CIHT CONFERENCE

4th Crikvenica International Health Tourism Conference

17th and 18th November 2016
CRIKVENICA - CROATIA

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Welcome to Crikvenica and the CIHT Conference 2016, an international conference dedicated to health tourism!

The first ‘Crikvenica – A Healthy Riviera’ health tourism conference was held in Crikvenica’s

In 2016, the conference was given a new name: the Crikvenica International Health Tourism Conference (abbreviated as the CIHT Conference), subtitled Health, Tourism, Business. For the first time, it will last for two days and it also has its own website [ciht.com.hr] and Facebook page [CIHT Conference Crikvenica Croatia].

The conference continues to contribute to the application of current theoretical knowledge and trends. It also emphasises the strategic importance of developing health tourism in Croatia, efficient networking, and placing health tourism on the market. We are happy that the 2016 conference once again brings together eminent speakers, experts and participants from various countries. We are very grateful that they have decided to share their valuable knowledge and experience with us.

We are very proud that this year the importance of the CIHT Conference has again been recognised by our distinguished sponsors: the President of the Republic of Croatia Mrs Kolinda Grabar Kitarović, the Ministry of Health, the Ministry of Tourism, the County of Primorje-Gorski Kotar, the Town of Crikvenica, the Croatian National Tourist Board, the Croatian Chamber of Economy, and the Kvarner County Tourism Office. We take this opportunity to once again sincerely thank all of them. We also thank our media sponsors and all those who have contributed to the organisation of this year’s conference.

We are confident that CIHT 2016 will again prove that quality collaboration and coordination between health services, tourism, and business, together with networking and the combined efforts of all those who, either directly or indirectly, influence the health tourism offer, represent a joint path towards success.

We thank you for your participation and believe that you will enjoy the interesting lectures and constructive debates at this year’s CIHT Conference.

We look forward to seeing you again next year and wish you a pleasant stay!

Organiser:
Crikvenica Tourist Board
Marijana Biondić, Dipl. Oec., Director

Co-organisers:
Thalassotherapia Crikvenica
Damir Lončarić, Dipl. Oec., Director
Kvarner Health Tourism Cluster
Assist. Prof. Vladimir Mozetič, MD, PhD, MHA, President
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DAY ONE, November 17th

9 - 9:30   Registration of the participants
9:30 - 10:00  Opening speeches

10:00   PART I
1. Non medical measures for improving hospital stay (Prof. Davor Štimac, MD, PhD, Chief Executive Officer of the University Hospital Center Rijeka, Croatia)
2. Special hospitals in health tourism [Prof. Viktor Peršić, MD, PhD, Director of the Thalassotherapia Opatija, Croatia]
3. Medicine, tourism and the economy are closely related branches [Vlasta Brozičević, MD, Deputy General Manager - Head of the Department Polyclinic Terme Selce, Croatia]
4. Physiotherapy in practice based on scientific evidence (Sanja Tomić, dipl. physio., Head of the Department of Physiotherapy - Thalassotherapia Crikvenica, Croatia)
5. Session Sponsor - Jadran d.d. Crikvenica, Croatia [presentation]

Questions & answers (10 minutes)
11:30 -12:00   Coffee break

12:00   PART II
1. Strategic plan for tourism development Kvarner their strategic and operational marketing plan from 2016 to 2020 - The role of health tourism [Prof. Branko Blažević, PhD, Faculty of Tourism and Hospitality Management, Opatija, Croatia]
2. International cooperation of clusters - a common path to success [Marzena Strok-Sadło, Senior Adviser in the Department of Strategy and Investor Relations in the City of Lublin, Poland]
3. The medical tourism destination - the secret of success and the recipe for failure [Keith Pollard, CEO - Intuition Communication Ltd, Great Britain]
4. Medical versus Wellness? - status and outlook of the wellness tourism at the example from Germany - Marketing and customer Issues [Lutz Lungwitz, President - German Medical Wellness Association, Germany]
5. Developing strategies for GCC Markets [Dr. George Davis, MBA (Germany), Head International Business – Saudi German Hospitals Dubai]

Questions & answers (10 minutes)
13:30 - 14:30   Lunch break
PART III

1. Look at the big picture - Verbal and nonverbal communicating for healthcare professionals (Igor Mošić, CEO - N2SED Ltd., Croatia)
2. Building a Destination Brand (Ilan Geva - Ilan Geva & Friends, Medical Travel Insight, The University of Chicago, DePaul University, Chicago, USA)
3. Online advertising in health tourism (Ing. Miroslav Varga, PPC quality control manager at Escape Ltd., Croatia)
4. Wellness for the brain (Milan Krajnc, psychotherapist/crisis captain - to Be Institute, Slovenia)
5. Session Sponsor - The Adult Education Institution Ambitio, Croatia (presentation)

Questions & answers (10 minutes)

16:00 - 16:30 Coffee break

PART IV

1. EU financial instruments for development of tourism (Dražen Žgaljić, PhD, lecturer at Faculty for Maritime Sciences in Rijeka, CEO at Logoteam Ltd., Croatia)
2. Why medical tourism certification as a complementary qualification to your QMS? (Dr. Claudia Mika, Managing Director - Temos International GmbH, Germany)
3. How and Why Self Funded Employers are Implementing Medical Travel Into Their Insurance Plans (Morgan Pile, CES, GBDS, Executive Vice President - Strongside Solutions, USA)
4. New Era Medicine: wellbeing, medical wellness and concierge medicine? (Gordana Kalan Živčec, MD, PhD, Medico Veritas Ltd., Slovenia)
5. EHTTA Daruvar Thermal Spa - cures soul and body (Marcel Medak, univ. spec. oec., director of Daruvar spa Special hospital for medical rehabilitation, president of Community Health Tourism in Croatian Chamber of Economy, Croatia)

Questions & answers (10 minutes)

DAY TWO, November 18th

9:30 - 12:00 Workshop B2B
12:15 Guided tour of health institutions in the Kvarner County for interested participants
Prof. Davor Štimac, MD, PhD is graduated at School of Medicine, University of Rijeka, Croatia. He is a Chief Executive Officer and Head of Department of Internal Medicine of the University Hospital Center Rijeka, and full professor at School of Medicine, University of Rijeka, Croatia. He is a former President of Croatian Society of Gastroenterology, actual President of Croatian Pancreatic Club and Vice president of Croatian Society for Enteral and Parenteral nutrition.

He is member of European Board of Gastroenterology, member of WGO Guidelines committee, member of UEGF Future trends committee and counselour of National Societies committee of ASNEMGE. His main scientific interests are focused on new endoscopic techniques, IBD and pancreatic diseases. He published more than 400 abstracts and articles in peer reviewed journals.

PRESENTATION TITLE:
Non medical measures for improving hospital stay

ABSTRACT:
Hospital care expenses are mostly based on service, accomodation and medical treatment. Hospital managemant is usually oriented to efficient medical treatment and patients satifaction with shortest leght of stay.

There are many measures that can improve hospital stay like room service, TV programmes and Wi Fi, exibitions, music and art, hospital newspaper, libraries for patients, religious programmes.

Idea of being in hospital where You feel like at home is mostly connected with high quality communication with hospial staff, but also a feeeling that you are at place that could be your alternative home. Non medical measures are an important factor in improving satisfaction of patients with medical care.
The co-founder and co-owner of TERME, the 1st private Polyclinic in Croatia for rehabilitation.

From 1992 Head of Department of physical medicine and rehabilitation and Head of Biodex isokinetic reference centre of Croatia.

Treated 30.000+ clients from 86 countries, among whom 120 Olympic and World sports champions.

Official team doctor at CRO Ski, HOO and FIS; Official CEO - medical coordinator EYOF.

Attended 4 Winter Olympic games.

Studied at the Universities of Zagreb and Rijeka, Medical Faculty. Trained at specialized education on sports medicine, abroad and in Croatia.

Author & Co-Author of 60+ papers, Lecturer at 70+ training events, Speaker at 40+ events, Initiator and author of 30+ Projects, Participant in more than 100+ scientific events worldwide, Organizer and co-organizer of 90+ various events in Terme Selce and local community. 20+ acknowledgements and awards. Member of 14 International organisations. Committee member IMTA.

Coordinator at the Project “Crikvenica – Healthy City”

PRESENTATION TITLE:
Medicine, tourism and the economy are closely related branches.

ABSTRACT:
Many heads of the states were involved and started activities towards policies in order to put the focus on people, their health and well-being in relation to the income of companies. Statistics indicate an increased level of sick leaves due to various health problems. Both with the consequences of the hectic business environment, companies lose their revenues. Therefore, politicians propose in the heart of the EU 2020 strategy - health care for workers, to increase their 'wellbeing' which thus directly contributes to the betterment of the company. Methods of rehabilitation in TERME Selce combined with advanced health tourism initiatives by doctors Brozičević, on the Crikvenica Riviera recognized 125 years ago as a healthy destination, is an exceptional resource for the emerging needs of the modern businessman.
Sanja Tomić, dipl. physiotherapist

Head of the Department of Physiotherapy - Thalassotherapia Crikvenica, Croatia

Graduated from the graduate professional study of physiotherapy in Zagreb 2015. Since 2004. She has been a permanent employee of Thalassotherapy Crikvenica. Since 2011. Head of the Department of Physiotherapy. Since 2013. she is constantly educated in the orthopedic manual techniques (Maitland, Cyriax, Mulligan). Since 2015. she is working on isokinetics of musculoskeletal system.

PRESENTATION TITLE:
Physiotherapy in practice based on scientific evidence

ABSTRACT:
In the period of 3 months data has been collected and analyzed on 60 male and female subjects, aged from 12 to 74 years. For all respondents the isokinetic testing of the joints of the lower extremities was conducted, at the beginning and at the end of physiotherapy. The experimental group of participants practiced on the isokinetic device, while the control group spent classical therapeutic exercises to strengthen muscles and had electrostimulation. First isokinetic testing in most respondents showed an imbalance of muscle groups and muscular weakness. After the final isokinetic testing results were obtained, they shown the achieved synergy of muscle groups in the experimental group of patients and an increase in power to the point of expected normal values.

KEYWORDS:
Knee, isokinetic testing, isokinetic exercise, therapeutic exercise, electrical stimulation of muscles

Prof. Branko Blažević, PhD

Faculty of Tourism and Hospitality Management, Opatija, Croatia

He was born in 1952 in Novi Vinodolski (Croatia). He has held various technical and managerial positions in the economy (1976 -1995.) dealing with the financial and development issues. He is employed at the University of Rijeka from 1995 till today. In 2010 he was elected in the academic title of full professor with tenure. He teaches several courses at the undergraduate, graduate and doctoral studies. He has participated and led several independent professional and scientific projects. Overall, he published 136 scientific and professional papers, of which 96 scientific. He is author and coauthor of 18 books of which 5 editorial books where he appears as editor and author. He has participated in 55 scientific conferences of which 26 international conferences where he has published papers in the conference proceedings.

PRESENTATION TITLE:
Strategic plan for tourism development Kvarner their strategic and operational marketing plan 2016th to 2020th years - The role of health tourism

ABSTRACT:
The author examines the role of health tourism of Kvarner and Crikvenica-Vinodol Riviera within just created and adopted strategic development documents such as: the Strategic development plan, Strategic marketing plan and Operational marketing development plan for tourism Kvarner. The author points to the coverage and made statements to the vision and operational strategies, the image of the projects, including the central role of the health tourism, and finally positioning of Kvarner and Crikvenica and CVR as a leaders in the field of health tourism on the Adriatic. In other words, in these strategic documents, development of health tourism is one of the central themes of tourism development in the Kvarner region.
Marzena Strok-Sadło
Senior Adviser in the Department of Strategy and Investor Relations in the City of Lublin

Employed in public administration - since 2011. Mrs Strok-Sadło has had a rich experience in assessing risk factors as well as managing projects, teams, and sales processes, which she gained while being employed on managerial positions in numerous financial institutions, such as BRE Bank S.A., Deutsche Bank Polska S.A., BPH S.A., Svenska Handelsbanken AB S.A.

In the City of Lublin Corporation Mrs Strok-Sadło is responsible for supporting cluster-related initiatives. Since January 2014 she has been the Management Board Member of Lublin Medicine – Medical and Wellness Cluster which was originated under a Partnership Agreement signed by The City of Lublin and Medical University of Lublin. Currently the Cluster associates more than 100 members. Lublin Medicine Cluster is a cooperation platform of higher education institutions, research centers, healthcare entities, individual entrepreneurs, institutions for collaboration and local authorities.

PRESENTATION TITLE:
International cooperation of clusters – a common path to success

ABSTRACT:
Effective management of resources in the field of medicine and health is one of main priorities of the European Union. Clusters representing medical industry should play the key role in that process. International cooperation of clusters may give a deeper insight into the current status and the future of medical and health sciences. It should also accelerate the implementation of social, organizational and technical innovations.

Lublin Medicine Cluster is constantly developing the idea of regional, national and international cooperation. The presentation will give some examples of already pursued activities which may be further developed in a broader partnership.

Keith Pollard
Managing Editor of International Medical Travel Journal (IMTJ), CEO of Intuition Communication Ltd, Great Britain

Keith is one of Europe’s leading experts on medical tourism and cross border healthcare, attending and contributing to major conferences across the world on the subject. He has been responsible for many initiatives in the sector including the first patient guide to the EU Directive on Cross Border Healthcare, a Code of Practice for Medical Tourism, a Good Practice Score for Cross Border Reproductive Healthcare, and research into patient experiences of medical tourism and an initiative to collect meaningful data in this emerging market. He is responsible for the development of consumer-focused medical tourism sites such as Treatment Abroad, and the B2B publication, IMTJ – International Medical Travel Journal. Through his IMTJ Blog, he provides valuable insight into the medical travel business. His career has embraced the pharmaceutical industry, the marketing and management of private hospitals in the UK and internationally, and consultancy, research and feasibility studies for healthcare ventures.

PRESENTATION TITLE:
The medical tourism destination – the secret of success and the recipe for failure

ABSTRACT:
Across the globe, countries, regions and cities have clambered aboard the medical tourism bandwagon and attempted to establish themselves as a medical tourism destination. Governments, tourism and health boards have invested heavily in destination promotion. But, most destination initiatives have failed to meet the ambitious expectations of their proponents. Lack of understanding of the market, poor targeting and a confused strategy have been the key factors. The presentation will consider why so many destinations get it wrong, and the fundamentals that need to be in place to get it right.
Since 2004 Lutz Lungwitz has been the President of the German Medical Wellness Association (www.dmwv.de) and of the International Medical Wellness Association, both based in Berlin.

After high school graduation, training as a travel agent and studying at the university business administration in Berlin, Lungwitz has worked for many years as a CEO, manager and consultant in the private sector, as well as for federal organizations, like the German Sports federation, as member of the board. Later he was in the industry working as a commercial employee.

A very long-term field of his work is the development and the management of hotel operations, health and wellness areas and the development of health, wellness and prevention programs.

The development of operational procedures, the implementation of quality and operation standards, market and trade shows, internet and network platforms, Lungwitz has implemented in the recent years in selected hotel establishments. For quality assurance, Lungwitz and the DMWV have developed the Medical Wellness Standards, in and without cooperation with the TÜV Rhineland. Lungwitz has a lot of experience in the hospitality industry in Germany, in Europe and in worldwide countries.

**PRESENTATION TITLE:**

Medical versus Wellness? - status and outlook of the wellness tourism at the example from Germany - Marketing and customer issues

**ABSTRACT:**

In that case, that we know and that we developed the same definition about wellness, medical wellness and health tourism and that we create a valid quality insurance program, we have a way for a close cooperation, so that in Germany and in Europe the results are:

- Germany is a country with a lot of wellness experiences, with people who are very interest in the field of wellness and health tourism in Germany and abroad!

- the own health care is increasingly important [Medical Wellness]

- more people move from wellness to medical wellness/health-tourism
Igor Mošič is a communicator. As the CEO of N2SED Ltd. he creates and delivers anti-stress mind training programs as well as presentation, negotiation, sales and communication skills trainings in Croatia and abroad. The main intention of trainings is eliminating needless conflicts and worries while reaching states of excellence to be able to communicate better and influence stronger.

Igor Mošič is NLP Master Practitioner and International New Code NLP Coach, trained and certified by John Grinder (co-creator of NLP) at the NLP Academy in London.

He studies Buddhist psychology and is a visitor of Tibetan Buddhist center in Dharamsala – McLeod Ganj, India.

PRESENTATION TITLE:
LOOK AT THE BIG PICTURE – Verbal and nonverbal communicating for healthcare professionals

ABSTRACT:
The way we communicate with others influences not only people we communicate with but also their friends and families. If we take that logic one step further, the way we communicate with others influences the whole society. Our intention with the presentation is to make a simple introduction of verbal and nonverbal communication model for healthcare professionals.

Verbal part of communicating is inspired by development of transformational linguistics and Neuro-linguistic programming.

Nonverbal part of communicating is based on neuroplasticity (cortical remapping) and conscious mirror neuron activation to induce patient’s unconscious responsiveness.

Interviewing the patient is the most commonly used medical procedure. That is why strong skills of communicating are a very desirable asset for any healthcare professional.

Achieving good patient health outcomes is the fundamental purpose of healthcare. The main goal of our model is to enhance positive relationship between healthcare professionals communication skills and healthcare outcomes. The basis of the model will be discussed in preliminary fashion.
Ilan Geva is an international branding expert who provides consulting, teaching, training and helps in practicing and implementing all brand touchpoints. He develops and creates Brand platforms including brand vision, brand strategy, brand personality, using strategic branding solutions for many of the world’s largest corporations. His work has won over 100 industry awards around the world.

Ilan teaches Branding at the University of Chicago and Consumer Behavior and Marketing at DePaul University. He is invited to speak at many international Medical Tourism and Tourism conferences. He helped many countries, doctors, hospitals and healthcare providers solidify their brands. He worked with some of the largest and best-known Healthcare and travel brands in the US and abroad. Among them: Rehabilitation Institute of Chicago, Kaiser Permanente insurance-California, Mercy Hospital in Des Moines, Open System Imaging-California, Lasik Plus-Ohio, Alexian Brothers Hospital-Illinois, Swank Healthcare-Missouri, Glaxo Smith Klein & Richardson Vicks- South Africa, Bayer Aspirin-USA Gusb health tourism organization & consulting- Turkey, ME-DENT Regenerative medicine dentistry and stem cell- Croatia, Wallcott Holdings Sydney and New York, Anderson Podiatry Center – Colorado, University of Chicago Medical-Illinois, BIOSTAR Korea/Japan, and more

He helped national and state tourism organizations grow their constituencies and tourism revenue including: The Mexico Tourism Board, Lisbon Convention Bureau, Turismo de Portugal, British Tourism Authority, Hawaii Tourism Authority, Israel Ministry of Tourism, Illinois Department of Tourism, State of Iowa Tourism Division, Satour (South African Tourism), Turkish Tourism, as well as airlines, hotels and car rental firms.

**PRESENTATION TITLE:**

Building a Destination Brand

**ABSTRACT:**

Building a Destination Brand is far more than a clever name, brilliant photography, attractive logo and compelling positioning statement. The perceptions of a destination, based on outsiders’ observations, plus reliable and well-designed research studies, must include the consumer’s definition of technological sophistication, friendliness, accessibility, safety and a number of other features and qualities. Rather than trying to fit a square peg into a round space, it is best for medical travel destinations and healthcare providers to first identify or accept the dominant perception of the location and then to build and expand their Destination Brand upon and around these perceptions.

Miroslav Varga is a search engine and online advertising specialist, with in-depth knowledge of Google’s AdWords and Google’s Analytics. A TEDx speaker, multilingual, experienced and specialized in account optimization. He loves statistical analysis and data mining. As a lateral thinker, his passion is to figure out the key message data provides trying to understand the context of that data.

He’s one of several Google AdWords Certified Trainers – GCT in the Region. There are more than 60,000 employees in Google and about 1000 GTC’s worldwide. He teaches online marketing as a visiting lecturer at several Universities and institutions. Although being the only Google AdWords certified Trainer and GAIQ Grandfather in the Region, he’s a honest, funny and warm person with a wide range of interest.

**PRESENTATION TITLE:**

Online advertising in health tourism

**ABSTRACT:**

A lot of money is invested in advertising products and services for health care and health preservation. At the same time, users are googling about solutions or alternatives for their condition (or imaginary condition).

This kind of behavior can be used in optimizing advertising budgets in different Countries. In this presentation will be shown real time and online how to use Google’s free or paid datasets to measure, learn, understand and optimize your online and offline advertising campaigns.
Life coach and crisis captain with a specialty of psychological insight who helps business and company groups unfold the Gordian knot of dead-end streets and leads them to the path of their new success. He is the author of more than 200 scientific and professional articles and 11 other books from various fields. The diversity of his life experience helps him transform all the crushed stories into success stories.

**PRESENTATION TITLE:**
Wellness for the brain

**ABSTRACT:**
People talk a lot and do so little to make things come true. Due to stepping on the spot, in our brain accumulates psychological garbage. In toBe Institute, we have developed a method to clean up and rest your brain. I show some of the techniques, how to “head” and the rest do not get tired.

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Dražen Žgaljić has been working in several organizations on projects aimed at development of the Croatian and regional transport system. From 2008 till 2016, he was a director of Intermodal Transport Cluster that promotes intermodality, co-ordinate R&D development projects co-financed by the EU and promote implementation of IT solutions in Croatian intermodal transport system. Author of numerous science papers in field of transport logistics, optimization of transport logistics process, transport strategic development and implementation of information technologies in transport system.

He holds a PhD on maritime ports’ infrastructure in relation to optimisation of Motorways of the Sea services. Currently he is a lecturer on Faculty for Maritime Sciences in Rijeka and a CEO of company specialised in consultancy for use of EU financing instruments.

**PRESENTATION TITLE:**
EU financial instruments for development of tourism

**ABSTRACT:**
As the third largest EU economic sector, tourism has indeed a broad impact on economic growth, employment and social development. Total employment estimated by Eurostat (2013) at 17 million jobs; direct and indirect contribution to EU economy estimated at around 10% of its GDP. The tourism sector also proved remarkably resilient despite the economic crisis: foreign visitor spending amounted to more than € 291 billion in 2012 (EU-28), i.e. well above the 2008 pre-crisis level (€ 265 billion for EU-27).

Europeans need a strong tourism sector for economic reasons, but also to better know each other and better see what unites them. The Union needs for instance more European cultural routes showing how Europeans cooperated, competed or fought. Health and wellness tourism perfectly fits in this concept.

The sector therefore needs the support of the Union to remain competitive. This is why many EU programmes 2014-2020 are open for the tourism sector. This presentation is an overview of EU funding instruments that are dedicated or, at least, can be partly used for development of tourism sector.
Dr. Claudia Mika is the Founder and CEO of Temos International GmbH. Since 2004 she has been working on the Temos certification systems, assessing hospitals, rehabilitation centers, reproductive care centers, and dental clinics worldwide according to the Temos quality criteria for international patient management. Dr. Mika has been advising different associations and governmental institutions regarding medical tourism issues. In 2011, Dr. Mika received the “High Potential Company Award 2011” for Temos, funded by the European Union. Since 2013 Dr. Mika has been appointed to be one of the judges for the IMTJ Medical Travel Awards. Since January 2014 she is the Vice Chairwoman of the Diplomatic Council Healthcare Forum.

**PresentaOn title:**
Why medical tourism certification as a complementary qualification to your QMS?

**Abstract:**
The medical tourism market is an increasing but also challenging market. Patients have particular needs when undergoing treatment abroad. Pre-, on-site- and post-treatment take place in different countries and need to be managed to assure high quality and cost-effective medical care during all phases of the treatment process.

The medical service structure and the operational and quality levels differ among countries depending on each country’s living standards, current regulatory, financial and organisational conditions. Moreover, quality is always relative due to the individual perception and culture and also due to the scientific or professional standards that are implemented. Furthermore, difficulties in international patient management arise as a result of cultural differences, language barriers but also legal issues, different understanding of medicine or an interruption of cross-border procedures, for example, in the frame of the provision of reliable information and documentation in the pre-treatment stage.

The processes and procedures associated with the treatment of international patients need to be defined, implemented and realised in the frame of the healthcare facility’s Total Quality Management System (TQMS). General hospital accreditation systems are an excellent basis for the facility’s quality management but do not cover the quality criteria and respective management needed to map the international patient care cycle and associated processes e.g. before and after the treatment onsite.

Proper management of international medical tourist services as demanded by specialized medical tourism certification programs can bridge the gap between the international patients’ demands and the hospital’s requirements for the provision of these services. At the end both sides will benefit by achieving their objectives.

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An Entrepreneur, Morgan Pile graduated from Stetson University with a Bachelor in Finance as a merit scholar and has over fifteen years of experience consulting in Human Capital and Benefits. Morgan is a Certified Enrollment Specialist, and a Group Benefits Disability Specialist. Focused on being a proactive agent, Morgan actively manages healthcare risk by providing innovative, and cutting edge solutions for clients. Morgan has experience working with employers, consultants, associations, and healthcare providers, by designing, implementing, and managing Domestic and International Networks, Narrow Networks, PBM Management Reviews, Hospital Bill Compliance Reviews, Population Health Management, and Medical Tourism. Morgan uses these tools to help take control of rising health care costs. Morgan meets with self funded employers to determine the strategy for the benefit plan design, then builds and negotiates on behalf of the client. He keeps up to date on Fiduciaiy health plan management, and ACA compliance - especially in Medical Tourism - where he is considered an expert. He has presented the opportunities that Narrow networks for US employers using Medical Tourism has created, in several conferences all over the world including, the U.S., Korea, El Salvador, Argentina, Guatemala, Colombia, Puerto Rico, Spain, Panama, and Costa Rica over the last 8 years. He also is a published author; with articles in Self Insurer, Self-Funded Magazine, and Medical Tourism Magazine. Living in Puerto Rico for 12 years, Morgan is fluent in Spanish and is influential in Latin America. As the CEO of his own Regenerative Medicine Network, he is implementing Regenerative Medicine into employers health plans. By changing healthcare, he will save employers millions and help many avoid surgery.

**PresentaOn title:**
How and Why Self Funded Employers are Implementing Medical Travel Into Their Insurance Plans

**Abstract:**
You will learn how US employers insurance works, and how a self funded employer can use medical tourism, partnering with providers to save 5 to 10 percent of their healthcare costs.
Prim. Gordana Kalan Živčec, MD PhD has a background in the field of family medicine and emergency medicine. She is still practicing at both clinical fields and a mentor to doctors in vocational training. Between years 2008 – 2012 she was the President of the Medical Chamber of Slovenia. At the same period she was elected vice president of CEOM and internal auditor of CPME. She was invited to speak as panellist in EU Parliament about language barriers in patient/doctor communication and round table about Cross-Border Healthcare Directive 2011/24/EU.

In continuation of CPME’s involvement in the EUnetHTA Joint Action, CPME Rapporteur on Health Technology Assessment, Dr Kalan Živčec, participated in the EUnetHTA meetings on 24-25 May 2012, on 3 September 2012 to provide an active input as well as at the permanent network of national HTA bodies established by the Cross-Border Healthcare Directive 2011/24/EU.

The agency Medico Veritas (www.medico-veritas.net) was established on 23 April 2013. The agency facilitates communication between patients and doctors and other providers. The concept is to find the “right doctor for the right patient” which is more than just accreditation and/or certification of the provider. Dr Kalan Živčec participates also as the senior consultant at the private practice “European private medical practice Master Doctor” where the “concierge medicine” is the main focus oriented to the patient.

**PRESENTATION TITLE:**

New Era Medicine: wellbeing, medical wellness and concierge medicine?

**ABSTRACT:**

The concept of medicine is as old as it is the mankind. People always needed help when their health deteriorated. But is medicine just a need when we want to regain health? New era brings new paradigms in people’s life and wellbeing, medical wellness and concierge medicine are at least three important.

At the presentation prim Gordana Kalan Živčec MD PhD will speak about differences between them, how to incorporate them in the Cross-Border Healthcare Directive 2011/24/EU, and what is needed to establish and develop these concepts.

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My name is Marcel Medak. I was born October 22, 1972 in Metković. In June 1996 years I graduated from the Faculty of Kinesiology and became master of kinesiology. Additionally I was educated at Multidisciplinary Study of Health Tourism at University of Rijeka from 2012-2015 and became a Specialist medical tourism, univ. spec.oec. I am director of Daruvar spa Special hospital for medical rehabilitation seven years. The president of Community Health Tourism in Croatian Chamber of Economy since 2011. Member of Parliament HTZ BBC ahead of 2012. Member of the Tourism Council HTZ of 2016. Secretary cluster thermal Croatia at the Ministry of Health RH.

I am a member of the executive board EHTTA [European Historical Thermal Town Association], the association of European historical thermal cities based in Brusellu.

**PRESENTATION TITLE:**

EHTTA Daruvar Thermal Spa - cures soul and body

**ABSTRACT:**

- EHTTA Daruvar termal spa is sustainable development project of Daruvar spa through the current status and goals set in the near future. It shows thinking administration in direction of:

  - Increasing the accommodation capacity from the current 160 rooms to 250 rooms in the categories of accommodation of 3+ and 4 –star healing hotel by international standards

  - Separation of the provision of services for patients across the Health insurance Fund from the other guests

  - Securing energy independence through the use of renewable energy – heat of geothermal water for heating and cooling

  - Buildings that are culturally historically protected, rebuild under the direction of conservation departments and put them in economic function.

  - Expanding its offer through health, cultural, sporting and gastronomic tourism
Thalassotherapia Crikvenica - special hospital for medical rehabilitation

Crikvenica Tourist Board includes a central Tourist Office and four Tourist Information Centres in coastal towns on the Crikvenica Riviera: in Crikvenica, Dramalj, Jadranovo, and Selce. Its basic vision and mission is to constantly invest in quality and to effectively connect the existing services and facilities on the Riviera with the aim of increasing the number of visitors and their level of satisfaction. Other objectives include the creation of new interesting services, activities, destination brands and marketing strategies in order to make the Crikvenica Riviera recognisable on the market as a desirable destination for leisure, entertainment, relaxation, sport and recreation.

When developing new activities and raising the quality of existing ones, Crikvenica Tourist Board follows global trends while at the same respecting local traditions and including the typical features of the destination. It has extensive experience in developing various projects (the CIHT conference, Crikvenica – the Marathon Town, the Oily Fish Road, Fall in Love in/with Crikvenica, etc.) and organising numerous cultural, entertainment, traditional, culinary, sporting, recreational, and other events. These include Fishermen’s Week, Carnival, Frankopan Days, CrikVArt – the Street Performance Festival, Šrijetno Selce ethnic festival, Oily Fish Week, and the Šilo-Crikvenica swimming marathon, the oldest of its kind in the Adriatic. Crikvenica Tourist Board is also in charge of numerous promotional activities, such as the production of various digital and print materials, offline and online advertising on Croatian and foreign markets, targeted destination promotions in the most significant source markets (fairs, presentations), and inviting study groups of journalists and agents.

Crikvenica Tourist Board also coordinates activities in the destination and cooperates with all entities whose business is directly or indirectly related to tourism. For example, what makes the Oily Fish Road project so special is the fact that it brings together various local service providers (bars, restaurants, and hotels), local people, and visitors. Offering a unique and unforgettable experience is the basic guideline when creating projects. Crikvenica Tourist Board seeks to inspire visitors to participate actively in events by organising fishing or sailing events, bocce tournaments, or the cooking of traditional dishes in the company of their hosts. These efforts and innovation have been recognised at the international level: in 2014 the ‘Creative Tourism Network’ declared Crikvenica Tourist Board the world’s most creative destination. The basic criterion for this was the fact that visitors are involved in the life of the local community.

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KVARNER HEALTH TOURISM CLUSTER

Kvarner Health Tourism Cluster gathers members from medical, touristic and university sector, as well as accompanying services with the goal of creating a recognizable and competitive health tourism product on the local and international level. Our organization implies preparations and placements of the recognizable and competitive health tourism product which must follow the world trends, tradition, resource base and specific features of the destination. We are directed towards strengthening and development of health tourism on Kvarner, in accordance with the strategic documents which define the destination as “the destination of health”.

The Cluster operates systematically and actively on stimulating synergic processes, directed towards improving the range and quality of the overall health tourism offer of Kvarner as the destination of health, through joint placement of services on the health tourism market, for the purpose of raising the degree of capacity use and overall prosperity of the Kvarner tourist destination as a whole.

Kvarner, as a tourist destination, is positioned among the leading “destinations of health” on the European map, and even wider. We are recognizable for our year-round offer of high-quality services in health tourism, based on contemporary trends, resource base and tradition.

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C O - O R G A N I S E R S

THALASSOTHERAPIA CRIKVENICA

Thalassotherapia Crikvenica - special hospital for medical rehabilitation

Is a medical rehabilitation center with a hundred years of tradition in rehabilitation, health care prevention and medically directed holiday. The location of Thalassotherapia is the area with proven beneficial climatic characteristics, affluent sea aerosol, no allergens or pollution which is particularly beneficial for chronic and allergy difficulties of the respiratory system and movement system.

In 2015, a new Medical Rehabilitation Center was built, which satisfies all contemporary standards in medical rehabilitation and positions the institution at the very top of all rehabilitation centers in the region. The most up-to-date diagnostics and rehabilitation technics and methodology is provided on more than 2000 m2 of useful area, which in combination with professional interdisciplinary medical teams and natural benefits of the destination results in fantastic success in physical and respiratory rehabilitation.

Services:
- Respiratory rehabilitation
- Physical medicine and rehabilitation
- Pediatrics, pediatric pulmonology and allergology
- Pulmonology
- Otorhinolaryngology
- Cardiology
- Dermatology

Kvarner

Baromedicine
- Catering services
- Accommodation - total capacity: 290 beds

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ABOUT THE DESTINATION

CRIKVENICA RIVIERA

The Crikvenica Riviera is situated in one of the most picturesque corners of Kvarner and it comprises the charming tourist resorts of Crikvenica, Dramalj, Jadranovo and Selce.

Due to its favourable natural features, this riviera began to nurture a tradition of health tourism as early as the 19th century. The area’s mild and healthy climate, microclimate, clean air and sea, as well as its favourable insolation and vegetation, all help in the prevention of various diseases, rehabilitation, and improvement of the quality of life. If you are looking for a destination where in the same day you can swim in the sea, stroll on a sandy beach breathing in the scents of the Mediterranean, and then in the evening have fun in town, or relax in the quiet of a green hinterland, then this is the right choice for you.

The Crikvenica-Vinodol region has a total of more than 300 km of footpaths and hiking trails and 300 km of cycling trails. This is the perfect place for enjoying walks, jogging, cycling and virtually all other sport activities on land or in the sea. In Crikvenica you can simply take a walk along one of the most beautiful sandy beaches on the Adriatic, the gorgeous Love Path or through the fragrant Mediterranean Labyrinth of Love.

The traditional gastronomy exudes the Mediterranean, and is rich in fish, seafood, vegetables, olive oil, natural aromatic herbs and other healthy ingredients. Some of the restaurants and hotels marked The Oily Fish Route offer specially prepared tasty dishes of blue fish on their menus and this is based on the famous tradition of fishing. It’s always interesting here with more than 250 different events throughout the year, such as the Carnival, Crikvenica Cycling Marathon, Strawberry Festival, (S)rleto Selce ethno festival, CrikvArt - street entertainers festival, the Melodies with a Taste of the Sea festival, Šilo-Crikvenica swimming marathon or the Fisherman’s Week.

Accommodation is available in hotels, private accommodation, campsites, hostels and other types of accommodation (total capacity - more than 22,400 beds).

And remember, this home to beautiful natural scenery and a rich cultural and historical heritage is ideal for all generations of visitors, from adventurers and animal lovers to families and those looking for entertainment, excitement and relaxation in the great outdoors.
Organiser:
Crikvenica Tourist Board

Co-organisers:
Thalassotherapia Crikvenica
Kvarner Health Tourism Cluster

Sponsors:
President of the Republic of Croatia - Mrs Kolinda Grabar-Kitarović
Ministry of Tourism
Ministry of Health
Croatian Chamber of Economy
Croatian National Tourist Board
County of Primorje-Gorski Kotar
Kvarner Region Tourist Board
Town of Crikvenica
"Jadran" d.d. Crikvenica
The Adult Education Institution “Ambitio”
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