

# CIHTCONFERENCE

5<sup>th</sup> Crikvenica International  
Health Tourism  
Conference

16<sup>th</sup> and 17<sup>th</sup>  
November 2017  
CRIKVENICA-  
CROATIA



DISCOVER YOUR STORY AT [croatia.hr](http://croatia.hr)

# Full of well-being

*Don't fill your life with days, fill your days with life.*

**CROATIA**  
*Full of life*

PHOTO BY HRVOJE SERDAR

PHOTO BY IVAN ČOBIĆ



## Content

<b>WELCOME</b>	4		
<b>PROGRAMME</b>	6		
<b>SPEAKERS</b>	9		
Marijana Biondić	9	Andrew Shi	12
Mouhanad Hammami	9	Krešimir Pavelić	13
Julia V. Khomych	10	Silvije Šegulja	14
Jan Kordasiewicz	10	Ognjen Bagatin	14
Alexandra Fokeeva	11	Adriano Požarić	15
Marinko Rade	11	Mohammad Aqtash	16
Ante Simonić	12	Elisabeth Ixmeier	16
		<b>ORGANISER</b>	17
		<b>CO-ORGANISERS</b>	17
		<b>ABOUT DESTINATION</b>	18





## WELCOME

Welcome to the 5<sup>th</sup> CIHT Conference, an international conference dedicated to health tourism!

First of all, we are very proud to announce that Crikvenica has recently received the annual award for the best health tourism destination in Croatia. This significant award was given by the Ministry of Tourism, the Croatian National Tourist Board and the Croatian Chamber of Commerce.

Crikvenica was one of the first destinations in Croatia where health tourism started to develop back in the 19<sup>th</sup> century. This long and important tradition has always had the same basic goals: first-class healthcare services, continuous investment in quality in line with the latest trends, and the development of human resources.

The awareness of the timeless importance of health and wellbeing is a very important part of everyday life on the Crikvenica Riviera. A consequence of this is our health tourism conference, which was held for the first time in September 2013 on the occasion of the 125<sup>th</sup> anniversary of tourism in Crikvenica. In 2015, together with the Crikvenica Tourist Board and Thalassotherapy Crikvenica, the Kvarner Health Tourism Cluster joined the conference as co-organiser, which had a very positive impact on networking and the presentation of health tourism in Primorje-Gorski Kotar County. In 2016, we gave the conference a new name: the Crikvenica International Health Tourism Conference (abbreviated as the CIHT Conference), subtitled Health, Tourism, Business. For the first time, it lasted for two days and also had its own website [ciht.com.hr] and Facebook page [CIHT Conference Crikvenica Croatia].



### ORGANISER:

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



### CO-ORGANISERS:

Thalassotherapy Crikvenica  
Damir Lončarić, Dipl. Oec., Director



Kvarner Health Tourism Cluster  
Assist. Prof. Vladimir Mozetič, MD, PhD, MHA, President

The CIHT 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 and placing health tourism on the market. We are glad that the 2017 conference once again brings together eminent speakers from various countries and are very grateful that they have decided to share their valuable experience and knowledge with us.

We are very proud that 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 Commerce, and Kvarner County Tourism Office. We take this opportunity to once again sincerely thank all of them. We also thank our sponsors and all those who have contributed to the organisation of this year's conference.

We are confident that CIHT 2017 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 what health tourism has to offer, represent a joint path towards success.

We thank you for your participation and hope that you will enjoy the many interesting topics, educational presentations and constructive debates at this year's CIHT Conference.

We look forward to seeing you again in 2018 and wish you a pleasant stay on the Crikvenica Riviera!



# Jadran Crikvenica Hotels & Camps

**NEW EVENT IDEAS :**  
Check out the hotels Esplanade, Katarina, Omorika on Crikvenica Riviera for your meetings and team buildings.





**Jadran d.d. Crikvenica**

tel.: + 385 51 800 480

email: [events@jadran-crikvenica.hr](mailto:events@jadran-crikvenica.hr)

www.jadran-crikvenica.hr






## PROGRAMME

Thursday 16.11.2017.

- 08:30 - 09:00** Arrival and registration of participants
- 09:00 - 09:30** Welcome speeches
- 09:30 - 09:45** **Crikvenica Riviera - Meet the best health tourism destination in Croatia in 2017.** - Marijana Biondić, director of Crikvenica Tourist Board

### 09:45 - 11:15 PART I

- The Patient Experience: What do American Medical Travellers Expect?** – Mouhanad Hammami, President and CEO of the Global Health Consultants, USA
- The Particularities of Medical Tourism Market Players' Promotion in Ukraine and the CIS Market: An Individual Approach for Success** - Julia V. Khomych, General Manager of JK Consulting Group, Ukraine
- Methods of Financing Medical Tourism** – Jan Kordasiewicz, Board Advisor to Equilibrium The Health Tourism Provider, Poland
- Practical Example of a Successful Turnover Project in Croatian Public Health** - Marinko Rade, Director of "Prim. dr.Martin Horvat" Orthopaedic Hospital, Croatia

**11:15 - 11:45** Coffee break and networking

### 11:45 - 13:00 PART II

Round table discussion:  
"Yesterday, today and tomorrow of health tourism"

- Gari Cappelli**  
Ministry of tourism of the Republic of Croatia
- Kristjan Staničić**  
Director of the Croatian National Tourist Board
- Denis Kovačić**  
Deputy minister of health of the Republic of Croatia
- Vladimir Mozetič**  
president of the Kvarner Health Tourism Cluster
- Željko Miljanić**  
founder, majority shareholder and manager of the Polyclinic Rident

**13:00-14:00** Lunch

### 14:00 - 15:30 PART III

- Integrative Medicine: A Strategically Important Chance for our County and for Traditional Chinese Medicine** – Ante Simonić, President of the Croatia-China Friendship Association, Croatia
- Houliping TCM Hospital Group Cooperation in Croatia** - Andrew Shi, CEO of the Houliping TCM Hospital Group and General Manager of Triple "Tong" Health Preservation, China
- Towards Personalised and Integrative Medicine** – Krešimir Pavelić, Professor of Molecular Biology- University of Rijeka, Croatia
- Respiratory Rehabilitation** – Silvije Šegulja, Deputy Head of Thalassotherapia Crikvenica, Croatia

**15:30 - 16:00** Coffee break and networking

### 16:00 - 17:15 PART IV

- Grow your profit through knowing your clients** - Ognjen Bagatin, CEO of Polyclinic Bagatin, Croatia
- Email Marketing & Events: How a Satisfied Patient Becomes your Ambassador** – Adriano Požarić, Founder and editor of Turizam info magazine and marketing specialist, Croatia
- Building Global Bridging Networks for Medical Tourism** – Mohammed Aqtash, Founder and investment partner of Arab Medical Travel (AMT), one of the leading facility companies in the medical tourism industry, UAE
- Healing Hotels of the World: Why Healing will Change the World** - Elisabeth Ixmeier, Co-Founder and CCO of Healing Hotels of the World, Germany

Friday 17.11.2017.

- Organized tour of medical facilities
- Kvarner Health is a big player in the German speaking market in the future** - Evaluation and common goals - Lutz Lungwitz, President of German Medical Wellness Association, Hotel Omorika

# Round table discussion: YESTERDAY, TODAY AND TOMORROW OF HEALTH TOURISM

**11:45-13:00**



## SPEAKERS



Marijana Biondić

*Director of Crikvenica Tourist Board*

After completing her studies in economics at the Faculty of Economics of the University of Rijeka in 1998, Marijana started working at the Tourist Office of the District of Vinodol, first as an expert associate and from 2002 until 2007 as Director. From 2007 to 2010, she was the Director of Senj Tourist Board. Since 2010, she has been Director of Crikvenica Tourist Board, which includes the destinations of Crikvenica, Dramalj, Jadranovo and Selce.

She has a wide experience in creating and developing different projects in tourism, creating destination brands, creating and developing new events such as Vinodol's Summer Evenings, Uskok Days, Frankopan Days, the CrikvArt street entertainer festival, the Oily Fish Week/Route, [Sr]letno Selce ethno festival, and organising numerous entertainment, traditional, cultural, sports, recreational and other events. She has also coordinated various tourism-related activities of institutions, companies, associations, clubs and individuals on the Crikvenica Riviera. In addition, she has been very successful at marketing and promoting the Crikvenica Riviera, which in 2014 won the award for the most creative destination in the world (awarded by the Creative Tourism Network in Barcelona).

**TITLE OF PRESENTATION:**

Crikvenica Riviera - Meet the best health tourism destination in Croatia in 2017

**ABSTRACT:**

The mild and healthy climate, clean air and sea water, sunlight and aromatic herbs are some of the favourable natural features of the Crikvenica Riviera that help prevent various diseases and assist in rehabilitation and improvement in the quality of life. Due to these natural therapeutic factors and thanks to the influence of science, this Riviera was one of the first in Croatia to start developing health tourism in the 19<sup>th</sup> century. The tradition of quality and top health services has been maintained to the present day, fostered by respected clinics. The beautiful natural scenery makes this place perfect for all sport activities, as well as relaxation in the great outdoors. The healthy traditional cuisine, various wellness and spa services and theme projects such as the CIHT Conference or Crikvenica Oily Fish Route also make this Riviera the ideal location for health and well-being. New developments and investments in the area (renovated high category hotels, health clinics, etc.) and modern facilities (electric car charging station, outdoor exercise facilities and smart benches) also contribute to Crikvenica Riviera being the best health tourism destination in Croatia.



Mouhanad Hammami

*President and CEO, Global Health Consultants, USA*

Dr Hammami is the President and CEO of Global Health Consultants, a global health think tank that addresses issues related to health and wellness in the context of globalisation. He completed his post-doctoral research in paediatrics at the Newborn Center of the University of Tennessee in Memphis, and then accepted a faculty appointment at Wayne State University School of Medicine in Detroit, Michigan and a research position at the Detroit Medical Center, Department of Paediatrics. Dr Hammami served as Executive Director of the National Arab American Medical Association (NAAMA) from 2006 to 2009. He was then appointed Director of the Department of Health Veterans and Community Wellness and the Chief Health Officer for Wayne County, Michigan in 2009, where he oversaw all health-related matters in the 13th most populous county in the US. He is a recipient of the American Medical Association (AMA) foundation "Excellence in Medicine and Leadership Award", as well as the "Health Policy Champion Award" from the Michigan Department of Community Health. He was nominated by the White House for Heroes for Health in 2013. Dr Hammami is a member of several professional and honor societies, and has been an invited speaker nationally and internationally on various topics.

**TITLE OF PRESENTATION:**

The Patient Experience: What do American Medical Travellers Expect?

**ABSTRACT:**

As more patients choose to travel across borders to seek medical care, it is evident that the complexity of their needs causes many challenges related to the preparation of their journey as well as their follow-up care after returning home. Medical travel is moving so fast in a world where information exchange, coordination of care and ensuring quality of services are not standardised and are at a very early stage. As patients continue to travel across borders in search of affordable and quality healthcare, there is a need to establish tools and standards that ensure that their experience is rated as highly satisfactory and outcomes as successful. This means more focus on the continuity of care, as well as an experience that is satisfying and accommodating to patients' needs and culture. This presentation will shed a light on some of the issues related to the US medical traveller experience and the challenges faced. It is intended to start a discussion on some of the measures that can be implemented to facilitate a better experience and improved outcomes.





Julia V. Khomych

*General Manager of JK Consulting Group*

JK Consulting Group was established in 2014 as a business events organisation company, and the main field they work in is medicine and medical tourism. Being an experienced team with international experience going back more than 5 years and having an understanding of the market from the inside (due to the ownership of a medical tourism facilitation company) have made JK Consulting Group a leader in the professional organisation of such events in Ukraine and the CIS market.

**PAST WORK EXPERIENCE:**

- 2014 – present – GM at JK Consulting Group, Managing Partner at Medical Guide Company, President of Inbound Medical Tourism Club “inUkraine”, Vice-president for International Affairs of Ukrainian Academy of Rehabilitation and Human Health
- 2014-2013 – Global Healthcare Travel Council – Event Director
- 2014 – 2013 – Turkish Healthcare Travel Council – Director for CIS, Event Director
- 2014-2012 – Turkish Healthcare Travel Council – Ukraine Network Office Director
- 2012-2011 – LMT Corporation – International Medical Forum Project Manager

**TITLE OF PRESENTATION:**

The Particularities of Medical Tourism Market Players' Promotion in Ukraine and the CIS Market: An Individual Approach for Success

**ABSTRACT:**

- identification of your “Individual Medical Tourism Product (IMTP)” in Ukrainian and CIS markets
- selection of market niche and target audience
- particularities of marketing tools in targeted markets
- case studies

Talking about these points will help us to understand:

- what to promote
- how to promote
- where to promote
- who and what will help you in promotion



Jan Kordasiewicz

*Board Advisor to Equilibrium The Health Tourism Provider*

Jan Kordasiewicz graduated from the Faculty of Law and Administration at the University of Warsaw and the Centre for European and Regional and Local Studies. Since 2004, he has been lecturing in Sports Law at “Sport Education” University in Warsaw. Jan Kordasiewicz is concerned predominantly with cooperation with entrepreneurs and R&D institutions, innovations, and what is widely known as the tourism sector. He is also the author of many publications on EU funds, the commercialisation of scientific enterprises, and sports law. Since 2011, he has been a board advisor to Equilibrium The Health Tourism Provider, a Warsaw-based company providing services in the field of dentistry and aesthetic medicine.

**TITLE OF PRESENTATION:**

**Methods of Financing Medical Tourism**

**ABSTRACT:**

The aim of the presentation is to present different methods of financing medical tourism in Europe. The talk will be based on concrete examples of creating successful mechanisms for obtaining reimbursement for treatment. There will also be an analysis of the implementation in Poland of the Directive concerning patients' rights in cross-border healthcare.



Aleksandra Fokeeva

*TUI RUSSIA AND CIS tourism operator - Senior manager for government relations, social & corporate responsibility and development department.*

Date of birth: 05.02.1989

Place of birth: Russian Federation, Moscow region, Dubna City.

Secondary-level education: 1995-2006 Dubna Lyceum with focus on English.

Higher education: 2006-2011 Dubna International University of Man, Society and Nature. Degree awarded with distinction. Specialty – jurisprudence.

2011-2012 Intellectual property rights lawyer in a major distributor of license bearers in the Russian Federation.

2012, November – student at Linguarama Business School, Great Britain, London.

2012-2016 PA of Senior Vice President for Communications and Government Relations in “Severstal”, a vertically integrated steel and steel-related mining company with major assets in Russia, as well as investments in other regions.

01.01.2017 – present - Senior manager of government relations, social & corporate responsibility and development department for TUI Russia and CIS.

**TITLE OF PRESENTATION:**

**Croatia – Russia: new possibilities and horizons in Health Tourism**

**ABSTRACT:**

- introduction of TUI Russia and CIS
- the Croatian product that we create and offer to our client.
- information about the number of tourists who have already visited Croatia with the operator TUI this year, and forecasts for next year
- some examples of improving Russian-Croatian cooperation in the world tourism market : for example – information exchange, improving knowledge of the Croatian product, especially the chance to know more about health tourism in Croatia, marketing, promotion, etc.



Marinko Rade

*Director of Orthopaedic Hospital in Rovinj*

Born in Ljubljana (Slovenia) in 1982, Marinko Rade, MSc in Orthopaedic Medicine, and PhD in Clinical Medicine (Physiatry), lived in Rovinj (Croatia) until completing high school. He then studied in Padua (Italy) and London (UK), and is currently the Director of Prim. Dr Martin Horvat Orthopaedic Hospital in Rovinj in Croatia, a post-doctoral researcher at Kuopio University Hospital at the University of Eastern Finland (Finland), and Associate Professor of Anatomy and Neuroscience at the Faculty of Medicine at the JJ Strossmayer University of Osijek (Croatia).

His special research interest is in the quantification and understanding of innate neural protective mechanisms with the final aim of constructing new effective diagnostic algorithms and effective rehabilitation and pharmacological therapies. He is the only person who has twice been awarded the “Young Spine Investigator Award”, which is conferred by the top-ranked scientific journal Spine. He received the award in both 2014 and 2017.

**TITLE OF PRESENTATION:**

**Practical Example of a Successful Turnover Project in Croatian Public Health**

**ABSTRACT:**

Despite its ideal position and relevant historical background, the Martin Horvat Orthopaedic and Rehabilitation Hospital in Rovinj was approaching a dead end. We will show how strict controlling methods and careful human resource management, including leadership types dictated by contingency theories, helped restore the finances and credibility of this structure, making it one of the most interesting up-and-coming hospitals on the Croatian market, with an 11,000,000 euro investment plan ready to be put into practice in the next 5 years.



## Ante Simonić

*President of the Croatia-China Friendship Association*

Ante Simonić was Professor at the School of Medicine of the University of Rijeka for many years. He has specialised at: the C. Heymans Institute in Belgium and the Royal Postgraduate Medical School in London. He has published over 400 conference and other scientific papers, as well as six books. Simonić is an associate member of the Croatian Academy of Sciences and Arts, holds an honorary PhD from the University of Zadar, and is Professor Emeritus at Rijeka University. He was President of the Croatian Pharmacological Society, Chairman of the Board of the Rijeka Clinical Centre, and also of the Lovran Orthopaedic Clinic. He was Dean of the School of Medicine in Rijeka, an advisor to the Croatian Ministry of Health. He was Deputy President of the National Committee for Awards in Science, President of the National Committees for the Suppression of AIDS and chaired National Delegations to the UN in Geneva and Vienna, a member of the Croatian Parliament, Deputy Prime Minister of the Croatian Government. He was also the Ambassador of Croatia to China.

### TITLE OF PRESENTATION:

**Integrative Medicine: A Strategically Important Chance for our County and for Traditional Chinese Medicine**

### ABSTRACT:

In biomedical research, there are enormous achievements on a daily basis. No single country is satisfied with its healthcare system. The solution is the Integrative Medicine Paradigm, which can be a major driving force for radical change. Integrative medicine should be based on the interconnection of the achievements of scientific-evidence-based medicine and a group of diverse medical and healthcare systems, practices and products that are not presently considered to be part of conventional medicine. They rely on extremely different traditions and knowledge. Traditional Chinese Medicine (TCM) is one of the most prominent of these. It should be emphasised that in China there is a long experience of co-existence of TCM with scientific-evidence-based medicine.

Healthcare should become integrated, personalised, cheaper, more efficient and accessible to all, and should help people to live longer with a higher quality of life. Integrative medicine includes the cooperation of clinical medicine, research and the education of physicians and other medical staff, pharmacists, students and the population in general.



## Andrew Shi

*CEO of the Houliping TCM Hospital Group and General Manager of Triple "Tong" Health Preservation*

Andrew was born into a Traditional Chinese Medicine family. His great-grandfather was a doctor for the Chinese royal family, and his grandfather was a famous TCM doctor. His mother is also a famous TCM doctor who founded the Houliping TCM Hospital, one of the first private TCM hospitals in 1987 after Chinese economic reforms were carried out. Andrew Shi graduated from the University of Toronto (Canada), majoring in Commerce and Management. In 2008, Andrew worked in HSBC Fund Management (Shanghai) for QDII and QFII Investment (medical sector). In 2012, Dr Houliping and Andrew founded Triple "Tong" Health Preservation (TTHP) as part of the Houliping TCM Hospital Group, which provides high-end TCM physical therapy medical services.

### TITLE OF PRESENTATION:

**Houliping TCM Hospital Group Cooperation in Croatia**

### ABSTRACT:

The Houliping TCM Hospital Group is involved in a significant amount of TCM research at the city, provincial and national levels. Triple "Tong" Health preservation (TTHP) was established in 2012 as part of Houliping TCM Hospital, which specialises in high-end TCM physical treatment services. It has received the national level standard for health, treatment and health preservation from the State Administration of Traditional Chinese Medicine.

In March 2012, at the invitation of Professor Ante Simonić, I researched local medical institutions and tried to find out about the possibility and extent of both parties cooperating in traditional Chinese medicine. In March 2015, I signed a contract with Thalassotherapia Opatija for TCM services. In 2015 and 2016, the Houliping TCM Hospital Group sent two teams to Thalassotherapia Opatija. This year, I also signed a contract with Mediko Group from Zagreb for TCM services and exchanged ideas with Polyclinic Terme Selce and Dr Brožičević, and also with Dr Peharec from Pula. From my point of view, the trend in the medical business sector is specialisation. Better professional medical services will take more of the market share from general medical services. I think cooperation between different fields is one of the keys to improving specialisation.



## Krešimir Pavelić

*Professor of Molecular Biology*

Krešimir Pavelić MD, Professor of Molecular Biology, founder of the Department of Biotechnology at the University of Rijeka, former director and founder of the Division of Molecular Medicine at the Ruder Bošković Institute, Secretary General of the European Molecular Biology Conference (EMBC), EMBO member, member of the Croatian Academy of Sciences and Arts and many others international scientific organisations, former Vice-president of the European Molecular Biology Conference (EMBC), former President of the National Scientific Council of the Republic of Croatia, former member of the Parliamentary Committee for National Scientific Awards, expert of molecular medicine of the Transnational Radical Party in the European Parliament. Krešimir Pavelić was an ex officio member of the EMBO Council and member of the European Molecular Biology Laboratory. He has published 300 scientific papers in leading world scientific journals and several invited review papers and chapters. Pavelić and his colleagues have made a significant contribution to the field of cancer genetics, designing new anti-cancer drugs and new methodological approaches in cancer research and human genetics. He has significantly contributed to the understanding of the biology of the transformed cell.

### TITLE OF PRESENTATION:

**Towards Personalised and Integrative Medicine**

### ABSTRACT:

Novel scientific achievements and technological advancements are our everyday reality. This is applicable in the biomedical field as well, where significant achievements can be seen daily while in clinical practice we still lack major breakthroughs. Personalised medicine is recognised as a possible novel breakthrough that also fits well with the rising concept of integrative medicine. Truly integrative approach to the management of patients and adequate treatment may pave a way for the holistic medicine to come in the years ahead. The new medical approach will be based on management and treatment adjusted to each individual patient. Such an ambitious approach will require a cross-disciplinary dialogue and, in particular, a strong technological platform based on global technologies and methods. Doctors should appreciate and approach each family or individual without discrimination. Still scientists from different fields have diverse opinions on these issues. This complicates the holistic approach in medicine as well. Therefore, in this presentation will be discussed and presented as major drivers of radical change in the healthcare system that are expected to solve major issues in medicine today, i.e. rapid changes due to globalisation, infectious diseases, changes in the behaviour patterns of certain diseases, rapid and dramatic climate change, and demographic changes.

virtualno **360**.hr

**SIMPLE, FAST AND AFFORDABLE**



**Contact us and make your office space visible online**

antonio@virtualno360.hr  
+385 99 6985 304

### CLIENTS



www.virtualno360.hr





## Silvije Šegulja

*Deputy Head of Thalassotherapia Crikvenica*

Silvije Šegulja, MD has been an employee of Thalassotherapia Crikvenica since 2005. He is a specialist in paediatrics and a subspecialist in allergology and clinical immunology. He is Head of the Department of Respiratory Rehabilitation of Children and is currently the Deputy Head of Hospital. He is also a member of the Management Board of the Croatian Association for Allergology and Clinical Immunology. He has a special interest in the field of health tourism, is currently engaged in specialist postgraduate research on health tourism, and is finishing his doctoral studies at the Faculty of Medicine in Rijeka. He is the author of several books on topics concerning respiratory rehabilitation and the chapter of a book by an international author's group entitled 'Allergic Diseases – New Insights', published in 2015, in which respiratory rehabilitation is presented as an unavoidable segment of treatment and the prevention of respiratory diseases.

**TITLE OF PRESENTATION:**

Respiratory Rehabilitation

**ABSTRACT:**

Human life expectancy is becoming more prolonged, and inevitably there are also chronic illnesses that mostly mark the second part of one's lifetime. The environment is becoming more polluted and affecting organs and body systems. The lungs are a huge body organ that is our direct contact with the air and environment. Habits (smoking), disease and the professional environment affect the condition of the lungs and chronic obstructive disease will soon be the leading cause of mortality according to the data of the World Health Organisation; currently it occupies third place. Chronic obstructive pulmonary diseases, asthma – both allergic and non-allergic causes, and bronchopulmonary dysplasia are some of the diseases that can be successfully rehabilitated through respiratory rehabilitation programmes. The goal of such rehabilitation is to heal or stop the disease's progression, so that the person can have a longer and better life. The respiratory rehabilitation programme includes inhalation of seawater, a mixture of essential oils and respiratory kinesitherapy. The condition of the lung is documented by diagnostic tests before and after the rehabilitation programme, and a visual improvement in functional lung condition. Repeated rehabilitation gives even better results in reducing the use of medication and reducing illness or the need for hospitalisations in acute hospitals. Respiratory rehabilitation is a trend in the treatment of respiratory illness according to the content of specialised congresses at the global level, and it is necessary to develop such programmes and offers in specialised institutions, as they provide the opportunity to save money within the health system and provide an excellent platform for offers within the sphere of health tourism.



## Ognjen Bagatin

*CEO of Poliklinika Bagatin*

After graduating from the School of Economics at the University of Zagreb, Ognjen Bagatin took the huge step of pursuing an MBA. He earned his MBA at Cotrugli Business School and began his career as an assistant to the board of the Pastor Group. In 2008, he started working in a family clinic that had two employees and began its growth and development. Currently, the clinic has 70 employees and according to Deloitte is one of the fastest-growing small and medium-sized medical institutions. As a director of the clinic, he encourages the development of corporate entrepreneurship and project management in the medical segment. With extensive knowledge and understanding of the private health system, he encourages the development of a positive corporate culture and the development of the clinic itself. Today, besides serving as the CEO of his own company he is also a member of the President of the Board of MBA Croatia as well as the Medical Tourism Council of the Croatian Chamber of Economy. He is a consultant at 15 clinics in Croatia and Europe and continues his professional growth and development by attending numerous seminars, conferences and summits related to sales, management, leadership and of course healthcare and medical tourism, both as a participant and as a speaker. He is married and lives in Zagreb.

**TITLE OF PRESENTATION:**

Grow your Profit through Knowing your Clients

**ABSTRACT:**

The aim of this presentation is to show how digital transformation and CRM (customer relationship management systems) can help you grow your clinic and what can happen if you don't use it in the future. It will show why it is important to know everything you need to know about your patients/clients, and how to get them back again to your clinics and to refer you to their friends and family. Here are some key ideas from the presentation:

1. CRM (customer relationship management system) is your ticket to success
2. Know your numbers (lifetime value of client (LTV), customer acquisition cost (CAC))
3. 7 key benefits for clinics that use CRM in medical travel
4. The more you know the more you grow
5. Keep your patients coming back and grow your referral rate

You will also get answers to these questions:

1. CRM in healthcare and what it is all about
2. When to start using CRM
3. What are some of the traps of using CRM in your clinics?
4. Who is the key driver in the implementation of CRM and digital transformation in your clinic?
5. What if I don't implement CRM?



## Adriano Požarić

*Founder and editor of Turizam info magazine and marketing specialist*

Adriano Požarić is the founder and editor of Turizam info magazine, a B2B magazine for tourism professionals, which he has been involved with for the last 14 years. He is a specialist in marketing and campaigns in print media, especially for tourism companies, and communication with key customers through email newsletter campaigns. He is the founder of the Congress Office in Opatija and an active participant in numerous tourist projects. Over the last few years, he has organised more than ten events, from small conferences and training events to several specialised tourism trade fairs. In the last ten years, he has also presented at a number of important conferences in Croatia, the wider region and the UK on the topic of marketing in tourism. He is a member of the Professionals Publisher Association based in London.

**TITLE OF PRESENTATION:**

Email Marketing & Events: How a Satisfied Patient Becomes your Ambassador

**ABSTRACT:**

During the purchase of healthcare services and products, one of the most important elements is trust. To acquire a customer's confidence, it is important to invest a lot of energy (time and money) in the customer approach, and addressing yourself in such a way that they pay attention to you and trust you. One of the more effective and quickest ways to gain the confidence of new customers is using existing satisfied customers to recommend us or to use their stories for our promotion. Email newsletters and direct presentation (fairs, presentations, etc.) are a good combination of marketing tactics through which we can effectively and relatively easily and conveniently increase the number of quality customers who have a basic trust in our service and so become high quality contacts.



## KVARNER Health & Wellbeing



**THE KVARNER REGION TOURIST BOARD**  
 51410 OPATIJA, NIKOLE TESLE 2  
 T +385 (0)51 272 988  
 E kvarner@kvarner.hr  
 WWW.KVARNER.HR



**KVARNER**  
 Health and Wellbeing  
 The brand of the Kvarner Region Tourist Board





## Mohammad Aqtash

*Founder and investment partner of Arab Medical Travel (AMT), one of the leading facility companies in the medical tourism industry*

Mohammad has over 14 years of experience in professional services delivery and the IT industry in Middle East markets, and currently resides in Dubai in the UAE. He has previously held leadership positions in major regional government (ADP), semi-government (Tahaluf AlEmarat) and private middle-size companies. At Tahaluf AlEmarat, Mohammad held the position of Project Management Office Director, gaining an in-depth understanding of the major business in the region. He is a CEO of one of the leading IT software development companies in Jordan. Mohammad is also a founder and investment partner of Arab Medical Travel (AMT), one of the leading facility companies of the medical tourism industry. He has managed several projects in his career, from in-house developed solutions to ERP delivery for both private and public sectors. He has achieved a high level of integration between ERP solutions with custom-made solutions, accomplishing a high level of integrity and customer satisfaction. Mohammad graduated from Yarmouk University Computer Science Department. He received his MSc from the Philadelphia University of Jordan and is currently a PhD student at The British University in Dubai. He is also a researcher in data science and big data analytics at IBM Watson for the Medical Sector and Machine Learning and Artificial Intelligence.

**TITLE OF PRESENTATION:**

**Building Global Bridging Networks for Medical Tourism**

**ABSTRACT:**

- Social network formation of medical tourism from the technology perspective
- Future development of smart devices and IoT
- Should we start looking to build branded products?
- One platform or the best platform?
- Industry factors and specific vertices
- Arab market interests and needs
- Arab Medical Travel Initiation and road map
- Croatia on our map

**Lessons learned and case studies:**

- Contribution in industry rewarded by market share
- Facilitator evaluation of medical facilities and quality of programmes raises the value of the service provided.
- Building trust is two-way.
- How to deal with difficult situations (people are always emotional) – example

**Brief experience:**

- Setting expectations properly
- Selling fewer branded products
- Legalities are very important with service providers and customers
- Detailed service up to dinner table reservation.



## Elisabeth Ixmeier

*Co-Founder and CCO of Healing Hotels of the World*

Dr Elisabeth Ixmeier is co-founder of Healing Hotels of the World, an exclusive global partnership of hotels and resorts committed to healing with currently over 100 hotels in 48 countries. Healing Hotels of the World is a pioneer in health travel, anticipating this current global trend more than 10 years ago. Healing Hotels of the World and its partner hotels promote holistic health and integrative medicine as highly effective means against many lifestyle-related diseases and as a preventive measure to stay healthy. Based on the strong relationship between body and mind, the experiences in a Healing Hotel extend from physical improvement to a new joy and purpose in life. Elisabeth has studied history of art and philosophy driven by her search for the understanding and meaning of life. For more than 40 years, she has been practising a Yoga lifestyle, combining its truth with our western world and business. She had a leading position in an international tourism marketing company representing different states in the USA and India to the Central European market. With the creation of Healing Hotels of the World, she was able to combine her professional knowledge with her passion for a holistic lifestyle.

**TITLE OF PRESENTATION:**

**Healing Hotels of the World: Why Healing will Change the World**

**ABSTRACT:**

In the 1990s, spas became an increasingly important part of the hotel experience. With the accelerating speed of modern life, stress and lifestyle-related diseases have grown immensely as have emotional problems as a result of the way of life in highly industrialised countries. Spas have become holistic health centres, and more and more hotels focus solely on the healing journey of their guests. This trend is fuelled by a worldwide movement that does not want to continue with the destructive way of how we treat ourselves and the world around us. Born from the understanding that we are responsible for our health and how we lead our lives, and that we are the authors of our destiny, this movement is linked to the new way in which people want to take responsibility for the world around us, and how we treat our fellow human beings, nature and our planet. How does a Healing Hotel incorporate all these elements and how does it contribute to the health, well-being and happiness of its guests? Healing Hotels of the World have an extensive set of criteria that addresses all these aspects of a Healing Hotel. The presentation will explain the growing trend of health tourism and the causes that are fuelling it, its relationship to medical tourism, the understanding of holistic health and a holistic lifestyle, and the many ways Healing Hotels cater for the fast-growing market of guests that are looking for a healthier, happier lifestyle.

## ORGANISER

### CRIKVENICA TOURIST BOARD

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, (Sr)jetno 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.

**Contact info:**  
**P: +385 (0)51 784 101**  
**E: info@tzg-crikvenice.hr**  
**www.rivieracrikvenica.com**

## CO-ORGANISERS

### THALASSOTHERAPIA CRUKVENICA

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

**Contact info:**

**P: +385 (0)51 407 666**  
**E: info@thalasso-ck.hr**  
**www.thalasso-ck.hr**

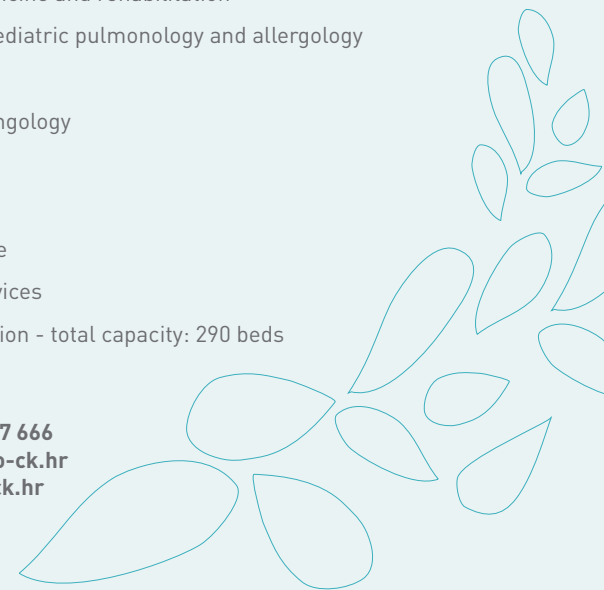
### KVARNER HEALTH TOURISM CLUSTER

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.

**Contact info:**  
**E: info@kvarnerhealth.hr**  
**www.kvarnerhealth.com**





## 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 19<sup>th</sup> 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.



It's always interesting here with more than 250 different events throughout the year, such as the Carnival, Crikvenica Cycling Marathon, Strawberry Festival, (Sr)jetno 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 24.000 beds).



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.



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.



primorska  
općina  
županija

www.pgz.hr



ORGANISER



CO-ORGANISERS



Thalassotherapia  
CRIKVENICA



KVARNER  
HEALTH



Republika Hrvatska  
Ministarstvo zdravlja



virtualno **360**.hr



CRIKVENICA TOURIST BOARD  
info@tzg-crikvenice.hr  
+385 51 784 101

THALASSOTHERAPIA CRIKVENICA  
info@thalasso-ck.hr  
+385 51 407 666

KVARNER HEALTH TOURISM CLUSTER  
info@kvarnerhealth.hr  
+385 98 486 830