



Health Tourism Development

12 - 16 October 2008 | Dubai, UAE



Health tourism tapping the potential of a rapidly expanding market

Medical tourism in the world is growing rapidly; the number of medical tourist visits to many countries is swelling by 20 to 30 per cent a year. The medical travel industry has seen great development and advancement in recent years. The industry is now worth \$56 billion and is expected to grow to \$100 billion by 2012. This is a new high growth fast changing industry, where early entrance is expected to generate high rewards.

Dr. Constantinides is a regular invited and hosted speaker at international Health Tourism-related Events and sits on several boards and committees of international Health Tourism Industry Representative Bodies (Associations, Congresses).

He is the co-founder of the International Health Tourism Council.

About the Instructor / Trainer

- Dr. Constantine Constantinides has been involved with Health Tourism (in a pioneering capacity) for more than 10 years and is today a leading and internationally recognized expert on the subject.

He provides knowledge, analysis and strategic thought to governmental organizations and private sector legal entities.



The aim and objective of the Seminar

- *The Training Seminar addresses engaged stakeholders involved professionally in the development, promotion and practice of Health Tourism.*
- *In this particular instance, it will be:*
 - *Medical/Health care Personnel, Management and Administrative. Staff*
 - *Tour Operators and Health Tourism Facilitators*
 - *Government officials and regulators*

The Seminar has **4** General Objectives:

- To provide practical knowledge of the fundamentals of Health Tourism understanding (the "what is")
- What not to do in health tourism (The Due Diligence)
- Clarify the potential of health tourism and how to best exploit it
- Explain what is needed to sustain a business operating in the health tourism field

Who Should Attend?

Our aim is to deal with Health Tourism comprehensively:

- *For the Executive*
- *For the Student of Health Tourism*
- *For the Health Tourism Entrepreneur*
- *For the Health Tourism Service Provider*
- *For the Health Practitioner providing services within the context of "health tourism"*
- *Executives or managers of economic development agencies.*

Course objectives:

- *Teach the Fundamentals and the general market of health tourism*
- *Teach the "student of Health Tourism" how to assess (due diligence), what to look out for and the "if, when and how" of entering the market.*
- *How to enter and operate in the market – with a reasonable probability of success*
- *Provide knowledge and awareness of what is required to sustain the national or regional "creation".*



The Benefits:

- Understanding the fundamentals of health tourism.
- Expanding your business potential by tapping into the health tourism market.
- Having competitive advantage by tapping into this highly expanding market.
- Learning techniques for attracting international patients/customers.

Included in the program:

- The Geography of Health Tourism
- The scope of Health Tourism
- Joining and participating in the League
- The need for Education in Health Tourism
- Our “take” on Health Tourism

Day One – Sunday, 12 October 2008

SESSION

What Is

...getting to know and understand

Definition and Scope

The Health Tourism Knowledge Base

Health Tourism Watch

Health Tourism "Who is Who" (and what is what)

Break

The Health Tourism Domain (International and National)

...the ecosystem

Health Tourism and the Long Tail

The Domain Stakeholders (and their Role)

The Domain ills (and their Treatment)

...Domain Inefficiency

Domain Fragmentation

Domain Segments and Segmentation

Clusters and Clustering

Domain Integration (and the benefits of Integration)

Initiatives and Concerted Actions (and their financing)

Lunch

Day Two – Monday, 13 October 2008

SESSION

Preparing to Enter the Market

... Due Diligence (look before you leap)

The Flavors of Health Tourism

The Services Supporting Health Tourism

The Geography and Map of Health Tourism (distribution of the Market)

The Fiction and Fact (and the hype factor)

Health Tourism Balance (or Imbalance) of Trade

What is driving Health Tourism (and what will sustain it)

Break

Health Tourism and the EU

The Accessibility Factor

The Perception Factor

Success and Failure Factors (... why do Health Tourism Enterprises fail?)

Day Three – Tuesday, 14 October 2008

SESSION

Participating and Operating in the Market

...the Business of Health Tourism - and Caveat Emptor

Participating as what? (...the Health Tourism Professions)

The Health Tourism Bandwagon (and joining it) - Health Tourism Aspirants

The Health Tourism League (and joining it)

Develop What You Have to Create What Can Be

Health Tourism Resources and Capacity

Enterprise De Novo Development – as opposed to Further Development

(and the risk of failure factor)

Gaining Scale and Traction (...and Horizontal Alliances)

The Cost of Doing Health Tourism Business

Break

Promotion and Marketing (...clients do not arrive at the turn of a switch)

Positioning yourself and targeting the appropriate Customer Base

(...Provider and Health Consumer Stratification)

Competition and Competition-busting

The role of the Internet and Health Tourism-related Events

The Role of "Standards – Accreditation – Credentialing"

Good Practices Benchmarking

Lunch

Day Four – Wednesday, 15 October 2008

SESSION

The Socio-economic Aspects of Health Tourism

...Health Tourism is a Socially-sensitive Industry

The Resentment Factor

The "trickle down" Effect of Health Tourism

Sustaining the Industry and Market

...the Health Tourism "Back Office"

Education in Health Tourism (the need for education and training)

Health Tourism Balance (or Imbalance) of Trade

What is driving Health Tourism (and what will sustain it)

Break

Health Tourism Industry Representative Bodies - "Associations" and

"Councils" (and the self elected Tyrants)

Health Tourism Domain Administration and Management

Seminar "Summing up"

Day Five – Thursday, 16 October 2008

SESSION

Interactive Workshop

Entering the Health Tourism Industry and Joining the Market

Seminar "Summing up"



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