



## Medical Tourism: Emerging Strategies in the Italian region

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### Abstract:

The Medical Tourism is a phenomenon quickly spreading all around the world: thanks to the new communication technologies and the development of the transportation systems, a lot of people are receiving their medical treatments abroad (because of the lower cost, the unavailability of that treatment in their home country or to receive it with the best quality). This phenomenon is slowly getting a foothold also in Italy. This work is investigating the reasons that are pushing the Italian medical providers to enter the Medical Tourism market and the possible strategies to do it in the best way. The research is based on two new models (one for the reasons to enter that market and the other one for the strategies deployable) and on a survey designed to verify the assumptions made in the models.

### Biography:

Stefano Urbani is a Management Engineer, with MBA in MIP, Politecnico di Milano. He studied Global Business Management in Boston College and Negotiation in Audience Business School. Founder of the project "TMI" in 2013 and Co-Founder of the Medical Tourism Company "TURISMO MEDICO ITALIA Srl" in 2018. TMI is the first-mover Medical Tourism Company in the Italian region, currently working in outbound flow, developing incoming flow in according of a strategic consultancy program to Italian healthcare private facilities, with the project of the "Italian Virtual Hospital". During these years, Mr. Stefano Urbani had the opportunity to participate in different medical tourism events and fairs in Europe, Arab Countries, Asia and America, also as Speaker.



### Publication of speakers:

1. Urbani, Stefano & Giordano, Guido & Lucci, Federico & Rossetti, Federico & Acocella, Valerio & Carrasco-Núñez, Gerardo. (2020). Estimating the depth and evolution of intrusions at resurgent calderas: Los Humeros (Mexico). *Solid Earth*. 11. 527-545. 10.5194/se-11-527-2020.
2. Lucci, Federico & Carrasco-Núñez, Gerardo & Rossetti, Federico & Theye, Thomas & White, John & Urbani, Stefano & Azizi, Hossein & Asahara, Yoshihiro & Giordano, Guido. (2020). Anatomy of the magmatic plumbing system of Los Humeros Caldera (Mexico): implications for geothermal systems. *Solid Earth*. 11. 125-159. 10.5194/se-11-125-2020.
3. Sili, Giulia & Urbani, Stefano & Acocella, Valerio. (2019). What Controls Sill Formation: An Overview From Analogue Models. *Journal of Geophysical Research: Solid Earth*. 10.1029/2018JB017005.
4. Urbani, Stefano & Giordano, Guido & Lucci, Federico & Rossetti, Federico & Acocella, Valerio & Carrasco-Núñez, Gerardo. (2019). Estimating the depth and evolution of intrusions at resurgent calderas: Los Humeros (Mexico). *Solid Earth Discussions*. 1-22. 10.5194/se-2019-100.

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