Pioneering The Future In Global Healthcare

May 23rd & May 24th 2011

-: Sunday May 22, 2011 Pre Conference :-
Investment, Wellness, Medical, Hotel and Tourism

7:00 - 9:00 pm	Pre-Conference Social

-: Monday May 23rd, 2011 :-
International Medical and Healthcare Tourism Insights, Trends and Opportunities

8:00 am	Registration
8:30 am	Welcome & Opening Remarks **Speaker:** Timothy Gibbons, MSc Healthcare Administration, Formerly with Cleveland Clinic, Advisor to Wallcott Holdings, LLC
8:45 am	International Medical Tourist Zones and Healthcare Cities Overview of Private vs Governmental Investment Funding **Speaker :** Timothy Gibbons, MSc Healthcare Administration, Formerly with Cleveland Clinic, Advisor to Wallcott Holdings, LLC

-: Session A :- Business & Investment Opportunities		-: Session B :- Educational & Professional	
9:30 am	Investment in Medical Wellness Tourism & Assisted Living Facilities **Speaker:** Margaret Wylde, PhD. President & CEO Promatura	9:30 to 11:30 am	International Wellness Tourism Certification Course
10:15 am	MORNING TEA		
10:30 am	Advertising and Marketing for Medical Tourism **Speaker:** Clayton Reid, President & Managing Partner MMG Worldwide		
11:15 am	Upgrading the Concierge Experience **Speaker:** Rudy Rupak, Founder of Planet Hospital.		
12:00 noon	Keynote: How to Invest in the Future of Global Healthcare **Speaker:** Arlen Meyers, MD, MBA		

Main Session

1:00 pm	Health & Medical Travel Insurance and 3rd Party Administrators, Employer Groups. **Speaker:** David Hom, MBA, International Expert, Value Based Benefits, Employee Wellness, Solucia Consulting
1:45 pm	Have Coverage, Will Travel for Surgery **Speaker:** David Boucher, MPH, FACHE, President & COO Companion Global Healthcare
2:30 pm	Risks and Solutions for Medical Travel Stakeholders and Patients. **Speaker:** Tracy Simmons, President Custom Assurance
3:00 pm	AFTERNOON TEA
3:15 pm	An Overview of Passport Health International Travel Health Preparation; Preparation for Medical Tourism **Speaker:** Fran Lessans, CEO of Passport Health
3:45 pm	The Travel Industry Investing In Medical Tourism **Speaker:** Don Hiser, Chief Marketing Officer at Motocol
4:15 pm	Health Care Trends: Building Your Brand & Business by Incorporating Wellness **Speaker:** Mindy Terry, President Creative Spa Concepts
5:00 pm	The Fundamentals of an Effective Spa Marketing Plan **Speaker:** Andrea Dominic, RPh, CEO Spa Trends
5:30 pm	CONFERENCE CONCLUDES
9:00 pm	Small Social Gathering for 2nd Day Participants

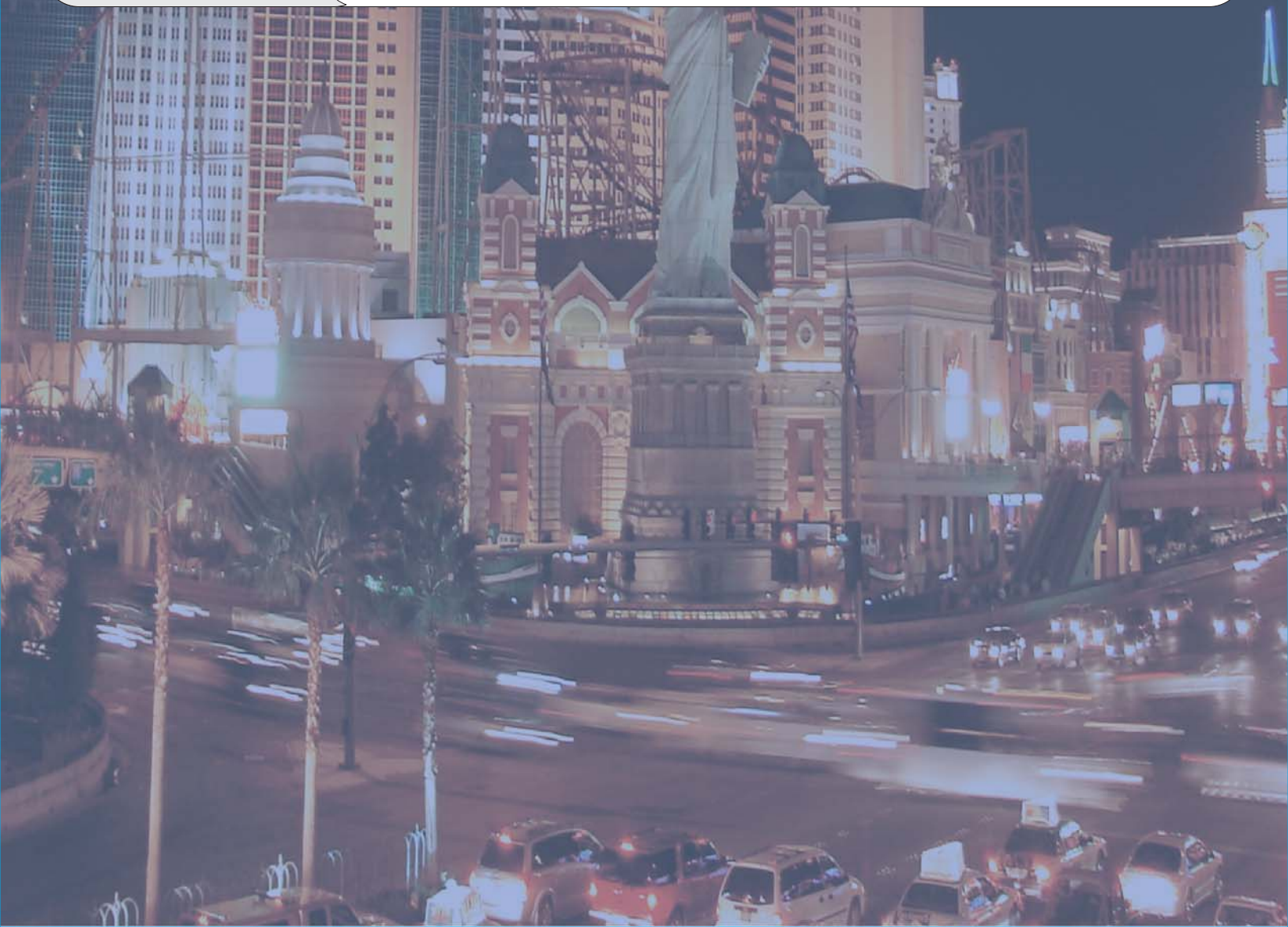
-: Tuesday May 24th 2011 :-
International Medical Tourism: Legal Issues

8:00 am	Registration
8:15 am	Welcome & Opening Remarks **Speaker:** Timothy Gibbons, MSc Healthcare Administration, Formerly with Cleveland Clinic, Advisor to Wallcott Holdings
8:30 am	Cross-Border Perspectives on ADR and Hybrid Processes for Health Care Disputes: Balancing Civil Law and Common Law Systems **Speaker :** Jeremy Lack, JD ADR Neutral & Attorney-at-Law Altenburger Law Firm, Geneva Switzerland

-: Session A :-		-: Session B :-	
9:30 am	"The slumbering giant of medical travel" What can the industry learn from the UK's long history in the international patient business, and can the UK provide an attractive option for US medical tourists? **Speaker:** Keith Pollard, Managing Director Intuition Communication Ltd	9:30 to 11:30 am	International Wellness Tourism Certification Course
10:15 am	MORNING TEA		
10:30 am	"Marketing medical tourism online" The importance of the web in deliverin new and repeat business both now and in the future. **Speaker:** Philip Archbold Head of Sales Intuition Communication Ltd		
11:15 am	The Role of North American Primary Care Physician in Medical Travel and Continuity Care **Speaker:** Mark Huntington, MD Assistant Director Sioux Falls Family Practice Residency Program and Author of article Pretravel Consultation.		
12:00noon	Keynote : ***How Investments in Medical Tourism Lead to U-Health Opportunities.*** **Speaker:** Dr. Jeannie Scott, for David Vequist, PhD Founder of Center for Medical Tourism Research		

-: Main Session :-		-: Workshops :-	
1:00 pm	Overview of Legal Issues in International Medical Tourism **Speaker:** Mark Kopson, JD, Shareholder and Chair, Healthcare Industry Group Plunkett & Cooney	1:00 to 3:00 pm	Workshop : How to Market Medical Tourism to US Patients via All Brand Touchpoints **Speaker:** Ilan Geva Owner Main Touchpoint amd affiliated organization Ilan Geva and Friends
1:45 pm	Overview of Regulatory Environment for 3rd Party Payers **Speaker:** Dale VanDemark, JD Partner Epstein, Becker, Green		
2:30 pm	Inbound Medical Travel **Speaker:** Kevin Ryan, JD Principal Muchshelist	3:00 pm	Workshop on International Health Digital (HD) (2 Hours) "Smart care, smart patients, and smart medicine for Global Healthcare" An eHealth update on iPhone, iCare, iDoctor, and other demonstrations on Internet based clinical services, with a focus on medical travel. **Lecturers:** Timothy F. Gibbons, M.Sci, Director, International Management Services. Tim has served as EHealth- Director Business Development at The Cleveland Clinic Cleveland,Ohio and is an Advisor to Wallcott Holdings.
3:15 pm	AFTERNOON TEA		
3:30 pm	Liability for Bad Outcome **Speaker:** Dale Van Demark, JD Partner Epstein, Becker, Green		
4:15 pm	International Healthcare Certification and the Patient Experience **Speaker:** Carol Santalucia, MBA Director of Service Excellence and Patient Advocacy, Cleveland Clinic		

-: Main Session :-		-: Workshops :-	
5:00 pm	Pioneering the Future of Global Healthcare Conference Concludes		International Wellness Tourism Certification Course Continues on Wednesday from 8:00 am to 12:00 noon

-: Schedule for Wellness Tourism Certification Courses :-

Monday May 23rd 9:30 am - 11:30 am	International Wellness Tourism Certification Course **Speaker :** Camille Hoheb, MS and Laszlo Puckzo, PhD, MSc, MA, CMC
Tuesday May 24th 9:30 am - 11:30 am	International Wellness Tourism Certification Course **Speaker :** Camille Hoheb, MS and Laszlo Puckzo, PhD, MSc, MA, CMC
Wednesday May 25th 8:00 am - 12:00 noon	International Wellness Tourism Certification Course **Speaker :** Camille Hoheb, MS and Laszlo Puckzo, PhD, MSc, MA, CMC