Wellness and Thermal Medicine. Current and future of thermalism

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Definition of tourism

- The **World Tourism Organization** (1994) indicates that "Tourism includes the activities carried out by people during their trips and stays in places other than their usual environment, for a period of less than one year, for leisure purposes, for business and other reasons."

- **Wellness Tourism** is that "That offers travelers an experience that improves their quality of life, their physical and emotional condition."
The continuity of health

<table>
<thead>
<tr>
<th>Medical Paradigm</th>
<th>Wellness Paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treat and cure diseases</td>
<td>Maintain and improve health</td>
</tr>
<tr>
<td>Corrective</td>
<td>Preventive</td>
</tr>
<tr>
<td>Episodic</td>
<td>Holistic – Analyzed together</td>
</tr>
<tr>
<td>Responsibility lies with doctors</td>
<td>Individual responsibility</td>
</tr>
<tr>
<td>Compartmenentalized</td>
<td>Integrated into lifestyle</td>
</tr>
</tbody>
</table>

Poor health

Optimal state of health
The continuity of health

- Globally, 63% of annual human deaths are attributable to lifestyle-related chronic non-communicable diseases (NCDs). According to the World Health Organization (WHO), 80% of NCDs could be avoided by adopting a healthy lifestyle. What's more, 80% of the population wants to have a better state of health but does not know how to obtain it.

- The traditional medicine model has a more biomedical focus, since it focuses mainly on making a clinical diagnosis and prescribing an appropriate treatment, which is generally based on the administration of drugs or a surgical intervention.

- At this time, the lifestyle medicine care model complements and improves the conventional medicine model.
Lifestyle Medicine (LM) or translated into Spanish, Medicina del Estilo de Vida (MEV), is defined as «the evidence-based practice of assisting individuals and families in the adoption and maintenance of behaviors that improve health and quality of life».

The American College of Lifestyle Medicine (ACLM) defines it as «Lifestyle medicine is an evidence-based approach that seeks to prevent, treat, and even reverse diseases by replacing unhealthy behaviors with such as eating healthily, being physically active, relieving stress, avoiding dangerous substance abuse, getting adequate sleep, and having a strong emotional support system».

A Medical Hydrology Treatment Center is the ideal place to work as a multidisciplinary team through the practice of Lifestyle Medicine, and fight to recover lost health and well-being.
On April 23 and 24, 2013, under the auspices of the World Federation of Thermalism and Climatotherapy (FEMTEC), a panel of experts in thermalism and climatotherapy met in Saint Petersburg, making the following institutional declaration:

“THERMAL MEDICINE is an organized system of providing health benefits in spas through the use of mainly natural therapeutic resources, climatic properties and the education and treatment of patients, promoting healthy living, prevention and rehabilitation”.

https://www.hidromed.org/hm/index.php/manifiestos
A proposal for a worldwide definition of health resort medicine, balneology, medical hydrology and climatology

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The field

- Core elements
  - Use of (natural) mineral waters, gases and peloids
  - Use of (plain) water
  - Use of climatic factors
  - Use of other therapeutic factors
  - Use of environmental factors

- Modalities (methods)
  - Bathing
  - Drinking
  - Inhalation
  - Head-out immersion
  - Application to body parts

- Agents (substances, factors)
  - CO₂, H₂S, Brine, and others
  - HCO₃, SO₄, and others
  - NaHCO₃, NaCl, and others
  - Under water Exercise
  - Thermotherapy
  - Hydrogalvanic baths

...to be continued
La medicina de estilo de vida se centra en 6 áreas para mejorar la salud:

1. Mejorar el sueño
2. Suspender el abuso de sustancias tóxicas
3. Comer de forma saludable
4. Actividad física equilibrada
5. Controlar el estrés
6. Desarrollar estrategias para controlar el estrés

Lifestyle Medicine

Wellness Iberik Salud

Medicina del estilo de vida: ¿una medicina con alma?
El Colegio Americano de Medicina del Estilo de Vida (American College of Lifestyle Medicine [ACLM]), la define como un enfoque basado en evidencia que busca prevenir, tratar e incluso revertir enfermedades reemplazando conductas no saludables por otras saludables, tales como comer de forma saludable, estar físicamente activo, aliviar el estrés, evitar el abuso de sustancias peligrosas, dormir adecuadamente y tener un sólido sistema de apoyo emocional.

Con este enfoque en mente, el equipo médico de IBERIK ha preparado el programa Wellness Iberik Salud basado en los 6 pilares de la medicina del estilo de vida:

- Comer de forma saludable
- Actividad física equilibrada
- Controlar el estrés
- Suspender el abuso de sustancias tóxicas
- Disfrutar de un descanso y sueño adecuados
- Relaciones interpersonales sanas
Tacuinum sanitatis: arabic author and latin translation

- **Ibn Butlàn**, was a doctor (1001–†1063), was born in Baghdad and died in Antioch.

- He expounded his theories in the (Tacuinum Sanitatis) at the beginning of the 11th century.

- His work is original and new because of the form he uses: they are synoptic tables dedicated to **well-being and health**.

- In addition, he appears as the inspiration for certain herbaria such as *Herbarium cum figuris pictis* or *Herbaria sanitatis*.

*Taqwim Al-Sihha* de Ibn Butlàn.
The work **TACUINUM SANITATIS*** is structured around the six galenic elements necessary to maintain good medical health and a state of well-being: el clima,

- food and drink,
- movement and rest,
- sleep and wakefulness,
- the retention and expulsion of humors
- basic moods

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**IBERIK HEALTH WELLNESS PROGRAMS** in spas of the IBERIK chain are based on the 6 pillars of Lifestyle Medicine:

- Eat healthy
- Physical activity
- Controlling stress
- Stop substance abuse
- Adequate rest and sleep
- Relationships

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*Arabic manuscript of the 11th century, synoptic tables dedicated to health and well-being, Ibn Butlân*
At IBERIK we have prepared a series of programs in our spas with mineral-medicinal waters that are based on the pillars of Lifestyle Medicine and that will help our guests meet 10 objectives:

1. Learn the basics of healthy nutrition.
2. Maintain a personalized physical exercise program.
3. Clean the respiratory and urinary tracts.
4. Have a food intolerance test, as the basis of a personalized diet.
5. Have a body weight analysis (fat mass, water, lean mass).
6. Start sleeping better and get more energy.
7. Learn to meditate, silently and autonomously.
8. Acquire tools for greater concentration.
9. Acquire the tools to deal with difficult situations.
10. Acquire the tools to manage emotions.
MULTIDISCIPLINARY TEAM

- Specialist in Medical Hydrology
- Physiotherapy Specialist
- Psychology Specialist
- Monitor of physical and sports activities
- Nutritionist
4.8.5. Motivos para ir a un balneario

Por salud:
- 2006: 14%
- 2008: 12%
- 2007: 17%

Por estética:
- 2006: 12%
- 2008: 4%
- 2007: 3%

Por relax:
- 2006: 84%
- 2008: 82%
- 2007: 82%


% Col.
4.8.2. Tipo tratamientos y aspectos más valorados en un balneario

Base: ha ido último año a balneario/centro termal (242) % Col.

<table>
<thead>
<tr>
<th>Tipo tratamiento</th>
<th>Aspectos más valorados</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circuito termal</td>
<td>La calidad global de los servicios 64</td>
</tr>
<tr>
<td>Tratamiento corporal</td>
<td>La calidad de las instalaciones 58</td>
</tr>
<tr>
<td>Tratamiento facial</td>
<td>El ambiente de paz y tranquilidad 57</td>
</tr>
<tr>
<td>Otros tratamientos</td>
<td>La profesionalidad del personal del centro 46</td>
</tr>
<tr>
<td>(antiestrés, de purificación)</td>
<td>La atención personalizada 41</td>
</tr>
</tbody>
</table>

P38: ¿Qué tipo de tratamientos suele realizar?
P39: ¿Qué es lo más valorado de un balneario, centro termal o spa?
✓ Quality has become the key to success for many organizations. Quality is an essential requirement both for consumers and in the relationship between organizations and it is even more so in the globalized and competitive world in which we live.

✓ Having a quality management system is the best way to guarantee that the organization has the capacity to offer products and services with the appropriate quality while optimizing its resources, both human, material and financial..

✓ Nowadays, most organizations choose to certify their systems, products or services as the best way to demonstrate quality in their management to their current and potential clients.
BENEFITS of CERTIFICATION

At an INTERNAL Level

✓ Guarantee of legal compliance.
✓ Facilitates business control through management indicators.
✓ Improves control of internal processes.
✓ Guarantee the quality of the products and services offered.
✓ Improves internal communication and employee motivation.
✓ Helps build customer loyalty.
✓ Prevents risks.
✓ Optimize resources and reduce costs.
✓ External audit generates a culture of improving online reputation.
BENEFITS of CERTIFICATION

At an EXTERNAL Level

✓ Reduction of complaints, incidents and internal errors.
✓ Improves the image in society and gives confidence to the client.
✓ Greater market recognition.
✓ Promote the establishment.
✓ Provides positioning at a national and international level.
✓ Prestige, reliability, differentiation, rigor.
The AITB Quality Certification meets the requirements set in the international ISO of Health Tourism:

- ISO/DIS 17679 Tourism and related services - **Wellness Spa** - Service requirements
- ISO 17680 Tourism and related services - **Thalassotherapy** - Service requirements
- ISO/FDIS 21426 Tourism and related services - **Medical spas** - Service requirements
- ISO/DIS 22525 Tourism and related services - **Medical tourism** - Service requirements

What are ISO standards?
ISO international standards are safe, reliable and good quality products and services. For businesses, they are strategic tools that reduce costs by minimizing errors and increasing productivity. ISO Standards are developed within ISO technical committees.
CERTIFICATION LEVELS

Within each quality seal, in turn, the centers must accredit the type of water they work with in order to acquire identification such as:

<table>
<thead>
<tr>
<th>Type of Water</th>
<th>Quality Seal</th>
</tr>
</thead>
<tbody>
<tr>
<td>with medicinal mineral waters / natural minerals</td>
<td>BALNEARIO / TERMAS / MEDICAL SPA</td>
</tr>
<tr>
<td>with termal waters</td>
<td>TERMALES / ESPACIOS TERMALES / HOT SPRIGS</td>
</tr>
<tr>
<td>with sea wáter</td>
<td>TALASO / THALASSO</td>
</tr>
<tr>
<td>with water for human consumption / tap water</td>
<td>SPA DE BIENESTAR / WELLNESS SPA</td>
</tr>
</tbody>
</table>
CERTIFICATION LEVELS

The Standard establishes several levels within the Aqua Wellness AITB Quality seal itself, each center can be certified in one or several seals.

- **CIRCUITO / CIRCUIT AquaWellness**
  Areas of application of collective hydrothermal techniques

- **CABINAS / CABINS AquaWellness**
  Application areas of hydrothermal and complementary techniques individually

- **PLUS SALUD / PLUS HEALTH**
  Center with approved health services, which use water as a therapeutic element

- **PLUS MEDIOAMBIENTAL / ENVIRONMENTAL PLUS**
  Center that maintains management with environmental sustainability criteria
### ITEMS ANALIZADOS EN AUDITORIA INTERNA CALIDAD TERMAL COMPLETA
GALA TERMAL

| 3. DIRECCIÓN | 19 ítems |
| 4. INFRAESTRUCTURA |  |
| a. CONTROL DE AGUAS | 3 ítems |
| b. REQUISITOS GENERALES | 26 ítems |
| c. INFRAESTRUCTURA ZONA CIRCUITO | 43 ítems |
| d. INFRAESTRUCTURA ZONA CABINAS | 29 ítems |
| 5. MANTENIMIENTO | 40 ítems |
| a. PLAN PREVENTIVO DE MANTENIMIENTO |  |
| b. MANTENIMIENTO CORRECTIVO |  |
| 6. LIMPIEZA Y DESINFECCIÓN | 27 ítems |
| a. PLAN DE PREVENCIÓN Y CONTROL DE CONTAMINACIONES MICROBiológicas |  |
| b. LIMPIEZA E HIGIENE |  |
| 7. RECURSOS HUMANOS | 22 ítems |
| a. CAPACITACIONES MÍNIMAS |  |
| b. PLAN DE FORMACIÓN |  |
| 8. PRESTACIÓN DE SERVICIOS TERMALES | 39 ítems |
| a. GESTIÓN DE RESERVAS |  |
| b. ACOGIDA |  |
| c. TÉCNICAS HIDROTERMALES Y COMPLEMENTARIAS |  |
| d. OTROS SERVICIOS |  |
| 9. APROVISIONAMIENTO | 17 ítems |
| a. COMPRAS |  |
| b. GESTIÓN DE PROVEEDORES |  |
| 10. PLUS SALUD | 30 ítems |
| a. INFRAESTRUCTURA- SERVICIOS MÉDICOS |  |
| b. RECURSOS HUMANOS, PERSONAL SANITARIO |  |
| c. PRESTACIÓN DE SERVICIOS RECONOCIMIENTO MÉDICO |  |
| 11. PLUS MEDIOAMBIENTAL | 62 ítems |
| a. POLÍTICA MEDIOAMBIENTAL |  |
| b. IDENTIFICACIÓN Y EVALUACIÓN DE RIESGOS AMBIENTALES. ACCIONES SOBRE LOS RIESGOS |  |
| c. OBJETIVOS E INDICADORES MEDIOAMBIENTALES |  |
| d. ANÁLISIS MEDIOAMBIENTAL |  |

TOTAL ítems a valorar en AUDITORIA INTERNA completa: 265 ítems
TOTAL ítems con PLUS SALUD y PLUS MEDIOAMBIENTAL: 357 ítems
An AquaWellness AITB center must comply with the legislation in force in each of the countries where it is implemented and that applies to it.

In countries that do not have specific legislation, the centers must comply with the minimum requirements established by the standard.

AITB issues WATER CHARACTERIZATION CERTIFICATES such as Minero-Medicinal or Thermal in those countries that do not have specific legislation for this, as long as they comply with the requirements of the standard in that regard.

The AquaWellness center must have as its vision, being a place to promote healthy lifestyle habits and quality of life.
II.2 Quality

II.2.1 Obtain quality certification for spas

- Implementation of international thermal quality standards in spas
II.1 Digitization

II.1.1 Implement Property Management System (PMS), Customer Relationship Management (CRM), Booking Engine systems

- Spa Digitization. In implementation period
- Purchase online, with direct reservation in the spa's agenda
III.1 Development of new products

III.1 Implement packages of accessible wellness products and services

- PROJECT Wellness programs in person and online
¡Thank you for your time!

Antonio Freire Magariños
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wellness@iberikhoteles.com

“Que tus proyectos fluyan como el viento y calen como el agua”