Quality, Innovation, Transparency
Creating Partnerships for a better Global Health

HEALTH IS A JOURNEY

FIRST EUROPEAN CONGRESS ON HEALTH TOURISM 2008
ECHT 2008
9th - 11th April, Munich - Westin Grand Hotel Munich

Organization by Europe Health GmbH - Munich
Your Rehab Alternative in the City.
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Fortina Rehabilitation S. Roy  ·  Arabellastrasse 6  /  5th floor  ·  D-81925 Munich  ·  Tel +49(0)89-92643502  ·  Fax +49(0)89-92644502
**THE PERSPECTIVE**

Salah Atamna
President Europe Health, Munich - Berlin - Paris

A new face in the world of congresses: ECHT - First European Congress on Health Tourism

Europe Health is the german market leader for patient services. With the congress we will - apart from our core business - create a scientific platform and a marketplace, where the global community can discuss ideas about quality standards, future trends, best practice and bring more transparency into this fast growing factor in the world economy. Only direct interpersonal relationships lead to a successful improvement of the cooperation. The idea of this innovative congress was born out of the experience and business relationships of the past years.

The congress addresses the following target groups: key decision makers in the health sector, clinics and hospitals, governmental institutions in the health sector, insurances, travel agents, hotels, wellness and spa, patient services, IT services and medical knowledge creators: the universities.

Salah Atamna

**THE PATRONAGE**

Christian Ude
Lord Mayor

Welcome to Munich

Munich offers a very high quality of life to its guests. A lot of factors contribute to this fact: the city’s high leisure value, the good economic and employment situation, the outstanding infrastructure and the high level of safety are often cited.

There are a lot of highlights in the city: a multitude of shopping possibilities, museums and cultural attractions, sports events as well as an attractive landscape with mountains and lakes in the immediate vicinity.

An important factor to our guests is also our highly developed healthcare system with renowned medical centres and experienced doctors.

It’s a pleasure for us to announce that the Congress takes place under the patronage of The Lord Mayor of Munich.

Christian Ude

**THE EXPERIENCE**

Abdulaziz Al-Mikhlafi,
Secretary General

The Arab-German Chamber of Commerce and Industry e.V., Ghorfa, is official partner of Europe Health in the organisation of this congress and supports the endeavours for quality and progress in the international health tourism. This market is of major importance for the German health and export economy.

Europe Health and reputable experts agree in the view that this congress on Health Tourism will become the most important event of its kind in Germany within a short time. It is the patient and his needs which should always be in the center of all medical care and services. His fast recovery is the indicator for quality and the state of art in medicine. Europe Health conducts the 1. European Congress on Health Tourism to bring up a forum for meetings and exchange for the international expert community.

Abdulaziz Al-Mikhlafi

**NEWS**

Dr. Uwe Klein
Chairman of the Congress Organization

The congress will be a progress

The preparation of the congress is going on with high speed. We are happy and proud to say that global players like GE Healthcare, Philips and Vanguard have announced their participation. The year 2008 will bring a turning point in the international health business and especially for the medical tourism.

We keep a few speaker opportunities still open to report about the latest developments in science and business.

Thanks to those who have already decided to visit the congress in April.

Dr. Uwe Klein
THE CLINIC
Founded in the early 1980ies the Alpha Klinik was one of the first private facilities in Munich that emphasized on a total specialization in the fields of knee and spine surgery. Today the surgical spectrum of the spine team is target surgery for herniated discs, disc degeneration and facet joint pathology, with more than 13000 spine surgeries performed to date.

SURGICAL SOLUTIONS
- Endoscopic disc prolaps removal and disc decompression
- Endoscopic Abrasion
- ADR: Artificial Disc Replacement in the lumbar and cervical spine
- Microscopic decompression
- Spinal Fusion

DIAGNOSTICS
- Over 20 years of experience in the diagnostics of spinal disease
- MRI, including total spine
- X-ray
- Spine motion analysis
- MedX strenght test
- All examinations under one roof and during a single consultation

THE SURGEONS
Dr. Thomas Hoogland - Orthopedic surgeon, Spine Specialist
Dr. Michael Schubert - Orthopedic surgeon, Spine Specialist
Dr. Armin Helmbrecht - Neurosurgeon, Spine Specialist
Drs. Willem Zeegers - Orthopedic surgeon, ADR Specialist

CONTACT
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Effnerstr. 38 • 81925 Munich • across the ArabellaSheraton Grand Hotel
Tel: +49 (0) 89 20 4000 200 Fax: +49 (0) 89 20 4000 299
Email: info@alpha-spine.com
WWW.ALPHA-SPINE.COM

ALPHA SPINE CENTER MUNICH
Christa Stewens
Deputy Prime Minister of Bavaria
Bavarian Minister of Labour, Social Affairs, Family and Women
As Bavarian Minister (since January 2001) responsible for social affairs including health affairs just like provision of medical care in Bavaria (practices, hospitals and rehabilitation resorts - Patient care). Also responsible for health insurance-systems, organ transplant medicine and medical tourism in Bavaria.

Deputy Prime Minister of Bavaria since 16/10/2007

Ms. Stewens will hold the opening speech on Thursday morning. H.E. Khalifa Al Harthy will give an opening adress to the delegates of the congress.

H.E. Khalifa Al Harthy
Ambassador of the Sultanate of Oman to the Federal Republic of Germany
He finished his studies in Great Britain with an MA and BA in International Relations and Diplomats. After a fast career in the diplomatic service of Oman which led him to London and many countries of the Far East he was appointed in 2005 as Oman’s Ambassador to Germany, the Oman’s non-resident Ambassador to the Swiss Confederation, Poland, Sweden, Norway, Denmark and Finland.

The Advisory Board of the First European Congress on Health Tourism, also coming as speakers:

Salah Atamma, MBA
Organizer of ECHT
CEO Europe Health GmbH and Seralux GmbH, Munich - Paris - Dubai
In 1988 emigrated to Germany for study purposes. Examination as Diplom-Kaufmann (Business Degree) in 1996 at the University of Bamberg.
Specialties: European management, international economy and finance. Since 1998 he has gained experience at the University Medical School of Munich, University Hospital Hamburg Eppendorf: International patients. 2003 foundation of the company Europe Health GmbH, foundation of Seralux GmbH in 2006 and of Europe Medical solutions in 2007.

Prof Dr Frank Christ, MD
CEO of lMu Munich International Medical GmbH, Head of Cardiac Anesthesiology Dept. at Munich University Medical Centre
His particular interests are transplantation and Emergency Medicine. He gained managerial competence at MIT and Harvard, and was instrumental in the foundation of the Harvard Munich Alliance Medical Education. He is responsible for many international teaching programs focusing on faculty development and managerial competences of senior staff.

Dr med Johannes Correll, MD
Chairman of the Medical Council of the Children’s Orthopedic Hospital Aschau / Germany
Dr Correll had his medical studies in Munich and Paris before he started as Navy Surgeon. From 1978 - 1986 he worked at the Orthopedic University Hospital Heidelberg. From 1986 until 2007 he was head of the Children’s Orthopedic Hospital Aschau / Germany, which has an international reputation in the fields of Children’s Orthopedic. Now he acts as consultant for orthopaedic paediatric surgery in Munich.

Dr Yusif A. A. Al-Haddad
MBCHB. MSC, Irish board in family medicine
Ministry of Health Bahrain, Head of Overseas Treatment Section, Consultant Family Physician, Bahrain
In his current position, Dr Yusif is responsible for the diagnosis, treatment, and referrals of Bahraini patients to overseas destinations. After completing his medical degree, he held various positions such as Occupational & Family Physician and later Deputy Manager of Al Razi Health Centre, medical registrar at the medical licensure and registration department.

E.H. Khalifa Al Harthy
Ambassador of the Sultanate of Oman to the Federal Republic of Germany
He finished his studies in Great Britain with an MA and BA in International Relations and Diplomats. After a fast career in the diplomatic service of Oman which led him to London and many countries of the Far East he was appointed in 2005 as Oman’s Ambassador to Germany, the Oman’s non-resident Ambassador to the Swiss Confederation, Poland, Sweden, Norway, Denmark and Finland.

Prof Dr Heinrich Forst, MD
Chief Surgeon and Medical Director of the Martha-Maria Hospital, Munich
During his career at the Department of Surgery, Klinikum Grosshadern, Ludwig-Maximilian University Munich, he was granted several awards in thoracic and visceral surgery, he is a member of the task force “Gastrointestinal Tumors” and co-organizer of the interdisciplinary tumor conference in Bad Trissl. He is also a teacher for thoracic surgery at the Department of Surgery of the Ludwig-Maximilian University, Munich.

Reinhard Fuß
Municipal Clinics Munich, managing director of corporate strategy, Munich / Germany

Hartmut Hain
CEO of Medical Park AG since October 2005
He has long-standing experience in the field of rehabilitation as well as medicine. Before he took up his role as CEO, he was on the board of managers of the Rhön-Klinikum AG. He studied hospital and social management and is now responsible for quality management, corporate communication, marketing and sales at Medical Park AG.
**THE ADVISORY BOARD**

**Dr Ismail I. Khalifa, MD, FAAP**
International Medical Consultant/Family Medicine

Practicing as a Private Family Physician for patients from different countries including USA, Japan, Middle East, the Gulf Region, Switzerland, Germany, Netherland and Italy for the last thirty-two years. Support and advise for patients from Arabic-speaking countries for international medical destinations. Assessment and evaluation of medical cases and international patients’ needs. Sharing in international medical referral for the best hospitals in the world.

**Dr Abdulaziz Al Nasser, MD, CPE**
Chairman of the Department of Family Medicine and Polyclinic Services at King Faisal Hospital and Research Center

Director Residency Training Program, Certifying Commission in Medical Specialties, American College of Physician Executives: Master’s Degree in Administrative Medicine for Physician Executives (University of Wisconsin / American College of Physician Executives), Membership of the Royal College of General Practitioners United Kingdom.

**Dr Fahed Al Sudairy, MD**
Head of the International Patient Department in the Ministry of Health, Riyadh / Saudi Arabia

Dr Fahed is responsible for the international organization of medical treatment abroad of all Saudi patients traveling to international destinations. He knows all reputable international health centers providing high end medicine all over the world.

**Claudia Küng**
Managing Director Health Care Bayern Association Munich / Germany


**Prof Dr med Jürgen Toft, MD**
Head of Alphaclinic Munich, Section Knee Surgery

Prof Toft founded the Alpha Clinic in Munich in 1984, which was the first out-patient clinic for patients with artificial endoprostheses. Prof Toft is severely damaged knee joints to avoid providing the method of arthroplasty for the conservation of invasive procedures for all knee lesions. He refined the method of arthroplasty for the conservation of severely damaged knee joints to avoid providing the patient with artificial endoprostheses. Prof Toft is founder of the International Association for Biologic Joint Reconstruction.

**Prof Dr Dr h.c. Fried Oelschlegel**
Medical Consultant, Dubai/UAE

Professional experience in Hospital Management spanning more than 30 years; 12 years Director for Administration at the Charite Berlin. He was the VP of Saudi German Hospitals Group before joining EMAAR Healthcare. Fried holds doctorates in Economy and Medicine (Honours); he has published numerous papers and chapters in books, and he holds a Professorship in Hospital Management.

**Lutz Lungwitz**
President, German Medical Wellness Association, Berlin / Germany

Lungwitz is one of three presidents of the MWM-Medical Wellness Management GmbH, which focuses the business interests of the association and provides management and consulting services. He was a co-founder of the association in 2005. Lungwitz is involved in marketing and sales strategies and is in charge for the overall coordination.

**Keith Pollard**
Managing Director, Treatment Abroad, London / England

Keith Pollard spent ten years in marketing and operations in the UK private hospital sector before setting up his first internet business in 1996. In recent years, his company, Intuition Communication, has become one of the UK’s leading online publishers in the healthcare sector with sites attracting over 500,000 visits each month. Treatment Abroad (www.treatmentabroad.net) has grown rapidly to become the leading UK website for medical tourism.

**Robert Salzl**
Senior consultant Aviation and Hospitality. Member of several Advisory Boards.

Flight Captain and Senior Vice President/Chief pilot Flight Operations with Deutsche Lufthansa AG. Activities until 2006: Board Member of the Executive Holding of the Schönhuber Group, former President of the Arabella Sheraton Hotel Group, CEO of the Bavaria International Aircraft Leasing Company, CEO of the Arabella Hotel Holding AG, which also included hospitals. He is member of several project teams involved in business development of hospital/hotel concepts worldwide.

**Dr Faisal A.M. Shaheen, M.B.B.Ch., F.V.M.A., FRCP**
Director of Saudi Center for Organ Transplantation and of Jeddah Kidney Center, Jeddah, Saudi Arabia

After completing his medical studies, he gained considerable clinical experience from 1981 at the University of Mansoura (Egypt), King Fahd Hospital (Jeddah), Glasgow (United Kingdom), University of Vienna. In 1994 he became “Distinguished Professor” of the National Institute of Transplantation, California, USA and visiting Professor in Pittsburgh in organ transplantation. In 2002 he was President of the 8th International Congress of Middle East Society for Organ Transplantation (Muscat).

**Abdulaziz Al-Mikhlafi**
Secretary General of the Arab-German Chamber of Commerce and Industry, (GHORFA) Berlin, Germany

Mr. Al-Mikhlafi entered the diplomatic service after his studies of economics and political science at the University Sana’a, which led him to take up various positions as Secretary at the General Consulate of the Republic of Yemen in Jeddah, Saudi-Arabia, within the Ministry of Foreign Affairs and the Embassy of the Republic of Yemen in Germany.

**Prof Dr Abdulaziz Al Nasser, MD, CPE**
Chairman of the Department of Family Medicine and Polyclinic Services at King Faisal Hospital and Research Center

Director Residency Training Program, Certifying Commission in Medical Specialties, American College of Physician Executives: Master’s Degree in Administrative Medicine for Physician Executives (University of Wisconsin / American College of Physician Executives), Membership of the Royal College of General Practitioners United Kingdom.

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First European Congress on Health Tourism - ECHT 2008

MEDICAL TECHNOLOGY

MEDICAL TECHNOLOGY providers meet clinical directors and budget administrators of new projects and receive access to strongly regulated markets until now. The need for innovation is enormous and the time to get into business is excellent. Many projects in hospital construction are under way.

PHARMACEUTICAL INDUSTRY

PHARMACEUTICAL industry representatives meet clinic directors and heads of department with strong potential of influence and can launch or promote innovative products for target markets.

THE IT INDUSTRY

The IT industry with holistic solutions for mobile patients is in great demand. It regards both manufacturers and providers of services for the B2C as well as for the B2B market. Telemedicine and emergency solutions are prominent issues.

SPEAKER LIST

Prof Dr Hans-Dieter Allescher
Head of the Center for Internal Medicine at the Klinikum Garmisch-Partenkirchen and the Berufs-genossenschaftliche Unfallklinik Garmisch
Dr Allescher is also Professor for Internal Medicine at the TU Munich. Interventional endoscopy with main focus on innovative minimally invasive endoscopic procedures in the upper GI-tract, colon and biliary system. More than 20 years of experience in interventional endoscopy and developments and integration of new techniques. Secretary of the Society for Endoscopy and Imaging Techniques and editor of a standard textbook on the organization of endoscopic procedure rooms.

Prof Leonid Androuchko
Rapporteur on eHealth for the ITU since 2000
As a guest professor of numerous universities worldwide, Prof Androuchko is also a renowned speaker on many events and congresses about eHealth and Telemedicine. He was a staff member of the ITU (International Telecommunication Union, Geneva), before he was with the Ministry of Post and Telecommunications of Ukraine for many years.

Dr Oksana Baby-Pachomow
Specialist for Obstetrics and Gynecology (pending), Womens Hospital Bad Cannstatt
Born in the Ukraine she studied at the Medical University of Ivano-Frankisk, with examen at the Univ. of Tuebingen before she was appointed to her current position in 2003.

Prof Dr Horst D. Becker
Medical Director of the Surgical Dept. of Tübingen Medical School
Prof Becker is Vice Dean of the Batterjee Medical College, Jeddah, Saudi Arabia. He looks back on a wide experience as surgeon and academic teacher. He is honorary member of many medical societies in Bulgaria, Egypt, Belgium, Ecuador, Georgia and Member of the American Society of Surgeons.

Fred Basalama
Co-Founder and Managing Director of German Healthcare Services and web2access GmbH
His focus is on Customer Relationship Management, Mobile Services, E-Learning Solutions and Media Services. Currently he is responsible for the integration of the medical services with the medical knowledge management and E-Learning with IPTV on the healthcare management platform of German Healthcare Services.

Mauro Batestone
Mr Batestone has a major in Political Science and international relations from Texas Christian University where he studied his university career. He brings profound working experiences from reforming health care systems in Panama, Guatemala, El Salvador and Brazil. Since one year he is responsible for marketing and internationalization of the Barcelona Medical Centre.

Falk Beerten
General Manager Healthcare Belgium
Falk Beerten began his career at the Antwerp Diamond Bank in 2003. In 2006 he started working at the Federation of Enterprises in Belgium on a project on the internationalization of the Belgian medical services, which resulted in Healthcare Belgium, a non-profit association he is managing as from the foundation. Mr. Beerten has degrees in law and civil engineering, option biomedical techniques.

Dr Raphael Benetatos
Parodontal micro-surgery

Dr Franz Benstetter
Head of Managed Care Services Munich Reinsurance Company Operational Unit Health, Munich
In 2001, he accepted a position as the Director of Provider Relations in the Health Division of Munich Re. In this position, he has been responsible for the development and organization of medical networks and managed service organizations in Europe and the Middle East. In 2006 Dr Franz Benstetter was appointed as Head of Managed Care Services at Munich Re, responsible for Operations Management including claims- and production management, network management and medical management.

Luigi Bertinato, M.D.
Director of International health and social affairs office, Department of Health and Social Services, Regione Veneto, Venice-Italy
He is involved in a number of European health and social care projects, in the area of health policy, e-health, health promotion, and patient mobility. He is a focal point for the Veneto Region in its collaboration with the World Health Organization, especially for the Verona Initiative Project on determinants of health.

Prof Dr Stefan Bielack
Head of the Oncology Department of the Olgahospital - Pediatric Center of Stuttgart
Prof Stefan Bielack is a pediatric oncologist and head of the Department of Pediatric Oncology, Hematology, and Immunology at the Olgahospital, Stuttgart, Germany. His main scientific and clinical interest lies in the field of osteosarcomas. He is chairman of the Cooperative German-Austrian-Swiss Osteosarcoma Study Group COSS and project leader of the European and American Osteosarcoma Study EURAMOS1.

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Head of the Center for Internal Medicine at the Klinikum Garmisch-Partenkirchen and the Berufsgenossenschaftliche Unfallklinik Garmisch
Dr Allescher is also Professor for Internal Medicine at the TU Munich. Interventional endoscopy with main focus on innovative minimally invasive endoscopic procedures in the upper GI-tract, colon and biliary system. More than 20 years of experience in interventional endoscopy and developments and integration of new techniques. Secretary of the Society for Endoscopy and Imaging Techniques and editor of a standard textbook on the organization of endoscopic procedure rooms.

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Prof Dr Dr Edgard Biemer
Plastic, Reconstructive and Aesthetic Surgery
After specialization in plastic surgery Prof Biemer started his international career in young years. By consultation of patients from Azerbaijan he got contact since 3 years and he is starting plastic surgery in Baku. In this country also this specialty does not exist. The aim is to give regular lectures also with college and doing operations.

Freiburg's Tumor Biology Hospital he was involved as an independent eHealth Advisor, he is working in Health Service from 2003 to 2006, Miguel is now active providing specialized healthcare consultancy

Elizabeth Boultbee
Head of International Business at HCA International Hospitals
As Head of International Business at HCA, Elizabeth has strategic and operational responsibility for all international relations including, purchaser and insurance contracts, agent management, patient treatment and transport, visiting doctor programs, post graduate and clinical nursing education. Elizabeth also manages the collaborative arrangements with partners providing specialized healthcare consultancy services.

Miguel Cabrer
eHealth Advisor, Member of HIMSS EMEA Governing Council
He was CIO of Hospital Son Llatzer, which has received numerous recognitions through its Digital Hospital project, emphasizing eEurope for Awards eHealth 2004. Having been the eHealth Coordinator of Balearic Islands Health Service from 2003 to 2006, Miguel is now active as an independent eHealth Advisor, he is working in worldwide initiatives and eHealth projects.

Dr Michael Dahlweid
Chief Medical Officer Agfa Healthcare, USA
After a fast medical and scientific career at various German universities and international hospitals, he became CEO of the medical net AG, before he was appointed to Agfa HealthCare for his current position.

Aminudin Dawam
Group General Manager - International Marketing and Business Development
Aminudin graduated from Sam Houston State University, Texas, USA and received his MBA in 1988. Aminudin holds the post of Chairman at Perdana Specialist Hospital (Kota Bharu) as well as Executive Director at Ampang Puteri Specialist Hospital, Daman sara Specialist Hospital and Tawakal Hospital (Kuala Lumpur). He is also responsible for the commissioning work for United Hospital Limited (UHL) in Dhaka, Bangladesh and the hospital.

Dr. Claus W. Biermann
MD MPH
Vice President New Business Development eHealth, Philips International B.V.
He has been active for many years both as a doctor and a scientist in the field of transplantation surgery, surgical oncology and urology on various universities in the US, Germany, Switzerland and Denmark.

Alexander Brans
Board of Managers, NURNBERGER KRANKENVERSICHERUNG.
Since 1991 he is with managerial responsibility in the organisation and development of NURNBERGER Krankenversicherung and became appointed to the Board of Management in 2003. Further he is a member of the Board of Directors of a Statutory Health Insurance Company.

Prof. Hans J. Brauns
President of the German Association for Telemedicine, founder of the Alice-Salomon-School of Social Work, Nursing and Healthcare Professions
Prof Brauns is one of the most renowned European leaders and a visionary with outstanding experience in the management of non-profit and for-profit educational and healthcare organizations. He established the Alice-Salomon-School of Social Work, Nursing and Healthcare Professions to become one of the leading schools in Europe for innovative strategies in teaching, research, and international cooperation.

Prof. Dr. Thomas Block
Private Lecturer
PD Dr. Block is an urologist who is highly specialized trained in LDR-Brachytherapy of localized prostate cancer. He is one of the the developers of 2 dimensional ultrasound technique with realtime online dose control during seed implantation.

Dr. Friedrich E. Dietrich
He is in the medical board of managing directors of the association „Kinder brauchen uns“ e.V.
Consultant for surgery, plastic surgery and hand surgery; additional skill in intensive care After his qualification as a general surgeon he specialized on plastic and hand surgery in 1969. He became the chief of the department for plastic surgery and hand surgery. Since his retirement in 2006 he has focused on his voluntary commitment for medicine.

Dr. Heinz Jürgen Eichhorn
Director of Sports Traumatology St. Wolfgang Clinic, Bad Griesbach
Since 1987 is Dr Eichhorn in Straubing with a team of highly specialized surgeons in the Sportheilbad. He also is a honoured member of the Arthroscopy Association of North America (AANA) and member of the ACL Study Group.
Catherine Fritsch
CEO - Société d’Assistance Médicale - Paris, France

Catherine Fritsch is the director of SAM. She has an American master’s degree in biology. Her great knowledge of the medical environment in France and her experience in tourism gives her the best skills for medical tourism in France.

Dr. Thomas Hoogland, MD
Head of Alpha Klinik, Munich Section Spine Surgery

Dr. Thomas Hoogland is an internationally renowned capacity in the field of spine-surgery, who developed some of the most up-to-date minimal invasive endoscopy techniques. Since 1999 more than 5,000 minimal-invasive procedures have been performed by the spine-specialist. He is a member of several international associations and Past President of the International Intradiscal Therapy Society.

Dipl.-ing. Nikou Ghassemieh
Chief Strategy Officer (CSO) and Director Health Policy and Business Development VANGUARD AG

Nikou Ghassemieh is the co-founder of VANGUARD AG and leads the International development of the company. He has held chairman positions and is member of numerous associations and advisory boards of national and international organizations where he negotiates with governments and stakeholders concerning efficiency, quality and safety of healthcare systems.

Dr. Benosh Haris
C.O.O. e-MedSol Pvt Ltd.

Dr Benosh Haris has been into Web based services targeting medical community and consultancy for the last eight years. He has an experience of 5 years in the medical tourism domain spear-heading an innovative company called e-MedSol. This company provides support services for the medical tourism domain including software services. He was instrumental in project development and consultancy for various role players in India, Malaysia, Singapore, South Africa and USA.

Dr. Dr. Karl-Heinz Heuckmann
Dr. Dr. Heuckmann is implantologist and dentist in own practice in Chieming, Germany.

He developed several procedures in the area of the implantology with colleagues. In addition, Dr. Dr. Heuckmann is president of the European academy of immediate implantology and member in different dental-medical federations. In 1995 he founded an additional practice and an implantology centre in Panyu/China.

Dr. Dr. Reinhard Hollunder
Institute of Tropical Medicine

After being personal assistant of former Lord Mayors of Hamburg, he was responsible for the reorganization of the Institute of Tropical Medicine and the Institute of Occupational Health. Since 1980 he has been the head of the International Affairs Department.

Dr. Tobias D. Gantner, MBA
Dr. Gantner worked after his training in transplant surgery for more than two years as Senior Consultant with the Siemens Healthcare Consulting Group on national and international process and strategy consulting projects. He gained additional experience in closely collaborating with NGOs where he volunteered to lead pro bono healthcare consulting projects in developing countries. He is currently responsible for development and implementation of training programs within the Siemens Healthcare sector. He holds academic degrees in the subjects of medicine, philosophy and economics.

Priv. Doz. Mathias Goyen
CEO of the UKE Consult and Management GmbH (UCM)

The UCM provides consultancy services as well as the management of healthcare projects all over the world. It includes: development of medical concepts for health care markets, design and planning of process-oriented infrastructure, consultancy for medical necessities, feasibility studies, management of hospitals, education and training of both medical and administrative personnel.

Alexandra Graf
Master of Economics, consultant in the field of tourism, hotel, health and spa. In close cooperation with the Institute for Leisure Industry, Munich, Alexandra Graf is responsible of the study “Market opportunities in health tourism until 2020”. In addition, she works as lecturer at various schools and university for hotel, tourism & health professions.

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Dr. Robert Gerl
Medical Services Director of German Healthcare Services

At the Institute of Clinical Economics of the University in Ulm, he received a special training in evidence-based medicine. He works as a quality consultant in a teleradiological center and as a consultant for CME at Medi-training. Currently he is completing his post-graduate studies for his MBA in healthcare management at the University of Applied Sciences in Dessau-Rosslau, where he is assigned as a lecturer on medical tourism.

Dr. Mehmet Hizarci, MD, MBA
Chairman of the Hospitalia Healthcare & Hospitality private investment group, Istanbul Turkey. He has developed and is leading the project that is mainly focused on musculo-skeletal disorders on an international basis as a center of excellence coupled with a hotel. He has practiced medicine in diagnostic ultrasound, has lead multinational pharmaceutical and healthcare technology pioneers such as Philips Healthcare at European and regional levels. He has as well led hospital operations. He is a member of American Telemedicine Association and American College of Healthcare Executives.

Kirsten Heiss
CEO HEISS GmbH, Munich

Kirsten Heiss is owner-manager of Heiss GmbH & Co KG, which develops and implements IT solutions for higher-education institutions with university and research institutions. He studied medicine at the LMU and TU Munich where he started to develop N.O.A.H.

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Beat Huber
Founder and president of Swiss Leading Hospitals, SLH

Before he became CEO of the Klinik Pyramide am See in Zurich he gained international experience in various hotel positions throughout the world. He holds an MBA and is president of the ZUP, the association of the Swiss Private Clinics.

Dr. Christine Huber
Internal Medicine, Cardiology, Occupational Health and JAA Aeromedical Examiner Class 1 Deutsche Luftansa AG

Head of the Medical Department, Deutsche Luftansa AG. Besides the relevant degrees in aviation medicine, she holds a private pilot license. Her focus with Luftansa is on: teleradiology, transportation of patients and inflight medical emergencies.
Dr Prem Jagyasi  
Group Director - Business Development & Marketing with Lifeline Healthcare  
He has strong interest in Medical Tourism Industry and has developed innovative, cultivable & productive marketing strategies to boost medical tourism business. He is invited in several international healthcare congresses as chairman and speaker. He travels across to spread his marketing initiatives which are expected to transform medical tourism industry’s major challenges into profitability.

Hanns Georg Klein, MD  
Center for Human Genetics and Laboratory Medicine Martinsried  
After his study of medicine in Munich and Erlangen, Dr H.G. Klein entered a research programme about the genetics of lipid metabolism in Bethesda. 1998 he founded the INM2 Laboratories which focus on the genetic diagnostics of familial diseases especially in the Arabic world. INM2 offer a sophisticated portfolio of modern genetic analysis for a variety of questions. Kleinteaches clinical chemistry at Munich Medical School.

Dr. Uwe Klein  
General Manager Europe Health  
He engaged in preventive medicine and international health before he was appointed to conceptualize and implement a major change management program at Siemens from 1999 to 1998. Since then he is active in business development in various branches and since 2005 in health care strategy development. With Europe Health since 2006. In 2007 organization of the 1. European Congress on Health Tourism.

Dr Britta Knoll MD  
Dr Knoll is president of the German Mesotherapy Society and vice-president of the International Mesotherapy Society. Dr Knoll looks back to a wide experience as practitioner and academic teacher in postgraduate holistic medicine, anti-aging and medical aesthetics. Since 3 years she provides medical service, education and e-learning options in this specific field to middle east countries.

Aurelia Kogler  
Project Leader, Institute for Tourism and Leisure Research, Switzerland  
After working as consultant in various projects and developing masterplans and visions for various regions and institutions, she specialized in family and wellness tourism.

Prof Dr Nikolai N. Korpant  
Founder and Head of the Vienna International Institute for Cryosurgery  
Prof Korpant started his medical career in Kiev, Ukraine and before he came to his current position since 2001 he gained experience in all fields of throracic and general surgery in various positions in European health centers. He did extended research and has reputable publications on the opportunities and procedures of cryosurgery worldwide.

Dr Knoll is president of the German Mesotherapy Society  
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Volker Lemke  
Flight Ambulance International (FAI), Director Sales and Marketing  
Volker Lemke is Member of the Executive Board of FAI rent-a-jet AG (dba Flight Ambulance International) and responsible for Sales & Marketing. With an experience of thousands of missions from 1983 to 1999 he took over management roles for air ambulance providers. FAI is one of the fastest growing and most successful air ambulance operators worldwide.

Monika Lendi  
Dipl. Betriebsökonomin FH, Bachelor in Business Administration, Project Leader Tourism  
She has been working for the Tourism Study Program at the HTW Chur since October 2006. She works as assistant for the dean of studies and is further involved in the project team of the Institute for Tourism and Leisure Research ITF. She specialised in Tourism and Leisure as well as in Communication and Marketing.

Henning Lensch  
Chairman of the Hospital Planning Group, Association of German Consulting Engineers, VBI  
As an expert for hospital and healthcare design, he takes care of healthcare projects in Europe, Middle East, Asia and Africa, some of them Award winning projects, for both private and public clients and organizations. Mr. Lensch is currently managing several retrofitting and new building projects in Asia, Saudi Arabia, the United Arab Emirates and other countries.

Anil K. Maini  
President-Corporate Development Apollos Hospitals Group India  
Anil’s current assignment includes marketing, Business Development, Medical Travel and identifying new markets and new ventures in India and overseas. During his tenure, he has taken Apollo Hospitals to new internationals markets like Pakistan, Afghanistan, Abu Dhabi, Dubai, Kuwait, Oman, Yemen, Africa, Canada, UK and USA, besides launching new programs in India.

Prof Dr Horst D. Kuhnhardt  
Director of the Institute of Healthcare Management and Evidence-based IT  
After studying computer sciences and holding a position as CIO of the District Hospital Mainkofen, he took over a teaching position as professor for business application systems and health care management at the University of Applied Sciences in Deggendorf. He has been program director of the MBA Health Care Management for two years.

Maik Künnhoff, MD, MBA  
General Manager Global Solutions at Siemens Healthcare Sector  
After starting as a MD in Cardiology he became a Principal Consultant in Siemens Healthcare and held a position as Business Development Executive in the U.K. Prior to his current position, he spearheaded Global Services - International in the USA focusing on hospital IT-implementations globally. Currently he assumes world-wide responsibility for the Turnkey Hospital Projects Group and the Public Private Partnership Group. Maik holds a Joint Executive MBA degree from NYU, LSE and HEC.

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Dr. Nikolas Metaxotos  
President and CEO Symmetria Medical Centre, Athens  
He is board certified by the Hellenic Board of Plastic Surgery and the European Boards of Plastic, Reconstructive and Aesthetic Surgery (EBOPRAS), a high qualification recognized in all European countries. In 2005, following six years of research in skin melanoma, he was awarded a Ph.D. by the Medical School of the University of Athens.

Gary Miller  
Great Britain  
CEO Health Travel TV  
Gary has been working in the medical tourism industry for nearly four years from the United Kingdom providing a service to patient from the UK and Europe looking for overseas surgery. Before he was involved in the private ambulance industry. Now he is preparing the launch of Health Travel TV on Sky Networks.

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**Prof Dr Rainer Moosdorf**
Medical Director of the University Hospital Marburg
After his study of medicine Prof Moosdorf started a career in cardiovascular surgery and after becoming professor he was appointed the medical director of the University Hospital Marburg and is also heading the cardiovas-cular department. He is chairman of the board “Medical Network Hessen”

**Dipl. Kfm. Mohamed Morsy**
General Manager Fortina Rehabilitation.
Mr. Morsy studied business administration in University of Munich (Ludwig-Maximilian University) and University of California, Los Angeles, focusing on strategic management. He founded the rehabilitation facility Fortina in 2006, based on a vision shared with doctors and other entrepreneurs. Fortina Rehabilitation was an innovative business model and successful from the outset. Within 2 years of operative working experience in Fortina gained an international reputation in the emerging market of health tourism.

**Heiko Musa**
Co-Founder and Managing Director of German Healthcare Services and webAccess GmbH
Specialist in developing and managing of e-Health solutions and EAI. As team leader he was responsible for EAI architectural design for NHS eBooking system (London Trust) and consultancy of National-EPR of Oman. He is responsible for architecture of healthcare management platforms of German Healthcare Services and for Arabic projects and trainer as a consultant for Euro-Arab region, she is working longterm experience in the Arab region, it is a journey of success and fame, of leaks, focusing on developing and training for intercultural competence.

**Dr A. Oberholzer, MA, PD**
Orthopedic and trauma surgeon, Specialist in foot surgery Klinik Pyramide am See, Zurich
Now being a Partner and Head of the Center of Joint and Sport Surgery, Klinik Pyramide am See, Dr. Oberholzer acquired his medical experience at various hot spots in Europe and US (Berlin, Zurich, Gainesville, University of Florida). His core specialty is minimally invasive foot and knee surgery.

**Dr Sylvie Ortlieb**
ORIENT - OCCIDENT General manager and consultant for intercultural competence
Dr. Sylvia Ortlieb ethnology and oriental sciences in Munich, Kassel and Damascus. With longterm experience in the Arab region, she is working as a consultant for Euro-Arabic projects and trainer for intercultural competence.

**Dr Arun Prasad, MS, FRCS, FRCSEd**
Senior Consultant Surgeon and Clinical Coordinator Minimal Access and Bariatric Surgery, Apollo Hospital, New Delhi
Surgeon who has treated patients during his stay in UK and now practising in India, deals with many patients who travel to New Delhi for treatment - “Surgical Tourism”. Working at Apollo Hospital which is the 1st JCI accredited hospital in India. Has experience of dealing with patients from literally all parts of the world. Will talk about the Problems associated with Medical Tourism.

**Prof Dr Jürgen Reul**
Consultant neurologist, Munich
Dr. Reul is Medical Director of the Beta Klinik GmbH in Bonn, Germany. He specializes in the fields Neuroradiology, Radiology and Sports medicine. He is a worldwide renowned capacity in endovascular neurosurgery and looks back at a large experience as academic teacher. He is the General Secretary of the World Federation of Interventional and Therapeutic Neuroradiology (WFITN) and an active member of many International and national medical societies. Prof. Reul is an active extreme sportsman and multiple Ironman finisher.

**Prof W. Schobersberger**
Director of the Institute for Leisure, Travel and Alpine Medicine at the Private University for Health Sciences, in Hall/Tyrol, Austria
After an impressive medical career in intensive care and anesthesia, he specialized himself in the search of leisure, travel and Alpine medicine. He holds a diploma for Environmental Medicine from the Austrian Medical Chamber and is vice-president of the Austrian Society for Alpine and High Altitude Medicine.

**Dr Karl-Heinz Schuchert**
Indente is a private scientific institute whose intention is the development and documentation of innovative methods in oral surgery and medicine.
To open the mind for new strategies especially in bone repair the congress “bone-tec 2008” is announced November 2008 (www.bone-tec.com) and carried out by the Institute Indente.

**Dr Alexander Muacevic**
Head of the European Cyberknife Center, Munich
Dr. Alexander Muacevic was trained from 1996 to 2004 at the University Munich in Neurosurgery and did a fellowship in radiation oncology in addition. He is a qualified full board radiosurgeon. He opened the first German Cyberknife center in July 2005 together with Dr. Wokra. The Cyberknife Center is an official partner of the University of Munich Hospital and a dedicated center for full body outpatient robotic radiosurgery.

**Dr Thomas Schweizer**
General Manager Alpermon GmbH & Co KG
Dr. Schweizer started his professional career at Robert Bosch in Germany. From 2000 he was head of development for Chip card and Security ICS (Infineon Technologies AG) and held worldwide responsibility for innovation, specification, technology and product development, as well as system engineering. In 2002 he set up and managed “Innovation and Concepts” in the Secure Mobile Solutions business division within Infineon.

**Univ Prof Dr Dr Wilhelm Sandmann**
Medical Director of the University Clinic Düsseldorf.
After his medical studies and becoming a senior at the University Düsseldorf he spent several years abroad in US, Japan, Australia, France and Belgium. Since 1984 he is the director of the clinic for vascular surgery and kidney transplantation. Prof Sandmann is member of numerous academic societies.

**Dr Volker Pfaffenrath**
Consultant Neurologist, Munich
Dr Pfaffenrath founded the Munich Headache Center and since that time he has become an internationally renowned specialist in headache with many cross-border patients. He has established a perfect procedure to diagnose and treat the numerous causes for headache, excluding severe underlying diseases. He is engaged in visiting doctor activities and telemedical systems.

**Univ Prof Mag Dr Rainer Moosdorf**
Medical Director of the University Hospital Marburg
After his study of medicine Prof Moosdorf started a career in cardiovascular surgery and after becoming professor he was appointed the medical director of the University Hospital Marburg and is also heading the cardiovascular department. He is chairman of the board “Medical Network Hessen”
Dr Christian Seebode  
Co-Founder and Chief Architect of German Healthcare Services  
He is a physician with a diploma in informatics. As a software architect, his main focuses are eHealth, Medical Informatics and Telecommunications with special skills in Java enterprise architecture and mobile application. He is responsible for the integration of telemedicine services into the healthcare management platforms of German Healthcare Services.

Dr Ahmed Shoeib, MSc,  
MBA  
Head of the International Projects Department of the Saudi German Hospitals Group at Dubai  
Dr. Ahmed Shoeib heads the International Projects Department of the Saudi German Hospitals Group, in charge of examining and developing new business opportunities (projects) within the Middle East and North Africa Region. The main focus is to introduce innovative healthcare projects, and projects of collateral nature as Wellness & Fitness, Spas, and turnkey Healthcare Facilities.

Dr Alexander von Smekal  
CEO Meditrainment GmbH, Garmisch-Partenkirchen, Germany  
Boards in radiology and nuclear medicine, emergency care and sports medicine, studies of health care science, occupational activities in medicine, research and lecturing. Managing director of “Diagnostisches Zentrum” Garmisch-Partenkirchen. Cofounder of Meditrainment GmbH, teaching programs and knowledge transfer in medicine, and Meditrainment Consulting GmbH, Austria, R&D in ICT based learning. Trainer and consultant for HRD in medicine and healthcare.

Dr. Ahmed Shoeib heads the International Projects Department of the Saudi German Hospitals Group, in charge of examining and developing new business opportunities (projects) within the Middle East and North Africa Region. The main focus is to introduce innovative healthcare projects, and projects of collateral nature as Wellness & Fitness, Spas, and turnkey Healthcare Facilities.

Renée Stephano  
COO and General Counsel, Editor of the Medical Tourism Magazine, Medical Tourism Association, Inc.  
Renée-Marie Stephano is a licensed attorney and General Counsel and a Director of the Medical Tourism Association, Inc., an international non-profit organization that serves international healthcare providers and medical travel facilitators in the global healthcare industry. She is also Editor of the Medical Tourism Magazine.

Dr. Ahmed Shoeib, MSc, MBA  
Head of the International Projects Department of the Saudi German Hospitals Group at Dubai  
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Christoph Ulrich  
Head of transportation and ambulance flight services, ADAC, Munich  
He joined ADAC Ambulance Service already during his studies in 1991. Until 2007 he held different positions within ADAC Ambulance Service, such as director flight operations and network management. He is also responsible for strategic purchase and support in marketing and sales. With more than 16 years of experience in the international air ambulance business, he is part of the team that created and developed ADAC’s current strategy in medical assistance.

Dr. Balazs Szathmary, PhD  
Senior Director Strategy & Operations, Oracle Europe Middle East and Africa Health Care and Life Sciences At BCG, he was responsible for IT-related Health care and Life Sciences projects.  
In 2004 Balazs joined Oracle as Senior Director of Strategy and Operations for Healthcare and Life Sciences in Europe, Middle East and Africa (EMEA). His main responsibility is to work with the 150+ local Healthcare and Life Sciences sales staff in all Oracle EMEA subsidiaries to position Oracle’s industry solutions.

Univ Prof Prof Dr med Cornelius Wimmer  
Head Physician at the Clinic for spine surgery with scoliosis center at BHZ Vogtareuth, Schoen Kliniken, Bavaria  
Prof Wimmer is a highly recognized and respected surgeon, specializing in minimal invasive procedures for spine surgery. He is known for the development of an own method for surgery of the infantile scoliosis. His special interest goes to the problems of spine fusion and the biomechanics of the fused spine.

Dr. Kurt von Storch  
Dr. Kurt von Storch (45) is the auditor for EUROPESPA med and member of the working group “Quality” of the European Spas Association (Brussels), the leading association for spas in Europe. He is working in several quality related commissions for the German Spas Association and is the general secretary of the International Commission on Mineral- and Thermal Waters of the IAH and member of the board of the Academy of Balneology and Climatology (VBK, Germany). In the last 5 years he was involved in spa-projects in 15 countries in Europe, Asia and North Africa.
### Wednesday, 9.4.2008

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 18:00 | Press conference  
Welcome Party and registration  
**Venue:** City Hilton Hotel, Rosenheimerstr. 15  
(Shuttle Services from the Westin Grand Hotel will be provided)  
Ballroom: Strauss, ground floor |
|       | Opening adress: **H.E. Khalifa Al Harthi, Ambassador of Sultanate of Oman**  
We will serve drinks and food. Entertainment. Networking. |

### Thursday, 10.4.2008

**Main Lectures 1**

**Moderation: Dr Uwe Klein**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 08:30 | Opening  
Salah Atamna  
Health and Patient Tourism - Opportunities and Potential for the International Health Economy  
Christa Stewens  
ECHT: the New Platform in Global Health Care  
Dr Uwe Klein  
The Role of Oman in Health Tourism  
H.E. Khalifa Al Harthi  
Networking Arab and European Communities  
Abdulaziz Al-Mikhlafi  
High-End Medicine and Patient Streams  
Prof Dr Frank Christ  
Identifying & Serving Target Market in Medical Tourism Industry  
Dr Prem Jagyasi |
| 10:20 | Business Networking, Coffee Break, Exhibition  
Dr Abdulaziz Nasser  
Development of Health Care Systems in Saudi Arabia  
Prof Dr Heinrich Fürst  
Geo-Indications: Focal Concentrations of Medical Competencies  
Prof Dr Fried Oelschlegel  
Challenges for Clinics and Health Centers in the Global Setting  
Reinhard Fuß  
Service for International Patients: A Driver for Patient Oriented Quality in Medicine  
Dr Waleed Al Tayyeb |
| 12:30 | Visit of the Exhibition - Lunch at „Foyer“ and „Munich Hall“ |

**Expert Round No. 1**

**European and US Clinics in the International Market**

**Moderation: Dr Uwe Klein**

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<th>Time</th>
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</table>
| 14:30 | International Hospital Cooperation  
Prof Dr Frank Christ  
Knowledge Exchange in International Hospital Cooperation  
Reinhard Fuß  
HCA International Hospitals - Outstanding Clinical Care  
Elizabeth Boulbee  
University Medical Center Hamburg: Activities in the Middle East  
PD Dr Mathias Goyen |
| 15:45 | The Swiss Leading Hospitals Group  
Beat Huber |
| 15:45 - 16:15 | Visit of the Exhibition - Coffee Break |

**Expert Round No. 2**

**Arab Health Centers in the International Market**

**Moderation: Dr Abdulaziz Nasser**

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<tr>
<th>Time</th>
<th>Event</th>
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| 16:15 | The Sidra Medical and Research Center in Qatar  
Daniel Bergin  
Development in Saudi Arabia  
Dr Waleed Al Tayyeb  
The Current Situation in the Gulf Region  
Dr Abdulaziz Nasser  
Medical Tourism - assessing patients’ worries  
Dr Ahmad Shoeib |
| 17:30 | End of Sessions of the First Day |
## Panel No.1
### IT - Solutions - Telemedicine

**Moderation:** *Prof. Brauns*

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>14:30</td>
<td>Creating a Virtual Ecosystem for Medical Tourism</td>
<td>Benosh Haris</td>
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<td>The Health Tourism Revolution: Patient Moves and Manages Self Care</td>
<td>Miguel Cabrera</td>
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<td>Telemedicine: Future of Medicine not only in Germany</td>
<td>Prof. H.J. Brauns</td>
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<td>Web-Based Electronic Patient Records for Medical Tourism in the Context</td>
<td>Heiko Musa</td>
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<td>of National E-Health-Records</td>
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<td>Visit of the Exhibition - Coffee Break</td>
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<td></td>
<td>IT Realization of Telemedicine Applications</td>
<td>Dr. Balazs Szathmary</td>
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<td>Integration of Telemedicine Applications for Medical Tourism</td>
<td>Dr. Christian Seebode</td>
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<td>Web-based Tele-health Link to a Fully Integrated Hospital Clinical</td>
<td>Dr. Michael Dahlweid</td>
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<td>Information System (ORBIS) - How to Manage Clinical Knowledge and</td>
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<td>Decision Support from Remote Locations</td>
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<td>17:30</td>
<td>Innovation in Telemedicine for Obesity Management</td>
<td>Dr. Thomas Schweizer</td>
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*End of Sessions of the First Day*

## Panel No.2
### Compensation Policies and Liability

**Moderation:** *Antonio D’Auria*

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<tr>
<th>Time</th>
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<tr>
<td>14:30</td>
<td>Reuschel Health Card - Your Key to Well-being</td>
<td>Antonio D’Auria</td>
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<td>The Current Cost Policy for Saudi Arabian Patients in Europe</td>
<td>Dr. Waleed Al Tayyeb</td>
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<td>Reducing your Risk of Legal Liability in US and EU Markets</td>
<td>Renee Stephano</td>
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<td>Visit of the Exhibition - Coffee Break</td>
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<td>Health Insurance-Opportunities and Regulatory Framework for a</td>
<td>Dr. Alexander Brams</td>
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<td>Cooperation of German Private Health Insurance Companies</td>
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<td>with the Arab World</td>
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<td>From Governmental Compensation Towards a Health Insurance System -</td>
<td>Dr. Franz Benstetter</td>
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<td>An Example from UAE</td>
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<td>Billing Systems for the Middle East Patient - The Role of Patient</td>
<td>Dr. Thomas Hoogland</td>
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<td>17:30</td>
<td>Competition and Cooperation. Why the Medical Quality Dogma Overrules</td>
<td>Dr. Tobias Gantner</td>
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<td>Market Laws in Medical Tourism</td>
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*End of Sessions of the First Day*

## Panel No.3
### Reha - Spa - Hotels - Health Tourism

**Moderation:** *Robert Salzl*

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<td>14:30</td>
<td>Cooperation between Hotel Operators and Medical Services: Relevant</td>
<td>Robert Salzl</td>
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<td>Projects</td>
<td>Andrea Neumann</td>
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<td>Spa Aladin in the Munich Area</td>
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<td>Future of Alpine Health Tourism</td>
<td>Prof. W. Schobersberger</td>
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<td>Health Tourism Services Supporting Clinics and Treatment Processes</td>
<td>Anil K. Maini</td>
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<td>for Health Tourists</td>
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<td>Visit of the Exhibition - Coffee Break</td>
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<td>State of the Art of Wellness in Alpine Countries</td>
<td>Monika Lendi</td>
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<td>European-wide Health Care - Health Tourism a New Option</td>
<td>Margarida Colet</td>
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<td>The International Quality Certificate EUROPESPA-med for Spas in</td>
<td>Kurt von Storch</td>
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<td>Europe Awarded by the European Spas Association</td>
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<td>17:30</td>
<td>Market Opportunities in Health Care Tourism until 2020 - German</td>
<td>Alexandra Graf</td>
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<td>Guest’s Preference for Health Care and Spa Vacations in Germany and</td>
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*End of Sessions of the First Day*
Panel No.4

Medical Innovation (1)

Moderation: Prof Moosdorf

14:30
Why Choose a Specialty Hospital for Orthopedic Surgery? The Spectre of Joint Infection as a Criterion for Hospital Selection
Prof Dr Jürgen Toft

Less Invasive Spine Surgery - New Percutaneous Fusion Technique
Prof Dr Cornelius Wimmer

Modern Treatment of Headache
Dr Volker Pfaffenrath

Advantages of Soft Tissue Oriented Endoprosthesis
PD Dr Andreas Oberholzer

Improved Precision with Navigation in Knee Arthroplasty, Ligament and Cartilage Surgery
Dr Heinz-Jürgen Eichhorn

The SanaFontis International Cancer Hospital: A New Concept for Health Tourism in Germany?
Joachim Drevs, MD

State-of-the-Art Genetic Diagnostics in Familial Diseases
Hanns-Georg Klein, MD

17:30
Robotic Radiosurgery for Local Cancer Treatment
Dr Alexander Muacevic

Panel No.9

International Clinics

Moderation: Prof Fried Oelschlegel

14:30
Health tourism in Greece - The Symmetria Clinic Case Study
Nikolaos G. Metaxotos

The Barcelona Medical Centre
Mauro Batestezza

Healthcare Belgium - Capitalizing on Expertise
Falk Beerten

15:45
Visit of the Exhibition - Coffee Break

The Lifeline Healthcare in Dubai
Dr Prem Jagyasi

Saudi German Hospital Group: The Growth Strategy of an International Hospital Chain
Prof Dr Dr H. D. Becker

17:30
International Head and Spine Center
Prof Dr Jürgen Reul

End of Sessions of the First Day

The Charity Event

Moderation: Dr Melinda Crane

On the evening of April 10th an important event will take place: Gala Dinner of the 1. European Congress on Health Tourism. This evening includes a charity event, a four course menu, entertainment and dancing. Please visit this evening festively dressed. The charity event will be organized by "Children need us", a non-profit organization, arranging help for children of Afghanistan. Your donation will help this children to get medical treatment by partner clinics in Germany.

This evening will give you the chance to get acquainted with congress participants and other international persons, business and culture. This evening is the sole event of the congress which is open for non-participants - you are therefore most welcome to be accompanied by partners, friends and business colleagues.

The event will be moderated by Dr Melinda Crane, known from Anglo-American and German TV shows.

Make sure to order the tickets for this event. One ticket is 70 € and includes 5 € donation for the children of Afghanistan.
**Friday, 11.4.2008**

### Main Lectures 2

**Moderation:** Prof Dr Frank Christ

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Charity Projects in Global Health</td>
<td>Dr Friedrich Dietrich</td>
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<td></td>
<td>Tourism and Medical Tourism: The Worldwide Growth</td>
<td>Luigi Bertinato</td>
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<td></td>
<td>Medical Tourism - A UK Perspective</td>
<td>Keith Pollard</td>
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<td>eHealth - Impact on Medical Tourism</td>
<td>Prof Leonid Androuchko</td>
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<td>10:20</td>
<td>Business Networking, Coffee Break, Exhibition</td>
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<td>Organ Transplant Medicine in the Global Setting - Highlights and Problems</td>
<td>Dr Faissal Shaheen</td>
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<td>Kidney Transplantation - Living Related Donation</td>
<td>Univ. Prof Dr W. Sandmann</td>
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<td>IVF: Standards, Ethics and Offers</td>
<td>Dr Babiy-Pachomow</td>
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<td>Developing Hospital Solutions for Medical Tourism</td>
<td>Prof Dr Dr Robert Sigal</td>
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<td>An Integrated Rehabilitation Concept for the Needs of the Modern Health Tourist</td>
<td>Dipl. Kfm. Mohamed Morsy</td>
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<td>12:15</td>
<td>Exhibition</td>
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### Expert Round No. 3

**Economic Parameters Influencing the Global Health Market**

**Moderation:** Dr Uwe Klein

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<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>14:30</td>
<td>Global Health Care Ten Years from now</td>
<td>Prof Fried Oelschlegel</td>
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<td></td>
<td>Factors Affecting the European Health Market</td>
<td>Nikou Ghassemieh</td>
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<tr>
<td>15:45</td>
<td>Kondratieff Cycles - Implications on a New Health Society</td>
<td>Michael Heinrich</td>
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<td>15:45</td>
<td>Visit of the Exhibition - Coffee Break</td>
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<td>16:15</td>
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### Expert Round No. 4

**Future Models of Cooperation, Standards and Opportunities**

**Moderation:** Aurelia Kogler

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>16:15</td>
<td>The Healing Hospital Standard</td>
<td>Henning Lensch</td>
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<td>Memorandum of Understanding - Joint Declaration: the City of Hamburg’s Model for a Worldwide Cooperation in Health Care Business and Patient Care</td>
<td>Reinhard Holiunder</td>
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<td>International Clinical Pathways</td>
<td>Prof Dr Horst Kuhnhardt</td>
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<td>Acceptance of Quality Management Systems and Labels</td>
<td>Aurelia Kogler</td>
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<td>Consequences of Modern Endoscopic Techniques for Planning and Organisation of Intervention/Operation Rooms</td>
<td>Prof Dr Hans-Dieter Allescher</td>
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<tr>
<td>17:30</td>
<td>Medical Network Hessen - Knowledge Transfer Cooperations</td>
<td>Prof Dr Rainer Moosdorf</td>
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</tbody>
</table>

**End of Sessions of the First Day**
Panel No. 5

Asian Health Centers

Moderation: Dr Alexander von Smekal

14:30  Trials and Tribulations of Medical Tourism  
Dr Arun Prasad

What Does a Medical Traveler Seek when Going Abroad?  
Anil K. Maini

Malaysia as Emerging Global Player in Health Tourism  
Aminudin Dawam

Visit of the Exhibition - Coffee Break

SingHealth and BrainLab Unveil First Digitally Integrated Neuroscience Center in Singapore  
Vinicius D. Maciel

17:30  Turkey, on the Crossroads of Tourism and Healthcare  
Dr Mehmet Hizarci

End of sessions of the second Day

Panel No. 6

Patient Services - Travel - Health Tourism

Moderations: Claudia Küng

14:30  Media services for Patient Services  
Fred Basalama

The Bavarian Way to Guarantee Public Security  
Peter Dathe

Aspects of Medical Quality in Health Tourism  
Dr Robert Gerl

Patient Transport on Commercial Aircrafts - The Lufthansa Perspective  
Dr Christine Huber

Quality of Airbound Patient Transportation - A Crucial Element for the Successful Patient Treatment  
Christoph Ullrich

Drawbacks and Opportunities - How to Buy an Air Ambulance Quality Service?  
Volker Lemke

Medical Tourism in France  
Catherine Fritsch

17:30  Health Travel Television on Sky Network  
Gary Miller

End of sessions of the second Day

Panel No. 7

CME and Hospital Projects

Moderations: N.N

14:30  Knowledge Transfer in Multidisciplinary International Projects  
Henning Lensch

Applied Knowledge Management  
Prof Dr Dr H.D. Becker

Aspects of Medical Quality in Health Tourism  
Dr A. v. Smekal

Patient Transport on Commercial Aircrafts - The Lufthansa Perspective  
Bodo Ebens

Visit of the Exhibition - Coffee Break

Turn Key Solutions for International Hospitals  
Dr Maik Kühhnoff

Cultural Dimensions in Arab-Western Cooperations  
Dr Sylvia Ortlieb

17:30  Next Generation Campus Management for Medical Schools  
Kirsten Heiss

End of sessions of the second Day
Panel No. 8

Medical Innovation (2)

Moderation: Dr Johannes Correll

14:30
Modern Cryosurgery: Opportunities and Perspectives  
Prof Dr Nikolai N. Korpan

Modern Diagnostics - Today's Possibilities and Future Outlook  
Dr Claus Biermann

Advanced Endoscopic Procedures as Future of Minimal Invasive Techniques  
Prof Dr Hans-Dieter Allescher

Advanced Cases in Pediatric Orthopedic Surgery  
Dr Sean Nader

Curing Children and Adolescents from Cancer  
Prof Dr Stefan Bielack

Approach to Paediatric Orhtopaedic Surgery for Foreign Patients  
Dr Johannes Correll

17:30
Knowledge Transfer in Plastic Surgery - Experiences by Dr Caspari Clinic from Azerbaijan and Tajikistan  
Prof Dr Dr Edgar Biemer

Panel No. 10

European and US Clinics in the International Market

Moderation: Dr Alexander von Smekal

14:30
How Fast and how Reliable are Dental Implants in Health Tourism?  
Dr Raphael Benetatos

Balloon Lift Control (BLC) in Implantology  
Dr Dr Karl Heinz Heuckmann

Transperineal Permanent Seed Implantation (“LDR-Brachytherapy) of Localized Prostate Cancer: 8 Years Experiences  
Dr Thomas Block

Mesotherapy - a New Approach in Aesthetic Medicine  
Dr Britta Knoll

17:30
Bone Tissue Engineering  
Dr Karl Heinz Schuckert
Venue & Exhibition:

Venue and Floor Plan Features

The Westin Grand Hotel is a five-star hotel with all conveniences and a stylish ambiance allowing you to present your company successfully.

**THE FOYER**

...offers six exhibition sites (4 m x 4 m) at a unit price of 4,800 €

The location directly in front of the entry to the plenum and close to congress registration ensures that all delegates will pass the exhibition booths several times within the two days. Apart from that, recreations including coffee and snacks will be provided in this area during the breaks.

**MUNICH AND ITS SURROUNDINGS**

...provides sixteen 3 m x 3 m exhibition booths at a unit price of 2,700 € and further six 3 m x 2 m exhibition booths at a unit price of 1,800 €

It is advantageous that all delegates will gather in this area during the two-hour lunch break and will become aware of the exhibition grounds as the entire lunch catering will be located there.

The exhibitors are responsible for the organisation and the cost of setting up their boot, Ask for details.