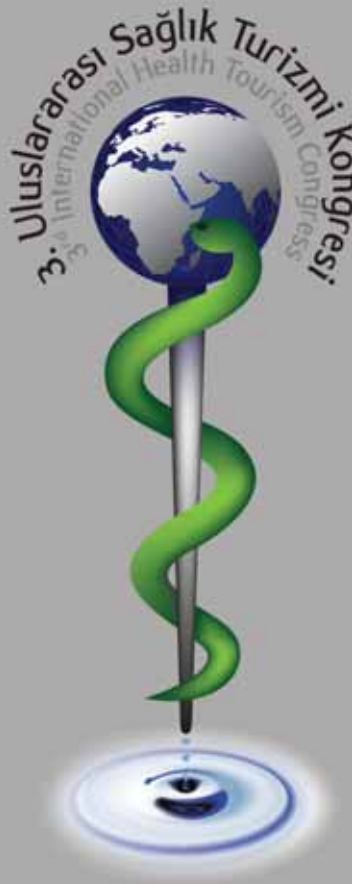


Organizer



With the Contributions OF



3rd INTERNATIONAL HEALTH TOURISM CONVENTION

December 3-6 2010

Grand Cevahir Hotel Istanbul / TURKEY

www.healthtourismcongress.org

(www.saglikturizmi2010.org)

1st Notice

Dear Participants,

As a tradition, the third annual "International Health Tourism Convention" will be held between December 3-6, 2010 in Istanbul / Turkey. We held the first convention in 2008 and the second convention in 2009 with 400 participants from home and abroad.

Our aim at the third convention is to take more concrete steps in the Health Tourism sector in pursuit of the successful first and second convention. In this convention important subjects such as **Standards in Health Tourism, Market Analysis, Middle Eastern Markets, Human Resources, Employment of Foreign Doctors, Medical Informatics, Role of the Ministry of Health in Health Tourism and the Role of Universities** will be discussed to the greatest extent possible.

In addition, with the expected participation of government authorities, problems with in the Health Tourism Sector will be analyzed with the hopes of finding permanent solutions .

Another feature that distinguishes our convention is the invitation of specialist from their perspective fields and especially the invitation of experts from Middle Eastern and Turkish Republics. Furthermore, in hopes of creating a economic coalescence between the above mentioned parties, many investors and business persons have been invited.

Indeed, with this in mind goal-oriented two-day **special business meeting times** have been scheduled with the international business representatives and experts to achieve the potential cooperation and partnership negotiations of hospitals, health institutions and investors from both sides; Turkey and abroad.

In terms of Health Tourism, we can refer to a tradition, settlement and globalization. Our convention continuously renews and reinvents itself to stay ahead, shares the knowledge and experience obtained and undertakes a functioning role in mobilizing and furthering the goals of the Health Tourism sector. Moreover, one of the function undertaken by our convention is the task of being a platform where the sector representatives come together and where medical tourism and hospital business areas can collaborate.

If we compare our first two conventions with our third convention, we can clearly see that the presence of the international dimension in the third convention is more prominent. I can gladly mention that the matters of national and international importance will get the necessary attention during the third convention as well.

Necessary progress were made to meet the expectations of investors and business people as well as the scientists, decision makers, politicians and experts in this year's convention with more invitations sent out to international and especially Middle Eastern business representatives and investors to emphasize this commitment.

In brief, we would be pleased to invite and see you in our multi purposed third convention that we believe to be very fruitful and very productive.

In advance, I would like to welcome our esteemed guests and await your comments and suggestions which will enrich us.

Hope to meet you in Istanbul on December 3-6, 2010.

Yours Truly,



Dr. Dursun AYDIN

President of the Convention

Executive Committee

Dr. Dursun AYDIN / Convention President (Republic of Turkey Ministry of Health - Health Tourism Coordinator)
Kamil YÜCEORAL / Convention Vice President (Health Tourism Association Vice President)
Elvan ADIYAMAN / Convention General Secretary (Health Tourism Association Member)
İffet E. KAYA / Convention General Coordinator (Health Tourism Association Member)
Dr. Constantine CONSTANTINIDES / Health Tourism Executive President GREECE
Enginer BİRDAL / Ministry of Health (STD Board of Directors Member)
Dr. Filiz ÇEVİRME / OHSAD General Coordinator (STD Board of Directors Member)
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Hüseyin ÇELİK / General Director of Adana Acibadem Hospital

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Zahid HAMİD / Euromedical Tours President ENGLAND
Prof. Dr. Zeki KARAGÜLLE / Turkish Thermal Thalassotherapy and Cure Centers Association President
Orhan KUŞ / Afyonkarahisar Thermal Touristic Hotels Management Association President
Selin PEKER / World Eye Hospital General Assistant Administrator
Adnan Scheikadi / Adicoo Service and Patient Care General Administrator LIBYA
Dr. Sami SERT / EURO Center Turkish Medical Director
Renee-MARIE STEPHANO,ESQ / Medical Tourism Association-Medical Tourism Magazine Editor ABD
Selma UYLAŞ / BKK Aktiv GERMANY
İbrahim YAZAR / Republic of Turkey Culture and Tourism Ministry, General Advertisement Directorate Assistant Administrator
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Doç. Dr. Teslime ATLI / Ankara University Faculty of Medicine Geriatrics Department
Prof. Dr. Faik ÇELİK / Istanbul University Chancellor Consultant

3rd INTERNATIONAL HEALTH TOURISM CONVENTION

CONVENTION MAIN PROGRAM (HALL A)

[1st DAY] 4.12.2010 SATURDAY

OPENING SPEAKERS

		Vice President of Health Tourism Association (Retired Tourism Ministry undersecretary)
	Kamil YÜCEORAL	
	Dr. Dursun AYDIN	Republic of Turkey Ministry of Health - Health Tourism Coordinator
	Başaran ULUSOY	President of TURSAP
09:30-10:30	Kadir TOPBAŞ	Mayor of Istanbul
	Hüseyin Avni MUTLU	Governor of Istanbul
	İsmet YILMAZ	Republic of Turkey Culture and Tourism Ministry Undersecretary
	Prof. Dr. Cevdet ERDÖL	TBMM Health and Social Work Commission President
	Prof. Dr. Recep AKDAĞ	Republic of Turkey Minister of Health

INTERNATIONAL UP-TO-DATE OUTLOOK ON HEALTH TOURISM POLITICS AND GENERAL OUTLOOK ON HEALTH TOURISM

1 st SITTING	
	The Position of Health Tourism in Today's world
	Health Tourism Divisions and their relationship
10:30-12:00	The Importance of Medical Tourism in Health Tourism
	Questions and Answers
12:00-13:00	LUNCH

THE MARKET ASSESSMENT OF HEALTH TOURISM

2 nd SITTING	
	How Should the Market Assessment be in Health Tourism?
	Branding of Health Tourism
	Criterion for Market Segmentation in Health Tourism
	Questions and Answers
13:00-14:45	
14:45-15:00	ÇAY VE KAHVE ARASI

MIDDLE EASTERN AND NEIGHBOURING COUNTRIES MARKET IN HEALTH TOURISM

3 rd SITTING	
	Culture and Communication in Health Tourism
	Health Tourism Varieties
	The Importance of the Middle East and Neighbouring countries in Terms of Health Tourism
	The Importance of the Middle East and Neighbouring countries in Terms of Thermal-spa Tourism
	Questions and Answers
15:00-16:45	
16:45-17:00	TEA and COFFEE BREAK
17:00-19:00	BUSINESS DISCUSSIONS
19:00	FREE TIME

[2nd DAY] 5.12.2010 SUNDAY

ACCREDITATION AND STANDARD DETERMINATION IN HEALTH TOURISM

4 th SITTING	
	The Importance of Accreditation and Standards in Health Tourism
	The Characteristics the Health Tourist Looks for in Hospitals
	What's More Important in Health Tourism? Quality or Price?
	Questions and Answers
09:00-10:45	
10:45-11:00	TEA and COFFEE BREAK

THE IMPORTANCE OF HUMAN RESOURCES AND COMMUNICATION IN HEALTH TOURISM

5 th SITTING	
	The Importance of Educated Personnel in Health Tourism
	Communication and Language Barriers in Health Tourism
	The Importance of Using the Internet in Introducing Health Tourism
	Questions and Answers
11:00-12:30	
12:30-13:30	LUNCH

THE IMPORTANCE OF USING ADVANCED TECHNOLOGY IN HEALTH TOURISM

6 th SITTING	
	General Outlook at the Use of Advanced Technology in Health Tourism
	The Place of Using Advanced Technology in Health Tourism
	The Importance of Using Advanced Technology in Afrika and Eastern Markets
	Questions and Answers
13:30-14:45	
14:45-15:00	TEA and COFFEE BREAK

THE IMPORTANCE OF TRAVEL AGENCIES AND INTERMEDIARY INSTITUTIONS IN HEALTH TOURISM

7 th SITTING	
	What Should the Requirements be of Travel Agencies in the Health Tourism Sector?
	The Importance of Consulting Firms and Brokers
	Follow up of Health Tourist after Treatment and Their Legal Rights
	Questions and Answers
15:00-16:45	
16:45-17:00	TEA and COFFEE BREAK
17:00-17:30	ASSESSMENT AND CLOSING
17:30-19:00	BUSINESS DISCUSSIONS
20:00-22:00	DINNER AND TOUR

[3rd DAY] 6.12.2010 MONDAY

TOUR OF ISTANBUL (FOR FOREIGN GUESTS ONLY)

Notice: This Programme may be updated and can be viewed at www.saglikturizmi2010.org

Workshop Program

1st DAY 04.12.2010 SATURDAY (HALL B)

IN TERMS OF HEALTH TOURISM THE IMPORTANCE OF ALLOWING FOREIGN DOCTORS TO PRACTICE

1st WORKSHOP

13:00-14:45 Exemplary Implementations Around the World and Standards That Must be Present in Foreign Doctors
Proposal of Legal Bill for Allowing Foreign Doctors to Practice (Medical Profession Law)

14:45-15:00 TEA and COFFEE BREAK

THE IMPORTANCE OF ACADEMICS AND UNIVERSITIES IN HEALTH TOURISM

2nd WORKSHOP

15:00-16:45 The Formation of Health Tourism Department At Universities
The Importance of Academic Research And Innovation In Health Tourism

16:45-17:00 TEA and COFFEE BREAK

(2nd DAY) 05.12.2010 SUNDAY

PROBLEMS PRESENT IN HEALTH TOURISM

3rd WORKSHOP

11:00-12:30 The Lack of Introduction Overseas
Encouragement and the Role of Health Tourism in Regional Development

12:30-13:30 LUNCH

THE ROLE OF MINISTRY OF HEALTH AND LEGISLATIVE EFFORTS

4th WORKSHOP

13:30-14:45 The Formation Of Health Tourism Politics And The Role of The Ministry Of Health
The Standards and the Inspection of Institutions that Service the Health Tourism Field

Panel Program

1st DAY 04.12.2010 SATURDAY (HALL C)

THE FUTURE OF PRIVATE HEALTH SECTOR AND GSS

1st PANEL

13:00-14:45 General Outlook At Private Health Care And The Importance Of Planning
Financial Construction and Market Variety of Private Health Institutions
The Additional Importance Of Health Turists Market Share to GSS
Questions and Answers

14:45-15:00 TEA and COFFEE BREAK

THE IMPORTANCE OF TURKISH CITIZENS LIVING IN EUROPE IN TERMS OF HEALTH TOURISM

2nd PANEL

15:00-16:45 General Outlook on Turkish Citizens and Other Emmigrants Living in Europe
Turkish Citizens Living in Europe and Their Health Care Needs
Short Term Agreements Made Between Nations and GSS Application
Questions and Answers

16:45-17:00 TEA and COFFEE BREAK

(2nd DAY) 05.12.2010 SUNDAY

MEDICAL INFORMATION AND THE APPLICATION OF TELE-MEDICINE IN HEALTH TOURISM

3rd PANEL

11:00-12:30 General Outlook on Applications of Health Information
The Application of Tele-Medicine in Health Tourism
Inter-operability in E-Medicine
Questions and Answers

12:30-13:30 LUNCH

HEALTH TOURISM FINANCIAL SOURCES AND INSURANCE

4th PANEL

13:30-14:45 Health Tourism Financial Sources
Is There a Way to Decrease Cost of Treatment for Health Tourism Private Insurance?
New Insurance Products Geard Towards Health Tourism
Questions and Answers

14:45-15:00 TEA and COFFEE BREAK

SAMPLE APPLICATION OF HEALTH TOURISM

5th PANEL

15:00-16:45 Inferflite Merkezleri ve Uygulamaları
Cyberknife Applications
Transplantation Centers and Their Application
Dentistry Services

16:45-17:00 TEA and COFFEE BREAK

1st INTERNATIONAL HEALTH TOURISM CONVENTION Captions (2008)



CONVENTION COMMUNICATIONS INFORMATION

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