

PROGRAMME DRAFT

Congrès Africain du Tourisme Médical
TUNISIA 2021



Theme of the Congress:

**Tunisia – Privileged Health Destination
Afro-Euro-Mediterranean**

Health Tourism

Promotion of investment and export of health services

**Thermal tourism -Spa-Thalassotherapy,
Senior citizen tourism, Accessible health
tourism**

Sustainable health tourism

THURSDAY 25 November 2021

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| 8H30-09H30 | Welcome and Registration | |
| 9H30-10H15 | <p>➤ Get Together party</p> <ul style="list-style-type: none"> - Presentation of the organizing committee - Presentation of the scientific committee - Movie Presentation : Tunisian Tourism | |
| 10H15-11H00 | Coffee break | |

1. Government challenges in implementing health services export strategy

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| 11H00-12H00 | <ul style="list-style-type: none"> ➤ Health services export strategy: Achievements in strategy implementation and Challenges ➤ The role of Tourism Ministry in promoting health tourism ➤ Health tourism within the framework of world diplomacy: The e-VISA | <p>Dr Nadia Fenina, DG of the Health Services Promotion and Export Unit - Ministry of Health Dr Rim Trabelsi</p> <p>Mrs Mejda Ben Sedrine Quality Director -ONTT</p> <p>Mr Mustapha Asakri Deputy Director Mme Safa Souissi Computer expert Ministry of Foreign Affairs</p> |
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2. Challenges of medical tourism in the face of the Covid-19 pandemic

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| 12H30-13H30 | <ul style="list-style-type: none"> ➤ The impact of COVID-19 on the health tourism sector - Means and tools of the medical tourism facilitator to mitigate the effects of the Covid-19 pandemic ➤ Actions undertaken by the authorities to secure the foreign patient circuit ➤ Role of Hydrotherapy in Long Covid Treatment ➤ Reestablishment of thermal centers and environmental sustainability in a Post Covid world ➤ Telemedicine and artificial intelligence in e-health, opportunity in post-covid | <p>Mr Ghazi Mejbri President of the Chambre Syndicale Nationale des Entreprises de Soutiens aux Services Médicaux-Tunisia</p> <p>Dr Rim Trabelsi Director- Health Services Promotion and Export Unit - Ministry of Health</p> <p>Pr. Taoufik Khalfallah Professor- School of medicine of Monastir – Hydrotherapy Expert FEMEC-Tunisia</p> <p>Dr Florana Menendez Vice-president FEMTEC – Femtec Health Tourism Commission- Italy</p> <p>Dr Mohamed Ben Hmida Ceo Doqtoor-Expert E-Health</p> |
| 13H30-15H00 | <p>Lunch and networking</p> | |
| <p>Inauguration of AMTC-TUNISIA</p> | | |
| 15H00-16H00 | <p style="text-align: center;">Visit of the Exhibitors' space</p> <ul style="list-style-type: none"> ➤ Opening Ceremony of the AMTC-TUNISIA Congress • Welcome Speech by the President of the Congress • Speech by the Minister of Health • Speech by the Minister of Tourism and Handicrafts • Speech by official guests and partners • Speech by Pr Umberto Soliman – FEMTEC President (visio-conference) | <ul style="list-style-type: none"> - His Excellency Pr. Ali Mrabet - Minister of Health - His Excellency Mr Mohamed Moez Belhassine - Minister of Tourism and Handicrafts |
| 16H00-16H30 | <p>Coffee Break & Networking</p> | |

3. Health Tourism Offerings in Tunisia

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| 16H30-17H30 | <ul style="list-style-type: none"> ➤ The added value of the healthsystem ➤ Digitalization & Modernization of the medical Field ➤ Aesthetic surgery: state of play and prospects in Tunisia ➤ Oncology challenges in Tunisia ➤ Potential of the pharmaceutical industry in Tunisia | <p>Dr Khaled Nabli Vice-president of the « chambre syndicale des cliniques privée »</p> <p>Dr Khaldoun Bardi Vascular surgeon – Member of Medicare academy - Tunisia</p> <p>Dr Muriel Bessis President of the « Association des réussites et des ratages de chirurgie esthétique »</p> <p>Dr David Khayat Head of the department of medical oncology Hôpital de la Pitié -Salpêtrière à Paris</p> <p>Dr Anis Klouz CEO Siphat</p> |
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4- Thermal tourism and thalassotherapy in Tunisia

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| 17H30-18H00 | <ul style="list-style-type: none"> ➤ ONTH's achievements in developing the hydrotherapy sector ➤ Geriatric tourism and hydrotherapy: From preventive to curative | <p>Mr Mohamed Skhiri General engineer – Direction of studies and programming - ONTH- Tunisie</p> <p>Dr Abderraouf Abdennebi Expert in Hydrotherapy - Thalassotherapy-Spa - Tunisia</p> |
| 18H00–18H30 | Summary of the first day | |

Friday November 26,2021

| 5. Health tourism security: recommended certification and accreditation | | |
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| 9H30-11H00 | <input type="checkbox"/> Quality of medical and health tourism <ul style="list-style-type: none"> ➤ Ensure safety and satisfaction of medical tourists ➤ Standard ISO 22525: 2020 Medical tourism - Service requirements ➤ Quality system and certification of thalassotherapy centers according to ISO 17680 ➤ Healthcare Accreditation and its prospects in Tunisia ➤ Quality of care and patient safety: Feedback from INEAS | <p>Emre Ali Kodan Healthcare Expert, Turkey</p> <p>Dr Kaouthar Meddeb President GP Health Tourism - FI2T Thalassotherapy and medical tourism Expert-Tunisia</p> <p>Mrs. Siwar Ben Salah – Sworn inspector in charge of hydrotherapy control – ONTH – Tunisia</p> <p>Dr Sihem Saafi INEA Health-Tunisia</p> <p>Dr Asma Ben Brahem INEA Health -Tunisia</p> |
| 11H00-11H30 | Coffee break and networking | |
| 11H30-12H30 | <input type="checkbox"/> Impact of international regulations and health insurance on the quality of the results and patient satisfaction <ul style="list-style-type: none"> ➤ Quality approach of the clinic: Which one to choose? ➤ Insurance needs and solutions throughout the Health Tourism value chain ➤ The future of health insurance in Medical Travel - A global dilemma ➤ The key role of governments in the development of medical tourism | <p>Inna Dashechenko, President, Association of Medical Tourism -Ukraine</p> <p>FTUSA -Tunisie</p> <p>Abdeljalil Adeymi Manager GTA Health Insurance - Togo</p> <p>Mme Basma Machatt Hamami Jurist MAE Insurance PhD in private law Faculty of Juridical sciences Tunisia</p> |

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| 12H30-14H00 | Lunch and networking | |
| 6. Opportunities for investors, partners and entrepreneurs | | |
| 14H00-15H00 | <p>Investment opportunities and challenges in the health tourism sector</p> <ul style="list-style-type: none"> ➤ Facilities and benefits of investors in medical tourism ➤ Healthcare investment in Africa: Experience, manpower and infrastructure. ➤ The healthcare sector in Africa (visio-conference) ➤ Development of the Thermal and Thalassotherapy industry in Cuba :New possibilities for foreign investment and entrepreneurship | <p>Dr Abdelatyel Mannai- General manager Travel Care -Egypt</p> <p>Investment Direction Ministry of Economic Affairs – Tunisia / BAD</p> <p>Mr Bilel Rahmouni Directeur des représentants de CEPEX à Yaoundé - Cameroun</p> <p>Dr Florana Menendez – vice president FEMTEC – Femtec Health Tourism Commission- Italy</p> |
| 15H30-16H30 | <p>Entrepreneurs and small business owners as strategic partners</p> <ul style="list-style-type: none"> ➤ Promotion of convalescence sites ➤ Role of convalescence centers in the medical tourism value chain ➤ Impact of Functional rehabilitation centers on the medical tourism value chain ➤ Experience of Alzheimer's Center in Tunisia: neurocognitive rehabilitation in Alzheimer's disease. ➤ The role of SPA Centers (SPA Resort - Day Spa- Médi-Spa) for the future of medical wellness Tourism | <p>Mr Karim Abdelwahed President of the « Association Tunisienne de la promotion de santé »</p> <p>Dr Chiheb Haddou – CEO convalescence Gammarth – Tunisia</p> <p>Dr Chokri Hentati- Physical rehabilitation Doctor -Tunisia</p> <p>Dr Afef Hammami CE O-AFA Center- Alzheimer- Tunisia</p> <p>Mr Lutz Lungwitz President of German Medical Wellness Association-Germany</p> |
| 16H30H-17H15 | Coffee break and networking | |

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| 17H00-17H30 | <p style="text-align: center;">Contribution of public-private partnership in strengthening the health system</p> <ul style="list-style-type: none"> ➤ Private sector support of healthcare in Africa: Realities and Perspectives ➤ Strengthening cooperation and medical assistance between southern countries: the advantages and challenges ➤ A wider scope for healthcare Travel | <p>Prem Kumar -Medical Tourism consulting -India</p> <p>Dr Sergine Fallot - member of the national council of physicians-general administrator polyclinique Louis Pasteur -Senegal</p> <p>Dr Fawzi Al Hammouri - Chairman of the private Hospitals Association Jordon Honoryprésident of the global Healthcare Travel Council – Jordon</p> |
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| 17H15-17H45 | Summary of the second day |
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| 7. Marketing Medical and Health Tourism: Developing a sustainable destination | | |
| 9H30-11H00 | <p>Application of marketing principles</p> <ul style="list-style-type: none"> ➤ Insights on travelers'behavior fromAI- driven dataanalytics ➤ marketing tools and mechanisms for valuing and promoting medical tourism in post-covid ➤ Adoption of the International Patient Summary: A universal model fordigital continuity ofcare ➤ The Topic: Branding your country for Medical Tourism ➤ The new Health and Wellness Tourism web site | <p>Vidya RaniExpert Health care - U.A. E</p> <p>Prof. ImenTrabelsiTrigui Director of Marketing Research Laboratory – University of Sfax</p> <p>Izhar Mahjoubinformation system consultant specializing in digital health - Tunisia</p> <p>PrIlanGiva University instructor, Expert in integrated marketing -USA</p> <p>PrFlorana Menendez– vice-présidente FEMTEC – Femtec Health Tourism Commission- Italy</p> |
| 11H00-11H30 | Coffee break and networking | |
| 8. Role of E-Health in medical tourism - Ethics and Legal challenges | | |
| 11H30-12H45 | <ul style="list-style-type: none"> ➤ Contribution of telemedicine in the development of the export ofhealth services and medicaltourism ➤ Telemedicine dilemma between innovation and medical ethics ➤ Digital contribution in dentistry | <p>Pr Aziz El MatriSpecialist in kidney disease and hypertension Tunisia</p> <p>Pr Majed ZewniForensic medicine –Farhat HachedHospital - Sousse –Tunisia</p> <p>Dr Ben chaabaneAnis – secrétaire général adjoint Conseil de l'ordre des médecins dentistes -Tunisie</p> |



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| 12H45–13H00 | <ul style="list-style-type: none"> □ Summary of the Third day <ul style="list-style-type: none"> ➤ Conference conclusions and recommendations ➤ Closure of the African Congress of Medical Tourism AMTC -TUNISIA |
| 13H30–15H00 | Lunch |

15H00-17H00

Workshops :PrllanGiva - USA &Dr Prem Jagyasi- India

1. Strategies to develop sustainable medical tourism.
2. Develop the perfect PPP medical tourism model.
3. Identify key branding strategies to build the brand image and position as a prominent health tourism destination.
4. Create Viable and Lean Marketing strategies for various Health Tourism programs.