A water droplet is shown falling from the top center of the frame into a pool of water below. The impact has created several concentric ripples that spread outwards. The background is a solid, muted blue-grey color. The text is overlaid on the right side of the image.

# Expectations and needs of german medical spa guests. What Provider should consider

Insights from a specialised Consultant and Tour Operator

FRANZ J. BIESEL

[www.kurenundwellness.tv](http://www.kurenundwellness.tv)



# Franz J. Biesel

- Kuren & Wellness / Euromed Gesundreisen  
COO for one of the leading independent online-portals, specialised for health & medical wellness
  - More than 20 countries and 350 medical spa hotels represented
  - Located in Berlin
- Consultant für national & international projects in Health & medical wellness tourism and elderly people residences.
- Scope of activities:
  - Greenfield operations: Project development including search for Investors and operating companies ( actual projects in Latvia, Czechia, Serbia and Poland)
  - Consulting on a national, regional or single entity level for strategies and activities to develop the international markets

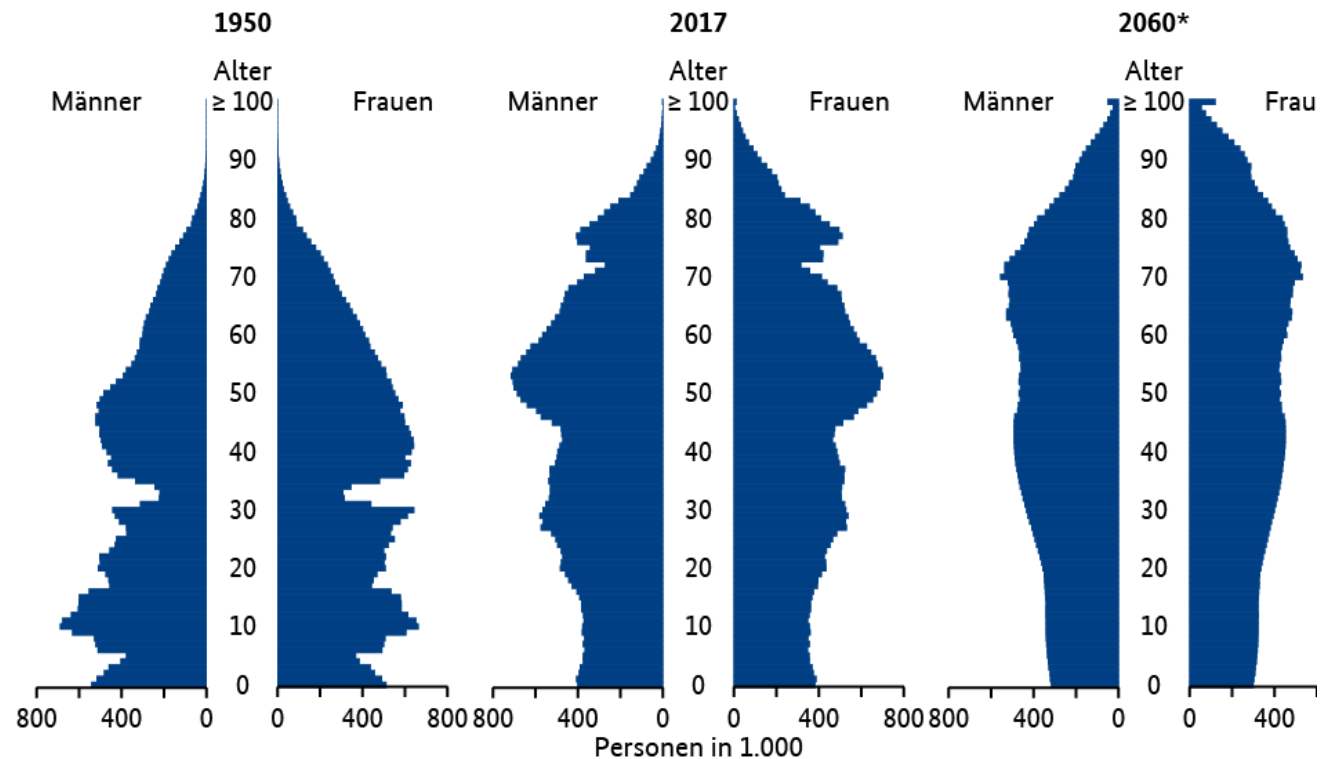
# Health, Medical Spa tourism & Medical Travel

Medical Travel	Health, Medical Spa Travel
Operations (hip, knee, etc.) Eye treatments Dental treatments Hair transplantation Beauty treatments IVT etc...	Preventive or rehabilitation treatments Cure

# Health & Medical Spa travel in Germany

- People are getting older
- Growing acceptance and willingness to invest in their own health situation by prevention
- Better information level about attractive alternatives for treatments abroad.
- From a German perspective:
- Long tradition as „Kur“
- Partly financed by the National Health Insurance (see next slide)
- Majority of trips are paid by their own

Altersstruktur der Bevölkerung in Deutschland, 1950–2060



\* Ergebnis der aktualisierten 13. koordinierten Bevölkerungsvorausberechnung (Variante 2-A)  
Datenquelle: Statistisches Bundesamt

# Preventional Cure abroad – Requirements for compensation from German Health Insurers (GHI)

- **Necessary steps:**
  - Application for a cure
    - Always before the cure begins
    - Selection of an accredited cure place
    - Application Form must be approved by the doctor with a specific justification of necessity
    - Approval by GHI necessary before the cure starts
  - All costs have to be prepaid
  - After return claim for refund from GHI with detailed documents
- **Possible compensation:**
  - Every 3 years for 13-21 Days
  - 90 % of treatment costs
  - 13 € /day of stay
- **General remarks:**
  - Costs for treatments can only be compensated as far as they are covered by the GHI-regulations and this preventional cure is part of the local NHI.

# Key Markets from a german perspective




## Key Markets:

- Czech Republic
- Poland
- Germany
- Hungary
- Slovakia
- Italy
- Bulgaria
- Slovenia

## Rising Stars:

- Lithuania
- Latvia
- Estonia
- Croatia
- Serbia
- Romania
- Montenegro
- Tunisia
- Israel



# Key decision points from client's perspective

Indications

Quality of treatments

Price

Quality of accomodation

Access to the destination (flight, bus, car)

Language skills

Entertainment, Activities, Excursions

Service

.....





# Success factors for international sales

1. Give the CLIENT the 1st priority
2. Be prepared for your international guests (e.g. language-skills, clear information material, service ( tv-channels, guest relation manager,...))
3. Be fair in your price policy
4. Local / Regional / National cooperation for international promotion and/or cooperation with international consultants
5. Decide for yourself, if you really want to step into this international business. If NO, be successful in your local market.  
If YES, be prepared, that it cost time, money and resources, but at the end it is worthwhile to do it.
6. Evaluate the priority of medical spa tourism in your overall national tourism strategy.



# Thank you for your attention

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**Franz J. Biesel**

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