

# healthCare cybernetics

the think and do tank™

CEREBRATING INNOVATION  
...THROUGH KNOWLEDGE AND ANALYSIS

## An EMVIO™ living document

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## Our Health Tourism Enterprise Practice - *the Bottom Line*

*...disambiguating what we are and what we do*

([www.healthtourismenterprise.com](http://www.healthtourismenterprise.com))

### Preamble

*healthCare cybernetics (hCc)* is evolving and expanding - and is in the process of considering a proposal to move its headquarters to Dubai (the UAE) – at which time it will be known as *healthCare cybernetics (International)* - [www.healthcarecybernetics.com](http://www.healthcarecybernetics.com)

*healthCare cybernetics L.L.C.* will remain as a national affiliate, based in Greece ([www.healthcarecybernetics.gr](http://www.healthcarecybernetics.gr)) and will continue to incorporate HealthBase Hellas™ ([www.healthbasehellas.gr](http://www.healthbasehellas.gr)) and HealthCare Hellas™ ([www.healthcarehellas.gr](http://www.healthcarehellas.gr)).

HealthCare Hellas™ is the hCc division providing Analysis and Strategic Thought on the Greek Healthcare Sector.

HealthBase Hellas™ is the Greek Healthcare Sector knowledge base.

healthCare cybernetics L.L.C. will also be the first to provide training in Medical Coding in Greece ([www.medicalcoding.gr](http://www.medicalcoding.gr)).

healthCare cybernetics (International) will be providing similar training outside Greece ([www.medicalcodinginternational.com](http://www.medicalcodinginternational.com)).

healthCare cybernetics L.L.C. will maintain its winter office in Athens and have its summer office on the island of Samos (the birthplace of Pythagoras).

### What we are

*healthCare cybernetics* is a healthcare sector *think and do tank* (of internationally distributed *wise heads* and protégés). Its outlook and reach are global.

We ponder the issues of concern (think) – and do something about them (do).

Our Divisions and Enterprise Practices address selected developing and high-impacting domains of the healthcare sector (of which Health Tourism is one) – focusing on the B2B aspects.

healthCare cybernetics started life as a R&D project in 1997 (with an agenda to develop infrastructure and technologies) and incorporated as a Limited

Liability Company in 2003. We currently have our headquarters in Athens, Greece.

Our role in the International Health Tourism scheme of things is to ponder and expound upon domain issues and topics, take initiatives and spearhead & influence the establishment of conventions.

## **What we do (and do not do)**

### ***Addressing the Core Health Tourism Segments***

The Practice comprehensively addresses all 8 *core* Health Tourism Segments (with *not-for-fee* activities and service offerings):

- Medical Tourism
- Dental Tourism
- Wellness and *Fitness Tourism*
- Spa Tourism
- Sports Tourism and *Sports Therapy*
- Culinary Tourism
- Accessible Tourism
- Ambient Assisted Living Abroad

Explanation and Justification for including the above as Health Tourism segments is provided in the Essential Summary for each.

### ***Service Offerings***

The Practice offers the following core services:

- Knowledge, Analysis, Strategic Thought and Planning
- Health Tourism Domain Integration and Development Projects
- Health Tourism Executive Education and Vocational Training

Though our service offerings, we provide the “picks and shovels” (tools) for doing Health Tourism Business, efficiently.

Our 2008 – 2010 Agenda – whose keynote is “*develop what you have to create can be*” practically sums up what we do.

The Practice *business model* ensures that we do not compete against Providers, Procurers or Facilitators of health- and healthcare-related services.

### ***What we do not do***

Almost as important as what we do, is what we do not do:

- Join *Bandwagons* (we prefer to lead – and if we do join it will not be “bandwagons” – and our motivation will be a “well thought out strategy” – and intention to add value)
- Participate in “rat races”
- Compete against Providers, Procurers or Facilitators of health- and healthcare-related services (which no doubt contributes to the confidence and trust we increasingly enjoy)

## The Reality Check

We make a point of being particularly careful not to mis-represent ourselves.

Since *hCc* and its Enterprise Practices are ever-evolving and expanding, some statements are *forwarding-looking*. Nevertheless, we make every effort to ensure that these are invariably founded on reality and fact. We do this by running a *reality check* on all assertions made (documenting and validating).

We substantiate all claims – if not in the document itself then in related and linked documents or by citing verifiable references.

## Health Tourism “Firsts”

Our deep domain knowledge and leadership role are reflected in the innovations we have introduced, the initiatives we have undertaken and the “firsts” with which we are associated (details appear in our Enterprise Practice Profile).

## Health Tourism Credentials and Competency Recognition

### The Enterprise Practice

*hCc* has had an active involvement in health tourism – and played a leadership role – since 1997.

Having developed from a *startup R&D enterprise* focusing on Health Tourism, the Practice is today a Health Tourism *Pure Play* and *Domain Insider*.

Being a think and do tank we tend to be rather reticent and do not go out of our way to attract media attention. As is characteristic of our modus operandi, we do what we do with the minimum of publicity and fanfare.

Consequently, *hCc* only started attracting international attention and gaining tangible recognition in 2006.

Although healthCare cybernetics is still not a household name, the domain insiders do know us.

Recognizing our competence, *hCc* is now being commissioned to advise governmental organizations and private sector entities (in a number of countries).

### The Chief Executive

- Frequent Invited and Hosted speaker at international events
- Co-Founder of the International Health Tourism Council
- Participant and Contributor to the EU Commission Consultation - (How to ensure legal certainty regarding cross-border health services under Community law)
- Seats on Advisory Boards / Committees
- A number of Internationally-relevant innovations and initiatives in Health Tourism to his credit
- *The Textbook of Contemporary Health Tourism*, Principle Author and Editor
- Consultant to the World Health Tourism Congress and other national and international events

## Our Web Strategy

As part of our “*cerebrating innovation*” we have had a radical re-think on websites and portals.

How to reconcile the diverse competencies, interests, activities and service offerings of *hCc* and its Health Tourism Enterprise Practice without falling into the website “clutter and sprawl” trap?

The answer we came up with was having several “*microsites*” – small, simple and thematically focused sites (with dedicated URLs) dealing with one issue (or a few related issues). Of course, reciprocal links between the *microsites* and “whole picture” (*parent* site) will be included.

The process of re-distributing content and compiling the many *microsites* – which started in 2007, is continuing (and will hopefully be completed by the end of 2008).

In the interim, all our websites will be represented by a single Front Page (or a *Reference Landing Page*) with links to relevant short informational documents.