

**Healthcare Travel Expo**  
 Medical-Spa-Wellness  
**April 19–21, 2016**

**V INTERNATIONAL EXHIBITION OF MEDICAL TOURISM, SPA & WELLNESS**

KYIV EXPO PLAZA ufi **UKRAINE, KYIV**

**Conference MEDICAL TOURISM: TRENDS AND PROSPECTS OF DEVELOPMENT**

**April 20, 2016**

**Organizer: LMT Company**

**Co-organizers: NGO Association of Physicians in Medical Tourism, DoctorGEO&DoctorSPA Magazine**

	<p><b>10:00 - 10:30 Registration. Welcoming remarks of the organizers.</b>  <b>Moderator - Inna Dashchenko, vice president of the Association of Physicians in Medical Tourism</b></p>
<p><b>Section 1.</b>  <b>Development of medical tourism on the examples of countries and foreign clinics</b></p>	
	<p><b>10:30 - 10:55</b>  <b>Lead Speaker: Maria Georga, an expert of the International Medical Tourism Journal</b>  <b>“Developing your health tourism national product”</b>      Maria Georga is a professional in medical tourism, regional manager of Intuition Communication UK, for Greece, Cyprus, Croatia, Turkey, Israel, Romania, Bulgaria, FYROM, Slovakia, Slovenia, Ukraine and other.</p>
	<p><b>11:00 - 11:15</b>  <b>Professor Paulo Moreira</b>, science editor of International Journal of healthcare management, Taylor &amp; Francis Group as well as Univ, Lisbon, Portugal  <b>“International Management Trends and consequences for medical and health tourism”</b></p>
	<p><b>11:20 - 11:35</b>  <b>Maryna Lapta, Medifrance Solution</b>      Healthcare system, peculiarities of medical tourism on the example of French company Medifrance Solution.</p>
	<p><b>11:35 - 11:50</b>  <b>Olga Ezerska – physiotherapist in the Clinic of sport medicine and rehabilitation</b>      The possibilities of orthopedic surgery and sport medical rehabilitation at the clinic Villa Stuart, Rome, Italy</p>

	<p><b>11:50 - 12:05</b>  <b>Janis Slezens</b>, MD PhD, neurosurgeon  The possibilities of the diagnostic, neurosurgery and rehabilitation – the full cycle in the DiaMed Clinic, Riga, Latvia</p>
	<p><b>12:05 - 12:20</b>  <b>Kalian Chakravarti</b>, ayurveda clinic doctor.  Ayurveda in Europe, at the example of “New Age Ayurveda”, Croatia.</p>
	<p><b>12:25 – 12:40</b> Elena Khitova, director USB-Travel Union Sputnik BG.  The features and advantages of the health tourism in Bulgaria</p>
<p><b>Section 2.</b>  <b>Medical tourism development, loyalty programs and marketing strategies.</b></p>	
	<p><b>12:40 - 12:55</b>  <b>Nikolay Savchenko</b>, General director JUNISA GmbH  “A system of the formation of the treatment applications in the leading clinics of Germany, Austria, Switzerland, Spain”</p>
	<p><b>12:55 - 13:10</b>  <b>Andrey Skorbatyuk</b>. Marketing director DoctorGEO&amp; SPA  “Sales channels in Medical Tourism, work with the objections”</p>
	<p><b>13:10 – 13:25</b>  <b>RuslanRomanishin</b>, Director of Medical Foundation program Open Dialogue, Poland  “Why the standard approaches to medical tourism in Ukraine are working poorly. The new solutions from the Foundation “Open Dialog.”</p>
<p><b>Coffee break in the exhibition area</b></p>	
<p><b>Section 3.</b>  <b>Medical Tourism in Ukraine. Market conditions, success stories</b>  <b>Moderator - Natalia Strokovska, editor-in-chief of "DoctorGEO&amp;DoctorSPA"</b></p>	
	<p><b>14:00 – 14:15 Kovalenko Vladimir Nikolaevich</b>,  The vice-president NAMS, director “Cardiology institute named of academic Strazhesko” the Academic of NAMS of Ukraine, PhD, Professor.  Medical tourism – is a strategy direction of NANS activity.</p>
	<p><b>14:15 - 14:30</b>  <b>Boris Todurov, Head physician of the Kiev City Heart Center.</b>  The organization of inbound medical tourism as an example of the Heart Kyiv City Center.</p>

	<p><b>14:30 - 14:45</b>  <b>Julia Khomych</b>, The president of the Club InUkraine, CEO “JK consulting group”  “Medical tourism development in Ukraine: how to make it work ?”</p>
	<p><b>14:45 - 15:00</b>  <b>Garik Melkumyan</b>, Head of the International Federation of Medical Students in Ukraine  International exchanges UMSA SCOPE - new opportunities for young doctors</p>
<p><b>Section 4.</b>  <b>Service in the Medical Tourism</b></p>	
	<p><b>15:00 - 15:15</b>  <b>Igor Torskiy - Vice-president of the Ukrainian Association of Medical Tourism</b>  Selection and training of personnel in clinics dealing with reception and servicing of foreign patients.</p>
	<p><b>15:15 - 15:30</b>  <b>Oleg Shulman - President of the Israel Medical Tourism Association of Companies</b>  Quality work of health service companies and medical tourism agents - the key to patient’s successful treatment, and agent’s financial result.</p>
<p><b>Questions, discussion.</b>  <b>Certificates issuing. Invitation to the B2B zone</b></p>	