

Breakout- / Workshop Session:

HEALTHCARE – TRAVEL BASELINES

**MEDICAL and TOURISM BUSINESS,
CAN / HOW THEY WORK TOGETHER?**

General Comments:

Medical tourism is quickly gaining awareness in consumer markets. Some 15-20 million persons travel for treatments globally.

Over the past decade, Asia has been the preferred destination for many people seeking less expensive, but high quality, medical treatments.

The increase is partially due to high medical costs paired with long waiting periods in western countries such as the United States, United Kingdom, Europe and Australia.

Specialized treatments, surgeries and therapies are being offered in Asia at a fraction of the cost yet with bigger perks, when it comes to hospitality and patient comfort.

General Comments:

Cheaper medical costs mean more money is available for family members and friends to accompany the patients. It is those family and friends that seek accommodation near the hospitals so they can visit the patients, yet at the same time, have a comfortable stay affording them access to the rest of the city's or country's attractions

PATA Comments:

We recognize the importance of this emerging tourism market segment. We are keen to identify both the opportunities and challenges in this niche for our members and potential new members.

Medical tourists are customers for airlines, hotels, tour operators and insurance companies, as well as hospitals and wellness spas.

PATA through its multi-stakeholders and accumulated expertise can support and contribute to conduct surveys, gather opinions, enable debates, and push for solutions to share with the industry at large, which we hope will encourage new membership from businesses providing Healthcare services to join PATA as an authority in this area.

We also envisage a program of specialized conferences and workshops for industry stakeholders.

General Platform for Discussion:

Subjects of continuous discussions to streamline and improve Healthcare-Travel issues include, among others - :

- Transportation and cross-border regulations**
- Liability and Certification issues of medical tourism**
- Guidelines to the creation of medical tourism destinations**
- Medical travel insurance**
- Increased cooperation across this niche market**
- Networking and data exchange for medical tourism specialists**
- Administration and compensation guidelines among the Healthcare-travel Actors**
- Healthcare-Travel Education-, Training, Exchange/Conferences**

Panel of Speakers:



Olivier Jager
Co-founder and CEO, Forward Keys



Kenneth Mays
**Director of Marketing, Bumrungrad
International**



Ralf Krewer
**International Marketing Director, Bangkok
Hospital Medical Center**



Julie W. Munro
**President and Founder, Medical Travel Quality
Alliance MTQUA**
CEO, Axxess Health



Prof. Zadok S. Lempert, PhD
President of Panorama-Medica Group Co., Ltd.

Each of the speakers has been allocated a slot of approx. 10 minutes to share information and views with audience about their relevant field of expertise.

The speakers would be pleased to respond to questions from the audience at the end of presentations block.