

ASSOCIATION OF IMPROVING HEALTH TOURISM

The central office of Association of Improving Health Tourism is located in Ankara/Turkey.

The Association was founded in 2005, and it consists of members from health and tourism sector.

Our Vision:

Improving health tourism in our country.

Our Mission:

Making researches on health tourism. Cooperating with organizations and institutions in health tourism. Contributing to tourism of our country through improving health tourism.

Our Target:

Making research & development inland and abroad so as to establish the operation and standardization of the organizations and institutions providing health services.

For the purpose of diversification in the health sector, conducting activities in order to realize projects

such as scheduled treatment, holiday organizations for dialysis patients, spa tourism, holiday villages for elderly and handicapped people.

Procuring cooperation with professional institutions operating in the health sector, civil society organizations, private institutions and public authorities.

Following up the national, international legislations and the EU legislation, and informing the

respective parties, thereby, procuring the interdependency in the sector.

Dr. Dursun Aydın

President

Association of Improving Health Tourism

ABOUT 2ND INTERNATIONAL HEALTH TOURISM CONGRESS

Nowadays, all countries of the world have begun in a quest of decreasing the costs of health services. The demand for deriving the more economic and more qualified health service has increased inter-state patient mobility in the world. The countries improved in the sector are in a quest of alternatives to expanding their tourism activities to 12 months. Turkey ought to expand its tourism activities, and improve the health tourism. This is the necessity of being the leader country in the territory, and the demand of acquiring the market share from the health tourism in progress. In our country healthcare institutions, thermal spring facilities have rapidly improved and become prevalent over the recent years; such most of our institutions have gone beyond their equivalents abroad.

Furthermore, since health investors from many countries are going to participate in the health tourism congresses, the manufacturer firms within the medical sector will have a

great opportunity to make promotion and marketing of themselves in such congresses. As is known, the market of the medical sector has extremely shrunk in our country.

Many domestic and foreign senior managers, investors, and sector representatives participated in our congress, the first of which we held on March 14th-17th, 2008, and was opened by our esteemed Ministry of Health, Prof. Dr. Recep AKDAĞ. This congress has been a historical milestone for the health tourism in our country.

The 2nd International Health Tourism Congress to be held between February 27th – March 2nd will be such a platform where both domestic and foreign participants will discuss the matters on health tourism comprehensively. This congress will gather the sector together, and provide a medium for business interviews.

Many ministers, deputy ministers, senior officers, lecturers, journalists, investors, and insurance representatives from many countries including Greece, Bulgaria, Syria, Georgia, Azerbaijan, USA; Dubai, Bahrain, Lebanon, Hungary, Finland, Austria, Egypt, Moldova, Albania, Iraq, Iran, Uzbekistan, Kazakhstan, India, France, Germany, Jordan, Sudan, Afghanistan, TRNC, Macedonia, and Kosovo will be present as participants, and the health tourism, including the medical, elderly, and thermal spring tourism will be comprehensively discussed. Besides, there will be a great lounge in the congress hall, the parties of health tourism and the medical firms will be able to open their stands and introduce themselves. The sellers and the buyers will meet face to face.

We are expecting all hospitals, special clinics, thermal spring facilities, insurance, medical and tourism sector firms to our congress.

The Executive Board

CONGRESS ADVISORY BOARD*

- Spec. Dr. Ş.Mustafa AKSOY (Provincial Health Director, Ankara)
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- Suzanne SWAN (Journalist, Today's Zaman)
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- Cumali YÜKSEK (T.R Ministry of Health, Head of Public-Private Partnership Department)
- Petra WIEDMANN (Pw Consulting International, Spa Advisor), GERMANY

*** Written in alphabetical order.**

SCIENTIFIC BOARD*

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Prof. Dr. Necdet ÜNÜVAR (TBMM, Member of Budget Planning Commission, Adana MP)

*** Written in alphabetical order.**

CONGRESS TITLES

- The concept and scope of health tourism,
- Mobility of global health tourism,
- Examples for health tourism destination,
- Patient waiting lists in health tourism,
- Grounds for emergence of health tourism,
- View of insurers on treatment abroad,
- Out-of-pocket payment in health tourism,
- Problems experienced in the healthcare field by Turkish nationals residing in Europe,
- Importance of the Turks in Europe in the health tourism,
- Advertising and marketing in health tourism,
- Investment, incentive, and advertising funds in health tourism,
- Future of public-private partnership in health tourism,
- Free movement of patients and physicians in European Union,
- Turkey's market choice in health tourism sector,
- Advanced medical technologies in health tourism, and Infertility treatment (IVF),
- Dental, eye and esthetic surgery in health tourism,
- Our potential in thermal spring tourism, and future of the thermal enterprises,
- The global point achieved by thermal spring tourism,
- Accreditation of our thermal facilities in thermal spring tourism,
- Vision for 2023, and thermal tourism master plan of Ministry of Tourism,
- An Example for our thermal springs, Doctor Fish Thermal Spring,
- Global profile of SPA-Wellness facility visitors,
- Status of elderly and handicapped tourism in the world,
- Future of elderly and handicapped tourism in our country,
- Projects of holiday village for elderly, and elderly tourism,
- Scope of check-up and urgent treatments in elderly tourism,

CONGRESS PARTICIPANTS PORTFOLIO

ORGANIZATIONS

Private healthcare institutions,
Public hospitals,
Universities,
Insurer Firms,
Media agencies,

Thermal springs,
Spa-Wellness facilities,
Hotels,
Tourism agencies,
Assistance firms,
Bus companies,
Sector associations, unions, foundations,
chambers
Tour operators
Travel agencies,
Medical firms,
Hospital software firms,
Finance institutions, Finance institutions,
Investors,
International real estate agencies,
Advisor firms,
Esthetic and beauty salons
Airway agencies,
Associations in Physical Treatment and Rehabilitation and elderly fields,
Private nursing homes.

STATE AGENCIES

T.R. Ministry of Health
T.R. Ministry of Culture and Tourism
T.R. Ministry of Energy and Natural Resources
T.R. Prime Ministry, Undersecretariat of Treasury
T.R. Ministry of Foreign Affairs
T.R. Ministry of Internal Affairs

ABOUT SPONSORSHIP

The 2ND INTERNATIONAL HEALTH TOURISM SECTOR CONGRESS will be held between February 27th – March 2nd, 2009 at WOW Topkapı Palace – ANTALYA. The healthcare institutions, thermal spring facilities, tourism firms, investors, bureaucrats in our country, and foreign participants are invited to our congress. Our congress will be held by the assistance and cooperation of the Ministry of Culture and Tourism, and Ministry of Health.

The 2ND INTERNATIONAL HEALTH TOURISM SECTOR CONGRESS will be fairly different and comprehensive than the activities in health tourism sector held up to present. The congress will gather the healthcare institutions dealing with medical tourism, thermal spring facilities, hotels, tourism firms, SPA and talosotherapy facilities, organizations on elderly, and the top authorities of the state agencies, addressees of the problems in health tourism management.

All issues regarding the health tourism will be comprehensively addressed by the specialists at the congress, and the more specific matters will be discussed in the studies. Besides, investors, managers will be able to Express their problems, open stands in the congress lounge, and have an opportunity to introduce themselves in the sector. Furthermore, since health investors from many countries are going to participate in the health tourism congresses, the manufacturer firms within the medical sector will have a great opportunity to make promotion and marketing of themselves in such congresses. As is known, the market of the medical sector has extremely shrunk in our country. The 2nd International Health Tourism Congress to be held between February 27th – March 2nd will be such a platform where both domestic and foreign participants will discuss the matters on health tourism comprehensively. This congress will gather the sector together, and provide a medium for business interviews. Sector representatives in health tourism, hospitals, thermal spring facilities, tourism agencies, agencies and investors in the medical sector directly or indirectly serving in the healthcare services; for your future, take your place in advance in our congress. Do not forget to request your file for sponsorship terms. You may also contact us at www.saglikturizmi2009.org.

If you want to be in our yearly Health Tourism Guide visit us at www.saglikturizmirehberi.com

If you want to give advertisement on our monthly Health Tourism Journal, visit us at www.saglikturizmibulteni.org

The Executive Board

WHAT DID THEY SAY ABOUT HEALTH TOURISM?

Recep Tayyip ERDOĞAN (T.R., Prime Minister)

“Turkey is among the richest 7 countries in geothermal resources. We have proceeded to improve these facilities, our objective is to turn Turkey into greatest thermal destination country of the world.”

“The health tourism have become such a field with a progressively increasing importance over the recent years, with high potential, and solely able to constitute a sector. We will endeavor to turn Turkey into one of the most important countries in health tourism.”

Prof. Dr. Recep AKDAĞ (T.R., Minister of Health)

“Today, the limits in health and travel are not so discrete, and the patients have achieved the freedom not only to choose physicians in their own countries, but also in other countries. There are both hospitality and service cultures as well as a favorable health system and economic pricing application in Turkey. Considering all these facts together, we prescribe that we could do a good deal of business in health tourism, especially in elderly tourism.”

“The young population of a country in developing and integrated with the European values, like Turkey, constitutes a great opportunity not only for itself, but also for neighboring countries, and other Western countries, as well.”

Ertuğrul GÜNAY (T.R., Minister of Culture and Tourism)

“Turkey’s health and thermal opportunities, resources we have already begun to discover are drawing attention of all of us. It is established that Turkey has got such thermal resources, so rich and important that it is incomparable with those in Europe. The health tourism will be a very important tourism destination for our country”.

İsmet YILMAZ (T.R., Undersecretary of Ministry of Culture and Tourism)

“The increasing of elderly population in parallel with the increasing treatment costs gives us a wonderful opportunity in health tourism. There is a need for innovative expansions, internationally value-creating communication, and cooperation for the active synergism of the health and tourism sectors. For this there is a need of a healthy health tourism destination. We have commenced the studies at our ministry accordingly.”

“The international standard healthcare institutions and thermal facilities in our country attract attention worldwide. In recent years, we observe that people from various countries of the world began to choose Turkey for treatment, medical tourism, and elderly tourism.

Başaran ULUSOY (President of TURSAB (Union of Turkish Travel Agencies))

“The annual turnover of health tourism in Europe is 55 billion Euros. We ought to acquire at least 2% of this amount. The population of our neighbors is nearly 450 millions. Our aim is to make 2% of this population come to our country for health tourism.”

“The future of Turkey is in tourism. Health tourism is extremely important in this field. We and our agencies should procure trained personnel in tourism sector.”

KONGRE PROGRAM TASLAĞI

- February 27th, 2009 Friday, check-in and health tourism fair (HETEX) visit
- February 28th, 2009 Saturday, panels and
- March 1st, 2009, Sunday, panels and gala dinner
- March 2nd, 2009, Monday, Antalya tour and departure
- March 3rd, 2009, Tuesday, Istanbul

International Health Tourism Fair February 27th – March 2nd, 2009

ABOUT THE IST INTERNATIONAL HEALTH TOURISM CONGRESS

Although our country has a great potential in respect of health tourism, the problem from insufficient utilization of such resources became very explicit among the sector

representatives. Up to present, our hospitals, thermal spring facilities and tourism agencies struggled so much to find ways to do implement in health tourism, to acquire a share from the globally circulating annual turnover of 100 billion USD. They participated in many activities, and spent a lot; however, no fair progress was achieved, and all parties could not be ever gathered together.

In the past, announcements of fairs, symposiums etc. were made for 2 – 3 activities, but they were cancelled before starting. Foreign participants and authorities were not brought to the fairs, and the matter were not totally explained to them. Nevertheless, the sector extend its assistance, and spent great moneys.

Despite all these difficulties, the 1st International Health Tourism Congress, which was opened by our esteemed Minister of Health, Prof. Dr. Recep AKDAĞ, was completed with a great success. The congress lasted for 3 days, and on the last day, a trip to several private and public hospitals, cultural and touristy places was held for foreign visitors, and the potential of our country was presented to the guests with its whole reality.

About 400 participants were present in the congress. 53 foreign participants, authorities from 25 various countries, and sector representatives coloured our congress. Thus, our Congress by its first congress became of international nature. The matters of the global point achieved by medical tourism, thermal tourism, and elderly tourism, presentations of promotion, marketing and service were comprehensively discussed in that congress. Information exchange was made, business contacts were established. But what left its mark at the congress was that it was remarked by our country to say : “We are all going to take place in world health tourism as well, and this is our potential”. Another matter was that, it gave a hope and excite to the representatives of the health tourism sector. It was also important and significant that foreign participants from 25 various countries including India, USA, Germany, Hungary, Jordan, Uzbekistan, Moldova, and Albania were present at the congress which was fairly successful and an international activity in real terms. Today, our Association has become a leading and important Civil Society Organization in Health Tourism field. And March 14th, 2008 has become a birth date in the Health Tourism of Turkey.

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