

1ST HEALTH TRAVEL INTERNATIONAL CONFERENCE

May 4-5 2023



Virtual meeting

www.healthtravelconference.gr

PROGRAMME



Organiser



**INSTITUTE OF
SOCIAL AND
PREVENTIVE
MEDICINE**

Under the auspices of the
Greek Ministry of Health
and the Greek Ministry of
Tourism



www.healthtravelconference.gr





WELCOME ADDRESS

Dear Colleagues,

I am pleased to welcome you to the “1st Health Travel International Conference”, taking place fully virtually on May 4th & 5th, 2023, organized by the Institute of Social and Preventive Medicine (ISPM), a private nonprofit organization. The Conference is under the auspices of the Greek Ministries of Health and Tourism and in partnership with the Hellenic Chamber of Hotels. The programme covers three main thematic areas: Medical Tourism, Thermal/Spa Tourism & Wellness Tourism.

The “1st Health Travel International Conference” will bring together high-level experts from Europe and beyond, aspiring to become a true forum for the exchange of experience, good practices, innovation and mutual support.

Health travel is a global trend and Greece as the country of origin of Hippocrates and Asclepius aims to become a main destination exploiting its natural beauty and quality services. With well-trained health professionals, many thermal springs and exquisite hotel facilities, the Conference will attempt to showcase the innate qualities of the country with the contribution of national and international experts as well as representatives of national scientific, professional, and governmental organizations.

The Conference will demonstrate how health travel can drive change, economic growth, and create employment opportunities. The event will serve as the meeting point for all interested parties, encourage partnerships, share good practices and success stories, and showcase deliverables, first outlines of roadmaps and recommendations.

This can be an ideal opportunity to capitalize on the presence of peer organizations, key opinion leaders and a well-targeted audience of interested parties and stakeholders in order to meet your objectives and maximize the benefits of joining the effort to further develop health travel in Greece and worldwide. We kindly ask for your contribution and we look forward to our fruitful cooperation to make the Conference a successful event.

Yours sincerely,

Yannis Tountas, MD, MPH, PhD

Professor Emeritus of Social and Preventive Medicine, University of Athens
President of the Conference and Director of ISPM



AUSPICES

HELLENIC REPUBLIC
MINISTRY OF HEALTH



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SUPPORTERS



Thursday, May 4th, 2023

1st Conference Day: **THE INTERNATIONAL PERSPECTIVE**

10:00-10:15 Athens time (09:00-09:15 CEST)

Official addresses

Thanos Plevris, Greek Minister of Health

Vassilis Kikilias, Greek Minister of Tourism

Alexandros Vassilikos, President of the Hellenic Chamber of Hotels & President of Hotrec

10:15-10:25 Athens time (09:15-09:25 CEST)

Opening address

George Patoulis, Regional Governor of Attica, President of Athens Medical Association and of ELITOUR

10:25-10:40 Athens time (09:25-09:40 CEST)

Opening speech

"The Hippocratic concept for health and wellbeing"

Yannis Tountas,

Professor Emeritus of Social and Preventive Medicine/University of Athens,

President of the Conference and Director of ISPM

10:40-11:40 Athens time (09:40-10:40 CEST)

Health Tourism (part A)

MODERATOR:

Vladimir Mozetic,

MD, PhD, MHA, Assistant Professor, President of the Kvarner Health Tourism Cluster, Croatia

"Exploring Health Tourism",

Michel Julian,

Senior Programme Officer, Tourism Market Intelligence and Competitiveness Department, United Nations World Tourism Organization (UNWTO)

"The roadmap to effective marketing in medical tourism",

Daniel Coulton Shaw,

Clinic Boost Method

"Training in the Health Tourism Sector",

Ionut Nache,

Dipl. Eng., Director General of INAQ Consulting and Lead Auditor for different International Standards



Thursday, May 4th, 2023

“Health Tourism for Regions”,

Vladimir Mozetic,

MD, PhD, MHA, Assistant Professor, President of the Kvarner Health Tourism Cluster, Croatia

11:40-12:00 Athens time (10:40-11:00 CEST)

Break

12:00-13:00 Athens time (11:00-12:00 CEST)

Medical Tourism (part A)

MODERATOR:

Lutz Lungwitz,

President, German Medical Wellness Association & Vice-president, Global Healthcare Travel Council

“International Medical Tourism – Trends and Challenges”,

Miljenko Bura,

President, Global Healthcare Travel Council, Croatia

“Plan & Execution of a National Medical Tourism Masterplan”,

Mohamed Al Mheiri,

Director, Health Tourism Department, Health Regulation Sector, Dubai Health Authority, UAE

“The holistic approach in medical tourism”,

Oskar Ausserer,

Freelancer and Professor Emeritus of Philosophy and Psychology

“Medical Wellness”,

Lutz Lungwitz,

President, German Medical Wellness Association & Vice-president, Global Healthcare Travel Council

13:00-13:45 Athens time (12:00-12:45 CEST)

Medical Tourism (part B)

MODERATOR:

Keith Pollard,

Editor in Chief, International Medical Travel Journal & Healthcare Consultant, LaingBuisson, UK

“The Medical Tourism Pie after Crisis in Ukraine – Losses and Opportunities”,

Keith Pollard,

Editor in Chief, International Medical Travel Journal & Healthcare Consultant, LaingBuisson, UK

“Quality of Care in the post-Covid era”,

Angeliki Katsapi,

Director - Certified Assessor, Temos Hellas Ltd., Greece



Thursday, May 4th, 2023

“The Growing Necessity of the Medical Tourism Insurance Product”,

Marek Hołowko,

CEO & Co-Founder of Clinic Hunter, Poland

13:45-14:30 Athens time (12:45-13:30 CEST)

Break

14:30-15:15 Athens time (13:30-14:15 CEST)

Thermal Tourism

MODERATOR:

Simone Zagrodnik,

Executive Director, European Historic Thermal Towns Association (EHTTA)

“Spa Tourism Internationally: Trends and Challenges”,

Claudia Wagner,

Managing Director, Fit Reisen Group, Health, Spa & Wellbeing

“Developing a Thermal Destination”,

Riccardo Mortandello,

Mayor of the City Montegrotto Terme, Italy

“New perspectives for thermal destinations”,

Simone Zagrodnik,

Executive Director, European Historic Thermal Towns Association (EHTTA)

15:15-16:00 Athens time (14:15-15:00 CEST)

Wellness Tourism (part A)

MODERATOR:

Laszlo Puczkó

Health Tourism Worldwide, Co-founder

“International Wellness Tourism: Trends and Challenges”,

Laszlo Puczkó,

Health Tourism Worldwide, Co-founder

“Wellness as Life Style”,

Andrew Gibson,

Advisor and strategist for Wellness communities, real estate and hospitality

“New services in health tourism and why spa resorts are trendy”,

Csilla Mezősi,

Secretary General of the European Spas Association (ESPA)



Thursday, May 4th, 2023

16:00-16:45 Athens time (15:00-15:45 CEST)

Wellness Tourism (part B)

MODERATOR:

Harris Ntigrintakis,

Chairman/CEO Tourism Media & Events, Editor at Eleftheros Typos, Insider, Tourismtoday
“**Health Tourism Post-Covid Era**”,

Maria Todd,

CEO, Mercury Healthcare, USA

“**International Wellness Tourism - architecture**”,

Alberto Apostoli,

Architect, Trendsetter, Author

“**International Wellness Tourism - amenities**”,

Martin Goldmann,

B.Sc. (Hons), MBA - Founder and Owner, CEO, ASPA International

16:45-17:00 Athens time (15:45-16:00 CEST)

Break

17:00-17:45 Athens time (16:00-16:45 CEST)

Health Tourism (part B)

MODERATOR:

Irving Stackpole,

President of Stackpole & Associates, Inc., USA

“**The misconceptions, what’s driving the growth and the top consumer must haves**”,

Anne Dimon, President/CEO,

Wellness Tourism Association, USA

“**Effective Destination Branding-Standing out of Others in Health Tourism**”,

Ilan Geva,

President, Ilan Geva & Friends Inc., USA, Senior Director of Strategy, Head of Americas, and US office
Vmarsh Healthcare UAE

“**Health Tourism Destination Recovery Following Natural Disaster**”,

Irving Stackpole,

President of Stackpole & Associates, Inc., USA



Friday, May 5th, 2023

2nd Conference Day: **THE GREEK PERSPECTIVE**

10:00-11:15 Athens time (09:00-10:15 CEST)

Medical Tourism in Greece (part A)

MODERATOR:

Maria Georga,

Specialist in the International Health Tourism Market - Global Manager, LaingBuisson UK

"International department in a Private General Hospital",

Vassili Apostolopoulos,

Dr., CEO Athens Medical Group

"The role of the Greek Health Tourism Council (ELITOUR)",

Konstantinos Kouskoukis,

Professor of Dermatology – Lawyer, President of Hellenic Academy of Thermal Medicine, President of Hellenic Health Tourism Association

"The niche market for Greek Rehabilitation centers",

George Adamopoulos,

Chief Executive Officer at Evexia Rehabilitation Center

"How the existence of international patient associations and NPOs form the patients travelling trends – a short Paradigm",

Panos Papandreou,

Clinical Pharmacist, Scientific Director, CibusMed

"SWOT analysis of the Greek case",

Maria Georga,

Specialist in the International Health Tourism Market - Global Manager, LaingBuisson UK

11:15-12:30 Athens time (10:15-11:30 CEST)

Medical Tourism in Greece (part B)

MODERATOR:

Maria Georga,

Specialist in the International Health Tourism Market - Global Manager, LaingBuisson UK

"HHG: Our International Patient Experience",

Zaki Antar,

Dr., HHG International Patients Program Director, Metropolitan Hospital



Friday, May 5th, 2023

“Fertility tourism: Cross border Surrogacy thriving in Greece. Legal, ethical and medical issues”,

Ioannis Giakoumakis,

Clinical Director, Obstetrician - Gynecologist, Mediterranean Fertility Institute

“Target markets for Cosmetic Surgery clinics”,

Athanasios Christopoulos,

MD, Plastic Surgeon, Director of “DrC Clinic” (Greece), Medical Director of Advanced Estetica (Dubai)

“Preventive and regenerative services”,

Athanasios Athanasiou,

Plastic Surgeon, Clinical Fellow, ABH Medical Group

“Cross-border healthcare Directive 2011/24/EU: prospects and challenges”,

Kalliopi Koumpi,

General Director of Financial Affairs, Greek National Organization for Health Care Services Provision (EOPYY)

12:30-12:45 (11:30-11:45 CEST)

Break

12:45-13:30 (11:45-12:30 CEST)

Thermal Tourism in Greece (part A)

MODERATOR:

Markos Danas, Europe Spa Expert

Representative of the Greek Ministry of Tourism,

Olympia Anastasopoulou,

Secretary General for Tourism Policy and Development, Greek Ministry of Tourism

“Investment opportunities in thermal tourism”,

Markos Danas, Europe Spa Expert

Representative of the Hellenic Republic Asset Development Fund,

Panagiotis Anagnostopoulos,

Senior Project Manager, Real Estate, Hellenic Republic Asset Development Fund

13:30-14:15 Athens time (12:30-13:15 CEST)

Thermal Tourism in Greece (part B)

MODERATOR:

Markos Danas, Europe Spa Expert

Representative of the Association of Hydrotherapy Centers of Edipsos,

Harris Kapolos,

President of the Association of Hydrotherapy Centers of Edipsos



Friday, May 5th, 2023

Representative of municipal providers,

Anthimos Georgiadis,

President of the Association of Professionals in Agkistro, Municipal counselor in the municipality of Sintiki/Serres

Representative of municipal providers,

Iraklis Livadiotis, Deputy Mayor of the Municipality of Kassandra and President of the Public Benefit Enterprise of the Municipality of Kassandra

14:15-14:45 Athens time (13:15-13:45 CEST)

Break

14:45-16:00 Athens time (13:45-15:00 CEST)

Wellness Tourism in Greece (part A)

MODERATOR:

Stavros Mavridis,

General Manager ΣΟΥΛ ΤΑΙΛΟΡΣ member of Eurotel group

“Shaping the Future of Wellness Tourism in Greece”,

Stavros Mavridis,

General Manager ΣΟΥΛ ΤΑΙΛΟΡΣ member of Eurotel group

“How to turn the opportunity into business: synergies & extroversion”,

Maria Gatsou,

General Manager, SETE

“Mind and Body Care: The Holistic Approach in Wellness Tourism”,

Kent Richards,

Corporate Operations Director, Six Senses Hotels Resorts Spas

“The Challenging Path from Resort/Hotel Spa to Destination Wellness Retreat”,

George Brilakis,

General Manager, Daios Cove, Luxury Hotel and Villas

“Sustainability & Wellness concepts: Challenges, Opportunities and the future in hospitality industry in Greece. Case studies”,

Stephan Clambaneva,

Member of the Board of Directors of IDSA



Friday, May 5th, 2023

16:00-17:00 Athens time (15:00-16:00 CEST)

Wellness Tourism in Greece (part B)

MODERATOR:

Malou Larsinou,

Health & Wellness Coach

"Selfcare: the X Factor of Wellness",

Malou Larsinou,

Health & Wellness Coach

"The Role of the Alternative Therapies",

Ioanna Gaka,

Gynaecologist - Holistic Physician

"The Gastronomy and Diet Factor",

Alexandra Sarigianni,

Raw Vegan Chef, Cooking Instructor, Yoga Teacher and

Lena Konstantinidi,

Healthy lifestyle designer Naturopath

"Digitalisation of Wellness Tourism in Greece",

Gregory Kotsikaris,

Chairman of the Board & Director of iKnowHow Group

17:00-18:00 Athens time (16:00-17:00 CEST)

Funding

MODERATOR:

Angeliki Katsapi, Director - Certified Assessor, Temos Hellas Ltd., Greece

Representative of the Greek Ministry of Development and Investments,

Dimitris Skalkos,

General Secretary of Public Investments and Partnership Agreement, Ministry of Development and Investments

Representative of the European Bank of Reconstruction and Development,

Babis Tsalkitis,

Associate, Advice for Small Businesses, Greece, SME Finance & Development Group, European Bank for Reconstruction and Development

Representative of the Hellenic Development Bank of Investments S.A.,

Haris Lambropoulos,

President, Hellenic Development Bank of Investments S.A. (HDBI, ex TANE0)



Friday, May 5th, 2023

18:00-18:30 Athens time (17:00-17:30 CEST)

Closing Remarks and Action Points

MODERATOR:

Yannis Tountas,

Professor Emeritus of Social and Preventive Medicine/University of Athens,
President of the Conference and Director of ISPM

Maria Georga,

Specialist in the International Health Tourism Market - Global Manager, LaingBuisson UK
(medical tourism)

Markos Danas,

Europe Spa Expert
(thermal tourism)

Stavros Mavridis,

General Manager ΣOUL TAILORΣ member of Eurotel group
(wellness tourism)

Agni Christidou,

Director of the Hellenic Chamber of Hotels
(hospitality sector)



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