

PANELS	PARTICIPANTS	SUBJECTS
HEALTH MINISTRY AND ECONOMY MINISTRY ROLES IN HEALTH TOURISM	1- Ministry of Health (Turkey) / 2- Ministry of Economy (Turkey) / Özge Dumlupınar 3- Ministry of Culture and Tourism (Turkey)	1- Turkey's strategic vision in Medical Tourism 2- Regulations for pump-priming in health sector and national branding 3- Health and tourism sectoral integrations
GERIATRICS	1- Sinan İbiş / Flavius 2- Ishak Alaton / ALARKO 3- Ministry of Health (Turkey) / 4- Mr. Guido v.d. Logt - Holland Social Services Management	1- Aging Population needs in developing countries in medical aspect and residential needs 2- Privileges and protocols for senior citizens 3- Focus on need for government intervention in setting geriatric care centers 4- Elder Care & Geriatrics Tourism
DETERMINING FACTOR AT COMPETITION: SPECIFIC AND COMPLEX TREATMENTS	1- Dr. Cem Yılmaz - Oncology Patients 2- Haddasah Center - Israil Genetic Center 3- Health Care Cybernetics - Constantine Constantinides -Greece 4- Mr. Koray Yörük - Holland 5- Dr. Alper Çelik	1- What do they look for? What is real quality management in oncological care? 2- Obtaining global recognition through research, therapeutics and diagnostics 3- Sector specific technologies and the power of know-how transfer 4- Innovative solutions to make medical care more safe , trustworthy and efficient in Health Tourism 5- Metabolic Surgery
HOW TO SEGMENT SOCIAL MEDIA TO HEALTH CARE	1- LinkedIn / Jeff Weiner (CEO) 2- Google / Bülent Hiçsönmez (Manager for Turkey) 3- Patients Beyond Borders / Joseph Woodman 4- Middle East Health / Micheal Hurst 5- Health Tourism / Oren Gresh	1- Social Media & International Healthcare Services 2- The influence of 'search' on International Competition 3- How to become a trusted source in Medical Tourism Lands 4- Media Effect for International Medical Services in Digital World 5- Discovering the opportunities in Global Health Market
COMPETITION AND COMPETITIVENES IN HEALTH CARE MARKET AND TURKEY PERFORMANCE	1- Bumrungrad Center-Thailand / Dennis Brown (CEO) 2- Apollo Group Hospitals - India / Ms. Suneeta Reddy (Joint Managing Director) 3- Raffles Hospital - Singapore / Dr. Prem Kumar Nair (General Manager) 4- Clinic Hamburg Germany / Thorsten Schlomm or Marcus Graefen 5- Liv Hospital- Turkey/ Meri İstiroti	1- How present Health Tourism Destinations have evolved, what they have succeeded. 2- How they manage competitiveness Price,Technology, Services impact on the preference of the patients? 3- How to enhance health and well-being in international medical services? 4- Understanding buyers in Healthcare. 5- The Future of Medical Tourism and next step(suggestion)
EFFECTS OF HEALTH INSURANCE COMPANIES ON EMERGING MEDICAL TOURISM DESTINATIONS	1- BUPA / Stuart Fletcher (Chief Executive) 2- SOGAZ - Russia / Sergey Sergeevich Ivanov (Chairman of the Management Board) 3- SOS Germany / Ivana Ivani (Global Assistance Network Manager - Central Europe) 4- Vanbreda / Wouter Reggers (Chief Operating Officer and Director of International Benefits) 5- Marm / Firat Olgun (CEO) 6- Aid / Dr. Cüneyt Ersoy	1- Needs for better policy 2- Financial Transparency in Emerging Markets 3- Building a high trust culture at health care coverage 4- Refinding how cross-border care is practiced 5- Reaching succes in the light of needs for clients from all around the world??? 6- Art of Care Taking
INNOVATION AND COMPETITION	1- General Electric - General Manager Mr. Sia 2- JCI / Ann Jacobson (Executive Director of JCI) 3- ISO/SGS / Asım Yazıcıoğlu (Consultant to Management) 4- TÜV SÜD / Michael K.(Product service account manager) 5- THY / Temel Kotil (CEO)	1- Innovation in Healthcare and its impacts in Medical Tourism 2- The importance of certification and accreditation 3- Breaking down the barriers of international trade. 4- How to ensure safety, quality and profitability in the international market 5- 10 things that Hospitals should learn from airline companies
SPA WELLNESS & HOSPITALITY	1- Taraklı Thermal / Süleyman Tunc 2- Zeki Karagülle (Chair of Termal Thallasso Association) 3- President of TÜRSAB (Association of Turkish Travel Agencies) Mr. Başaran Ulusoy 4- HOTEL - Swiss Hotel	1- The Future of Daily Developments in Wellness Tourism 2- Development and investment of SPA and WELLNESS in Turkish Hotels 3- Definition of long sighted SPA/Wellness and Hospitality Tourism 4- Tourism and Hospitality: Policy and Promotion