



healthCare cybernētics

www.healthcarecybernetics.com

Our 4 Practices:

eHealth

(www.ehealthenterprise.com)

Health Tourism

(www.healthtourismenterprise.com)

Management of Aging

(www.managementofaging.com)

Health Services Development

(www.healthservicesdevelopment.com)

...simple is best

EMVIO™



healthCare cybernētics

...our Health Tourism Enterprise Practice

www.healthtourismenterprise.com

what needs to be known

...simple is best

EMVIO™

What we are



A Health Sector *Think and Do Tank*

...with an internationally recognized competence in Health Tourism Development

What we do

- Introduce Innovations
- Contribute to Industry Shaping
- Cultivate the Market
- Provide Education
- Conduct Industry and Market Research
- Stage development-related Conferences and Forums
- Help *Protégés* to develop (into tomorrow's leaders)



How we do it



Through our Units:

- Intelligence (analysis and strategic thought)
- Integration and Development Projects
- Education
- Publications
- Events



Our 2008 – 2012 Agenda “keynote”



Develop what you have to Create what can be

How we regard the Health Tourism Sector



...not what it is but what it can be

Health Tourism Sector

...Position and Role



The Sector *Think and Do Tank*

- Domain Integration
(Regional Integration Projects)
- Shape the Industry
(National / Destination Level “Pentad” Projects)
- Cultivate the Market
- Expand the Sector (*ht8*)



Health Tourism Sector

...Position and Role



Leadership Role Recognition

- Invited and Hosted speaker (between 2006 – 2011)
 - 48 Events
 - 17 Countries
- Second Opinion section – International Medical Travel Journal (www.imtjonline.com)
- Analysis and Strategic Thought - Health Tourism affairs (www.healthtourismaffairs.com)



Health Tourism Sector

...Position and Role



Introduction of Innovations and International Firsts

- See Health Tourism Innovation
(www.healthtourisminnovation.com)



Web Strategy

- More than 80 Thematically-focused Websites
(www.healthtourismdomain.com)



The CEO

...Invited and Hosted Speaker (2006 – 2011)



Countries (17)

- Bahrain
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Egypt
- Greece
- Germany
- Hungary
- Jamaica
- Russia
- Slovenia
- South Africa
- Spain
- The Philippines
- Turkey
- UAE - Dubai

Events

49 International Events

Health Tourism Executive Education



www.healthtourismeducation.com



The Research arm of *healthCare cybernetics*

Applied Research

- Industry
- Market

Also

- Research Consultancy (conducting Custom Research - for Industry, Private Enterprise, Companies)
- The Health Tourism Version of “Moody’s” and “Standard & Poor’s” (Health Tourism Country / Destination and Company Rating Organization – in conjunction with the Health Tourism Perception Index)



www.healthtourismresearchinstitute.com

www.healthtourismperceptionindex.com

Our Publishing Unit

...some of our publications

- Textbook of Contemporary Health Tourism
(www.textbookofhealthtourism.com)
- Contemporary Health Tourism Development
(Developing Destinations)
(www.contemporaryhealthtourismdevelopment.com)
- Health Tourism Coursebook
(www.healthtourismcoursebook.com)
- Health Tourism Dictionary
(www.healthtourismdictionary.com)
- Health Tourism Journal
(www.healthtourismjournal.com)
- Health Tourism Affairs
(www.healthtourismaffairs.com)
- Health Tourism Review
(www.healthtourismreview.com)

HEALTH TOURISM
TEXTBOOK





The Sector *Students and Young Entrepreneurs*
...Mentored by the Sector *Wise Heads*

Health Tourism Protégés Conference
Health Tourism Protégés Consortium

www.healthtourismproteges.com

Events

...organizer



- Health Tourism Integration Conference
(www.healthtourismintegrationconference.com)
- Health Tourism Investment Forum
(www.healthtourisminvestmentforum.com)
- Health Tourism Virtual / Online Exhibition
(www.healthtourismexhibition.com)
- PanAfrican Health Tourism Congress
(www.panafricanhealthtourismcongress.com)
- Health Tourism Protégés Conference
(www.healthtourismproteges.com)



healthCare cybernetics

“Spin offs” – “Start-ups”



- Health Tourism Development Corporation
- Destination Singular
- PanAfrican Health Tourism Development Corporation
- Ambient Assisted Living Systems
- Assistive Technology Systems
- Nana Technology Systems



...and “*last but not least*”, we have

JOURNEY TO HEALTHISTAN

- Learning and Understanding Health Tourism (Executive Education)
- Developing Destinations
- Innovating

through Gaming and Applied Game Theory

www.journeytohealthistan.com