

# 3<sup>rd</sup> ANNUAL MEDICAL TOURISM CE CONFERENCE

BRING YOUR  
PRODUCT  
CLOSER AND  
ATTRACT MORE  
CUSTOMERS



The 3rd Annual Medical Tourism CE Conference keeps the tempo with the fast growing industry and today's competitive environment, in order to remain top class, new creative ideas are required to stay ahead of competition.

This premium event will develop new strategies to sustain your brand awareness, thus implementation of newest trends and technologies will attract new customers. Keeping reputation at top level is crucial, improving quality and safety management via new innovative approaches. Learn how to build trust and faith with the potential patients.

We are welcoming absolute leaders from the Health & Medical Providers, most successful regional players in this business gathering.

Secure your future, blend into the technological era, raise global awareness of your brand by joining this extraordinary and unique event, share your experience and questions with the most influential industry players and raise your game.

**SPEAKERS:**

**Yolanda Herreros**  
BioSalud, Spain

**Maria Onyshchenko-Dubow**  
International Business Development  
Medical Center University of Freiburg, Germany

**Ognjen Bagatin**  
CEO  
Poliklinika Bagatin, Croatia

**Hasan Arslanguregi**  
Services Department Business Development Manager Euro-Asia  
HOUSTON METHODIST HOSPITAL, Texas -USA

**President**  
Polish Tourist Organization (POT), Poland

**Daniel Coulton-Shaw**  
Co-Founder  
Global Clinic Rating, UK

**Gita Zenknerova**  
Foreign Patients Coordinator  
ISCARE I.V.F., Czech Republic

**Dr. Jolanta Rab-Przybyłowicz**  
Expert of Medical Tourism Product  
Polish Association of Medical Tourism, Poland

**Dalip Kumar Chopra**  
Director  
Gurdasmal Hospitality and Consultancy Services, India

**Bartosz Mrugacz**  
Operations Director  
Klinika Bocian, Poland

**Paweł Cebula**  
COO & Co-Founder  
Medigo GmbH, Germany

**Violetta Ianyshyevska**  
Chairman  
Ukrainian Association of Medical Tourism (UAMT), Ukraine

**Philip Pasler**  
Board Member  
KCM Clinic S.A. Poland

**Dr. Adrian Lubowiecki-Vikuk**  
Polish Association of Medical Tourism, Poland

**Mariano Votta**  
Active Citizenship Network, Italy

**Magdalena Rutkowska**  
Co - Owner  
Medical Travel Partner, Poland

**Iwona Dzedzic-Gawryś**  
PR Manager  
ZnanyLekarz.pl Sp. z o.o, Poland

08:30 Registration and Morning Coffee

09:00 Welcome note from the Organizer and opening remarks from DAY I Chairman

## I. CURRENT AND FUTURE CHALLENGES & TRENDS IN INTERNATIONAL PATIENT MANAGEMENT 09:20 – 10:50

- Building innovative health care system for tomorrow  
*President, Polish Tourist Organization (POT), Poland*
- The Socio-Economic Aspects of Medical Tourism Development in Poland against CEE  
*Dr. Adrian Lubowiecki-Vikuk, Polish Association of Medical Tourism, Poland*  
*Dr. Jolanta Rab-Przybyłowicz, Expert of Medical Tourism Product, Polish Association of Medical Tourism, Poland*
- Medical Tourism in the Czech Republic  
*Gita Zenknerova, Foreign Patients Coordinator, IS CARE I.V.F., Czech Republic*

10:50 Refreshments and Coffee Networking Break

## II. WHAT MAKES YOUR MEDICAL TOURISM PRODUCT UNIQUE 11:20 – 12:40

- What Needs To Be Done to Compete in the Global Scale  
*Hasan Arslanyuregi, Services Department Business Development Manager, Euro-Asia, HOUSTON METHODIST HOSPITAL, Texas -USA*
- Integrative Medicine in Medical Travel. Medical Wellness and Medical Diseases Programs  
*Yolanda Herreros, BioSalud, Spain*
- State of the art quality and safety regulations and implementation, Quality consistency  
*Maria Onyshchenko-Dubow, International Business Development, Medical Center University of Freiburg, Germany*

12:40 Strategic Networking lunch

## III. IMPLEMENTING INNOVATIONS & TECHNOLOGY FOR SUCCESSFUL GROWTH 13:40 – 15:10

- "KCM Clinic CASE: IMPLEMENTATION OF CRM PROGRAM, BENEFITS for a continuous patient satisfaction"  
*Philip Pasler, Board Member, KCM Clinic S.A., Poland*
- Importance of Security and Protection for Cutting edge Digitalization  
*Dalip Kumar Chopra, Director, Gurdasmal Hospitality and Consultancy Services, India*
- Telemedicine overrated or Medicine of Tomorrow?

15:10 Afternoon Refreshments and Networking Break

## IV. BRAND REPUTATION - MARKETING AND ATTRACTING NEW CUSTOMERS 15:30 – 16:50

- 7 practical strategies to Immediately Increase your medical service reputation  
*Daniel Coulton-Shaw, Co-Founder, Global Clinic Rating, UK*
- How Digital Marketing can promote your Product and Brand  
*Ognjen Bagatin, CEO, Poliklinika Bagatin, Croatia*
- Online Marketing Strategies and How to Attract International Patients  
*Pawel Cebula, COO & Co-Founder, Medigo GmbH, Germany*

16:50 Chairman`s Summary and Closing Remarks

17: 00 End of Day

08:30 Registration and Morning Coffee

09:00 Welcome and Opening Remarks from the Chairman DAY II

**V. CREATING HEALTH CARE PROGRAM THAT SATISFIES THE NEEDS OF THE BURGEONING INTERNATIONAL PATIENT MARKET 09:10 – 10:40**

- Inform your patients that your Medical Facility meets international standards  
*Bartosz Mrugacz, Operations Director, Klinika Bocian, Poland*
- Growing and developing a win-win relationship  
*Violetta Ianyshkevskya, Chairman, Ukrainian Association of Medical Tourism (UAMT), Ukraine*

10:40 Refreshments and Coffee Networking Break

**VI. CUSTOMERS JOURNEY: EXPECTATIONS, SATISFACTION AND PROMISE 11:10 – 12:40**

- Fulfilling the Expectations and Keep the Promise  
*Magdalena Rutkowska, Co - Owner, Medical Travel Partner, Poland*
- Online Appointments: It Allows Anyone, Anywhere to Book an Appointment  
*Iwona Dziedzic-Gawryś, PR Manager, ZnanyLekarz.pl Sp. z o.o, Poland*
- Delivering "Start to End" patient experience (Continuing outcome monitoring, case assessment)

12:40 Interactive Networking Lunch

**VII. COMPLIANCE AND HOW TO MANAGE UNWANTED PROBLEMS TO KEEP YOUR REPUTATION UNAFFECTED 14:00 – 15:00**

- Claims management
- Insurance from malpractice as package of the treatment
- International standardization

15:00 Chairman`s Summary and Closing Remarks | End Of Conference Session

**VIII. NETWORKING & EXHIBITION SESSION 15:00 – 18:00**

**POST CONFERENCE WORKSHOP EVENT STREAM I**

- What it Takes to Succeed in Medical Tourism

**HOSTED BUYERS PROGRAM 15:00 – 18:00**

**1-TO-1 Meetings EVENT STREAM II**

- Creating a platform for networking meetings between clinics & hospitals and relevant industry stakeholders, we will keep you updated closer to the event | Important: Conference Fee Inclusive