



Diplomatic Council

The Global Think Tank



DC Temos Konferenz „Healthcare abroad & Medical Tourism“

Sunday, December 01, 2013

19 00 - 21 00

Welcome reception at DLR - Future Research for
Space and Earth

Monday, December 02, 2013

09 00 - 10 30

Session 1

Welcome & Keynotes

Chair:

Prof. Dr. Rupert Gerzer

Institute of Aerospace Medicine, DLR

Dr. Claudia Mika

Temos International GmbH

Welcome Conference Organisation

Dr. Claudia Mika

Managing Director Temos International GmbH

Welcome Conference President

Prof. Dr. Rupert Gerzer

Head of Institute of Aerospace Medicine, DLR

Greetings City of Bonn

Juergen Nimptsch

Lord of Mayor of the Federal City of Bonn

Temos news - overview 2013

Dr. Hashem Al-Fadel

Chair of Temos Assessors' Advisory Board

Keynote: Diplomatic Council "Best Global Hospitals"

Andreas Dripke

Chairman Diplomatic Council

10 30 - 11 00

Coffee break and exhibition

11 00 - 12 30

Session 2: organized by DLR, ISfTeH and DGG

**Telemedicine in international patient management:
global access to patient data for emergency and
scheduled treatment**

Chair:

Frank Lievens

Secretary of the International Society for
Telemedicine and eHealth - ISfTeH -
Grimbergen - Belgium

**Essential patient data for the support of
global assistance services**

Dr. Klaus Schäfer

ADAC Ambulance Service

Medical data exchange across borders

Dr. Alexander Berler

Director Consulting Services, Gnomon Informatics SA

**Caring for Patients in their home country and worldwide
- Lessons Learned**

Representative of ISfTeH

**Health Vault as an Infrastructure for Worldwide Patient
Data Access**

Representative of Microsoft

12 30 - 14 00

Lunch break and exhibition

14 00 - 16 00

Workshops

WS 1: Corporate market for medical travel: Meeting the expectations of patients and commissioners of treatment abroad

Moderator:

Keith Pollard

Managing Director of Intuition Communication Ltd.

Contribution & experts:

Setting the scene: The missed opportunity in medical travel?

Keith Pollard

What does an assistance company expect from a hospital or clinic?

Dr. Ramiz Aras

Medical Director of Marmassistance

How do you work successfully with an insurance business?

Christian Deppe

AOK

How will the EU Directive affect your healthcare business?

tbc

How do you price and charge for international patient services?

Dr Azleena Berger

What does branding mean to the corporate buyer?

Illan Geva

Main Touchpoint @ Ilan Geva & Friends

WS 2: organized by DLR, ISfTeH and DGG

**M-health supported disease management
as a service for Temos partners**

Moderator:

Klaus Gritschneider

FutureCamp Health

Contribution & experts:

**Mobile telemonitoring solutions and
their role on travel**

Stefan Schraps

Managing Director BodyTel Europe GmbH

**Satellite based medical support – solutions
for medical emergency management in rural areas**

Dr. Markus Lindlar

Researcher, Institute of Aerospace Medicine,
DLR, Cologne - Germany

**ASYSTED - development of an mHealth based
expert support system for ultrasonic examination
performed by laymen**

Timo Frett

Institute of Aerospace Medicine, DLR, Cologne - Germany

**Health Vault as an Infrastructure for Patient Data
in mHealth Services**

Representative of Microsoft

16 00 - 16 30

Coffee break and exhibition

16 30 - 17 00

Session 3 & 4

Presentation of results of workshops 1 and 2

Keith Pollard

Klaus Gritschneider

17 00 Recommendations from day one
18:30 Transfer to Conference Dinner
19 00 Conference Dinner

Tuesday, December 03, 2013

09 00 - 10 30 Session 5

Best practice in medical tourism: patient safety and quality management - preconditions for a trustful and reliable presence in the medical tourism market

Best practice: example from medical service provider
Dr. Gary Cortez
President and CEO of St. Luke's Medical Centers

**Best practice: Example from non clinical services
Medical Tourism Friendly Hotels**

Angeliki Katsapi
Director Temos Aegean Ltd.

**Quality improvement in radiology departments
From radiation exposure reduction to workflow optimization**

Dr. Marc Boehme
Executive Vice President Sales & Marketing
amedo Smart Tracking Solution GmbH

**Best practice: Distance learning solutions
the value of learning for business performance
in medical tourism**

Dr. Detlef Klomfass
Director Germany CrossKnowledge Group

10 30 - 11 00 Coffee break and exhibition

11 00 - 12 30 Session 6

Challenges in medical tourism: from cultural differences to the treatment of special categories of international patients

**Factor human being in the clinical setting:
employees as the key to success and**

patient satisfaction

Alexander Reyss

Management coach and trainer

Lessons learned from medical tourism influx to Jordan during the Arab Spring

Dr. Marwan Khoury

Chief Quality Officer of Ibn Al-Haytham Hospital

12 30 - 13 30

Lunch break and exhibition

13 30 - 15 00

Session 7

Business in medical tourism: how to make money in this market?

Chair:

Dr. Chatree Duangnet

Group COO & VP Bangkok Dusit Medical Services Public Company Ltd. (BMDS)

CEO Bangkok Hospital Medical Center (BMC)

Business in medical tourism: how to make money in this market?

Dr. Chatree Duagnet

Building, evaluating and maintaining brand equity in the medical travel market

Ilan Geva

Main Touchpoint @ Ilan Geva & Friends

Closing of conference

15 00- 17 00

Coffee break and exhibition

B2B meetings

Visit of Christmas market Bonn

Optional evening program