national cardiology centre, centre for diabetes: US\$104million
- Psychiatric Hospital Project: US\$ 130 million

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- Heart disease Centre and Magnetic Resonance Unit in Salalah: US\$ 47 million
- National Centre for Genetic Health: US\$ 13 million
- Seventh five year plans projects worth: US\$ 156 million

More upcoming projects will be announced in the coming months.

Muscat is the venue. To **book a stand** email info@healthcsi.de. Health Care Strategy International (HCSI) is responsible for European and international exhibitors at MEDCON. If you book with HCSI now, you will receive a 15% discount.

Why is healthcare the only stable growth market today?

As the oil price climbs, while energy consumption continues to be too high, and the finance markets are threatened once again, many are afraid of geopolitical changes. Despite this, we can confirm that there is a stable growth in healthcare needs, regardless of the turmoil the world economy may face in the upcoming weeks.

The reasons are as sober as they are painful:

1. The increase in ageing populations cannot be stopped. Even in Asia and the Middle East, there is an increasing incidence of age related diseases and age related health problems
2. After the greed of consumption, fixing health problems is the next largest stimulus to spend funds and to take action

Neither factor can be influenced by political fashion, historic movements, or financial problems. Both will be constant for the next few decades despite an unstable world.

What would a "wise" investor do? He would invest in healthcare solutions. The gold in this industry consists of three elements:

1. Medical knowledge
2. Organizational expertise
3. Networking competency

All three components are promoted by EMTC2011. Sounds logical? It is logical. So we look forward to your support for this important event in these chaotic times. Just trust the logic of the evolutionary factors described above. Get in touch with those who [Connect People to Health Solutions](#). It is as simple as that.

Author: Dr. Uwe Klein

Spanish Luxury Hotels in Barcelona – meet them at EMTC2011



Guitart Hotels offer you all you need, including accommodation that caters specially for families, a 5-star hotel in a unique setting on the Costa Brava, a romantic hotel in the heart of a busy shopping center, all-inclusive hotels, apartments for complete freedom, a hotel in the centre of Barcelona and many more.



Their special packages include the wellness spa, weekend-breaks, dancing, carnival and gala dinner with live orchestra in the Palas Atenea Room and a unique variety of activities for all the family.



Paradores Hotels. Located in extraordinary natural settings or in the most beautiful historical and artistic surroundings, the 93 Paradores include former palaces, ancient convents, medieval castles or buildings designed to provide a unique service, and always providing an artistic and welcoming perspective to the essential part they play in the history and culture of Spain.

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What's happening in medical tourism

Featured article:

Will health insurance providers adopt medical tourism?
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Latest news:

University of York research project on cross border healthcare and patient mobility
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Differing attitudes to cross-border healthcare in EU countries
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European Medical Travel Conference 2011

- [Conference website](#)
- [Who should attend and why?](#)

More important companies and players from the industry have registered for the European Medical Travel Conference 2011 in April in Barcelona. The nature of their businesses and their interests cement the conference's reputation of having a high attendance with high quality participants. Thought-leaders, doers and the industry activists will liaise for their annual convention. Important questions and topics will be aired, discussed and reformulated over two networking evenings and conference days, as well as many business meetings.

The EU cross-border healthcare issue attracts political presence

EMTC2011 has organized a panel discussion with ministers from the EU regions who see cross-border healthcare as both an opportunity and a necessity. A panel of selected experts, who are actively engaged in these topics, will be hosting a discussion on the morning of 28 April. This discussion will be continued the following day in the EU workshop.

Because these topics are so important, we will publish the proceedings after the conference and make them available to everyone attending EMTC2011.

Who will be on the EU panel?



Dr. Boi Ruiz holds a PhD in Medicine and Surgery from the University of Barcelona, as well as a diploma in Hospital Management from the School of Management and Administration of Barcelona (EADA). He has been president of Unió Catalana d'Hospitals, member of the Board of Directors of Foment del Treball

Nacional, Chairman of Hospital Residència Sant Camil Foundation, President of the Executive Committee of Althaia Foundation and member of CatSalut's Board of Directors.

He has extensive experience as Professor in health economics and health business management at institutions such as UAB,

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Doctor Robert Foundation, University of Barcelona, Open University of Catalonia, ESADE, EADA, and UIC. As the director of the health sector's consulting Know-How Advisers, he has been responsible for multiple advisory works on improvements in the health sector at an international level, some promoted by the World Health Organization (WHO).

Ruiz was appointed **Minister for Health of the Government of Catalonia** in December 2010, the most senior post in healthcare in Catalonia, responsible for ensuring the highest standards for national and international health.



Wolfgang Sobotka, Minister for Health of the Region of Lower Austria, has been a provincial councillor of Lower Austria since April 1998 and member of the regional government of Lower Austria for finance, the environment and regional development. Until the beginning of 2005, he was responsible for the portfolios of finance, land-use zoning and environment during the second governmental term. Following a redistribution of portfolios, he is now provincial councillor for finance, housing development, communities and for the hospital sector. He is also responsible for the chairing functions of the Lower Austrian Health and Social Fund (NÖGUS). Since February 2009, Sobotka has held the post of Vice-Governor of Lower Austria.

The Experts and Panellists on EU cross-border health care



Maria Iglesia Gómez, Head of the Strategy and Analysis Unit at DG SANCO and leading the team responsible for assisting the Director General for the development of political priorities in the policy areas of Health and Consumers, is attending the EMTCC2011 as a speaker in the Workshop on Telemedicine. She will present the topic: [EU Directive and Telemedicine](#). Expert in the EU minister panel. [Read more about her](#)



Willy Palm, from the [European Observatory on Health Systems and Policies](#), will participate in the EU workshop on 29 April "A legal framework for cross-border healthcare in Europe". Expert in the EU minister panel. [More about Willy Palm](#)

PhD, MD, Business health sector executive. Frequently assignments (health



Dr. Magdalene Rosenmüller, MBA, professor at [IESE School \(Barcelona\)](#), teaches management in the MBA and education programs at IESE. serving as an expert on different for the European Commission research and health policy) and the European Parliament, she has extensive experience in European health policy and health research issues. She will moderate and speak at the EU workshop at the conference. Expert in the EU minister panel. [More about her](#)



Dr. Constantin Constantinides directs [healthCare cybernetics](#), a think tank that provides applied analysis and strategic thinking. In contrast to the hype that "goes globally" and seems to dominate networks and portals, he is pragmatic, always looking for what makes sense. His presentation "Regarding "Europe" as a Destination" will be part of the EU workshop on 29 April. [More about Constantin](#)





Paul Vincke is **President of the European Healthcare Fraud and Corruption Network** (EHFCN aisbl) and will be presenting at the EU workshop on 29 April. His European-wide activities have been responsible for saving large sums of money relating to European healthcare systems. As a result of international cooperation with US and Canadian partner organizations, he has helped to build and promote transparency of business models in international healthcare. The EU Directive will provide new opportunities in this area.

[Read more](#)



Joan Prat I Cornet is the moderator and keynote speaker for the Telemedicine workshop (see the agenda for day two). As the EU proceeds with its directive on patient mobility, turning the whole of Europe into a melting point of cross-border telemedical solutions, case management platforms and e-health, the ongoing projects and plans are of utmost interest to everyone. Having worked at the EU in Brussels since 1988, Joan Prat I Cornet brings a wealth of experience to the discussions. In January 2007 he was appointed CEO of the Ticsalut Foundation. [More about Joan Prat I Cornet](#)

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[Register today](#) and do not miss this unique opportunity when new foundations for the EU directive are will be laid. We need your active involvement to map the landscape.

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European Medical Travel Conference 2011

- [Conference website](#)
- [Who should attend and why?](#)
- [Who has already registered?](#)
- NEW Speakers on the Agenda - NEW Perspectives for the Conference

Financial Safety for Medical Travellers from the US



Tracy H. Simons is president and principal of [Custom Assurance Placements](#), Ltd. (CAP), an insurance broker offering custom programs. Simons has a BA degree from the University of South Carolina's school of business and international studies.

Partnering with Harold H. (Hal) Adams, Jr., CPCU of Adams & Associates International, CAP was formed in 2000, and has brokered international insurance expertise from insuring international organizations since 1980. CAP is associated with Lloyds of London, is a MGU, a MGA and a broker for various insurance programs.

CAP has been working with the international medical travel industry to develop leading medical travel programs. The organization has worked with various innovators in the medical travel and tourism industry to satisfy insurance needs, and has developed comprehensive solutions for facilitators, health care providers, individuals and employers. Simons will present at the additional workshop, number seven, which covers miscellaneous topics by self-funded speakers. Her presentation is entitled "[Complications Insurance for Medical Travellers](#)". This topic is of particular importance to US patients and should be offered by providers or facilitators of medical travel in the destination countries.



A Powerful Global Facilitation Network - Lufthansa German Airline

Lutz Vogt, Lufthansa's Head of Sales for Medical Travel, has held numerous

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executive-level positions within Lufthansa and worked in international locations in the Middle East, Asia and Europe. For ten years, he was Managing Director of the German Convention Bureau, a Lufthansa partner, which markets Germany as an international travel destination. Lufthansa is a new player in our industry and an extremely powerful one. The airline partners with healthcare facilities and facilitators to offer flexible airfares and discounts of up to 20% for patients travelling for medical purposes. Attend this workshop to find out more about "[Lufthansa's Global Healthcare Program](#)". The strength of its logistics and the extent of the airline's network make Lufthansa an efficient and reliable provider of safe medical travel. [Another great quality solution.](#)

What Patients Want: Approaching the Healing Hospital



Nico Dingemans is the managing director of **Hospitality in Health**. After a ten year career in five star hotels & resorts in Asia, Europe, the US and the Middle East, Dingemans now manages two well-known consultancy firms, [Hospitality in Health](#) (HIH) and [Hospitality Perspectives](#). He holds a Bachelor's degree in Hotel Management. Dingemans will present as part of the "Destination and Services Show" on 29 April, and will focus on non-medical services in hospitals and healthcare organizations, value innovation through hospitality management and service training, and how the healthcare and hospitality industries are converging. The presentation includes 'best practice' examples of:

- Hospitals in Europe and the Middle East with dedicated hospitality and service departments
- Spa and health resorts, rehabilitation and medical wellness centers
- Synergies between hotels, hospitals and insurance companies

The importance of patient and guest satisfaction is paramount to the overall patient experience. Dingemans will concentrate on the quality management tools needed to optimize the patient experience through the implementation of a five star hospitality culture in healthcare organizations.



Guillem Vidal, director of [NOVA Language Services](#), will explain how life and work can be made easier when it comes to communication between doctor and patient using on-call translation services. This innovative kind of service supports the process of medical travel, and helps to ensure the best results for the patient. Good communication between doctor and patient is critical. Misunderstandings and misinterpretations can lead to incorrect medical decisions with fatal consequences. NOVA Language Services offers on-call translation services over the telephone whenever it is required.

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Latest news:

Directive on European cross-border healthcare formally adopted [Read more >](#)

Swiss hospitals target wealthy health tourists [Read more >](#)

Tiny Irish village gets its teeth into dental tourism [Read more >](#)

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European Medical Travel Conference 2011

- [Conference website](#)
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Registration for the B2B meetings will be available from 1 April onwards. Registered participants will be able to arrange meetings during the two days of the conference. You will be able to view their profiles and business interests. The system will help you identify possible partners so that you can develop the contacts you need for your business. You can review organizations that may be of interest to you by [checking the companies](#) that have already registered for EMTC2011. The figures do not reflect the true number of participants, as many companies have more than one person attending to ensure they get the most out of the meetings.

EU Directive: how will the implementation be taken forward?

Everybody involved in EU healthcare should attend EMTC2011. We have pulled together the leading experts from telemedicine, political strategy, and pragmatic solutions. As a hospital, tour operator, facilitator, patient service, etc., you will profit tremendously by participating in EMTC2011 this year. In addition, [E.C.H.O.](#), the recently founded European Cross-Border Healthcare Organization, will be attending. Visit their lounge to obtain an update on the latest issues.

Dr. Boi Ruiz, the Catalan Minister for Health will present on the [panel](#). He will explain how Barcelona plans to seize this opportunity and will outline the preparations under way to make Barcelona the leading destination under the new legislation.

NEW speakers in the [additional workshop](#) - the last speaker slots have now been filled

The National Spanish representative for Medical Tourism will be at Barcelona

Elodie Texier-Reales is responsible for International programs at [SEGITTUR](#) (Spanish State Company for the Management of the Innovation and Technologies in Tourism).

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[EUREKATourism](#) and [IBEROEKATurismo](#) are initiatives that encourage cooperation between countries through the exchange of innovation and technology to generate R&D projects in the tourism sector. Texier-Reales' presentation is entitled "[EUREKATourism & IBEROEKATurismo: International Initiatives and Opportunities to improve Innovation in Tourism](#)".

Spanish Thermal Wellness - Tradition and Experience

Javier Soto is the CEO of the "[Caldaria Termal](#)" group and a member of the Board of Directors of the Thermal Tourism Cluster of Galicia, a business association with 68 members, including spas of mineral and thermal water, thalasso facilities, mineral water packagers, tour companies and travel agencies, complementary suppliers and supporting services, universities and public sector. He will discuss the contribution that spas make to health tourism, including the experiences of the Thermal Tourism Cluster of Galicia.

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European Medical Travel Conference 2011

27th - 29th April 2011 in Barcelona, Spain

The largest conference in Europe on global medical travel

EMTC2011 is becoming the key event for the Spanish Tourism sector - Make sure you [register now](#)



It is official. The leading national tourism organization in Spain, [Turespana](#), is supporting the European Medical Travel conference 2011 in Barcelona. This is a clear indication to the medical travel industry that medical tourism is a strong focus for the future of the Spanish tourism industry. There are a number of reasons for this, and we are expecting key representatives from the Spanish tourism sector to attend the conference.

We welcome Turespana as the Diamond Sponsor of the conference and the co-sponsor of the Gala Dinner. We look forward to welcoming them at EMTC2011, the key event for medical tourism in Spain.

Important conference information

- The online system for the [B2B meetings](#) will be open from **01 April**. After this date all registered participants can arrange up to 10 meetings to take place during the two days of the conference. You can also exchange business contact information as much you want using the scheduling system. After confirming registration for the conference, email b2b@emtc2011.com to obtain access to the scheduling system, which arranges meetings between potential business partners and helps you to develop the contacts you need for your business.
- Click here to see the [companies that have already registered](#) for EMTC2011. The number does not reflect the actual number of participants, as many companies register far more than one participant in order to get the maximum out of the meetings and the conference. Be sure to obtain your access details for the scheduling system. The opportunities for partnering with other organizations are tremendous.
- There is still time to register [as an exhibitor](#). Check the areas available, as we have extended the space due to the growing interest. Our organizational team with their extensive experience are ready to perform last minute magic to ensure your wishes are met and to help you to promote your business.

The [agenda](#): an exceptional selection of international experts and speakers

We are proud and honoured to offer the speakers and personalities that you will find on the agenda. The topics are not only the ones that you would expect to hear about at other events. We push out the boundaries and innovate. We examine the issues and make decisions. By actively taking part, you can become a leading participant, not only at the conference, but also in the development of this market. Together we can decide the future of the medical tourism industry, and at EMTC2011 we can make it happen.

NEW speaker in the [additional workshop](#) -

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the last speaker slots have now been taken

Malaysia is promoting Health Tourism worldwide - discover what they can offer



Dr. Dato Thomas Jacob, known to many key decision makers as a leading promoter of medical tourism, is joining us from Malaysia. As the President of the Association of Private Hospitals of Malaysia, and working with the Ministry of Health to optimize cooperation, he will talk about the Malaysian experience with "Public - Private Partnership in Healthcare - Does it really work?", an issue discussed in a number of different countries. He is currently the Group Medical Advisor for the [Sime Darby Medical Centre](#), which has an outstanding reputation for its quality and service excellence, having achieved numerous national and international certifications and awards, including the Prime Minister Quality Award in 1998 and 2003, and the inaugural International Asia Pacific Quality Award in 2000.

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