

FINAL PROGRAM

15.09.2011. THURSDAY

19.00 Welcome cocktail

16.09.2011. FRIDAY

09.00 - 09.20 Opening ceremony

TOPIC I - Medical travel – present and future

Chairmen: Uwe Klein, Nevenka Čavlek, Sanda Čorak

All Lectures includes 2 minutes for discussion

09.20 – 09.40 **The future of medical travel;** Keith Pollard, Treatment Abroad, London

09.40 – 10.00 **The market in medical travel: opportunities and constraints;** Neil Thomas Lunt, The York Management School, York

10.00 – 10.20 **Medical tourism dynamism and emerging trends in the industry;** Dr. Prem, Author – Medical tourism Guide Book, Dubai / Founder – Global Healthcare Network, USA

10.20 – 10.40 **Patient Mobility in Europe - Challenges and Opportunities;** Magdalene Rösenmoller, IESE Business School, Barcelona

10.40 – 11.00 **The EU Directive on Cross-Border Healthcare - what does it mean?;** Neil Thomas Lunt, The York Management School, York

11.00 – 11.20 **How to say „Medical Tourism“ in Central European?;** Laszlo Puczko, Xellum, Budapest

11.20 – 11.35 Discussion

11.35 – 11.50 Coffee break – Exhibition

TOPIC II - Certification and Accreditation

Chairmen: Keith Pollard, Michael Guiry

All Lectures includes 2 minutes for discussion

11.50 – 12.10 **Challenges for Quality management in Cross Border Healthcare: Integration of International Patient's Management Procedures;** Claudia Mika, Temos, Köln

12.10 – 12.30 **Are hospitals safe and fit for purpose? Introducing QHA Trent, a British-European Accreditation Scheme;** Stephen Green, QHA International, Sheffield

12.30 – 12.50 **Accreditation of Medical Laboratories;** Ana Čop / Dragica Križanec, Croatian Accreditation Agency

12.50 – 13.00 Discussion

13.00 – 14.00 Lunch – Exhibition

TOPIC III - Travel medicine – present and future

Chairmen: Uwe Klein, Boris Šprem, Miljenko Bura

All Lectures includes 2 minutes for discussion

14.00 – 14.20 **The role of the 112 System in Republic of Croatia during the tourist season;** Milan Erjavec, National Protection and Rescue Directorate of RH, Zagreb

14.20 – 14.40	“E-call” ; Pavao Britvić, National Protection and Rescue Directorate of RH, Zagreb
14.40 – 15.00	Impact of the EMS Reform on the Accessibility and Quality of the Tourists Health Care in the Republic of Croatia ; Maja Grba Bujević / Ingrid Bošan Kilbarda / Nevna Biševac, Croatian Institute for Emergency Medicine, Zagreb
15.00 – 15.20	„Golend Hour“ – standard in the treatment of tourist injuries ; Ante Muljačić, Clinic for Traumatology -, KBC „Sestre Milosrdnice“, Zagreb
15.20 – 15.40	ÖAMTC rescue helicopter services in Austria ; Wolfgang Burger, Vienna
15.40 – 16.00	A critical review of the disposal system for deadly endangered and wounded people in Croatia with special reference to the disposal of persons seriously injured in traffic accidents - HEMS ; Dubravko Šmigamor / Georg - Davor Lisicin, Association Safety in Traffic, Zagreb
16.00 – 16.30	Dubrovnik General Hospital as a Center of excellence for medical tourism on Mediterranean; Maritime and outpatient clinic Dubrovnik - our experience from cardiologist point of view ; Jerko Ferri Certić / Stanka Mejić Krstulović, Dubrovnik General Hospital, Dubrovnik
16.30 – 16.50	Safety of divers as modern nomads in search of adventure and abilities of Oxy polyclinic in medical tourism development ; Mario Franolić, Oxy Polyclinic, Pula
16.50 – 17.00	Discussion
17.00 – 17.15	Coffee break - Exhibition

ROOM 2 - PARALLEL SESSION

14.00 – 17.00	WORKSHOP: INTERNATIONAL STANDARDS IN MEDICAL FACILITIES – CERTIFICATIONS Lectures: Claudia Mika, Andreas Lanyi; Temos, Köln; Stephen Green; QHA International, Sheffield; Krešimir Buntak; State office for metrology, Zagreb
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TOPIC IV - Medical wellness

Chairmen: Stephen Green, Goran Ivanišević

All Lectures includes 2 minutes for discussion

17.15 – 17.35	Medical Wellness - From Burn Out to Burn In: the full Service Offering Portfolio ; Uwe Klein, Health Care Strategy International GmbH, München
17.35 – 17.55	Natural remedies in Croatian medical tourism offer ; Goran Ivanišević, The Academy of Medical Sciences of Croatia; Zagreb
17.55 – 18.15	Retirement Tourists' Expectations and Perceptions of Retirement Tourism Facility Service Quality ; Michael Guiry, International business and Business Law University of the Incarnate Word H-E-B School of Business & Administration, San Antonio
18.15 – 18.35	Importance of weather and climate for medical tourism in Croatia ; Lidija Srnec, Meteorological and Hydrological Service, Zagreb
18.35 – 18.55	Energy Rejuvenation program – new product from croatian health tourism ; Barbara Turkalj, L.I.F.E. Education, Zagreb
20.00	Gala dinner

17.09.2011. SATURDAY

TOPIC V - European Destinations

Chairmen: Constantin Constantinides, Milena Peršić, Mato Bartoluci

All Lectures includes 2 minutes for discussion

08.30 – 08.50	European Medical Tourism - current situation and trends; Uwe Klein, Health Care Strategy International, München
08.50 – 09.10	How Health Tourism Destinations are Created and made Sustainable; Constantin Constantinides, HealthCare Cybernetics, Athens
09.10 – 09.30	Travel profile of tourists in Croatia motivated by health vs. traditional, summer holiday guests; Sanda Čorak / Snježana Boranić Živoder, Institute for Tourism, Zagreb
09.30 – 09.50	The role of medical tourism in development of Croatian health tourism; Nevenka Čavlek / Mato Bartoluci / Zvezdana Hendija, University of Zagreb, Faculty of Economics, Zagreb
09.50 – 10.10	ZAGREB – capacity for medical and dental tourism destination; Miljenko Bura, Medical Group
10.10 – 10.30	Discussion

MEDICAL GROUP and PARTNERS

10.30 – 11.10 New projects -presentations

ISLAND LOŠINJ

Health Tourism Destination, Center for Medical Tourism - Jadranka, Medical Group, Lošinj City

Health Tourism for Youth - Croatian Youth Hostel Association, Medical Group

VODICE – Center for Medical Tourism, Medical Group

VARAŽDINSKE TOPLICE

New project for health tourism resort, Special hospital for rehabilitation, Arcitec, Medical Group

SISAK – TERME SISCIA

New health tourism resort; Neosegesta Group, Arc, Medical Group

11.10 – 11.30 Coffee break – Exhibition

TOPIC VI - Medical Tourism Destinations

Chairmen: Claudia Mika, Zahid Hamid

All Lectures includes 2 minutes for discussion

11.30 – 11.50	How to grow and improve your hospital medical travel program; Emilio Williams - Lopez, Johns Hopkins Medicine International, Baltimore
11.50 – 12.10	Healthcare Travel Revisited – Integrating markets, providers and services; Zahid Hamid, Euromedical Tours, London
12.10 – 12.30	Health Tourism Facility Development – through „Change of Use“converting Hotels to Health Tourism Facilities; Constantin Constantinides, HealthCare Cybernetics, Athens
12.30 – 12.50	The role of travel agency in medical tourism; Dubravka Davidović, Zagreb
12.50 – 13.10	The competitive eco-health tourism destination; Milena Peršić / Adriana Jelušić; Faculty of Tourism and Hospitality, Opatija
13.10 – 13.30	Telemedicine in Medical Tourism: Telemonitoring in Post-Operative Care; Andreas Lanyi, Temos, Köln
13.30 – 13.50	Necessity of the eCare Cycle in Medical Tourism: Quality Management and Support of Telemedicine; Andreas Lanyi, Temos, Köln
13.50 – 14.10	Discussion
14.10	Closing ceremony