



## EUROPEAN MEDICAL TRAVEL CONFERENCE 2011

### INTERNATIONAL MEDICAL TRAVEL COMMUNITY MEETS AT THE EUROPEAN MEDICAL TRAVEL CONFERENCE 2011 IN BARCELONA

*Connecting people to global health solutions: the European Medical Travel Conference 2011*

**Munich, 20 February 2011:** The European Medical Travel Conference 2011 (EMTC2011), which will bring together international experts on medical travel, is being held at a **key time for the industry**. On 19 January 2011, the EU parliament passed one of its most challenging pieces of legislation: the **EU Directive on Patient Mobility** that will come into force across the EU within the next two years. The European Medical Travel Conference, established four years ago, is the leading event of its kind in Europe and the second largest in the world. It will be held from 27-29 April in Barcelona where the thinkers and doers in the healthcare travel market will meet to debate the legislation and develop practical plans for the future of **European cross-border healthcare**.

**Dubai Health Care City** has entered a partnership with EMTC2011 and Dr. Ayesha Abdullah will attend the conference. EMTC2011 will organize a **panel for EU politicians regarding medical travel**, including the **Catalan Health Minister Dr. Boi Ruiz** and other colleagues from a regional or national ministry.

For two days, about 400 participants from around the world are expected to exchange ideas and opinions and to develop new initiatives. It was at the European Medical Travel Conference in 2010 that the **“Venice Declaration on Medical Travel”** was drawn up. The Declaration subsequently attracted considerable attention and it is now accepted as the basic memorandum on ethical and quality standards for cross-border healthcare. Its core proposition is the need to protect patient safety and provide patient-centric treatment. Luigi Bertinato, a key player in the Italian healthcare industry and an early contributor to the development of the European Directive, was one of the authors of the Venice Declaration on Medical Travel

#### EMTC2011 will focus on:

- how the **US healthcare reform** will facilitate treatment abroad for US citizens
- how the recently approved **EU directive on patient mobility** can be implemented for the benefit of the patients
- why **telemedical solutions** are increasingly being implemented to support cross-border healthcare scenarios, addressing how they support the medical traveller’s case management, disease monitoring and data protection rights
- how providers in the **Middle East**, which is increasingly attracting medical travellers, are positioning themselves in the global market, for example **Dubai Health Care City**. The approach of different countries will be addressed
- **the growing potential of the Chinese market**. EMTC has partnered with the Chinese Medical Tourism Association - the sleeping giant of the global health scenario
- **the development of regional centers and clusters**, which are being used by Northern European countries to provide high quality medical treatment
- **the emergence of privately-owned spa resorts and medical wellness**, which offer high quality “medical wellness” services
- **the rapid growth of infertility treatment in Spain** due to the liberal legislation of the country, and which is attracting increasing numbers of patients from Italy, Russia, and elsewhere.

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