



INTERNATIONAL www.internationalhealthtourismconvention.com HEALTH TOURISM CONVENTION



THE FLAGSHIP EVENT OF THE HEALTH TOURISM SECTOR

ALL ABOUT THE CONVENTION

INCORPORATING



HEALTH TOURISM
VITAL FEW



HEALTH TOURISM
INNOVATION FORUM



HEALTH TOURISM
INTEGRATION FORUM



HEALTH TOURISM
BUSINESS FORUM



HEALTH TOURISM
DESTINATIONS FORUM



HEALTH TOURISM
INVESTMENT FORUM



HEALTH TOURISM
ASSISTED RESIDENTIAL
TOURISM FORUM



HEALTH TOURISM
LUX FORUM



Health Tourism Exhibition

HEALTH TOURISM
P E N T A D



Seminar and Workshop



Innovation Awards Ceremony

THE CORE THEMES



HEALTH TOURISM
DEVELOPMENT



HEALTH TOURISM
ADMINISTRATION



HEALTH TOURISM
PROMOTION



HEALTH TOURISM
INDUSTRY



HEALTH TOURISM
MARKET

This Document is also available OnLine:

<http://www.internationalhealthtourismconvention.com/About/Documents/IHTC-2015-All-About-the-Convention.pdf>

This is an **EMVIO Document**

See: <http://www.healthcarecybernetics.com/EMVIO/Documents/About-EMVIO-Entities.pdf>

Contact:

Constantine Constantinides, M.D., Ph.D.
constantinides@healthcarecybernetics.com
+30 6945857642

Table of Contents

As Much or as Little as you Want and Need

Why is the Convention being staged?

The Convention Aims

Keynote Message

The Mandate

The signature theme (*motto*) of the Convention

Knowledge – Policy - Strategy

The innovative “value adding” concept of the “Segmented and Integrated Event”

An OPTIMIZED HEALTH TOURISM EVENT

Geographic Scope and Relevance

Intellectual Integrity and Level of Sophistication

Bringing together the Stakeholders from around the world

The Intensive and High-impact Program

The Convention Significance

Significance of the Convention for Emerging Health Tourism Destinations

Who will participate

The Speakers

But why the ht8 Approach?

Championing the Introduction of “new blood” to the Sector

Health Tourism Protégés Induction Ceremony

Announcement of the planned Health Tourism Protégés Conference

Addressing and Involving all the Health Tourism Segments and Supporting Industries

The Health Tourism Innovation Awards Ceremony

Seriously Considering Health Tourism

Deep Knowledge and Understanding

Adequately addressing the interests and needs of the Participants

Convention Promotion and Marketing Policy and Strategy

The Health Tourism Stakeholders

The Thinking and Doing

Convention Design and Structure

The Forums

Event Thematic Scope and the Core Themes

Through Forums delivering Expert Knowledge, Updates and Opinion

Introduction of “Distinct” Health Tourism Categories

Criteria for selecting the Issues to be addressed

The “Industry to Industry” Exhibition

Sponsorship Opportunities
The Industries to be represented
Accredited Convention Delegations
Pre-Convention Resources
The Pre-Convention Seminar and Workshop
Convention Motto
Why a Convention?
The Convention Steering Committee
Approach to the Convention Design
Some Disambiguation
Definition
Scope of the Sector

As Much or as Little as you Want and Need

...“read more” or “read less”

Understanding and respecting the wants and needs of the prospective Convention Participants, the following core “About” (information and knowledge imparting) documents have been compiled and made available OnLine:

- ALL ABOUT
<http://www.internationalhealthtourismconvention.com/About/Documents/IHTC-2015-All-About-the-Convention.pdf>
- EXECUTIVE SUMMARY
<http://www.internationalhealthtourismconvention.com/About/Documents/IHTC-2015-The-Convention-Executive-Summary.pdf>
- ABOUT THE CONVENTION – POWERPOINT PRESENTATION (as PDF file)
<http://www.internationalhealthtourismconvention.com/About/Documents/IHTC-2015-All-About-the-Convention-Presentation.pdf>

Why is the Convention being staged?

...the Stated Objective

The Convention is being staged to table and endorse policies and strategies which will expand the Industry to address a broader Market – meaning more business for all.

It was designed so that decision-makers and purse-string holders (and even regulators) could get together for the purpose of addressing, considering and candidly expressing their views and opinions on issues impacting the Health Tourism Sector.

The staging of the Convention, together with its Forums, was in response to the need for an event at which radical views could be discussed and bold and breakthrough ideas presented – leading to innovation and further development – so that we can move beyond words and wishful thinking – and, instead, move towards “adoption and implementation”.

The Convention Aims

The essential aim of the Convention is to:

- Fully reveal what Health Tourism is - and even more importantly, what it can be
- Promote the integration of the Health Tourism Segments, the Sector-supporting Industries and the Domain Stakeholders
- Demonstrate the benefits of the ht8 approach to segmentation, integration, administration, development and promotion
- Encourage the formation of International and trans-Segment Alliances
- Ensure that no Health Tourism Destination is left behind

Furthermore, the Convention aims to avoid addressing issues already adequately covered by other events.

In fact, rather than competing against other events, the Convention simply and clearly aims to be “the best possible”. And this is why the Convention has been designed as an “optimized event”.

See: [OPTIMIZED HEALTH TOURISM EVENT \(http://www.healthtourismevents.com/Optimized-Health-Tourism-Events/Documents/About-Optimized-Health-Tourism-Events.pdf\)](http://www.healthtourismevents.com/Optimized-Health-Tourism-Events/Documents/About-Optimized-Health-Tourism-Events.pdf)

Keynote Message

...the Flagship Event of the Health Tourism Sector

The Convention has been designed and is being staged as the *de facto* Flagship Event of the Health Tourism Sector.

The Convention has the specific purpose of tabling and endorsing the policies and strategies which will expand the Industry to address a broader Market – meaning more business for all.

The stated objective will be achieved by engaging Thought Leaders, Practitioners, Regulators, Politicians, Journalists and Decision-makers to shape the global, regional, and industry agendas of the Sector.

The Convention makes the point of bringing together the *de facto* leaders of the 8 Health Tourism Segments, the Sector-supporting Industries and Government to “thrash out” the most pressing and challenging issues facing the Health Tourism Sector – with regards to Knowledge, Policy and Strategy.

The Mandate

As the Flagship Event of the Health Tourism Sector, the Convention has a mandate:

“expand the Industry to address a broader Market” - meaning more business for all

The signature theme (*motto*) of the Convention

The signature theme (*motto*) of the Convention is:

“Contemporary Health Tourism – Engaged Stakeholders and Destination Excellence – with no Destination left behind”

Knowledge – Policy – Strategy

...the Mission

The stated “mission” of the Convention is to:

- Provide Essential and Authoritative “Knowledge”
- Thrash Out, Validate and Endorse “Policies and Strategies”

The innovative “value adding” concept of the “Segmented and Integrated Event”

...and championing Innovation

The Convention, through its design and structure, introduces the innovative “value-adding” concept of the “Segmented and Integrated Event”. Segmentation reveals the diverse aspects of the Sector. Segmentation does not mean Fragmentation. In fact Segmentation precedes Integration (i.e., “bringing together”). In order to emphasize this point, all sessions will be “plenary”.

See article on the subject: <http://www.healthtourismpolicyandstrategy.com/Journal-Articles/The-Concept-of-the-Segmented-Integrated-Event.pdf>.

Furthermore, the Convention, (which champions innovation within the Sector) will be hosting the Health Tourism Innovation Awards Ceremony (see below).

An OPTIMIZED HEALTH TOURISM EVENT

In terms of design, scope, program and level of sophistication, the Convention is an exemplar of the **OPTIMIZED HEALTH TOURISM EVENT** (<http://www.healthtourismevents.com/Optimized-Health-Tourism-Events/Documents/About-Optimized-Health-Tourism-Events.pdf>).

Optimized Health Tourism Events are conferences, congresses, conventions, exhibitions, seminars, ceremonies – and generally “planned occasions” - which have been designed to be as close as practicably possible to an Ideal Event.

In practical terms, it refers to events which, at a minimum, are “fit for purpose”.

See the short Policy and Strategy paper on the subject:

Designing the “Optimized Health Tourism Event” - and what the Model has been optimized to achieve (<http://www.healthtourismpolicyandstrategy.com/Journal-Articles/Designing-the-Optimized-Health-Tourism-Event-Short.pdf>).

Geographic Scope and Relevance

...a truly international event

The Convention has been designed to be a truly international event with a *de facto* global relevance – and impact.

The Core Themes, Forum Content, Industries Represented, Targeted Audience and Speakers make this immediately obvious.

Intellectual Integrity and Level of Sophistication

The convention has no intention of pandering to the lowest common denominator and “dumbing down” the intellectual level of deliberations and discourse – so as to attract the largest number of attendees.

As the flagship event of the Health Tourism Sector, the Convention has been designed to be an exemplar of intellectual integrity and sophistication.

Bringing together the Health Tourism Stakeholders from around the world

...in the spirit of Integration

The Convention brings together the stakeholders – from around the world - representing:

- The Health-related Services Providers in the 8 Segments
- The Providers of Sector-supporting Services and Products
- The Industry Representative Bodies
- Buyers / Payers / Cost Bearers of Health-related Services
- State and Governmental Organizations

Stakeholders will get to know each other – and about each other’s Destination, Segment and Industry – and role, interests and agendas.

Collaboration will be the next thing which will come to mind.

The Intensive and High-impact Program

...for seriously interested and involved participants

A very intensive and high-impacting program has been put together for seriously interested and involved participants.

The Convention Participants will have the privilege of being addressed by some of the “deep insiders” of the Sector who have contributed to the development of successful Health Tourism Destinations, Services and Practices.

These are also known as the “Wise Heads” and “Health Tourism Vital Few”.

Visit the Convention website to see Program (outline and details).

The Convention Significance

...designed to serve as a knowledge trove and to have a lasting impact

The event will be under the High Patronage and Auspices of a number of national and local Governmental Organizations.

The Convention has been designed to serve as a *knowledge trove* and have a lasting impact.

It is co-organized by two leaders in their respective fields:

- healthCare cybernetics
(<http://www.healthcarecybernetics.com>)
- Zita Medical Management S.A.
(<http://www.zita-management.com>)

After considering the design, content, scope and organization, it is believed that few will dispute the significance and impact of the Convention for the Health Tourism Destinations and their Stakeholders.

Significance of the Convention for Emerging Health Tourism Destinations

...and their Stakeholders

The “slogan” of the Health Tourism Destinations Forum is: “no Health Tourism Destination left behind”.

The Convention will be championing the development and further development of Emerging Health Tourism Destinations.

Emerging Destinations (and Providers) have the “late comer’s advantage”, because they:

- Can avoid the mistakes made by others who came before
- Are not carrying legacy Health Tourism baggage
- Can implement today and tomorrow relevant practices and strategies – right from the start

Although nascent Health Tourism Destinations have advantages, they still need to think and do things right.

See more on the Convention and Emerging Health Tourism Destinations by visiting the dedicated Forum website: <http://www.healthtourismdestinationsforum.com>.

Who will participate

...participants representing the full spectrum of the Health Tourism Sector

The Convention participants will be delegates from the 8 Health-related Segments of the Sector as well as from the several industries which support the Sector.

And of course, representatives from “government” and governmental organizations will also find it in their interest to attend (and even speak).

The Speakers

...recognized” thought and deed leaders” and “hands on practitioners” – from Emerging and Established Health Tourism destinations

The impressive roster of prominent speakers at the Convention represent the Health Tourism Sector Leadership (deep insiders, from around the world). They are “thought and deed leaders” and “hands on practitioners” – who, in addition to enterprise / business (micro level) also think and do in terms of “Destinations” (i.e., macro level).

They come from Emerging (nascent) and Established (and successful) Health Tourism destinations.

And of course, they will hold radical views and present bold and breakthrough ideas.

These will include:

- Providers of Health-related Services
- Providers of Sector Supporting Services and Products
- Those involved in Regulation and Legislation
- Representatives of governments and governmental organizations
- Representatives of “Industry Representative Bodies” (Associations and Councils)
- Thought and Deed Leaders
- Investors and financiers

See Convention website for the list of Speakers and their short bios.

But why the ht8 Approach?

Today we have come to understand that “Health Tourism” is the collective term for health-related services involving some travel.

Furthermore, these services logically fall under 8 Segments or groupings (hence “ht8”).

ht8 is all about creating an expanded industry to address a broader market (meaning more business for all).

With the ht8 approach to Health Tourism Segmentation, Administration, Integration, Development and Promotion, every Tourism Destination can also become a successful Health Tourism Destination – and every Tourist becomes a potential Health Tourist.

Championing the Introduction of “new blood” to the Sector

...a prominent role for Health Tourism Protégés

The Convention also champions the induction of new blood (the Health Tourism Protégés) into the Sector (something set in motion at the Greek Health Tourism Integration Conference in 2014).

With this purpose in mind, the Convention gives a prominent role to selected Health Tourism Protégés.

Specifically, Health Tourism Health Tourism Protégés will provide the “curtain raiser” (introduction) at all the thematic Forums.

See also: <http://www.healthtourismproteges.com>.

Health Tourism Protégés Induction Ceremony

The Convention includes a Health Tourism Protégés Induction Ceremony.

This is aimed at making students, young entrepreneurs and young industry players (those 30 and under) realize that they are particularly welcome – and regarded as stakeholders of the Sector.

Announcement of the planned Health Tourism Protégés Conference

...its first formal announcement

Plans for the staging of the first Health Tourism Protégés Conference will be announced during the Convention.

Addressing and Involving all the Health Tourism Segments and Supporting Industries

...an expanded Sector (of Industries) addressing a broader Market

The Convention is the event which simultaneously segments, integrates and addresses all 8 of the Health Tourism Segments and the 14, or so, Sector-supporting Industries – in the spirit of “an expanded industry addressing a broader Market – meaning more business for all”.

The Health Tourism Innovation Awards Ceremony

...providing due recognition to those who “trailblaze” the evolution and direction of the Sector

The Convention – as part of its “Championing Innovation” agenda – in addition to the Innovation Forum - will be hosting the Health Tourism Innovation Awards Ceremony organized by healthCare cybernetics (the organization which has introduced several of the innovations associated with the Sector).

Seriously Considering Health Tourism

...and what participants want and need

“Health Tourism” is a “sector” consisting of “industries”.

In seriously considering the Health Tourism Sector (which is what the Convention has been designed to do), the thinking (and doing) should be in terms of:

- Macro Level (Destination)
- Micro level (Enterprise / Business)
- The Supply Side (Industry)
- The Demand Side (Market)
- The Regulatory Side (The State / Government and Industry Representative Bodies)

This approach ensures that even individual and isolated issues are regarded in full context.

Deep Knowledge and Understanding

...to provide “full context”

Full Context is obtained by having deep knowledge and understanding.

Successful outcomes depend on actions based on deep knowledge and understanding.

Participants will realize that this is how the Convention regards and addresses the Health Tourism Sector. Those participating in the Convention will come away equipped with this deep knowledge and understanding.

Adequately addressing the interests and needs of the Participants

...by a “designed” Event

Participants will represent the full spectrum of the supply side (and regulatory side) of the stakeholder base:

- The 8 Health Tourism Segments:
 - Medical Tourism
 - Dental Tourism
 - Spa Tourism
 - Wellness Tourism
 - Sports Tourism
 - Culinary Tourism
 - Accessible Tourism
 - Assisted Residential Tourism
- The Sector-supporting Industries
- The State and Governmental Organizations

Although stakeholders may have differing areas of focus, they need to, at the same time, be aware of the *complete picture*.

How does the Convention ensure that their differing interests and needs are adequately addressed – without separating and isolating participants into “special interest groups” (which goes contrary to the need for Sector Integration)?

Simply, by designing an event which simultaneously segments and integrates. All sessions are “plenary”.

And of course, this comes down to design based on deep knowledge and understanding of the Sector.

Convention Promotion and Marketing Policy and Strategy

...in the spirit of transparency and disclosure

One criticism leveled against “events” and their organizers is that the associated promotion and marketing material is characterized hype, misleading statements and unsubstantiated claims.

With this in mind, and in the spirit of transparency and disclosure, the “in-house” Policy and Strategy Document setting out the approach to the promotion and marketing of the Convention has been opened to public scrutiny by making it freely available OnLine.

See: <http://www.internationalhealthtourismconvention.com/Promotion-and-Marketing-Policy-and-Strategy/Documents/Convention-Promotion-and-Marketing-Policy-and-Strategy.pdf>.

The Convention promotion and marketing material is “vetted” by the Steering Committee to ensure it is free of “hype”, “misleading statements” and “unsubstantiated claims”.

Furthermore, just as with the approach to the design of the Convention “content”, the Promotion and Marketing material is “segmented” and at the same time “integrated” to ensure it addresses the differing interests and needs of the Convention Stakeholders – whilst also providing the “full picture”.

The Health Tourism Stakeholders

...of the Sector and the Convention

The Convention participants will represent the full spectrum of the Health Tourism “supply side” and “regulatory side” Stakeholder Base.

The only Stakeholder Constituency not represented will be the Consumers.

The Domain (ecosystem) Stakeholders are all the Individuals (natural entities), Groups and Legal Entities who have a vested interest in the ecosystem, are affected by it or can influence it.

They include:

- The Providers of Services in the 8 Health-related Segments
- Those in the several Industries supporting and contributing to the Health Tourism Sector
- The State and governmental organizations
- Consumers

See also: www.healthtourismstakeholder.com.

The Thinking and Doing

...to address the Sector in terms of Macro and Micro Levels

The thinking and doing of the Convention is in terms of:

- Macro Level (Destination)
- Micro level (Enterprise / Business)

Convention Design and Structure

...Forums, Exhibition and Seminar and Workshop

The Convention has been designed in the form of “Forums and Exhibition” – which are preceded by a “Seminar and Workshop” *Curtain Raiser*.

The “Seminar and Workshop”

The “Seminar and Workshop” provides the Knowledge Envelopes (Expert Knowledge) – in other words, “what needs to be known”.

The Forums

The “spoken word” in each of the Forums takes the form of:

- Expert Knowledge (Knowledge Envelopes)
- Expert Updates
- Expert Opinion
- Plans of Action
- “Health Tourism Vital Few” Discussions
- Questions to be answered

The “Industry to Industry” Exhibition

The “Industry to Industry” Exhibition, which has been segmented into a Business Exchange, Franchise Marketplace, Destinations Showcase and Jobs Fair, has been designed to be a much-needed departure from the “usual and conventional” by addressing the practical interests of:

- Investors
- Entrepreneurs (Health Tourism Business Operators):
 - Providers of Health-related Services (in the 8 Health Tourism Segments)
 - Providers of Sector-supporting Services and Products
- Buyers / Payers / Cost Bearers of Health-related Services
- Destinations
- Employers
- Job Seekers
- Government / State

The approach to Design

The design of the Convention reflects “lessons learned” and “pitfalls avoided”.

This “much considered” approach to design ensures that the event comprehensively deals with all relevant aspects of Health Tourism (in terms of “knowledge” and “policy and strategy”) ensuring that the practical interests and concerns of the entire stakeholder base are addressed.

Furthermore, the Convention has been designed to be a truly international event with a *de facto* global relevance. The Core Themes, Forums Content, Exhibition Configuration, Industries Represented, Targeted Audience and Selected Speakers make this immediately obvious.

All sessions are plenary (and address the macro and micro aspects of the Sector). To obtain maximum benefit, all should attend all.

Lessons learned from the Fashion Industry (as narrated by the Convention designer, Dr. Constantine Constantinides)

Since 2006, I have been a frequent invited and hosted speaker at Health Tourism conferences around the world. During these events, in addition to speaking, I do a lot of observing and noting.

In the process of designing, putting together and co-organizing the Convention, I drew from the observations made at these conferences – as well as from documented observations made and documented as part of the healthCare cybernetics (hCc) Health Tourism Watch process (<http://www.healthtourismwatch.com>).

But when it came to the actual “approach” of designing, putting together and “creating” this Convention, I, one again, found myself going back and watching a video of a film released in 2009: “The September Issue” for “pointers” (useful suggestions).

“The September Issue” is a documentary film about the production of the September 2007 issue of American Vogue magazine.

The film follows editor-in-chief Anna Wintour and her staff during the lengthy process of conceiving, designing, compiling and producing the September Issue of the magazine.

See also: “Approach to the Convention Design” (below).

The Forums

The Convention incorporates the following “Complementary Forums” (which together aim to comprehensively address the current interests and concerns of the Sector Stakeholders – at macro and micro levels):

- Health Tourism Vital Few Forum (<http://www.healthtourismvitalfew.com>)
- Health Tourism Integration Forum (<http://www.healthtourismintegrationforum.com>)
- Health Tourism Business Forum (<http://www.healthtourismbusinessforum.com>)
- Health Tourism Destinations Forum (<http://www.healthtourismdestinationsforum.com>)
- Health Tourism Investment Forum (<http://www.healthtourisminvestmentforum.com>)
- Assisted Residential Tourism Forum (<http://www.assistedresidentialtourismforum.com>)
- Health Tourism Lux Forum (<http://www.healthtourismluxforum.com>)
- Health Tourism Innovation Forum (<http://www.healthtourisminnovationforum.com/>)

For the Objectives and Program of each Forum, visit the corresponding website.

The “Spoken Word”

...delivered at the Complementary Forums and Seminar

The “Spoken Word” (associated with the Complementary Forums and Seminar) takes the form of:

- Knowledge Envelopes (Expert Knowledge)
- Expert Updates
- Expert Opinion
- Plans of Action
- “Health Tourism Vital Few” Discussions

Event Thematic Scope and the Core Themes

...to ensure comprehensive coverage

The Convention comprehensively deals with all relevant aspects of Health Tourism – at Micro and Macro levels - ensuring that the practical interests and concerns of the entire stakeholder base are addressed.

The Core Themes of the Convention are:

- Administration
- Development
- Promotion
- Industry
- Market

Through Forums delivering Expert Knowledge, Updates and Opinion

...and plans of action

The Convention places emphasis on:

- Dealing with Health Tourism Domain Fragmentation
- Integrating the Health Tourism:
 - Stakeholders
 - Segments (ht8)
 - Sector-supporting Industries
- Creation of Successful, Sustainable and Resilient Health Tourism Destinations
- The Administration of Health Tourism Businesses and Destinations
- Expanding the Industry to address a broader Market
- Market Cultivation
- Sustainable and Resilient Innovation
- Introducing “Distinct” Health Tourism Categories and Segments
- Addressing the Mass Affluent Health Tourism Market
- Promotion of Destinations and their Providers
- Cross-border Health-related Services

Introduction of “Distinct” Health Tourism Categories

The Convention will also serve to introduce or feature “Distinct” Health Tourism Categories and Segments, including:

- Health Tourism Lux
- Boutique Health Tourism
- Health Tourism for Children
- Assisted Residential Tourism
- Health Tourism Cruise

Criteria for selecting the Issues to be addressed

...from “Health Tourism Watch”

The list of issues to be addressed has been compiled (drawing from the Health Tourism Watch repository - <http://www.healthtourismwatch.com>) by selecting items deemed to be in accord with the objectives of the Convention (and in consultation with members of the Steering Committee).

The selection criteria were:

- Deal with matters of practical significance and concern
- Be in the spirit of “Sector Integration”
- Contribute to the innovative evolution of the Sector

- Enable the expansion of the Industry to address a broader Market
- Ensure the continuing sustainability and resilience of the Sector
- Transform Health Tourism from an “obliged to” activity to an activity of choice (“want to”)
- Encourage the induction of new industry players to the Sector

See Convention website for listing of issues to be addressed.

The I2I (Industry to Industry) Exhibition

...and the B2C Health Tourism ExpoOnline

The Convention Exhibition (www.healthtourismexhibition.com) is all about:

- Health-related Services
- Sector-supporting Services and Products
- Destinations
- Employment Opportunities

It consists of a:

- Health Tourism Business Exchange (<http://www.healthtourismbusinessexchange.com>)
- Health Tourism Franchise Marketplace (<http://www.healthtourismfranchise.com>)
- Health Tourism Destinations Showcase (<http://www.healthtourismdestinations.com/>)
- Health Tourism Jobs Fair (<http://www.healthtourismjobsfair.com>)

The Exhibition addresses the practical interests of:

- Investors
- Entrepreneurs (Business Operators):
 - Providers of Health-related Services (in the 8 Health Tourism Segments)
 - Providers of Sector-supporting Services and Products
- Buyers / Payers / Cost Bearers of Health-related Services
- Destinations
- Employers
- Job Seekers

Observation and experience have shown that when it comes to “actual” exhibitions, only those which are B2B, or in fact I2I, make sense.

“Actual” B2C exhibitions do not make sense.

On the other hand, OnLine exhibitions can be B2C as well as B2B – and be successful.

The exhibition which is part of the Convention is B2B – in fact, it is “Industry to Industry”.

See: <http://www.healthtourismexhibition.com>.

Furthermore, Convention participants will be provided with incentives to participate in the Health Tourism ExpoOnline (<http://www.healthtourismexpoonline.com>).

Sponsorship Opportunities

Details regarding Sponsorship Opportunities are presented in a dedicated document and at the Convention website.

The Industries to be represented

...an indicative listing

- Health
- Pharmaceutical
- Tourism and Travel
- Hospitality
- Property and Real Estate Development
- Insurance
- Investment and Finance
- Media
- Professional Services – Consulting
- Information and Communication Technology – Health Informatics
- etc

See the Convention Website for the complete listing.

Accredited Convention Delegations

...and the Accredited Convention Delegates

Several Legal Entities will be awarded "Accredited Status" and will be represented at the Convention by Accredited Delegates.

These include:

- Government Ministries and Governmental Organizations
- Investment Promotion Agencies
- Export Promotion Agencies
- Embassies
- Industry Representative Bodies (Associations and Councils)
- Regional, National and Provincial Tourism Organizations

Pre-Convention Resources

...best prepare to maximally benefit from the Convention

After registering, those wishing to best prepare themselves to maximally benefit from the Convention (by acquiring prior knowledge and insight) will have access to relevant knowledge-imparting resources.

These are made available by healthCare cybernetics (the internationally recognized Health Tourism Thought Leader and co-organizer of the Convention).

The Pre-Convention Seminar and Workshop

...the Health Tourism Pentad

The content and scope of the Seminar and Workshop

The Seminar and Workshop "content" provides, at the very least, essential knowledge and understanding on the subjects of Health Tourism:

- Segmentation
- Integration
- Administration
- Development
- Promotion

Aim and Purpose of the Seminar and Workshop

The Health Tourism Pentad Seminar and Workshop associated with the Convention serves the following purposes:

- Acts as a "Curtain-raiser" to the Convention

- Imparts Essential Knowledge and Understanding (at Macro and Micro Level)
- Provides a privileged preview of the Convention – allowing the Seminar and Workshop Attendee to prepare and extract “maximum benefit” from attending the feature event
- Inducts attendees to the Health Tourism Sector and elevates them to Engaged Stakeholder status
- Introduces, explains and discusses Destination-level Stakeholder Concerted Action Initiatives (such as Development and Promotion Master Plans)
- Enables the Building of Consensus and Consensus Decision-making – amongst Engaged Stakeholders

The Seminar and Consultation “combo” imparts Essential Knowledge to enable industry players to maximize the benefits obtained from their involvement in the Sector.

Practically all the issues and topics dealt with during the Pentad are associated with “dedicated and thematically-focused” websites and microsites.

Who will benefit by attending the Seminar and Workshop?

The design and content of the Seminar and Workshop address the needs and interests of newcomers to the Sector- as well as seasoned Industry Players who want to “top up” and “fill gaps” in their knowledge and understanding of the Sector.

The Seminar and Workshop website

The Seminar and Workshop website: <http://www.healthtourismpentad.com>.

Convention Motto

The Convention Motto for 2015 is “**Contemporary Health Tourism - Engaged Stakeholders and Destination Excellence – with no Destination left behind**”.

Why a Convention?

...individually but in conjunction with

Health Tourism, as a Sector, is a lot more than the sum of its nominal parts.

Furthermore, the Sector is associated with volatility, uncertainty, complexity and ambiguity (VUCA).

And, much of Health Tourism at “destination level” continues to be associated with fragmentation (which basically translates as “inefficiency” - and non-competitiveness).

The Sector is essentially about Destinations which need to be developed, administered and promoted efficiently to ensure Sustainable and Resilient Success.

And no destination can remain successful without ongoing innovation, development and enhancement – which require “investment”.

Although the emphasis is always on “integration” (to ensure efficiency and competitiveness), the fact remains that the ever-evolving Sector is multi-faceted.

This observation led to the conclusion that any event aiming to be comprehensive and impactful needs to address the core issues and topics individually and in conjunction.

Consequently, the best way for an event to add real value would be by consisting of a number of complementary Forums.

A Forum is a meeting where ideas and views on a particular issue are presented, exchanged and discussed.

And who can claim that the Sector does not need knowledge and “updates” from Domain Experts?

Obviously, a Convention (as opposed to a mere conference or congress) means more effort, time and expense on the part of the co-organizers. But how else can an event objectively claim to be “the best possible”?

The Convention Steering Committee

Instead of the essentially decorative “Advisory Board”, the Convention is “steered” by a Committee of Sector *Deep Insiders* – all of whom are recognized for their sector-specific pedigree and credentials.

The members of the Steering Committee have been drawn from the 8 Health Tourism Segments, the Sector-supporting Industries and Government or Governmental Organizations.

Visit the Convention Website to see the list of Steering Committee Members.

Approach to the Convention Design

...as narrated by the Convention designer (Dr. Constantine Constantinides)

When it came to the actual “approach” of designing, putting together and “creating” the Convention, I, again, found myself going back and watching a video of a film released in 2009: “The September Issue” for “pointers” (useful suggestions). See the journal article I wrote on the subject:

<http://www.healthtourismaffairs.com/PDFs/The-Vogue-September-Issue-Approach-to-Health-Tourism-Conventions.pdf>

The emphasis is on encouraging and enabling the engagement of stakeholders for the purpose of raising Health Tourism Destinations to the level of “excellence” – and to ensure that no destination is left behind (by showing the way to the creation of a level playing field).

See: <http://www.healthtourismpolicyandstrategy.com/Journal-Articles/No-Health-Tourism-Destination-Left-Behind.pdf>.

Too many industry events are characterized by *crass populism* (aiming to attract the maximum number of attendees by appealing to the lowest common intellectual denominator – and promising a lot more than they can deliver).

The populist approach to event design and content also tends to distort and misrepresent facts (by perpetuating myths to please prevailing “popular perceptions” – at the expense of “reality”).

My aim has been to raise the intellectual level of the deliberations and move away from the bane of *dumbed down* events - aimed at merely creating impressions – and serving no lasting purpose.

With this in mind, rather than merely providing “knowledge” which can be easily obtained by doing “Internet searches” and reading what is floating on the Net – the Convention aims to provide Deep Understanding (insight) into the practical and impactful issues of concern to the engaged stakeholders of the Sector.

This insight, regarding the industry and market, will be delivered by well-known and respected deep insiders and *thought and deed* leaders.

Furthermore, I wanted to encourage the “thinking and doing” to move away from focusing on the “low prices - economy class” market and to start systematically addressing the higher value “mass affluent market”.

This is the market I also refer to as the “want to market” (as opposed to the “obliged to” market).

In short, the Convention will be about “Contemporary” (and even post-contemporary) Health Tourism”.

<http://www.healthtourismpolicyandstrategy.com/Journal-Articles/Adopting-and-Implementing-Contemporary-Health-Tourism.pdf>

And rather than aiming to compete against other events, the Convention aims to be, objectively, the best possible.

Finally, I have aimed to encourage the induction of new blood (the Health Tourism Protégés) into the Sector (something I first did at the Greek Health Tourism Integration Conference in 2014).

See also: <http://www.healthtourismproteges.com>.

Some Disambiguation

Definition

Health Tourism is about...

Health-related Services involving some travel

...nothing more and nothing less

Scope of the Sector

Health Tourism embraces 8 Tourism Segments related to Health:

- Medical Tourism
- Dental Tourism
- Spa Tourism (can include Thalassotherapy)
- Wellness Tourism
- Sports Tourism (not for spectators)
- Culinary Tourism (in the context of healthy cuisine)
- Accessible Tourism
- Assisted Residential Tourism (Ambient Assisted Living Abroad – or Retirement Housing and Care Abroad)

See: www.healthtourism8.com.

Health Tourism also embraces several Sector-supporting Industries (see “The Health Tourism Stakeholders”).