

Investing in medical tourism



Global competition in health care is allowing more patients to travel overseas for medical interventions. In the UK health and medical tourism is undergoing growth of approximately 25 per cent each year, with overseas medical visits forecast to climb to 126,000 this year and increase to 200,000 by 2010. The key drivers in this lucrative and evolving market include

lower prices, choice and privacy, NHS waiting times, an increase in "self payers", change in insurance policies and new EU rights for medical tourists.

For more information and to book your place at this event call **020 7104 2000** or visit us online at **www.healthinvestor.co.uk**

Chairman: Ken Anderson, Managing Director, UBS

9.30 Registration (tea and coffee)

10.0 Chairman's introduction: Bridging global health care solutions: Is the healthcare system being built to match future demand?

- What implications does the economic downturn have for the market for medical tourism?
- What will a future global market look like based on clients needs?
- Medical tourism – an ally or competitor of the NHS?
- Potential barriers to growth
- Financing options

Ken Anderson, Managing Director, UBS

10.30 Medical tourism: An overview of the potential growth areas:

- Dental care
- Cosmetic procedures
- Elective and joint replacement surgery
- IVF and reproductive services
- Anticipating future prospects for investment

Keith Pollard, Managing Director, TreatmentAbroad

11.00 Tea and coffee

11.15 Opening up Medical Tourism for UK patients: The Role of the European Commission

- New laws for 2011 - widening access to overseas medical treatment
- Rights for patients to reclaim costs
- Anticipating impact of reforms on sector growth

Andrew Haldenby, Director, Reform

11.45 How academic research can contribute to a better understanding of the medical tourist industry

- Understanding the established and emerging markets for medical tourism
- The influence of national and European policy
- Consumer expectations and choices
- Matching patients with providers - the role of brokers in the market

Neil Lunt, The York Management School

12.15 Medical Tourism and travel Insurance

- Opening up the market to medical travellers
- Graham Beswick**, Director, The Angelis Group

12.45 Morning summary and questions

13.00 Lunch

14.00 Spas, Clinics and Wellness Centres: The art and science of a successful business

- From concept to client - how to open a world class medi spa
- Hospitals and 5 star Hotels - merging the healthcare £ with the hospitality £ - the new 'Wellness' industry
- What other services your clients are demanding
- Integrated medicine
- What facilities, programmes and equipment?
- A virtual global tour of wellness centres
- Incorporating high tech AND high touch to maximise ROI
- Green issues, trends

Sarah Noble, Founder, Spa Savvy

14.30 Investing in India: Why is India so popular?

- Unparallel growth market
- Low cost treatments/surgery
- Low labour costs
- Internationally rated facilities and staff
- Reputation for excellence

Dipa Jethwa, Founder, The Taj Medical Group

15.00 Tea and coffee

15.15 Investing in the aesthetics/cosmetic surgery market

- Rapid growth trends
- New industry developments
- Consumer behaviour in a recession
- Good practice for businesses in a recession
- Choosing your investment

Dr Jacques Otto, Medical Director, Cosmedicate

15.45 Investing in dentistry

- Facilitating access to low cost dentistry
- Achieving personalised service
- Feedback from service users
- Lessons from experience

16.15 Chairman's summary: Anticipating future synergies between health, tourism and leisure

16.25 Close of conference