



## Challenges Involved in Medical Tourism

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### Abstract:

How to thrive in the fastest growing industry in the world? International healthcare is constantly expanding and medical tourism is one of the fastest growing sectors with 25% annual growth and 55% in developing countries. In this fast-moving industry healthcare and wellness providers have new, substantial opportunities to grow their business and open new revenue streams. At the same time, the patient journey along with patient's expectations are evolving and new services and solutions are created every day to meet the demands of the patients, but few succeeded. Why is that? To answer that question, we will explain some of the main opportunities in the industry and how healthcare providers need to transform their patient journey in order to succeed. We are going to explain how to create patient centric solutions and how to succeed on the international markets when it comes to geographical expansion, patient acquisition strategies (B2B & B2C) and maximise the average spend per patient, for the optimum ROI in medical tourism.

### Biography:

Anna Kaczmarska is CEO/Health Innovation/Patient Experience/Health Tech/Medical Tourism/International business development United Arab Emirates. Anna helps healthcare and wellness providers worldwide to open new business opportunities and develop their innovations. Her vision is to enable healthcare anytime, anywhere and empower people when it comes to their own health decisions, through health tech.



### Publication of speakers:

1. Kaczmarska, Anna. (2015). Thermodynamics and kinetics of the oxidation of CoO to Co<sub>3</sub>O<sub>4</sub> // Termodynamika i kinetyka utleniania CoO do Co<sub>3</sub>O<sub>4</sub>.
2. Grzesik, Zbigniew & Kaczmarska, Anna & Mrowec, Stanislaw. (2015). Nonstoichiometry and Chemical Diffusion in Co<sub>3</sub>O<sub>4</sub> Co-balt Oxide. Solid State Phenomena. 227. 421-424. 10.4028/www.scientific.net/SSP.227.421.
3. Kaczmarska, Anna & Grzesik, Zbigniew & Mrowec, S.. (2012). On the Defect Structure and Transport Properties of Co<sub>3</sub>O<sub>4</sub> Spinel Oxide. High Temperature Materials and Processes. 31. 371-379. 10.1515/http-2012-0069.
4. Grzesik, Zbigniew & Kaczmarska, Anna & Poczekajlo, Aleksandra & Mrowec, Stanislaw & Adamaszek, Krzysztof & Jurasz, Zbigniew. (2011). Corrosion of valve steels in combustion gases of diesel oil containing 10 wt. % of bio-components // Korozja stali zaworowych w atmosferze spalin oleju napłdowego zawierajcego 10% biokomponentów. Ochrona przed Korozj. 54

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