Magiczny Kraków

Program

2019-10-02

4th KRAKOW MEDICAL TOURISM CONGRESS

Day One: 8 October, Tuesday

10.00 a.m. – 10.15 a.m. – Congress Opening

10.20 a.m. – 10.35 a.m. – Medical tourism in Krakow – Marcin Mikos, Anna Białk-Wolf

PANEL DISCUSSION 1

10.35 a.m. – 11.45 a.m. Development opportunities for medical tourism through supporting promotional activities

10.35 a.m. – 10.45 a.m. – Piotr Pniejnia-Olszyński, Ministry of Foreign Affairs

10.45 a.m. – 10.55 a.m. – Anna Sztyber-Zabłocka, Polish Tourism Organisation

10.55 a.m. – 11.05 a.m. – Monika Dyląg-Sajór, Polish Investment and Trade Agency

11.05 a.m. – 11.15 a.m. – Krzysztof Macha, Polish Association of Private Hospitals

11.15 a.m. – 11.45 a.m. – Debate with the panellists and Representative of the City of Krakow

MODERATED BY: Bartłomiej Walas

11.45 a.m. – 12.15 p.m. – coffee break

PANEL DISCUSSION 2

12.15 p.m. – 1.15 p.m. Development opportunities for medical tourism on individual foreign markets

12.15 p.m. – 12.30 p.m. – Laurent Chambaud, EHESP School of Public Health **–** *Experiences gathered on the French market*

12.30 p.m. – 12.45 p.m. – Leonore Boscher, GHMC consulting – *Opportunities for Polish service*

providers to expand onto the German market, given the shortcomings of the German health care system

12.45 p.m. – 13.15 p.m. – Debate involving Panellists and Guests:

-Katarzyna Jurzec-Piątek – Medical Sensus (Arabic markets)

-Katarzyna Rys – “Wieliczka” Salt Mine Spa (Ukrainian market)

MODERATED BY: Anna Białk-Wolf

13.15 p.m. – 2.00 p.m. – lunch break

PANEL DISCUSSION 3

2.00 p.m. – 3.00 p.m. – Opportunities for the development of medical tourism through new technologies

2.00 p.m. – 2.15 p.m. – Paweł Wisz, Neo Hospital – *More precise urology – application of da Vinci robot in urology*

2.15 p.m. – 2.30 p.m. – Wiesław Latuszek, Practical Medicine – *Experiences in telecare as a potential tool for application in medical tourism*

2.30 p.m. – 2.45 p.m. – Barbara Werchowiecka-Rusinek, RTCP Amethyst

2.45 p.m. – 3.00 p.m. – Krzysztof Tomaszewski – *Regenerative medicine in orthopaedics – innovative methods of treatment as an opportunity to attract foreign patients*

PANEL DISCUSSION 4

3.00 p.m. – 4.00 p.m. – Development opportunities for medical tourism through the internationalisation of medical facilities

3.00 p.m. – 3.10 p.m. – Mariusz Arent – *The result of the "mystery shopper" survey on the medical tourism market in Krakow*

3.10 p.m. – 3.25 p.m. – Marlena Wysocka, St. Adalbert Hospital of Poznań – *Polish example of development and operation of international office*

15.25 p.m. – 16.00 p.m. – Debate involving Panellists and Guests:

-Daniel G. Coulton-Shaw, Global Clinic Rating (UK)

-Tomasz Popławski, Ingressus (US)

-Karina Przybyło-Kisielewska, Hotel Bristol**** ART & SPA Busko Zdrój

MODERATED BY: Mariusz Arent

7:30 p.m. – Networking evening – City Hall of Krakow, at Plac Wszystkich Świętych 3-4

Day Two: 9 October, Wednesday

WORKSHOPS

10.00 a.m. – 10.45 a.m. – Leonore Boscher – Organisation and *assignments of international office* – case study and analysis of stakeholders

10.45 a.m. – 11.25 a.m. – Gabriela Lenarczyk, Attorney at Law, Budzowska, Fiutowski & Partners Law Firm – *Compensation for infringement of the patient's rights as a risk in medical tourism*

11.25 a.m. – 12.00 a.m. – Daniel G. Coulton-Shaw, Global Clinic Rating

12.00 – 13.00 – coffee break

1.00 p.m. – 2.00 p.m. – Tomasz Popławski – *Development opportunities for medical tourism on the US market*

2.00 p.m. – 2.15 p.m. – Summing up of Congress proceedings

2.15 p.m. – 3.00 p.m. – Lunch

B2B meetings

12.00 a.m. – 2.00 p.m.