



CONAS



AGENDA
INTERNATIONAL FORUM FOR HEALTH TOURISM
19 – 21 June 2015, Bucharest

DAY 1

Friday, 19 June 2015

16.00 – 16.30 - Registration si welcome coffee

16.30 – 17.00 – **Official opening of the event**

17.00 - 18.30 – **Medical services quality and patient safety.**

DAY 2

Saturday, 20 June 2015

Conference room A

09.00 – 09.30 – Welcome coffee

09.30 - 11.00 - Section 1: Quality and standardization in medical tourism. Part I

Topics:

- Criteria for quality standardization in medical system. Benefits of standardization.
- The role of international certification.

11.00 - 11.30 - Coffee break

11.30 - 12.30- Section 1: Quality and standardization in medical tourism. Part II

Topics:

- International systems and certification types
- The role of Romanian accreditation and certification bodies. Their relationship with private health system.

12.30 – 14.00 – Lunch

14.00 - 15.00 - Section 2: Quality of health services and medical tourism - the patient's perspective

Topics:

- Patient perception on the quality of medical services. Personal criteria for measuring quality.
- Patient satisfaction in medical tourism.

15.00 - 16.00 - **Section 3: Patient Management. Patient satisfaction in medical tourism.**

Topics:

- The relationship doctor - patient. Strategies to build confidence.
- Promoting health services - multidisciplinary approach.
- Other bodies involved in patient management.

16.00 - 16.30 - Coffee break

16.30 - 18.00 - **Section 4: Quality management in medical tourism. Medical tourism destinations and branding strategies.**

Topics:

- Medical tourism destinations and centers of excellence
- Branding and promotion in medical tourism. Romania – a possible medical tourism destination.

Conference room B

14.00 - 16.00 - Workshop: Solutions for increased competitiveness in the international medical tourism. Part I

Topics:

- Strategies to promote medical tourism services in the international environment.
- International patient and its requirements.
- Quality of health services and tourism. Realization of integrated supply services to the international environment

16.00 - 16.30 - Coffee break

16.30 - 18.00 - Workshop: Solutions for increased competitiveness in the international medical tourism. Part II

- Your country brand: a key element in promoting medical tourism services.

DAY 3

Sunday, 21 June 2015

09.00 – 09.30 – Welcome coffee

09.30 - 11.00 - Section 5: Optimization strategies for integrated medical tourism services.

11.00 - 11.30 - Coffee break

11.30 - 12.30 - Conclusions