

INTERCARE – The first Italy’s International Medical Tourism Exhibition - An Economic and Scientific Asset

UEHP - European Union of Private Hospitals- has given its patronage to Intercare, Italy’s first trade fair dedicated to **International Medical Tourism**, which took place on **24–26 May 2017 in Milan**.

This first edition of the Italian Exhibition was aimed at fostering Italy’s competitive edge on the global medical tourism scene: a sector that grows at double digits rate every year and **at creating insights about the ‘Future of the International Medical Tourism Industry’**.

During the conference, speakers and attendees **explored International Health issues: strategy, trends, market insights, patients’ rights and safety, best practices, medical innovations, legislative frameworks** with the main stakeholders coming from all over Europe (Authorities, Academics, Associations, Patients, Buyers, Travel Agency, Insurance Companies, Media, healthcare Practitioners) and best in class facilities examples. Selected key speakers also addressed the big challenges of taking care of international patients as cultural diversity, different languages, religions, beliefs, customs, traditions and **continuity of care**.

The global growth in the flow of patients and health professionals as well as medical technology, capital funding and regulatory regimes across national borders has given rise to **new patterns of consumption and production of healthcare services and new opportunities for Europe’s Private Hospitals**.

Ilaria Giannico, UEHP Secretary-General, pointed out how *“Patient mobility is an opportunity for Europe’s private hospitals to offer **competitive services to informed users and shorten waiting lists**. UEHP is an active partner of Intercare, which aims at offering a tangible opportunity for everyone involved in healthcare **to share experiences and learn from each other**”*.

The Exhibition was also a great opportunity for some private hospitals associated with AIOP (Italian Association of Private Hospital) and Assolombarda Confindustria Milano Monza e Brianza, among others, **to share their international development strategy**:

- Italy’s leading private hospital group, the [GSD - Gruppo San Donato](#), an University & Research Hospitals, has made a government agreement with Romania for the referral of complex patients and has established a local subsidiary in Dubai since 2017, with the strategic objective of using Dubai as the hub for all international patients coming from the Middle East and Far East.
- The [Humanitas Research Hospital’s](#), one of the leading networks of private hospitals in Italy with the highest international reputation and recognition of quality of medical care, has based its international business model on educational & doctorate exchanges, translational care and case managers putting the Patient at the Center of their concerns and strategy.
- An outstanding testimonial of the innovative way of which hospitals are preparing to foreign patients was provided by [‘La Maddalena’](#), a private hospital among the most cutting-edge centres in Sicily in the Onco-Hematology field with Bone Marrow Transplantation.

The clinic, located in Palermo, has just achieved the construction of a new area with 61 beds dedicated to International patients and set up a partnership with [TMI - Turismo Medico Italia](#)- a full-service medical tourism company based in Italy- to support the hospital in developing its International Patients Office and **in managing the foreign patients with a process called 'door to door'**

All speakers pointed out that Medical Tourism offers important opportunities to **improve patients' access to healthcare** and achieve **better quality care for all patients** at an **affordable prices**

With many medical tourism benefits, **advancements in technology** and **improvements in healthcare standards** within developing countries, it is likely that the advantages of medical tourism will provide a **striking economical solution to many healthcare problems**.

"The First Edition of Intercare has been an important event to increase awareness on Medical Tourism. Institutions, hospital groups and facilities have all been present and cohesive in order to lay the foundations of an important development project that will improve the quality of life" concluded Maurizio Cavezzali, President of Intercare.

For more information about the Intercare Exhibition , please visit:
www.inter-care.it

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Ilaria Giannico e Francesca Grechi
Speakers at Intercare



Intercare Exhibition : 'La Maddalena Hospital' with TMI Team

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