



MEDICAL TRAVEL
SUMMIT 2015

Names and numbers: **Taxonomy** **and definition for the sector**

DAY 1: MEDICAL TOURISM... THE STORY SO FAR
LASZLO PUCZKO, GROUP MANAGING DIRECTOR,
RESOURCE FOR LEISURE ASSETS



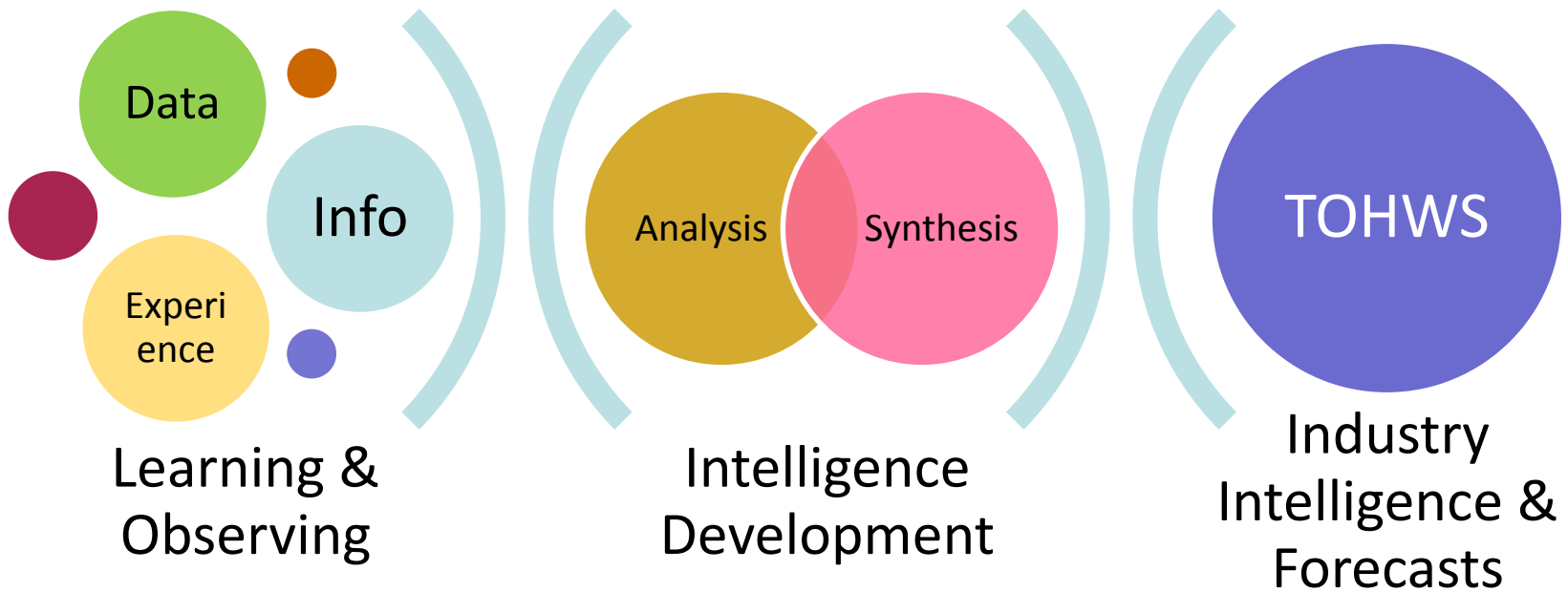
The Tourism Observatory
for Health, Wellness and Spa

RLA RESOURCES *for*
LEISURE ASSETS

Names & Numbers

Taxonomy and definition

László Puczkó
Founder



What

do

we

Mean?

Medical Tourism

*Medical
Travel*

*Health
Tourism*

*International
Patient Flow*

**Cross-Border
Healthcare**

Medical Tourism

*Medical
Travel*

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Healthcare**

Wellbeing

A state of being or a feeling which is achieved by connections with family or community, with an emphasis upon making the best of life by self contentment and less stress

Work-life Balance

Financial Stability

LOOKING ONE'S BEST

Feeling One's Best

SPIRITUALITY

Happiness

Fitness

Wellbeing and Travel

Tourism (and travel) can be considered as an activity that can contribute to the creation of wellbeing such as feelings of contentment, satisfaction and happiness by supporting, facilitating and initiating the improvement of mental and emotional health, work-life balance, self-realization, and the ability to connect with oneself and others.

Wellbeing

Contentment

Happiness

...

Health

Physical

Mental

Social

Health Tourism

Medical
Tourism/Travel

Wellness
Tourism/Travel

Medical
Wellness
Tourism/Travel

Health Tourism

Those forms of tourism which have as a *primary* motivation the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as an individual and in their environment and society.

Medical Tourism

A form of tourism which involves trips to international or domestic locations to use medical and evidence-based healing resources and services (both invasive and non-invasive). This can include diagnosis, treatment, cure, prevention and rehabilitation.



Sanatorium

Rehabilitation Centre

Longevity Centre

Anti/Active Ageing Centre

??

- H2H Conversions
- Hospitals & Clinics
- Destination Spas
- Branded Surgeons

Resources

- Wearables
- E & M Health
- Integrative Medicine
- Medical Wellness

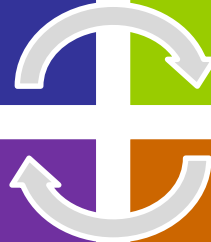
Technology
&
Approaches

Interests &
Motivation

Evidence

- Longevity
- Ageing (active, fit, etc.)
- Benefits (and not approaches)

- Medicine
- Wellness
- Spa



Plastic
Surgery



Vanity
Tax

- 85,000

- 5,000,000



IN THE REAL WORLD...



CLEVELAND CLINIC, USA

3,296 International Patients in 2012

The Numbers Game

,True Internet Facts'

The Numbers **Fame**

after Youngman 2015

MTEye™
Medical Tourism Intelligence

A New **Data Service** for Medical Tourism

THE APPROACH...



INDEPENDENT

STANDARDISED

VERIFIABLE

DELIVERS...



BENCHMARKING

TRENDS

OPPORTUNITIES

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