



Bridging Health and Hospitality (H2H)

MEDICAL TOURISM SEMINAR 2024

SPEAKERS AND PRESENTATIONS

- Kemmons Wilson, Jr., Principal of the Kemmons Wilson Companies
- John La Forgia, Co-founder Mayo Clinic's Brand Management Program
- Dr. Ali A. Poorani, Director, Patient Experience Academy, University of Delaware
- Dr. Radesh Palakurthi, Dean and IHG Chair of Excellence, University of Memphis
- Dr. Fred DeMicco, Professor, Northern Arizona University
- Dr. Siddharth Jain, and Dr. Partha Gangopadhyay, Professors, Churchill Institute

TOPICS OF INTEREST

- Health and Medical Tourism Branding
- Patient/Guest Experience Innovations
- Medical Travel Marketing
- Health and Wellness Tourism
- Spa and Wellness Travel
- Hospitality in Health and Lodging
- Healthcare Leadership

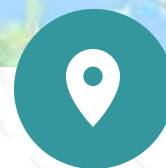
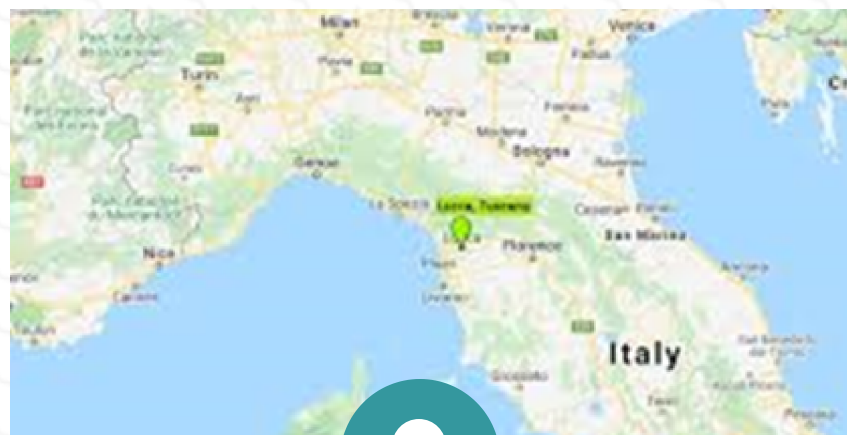
Contact Dr. Fred DeMicco at:
Frederick.DeMicco@nau.edu



ABOUT THE SEMINAR

Embark on an enlightening journey at the H2H Seminar 2024 in Tuscany, where healthcare meets hospitality. Uncover groundbreaking opportunities in medical and health tourism branding and explore innovative patient experiences. Join industry leaders in shaping the future of medical travel, where care and comfort converge seamlessly.

Friday, May 24, 2024
10:00 AM to 4:00 PM



Fondazione Campus
Via del Seminario Prima, 790
55100 Monte S. Quirico, Lucca (LU)



<https://www.fondazione-campus.it/>



Introduction Of Seminar



Welcome to the Medical Tourism Hospitality Bridging Health (H2H) Seminar 2024, hosted in the stunning landscape of Tuscany. This exclusive summit brings together the brightest minds to explore the dynamic intersection of healthcare and hospitality. Our focus is on unveiling new opportunities in branding for medical and health tourism. We are dedicated to redefining the patient and guest experience through innovative and intelligent solutions. Join us in a collaborative environment where industry leaders share insights and strategies for bridging healthcare with hospitality. Be part of an event shaping the future of medical travel, where exceptional care meets unparalleled service.

Transforming Healthcare and Medical Tourism: Innovations and Impact



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Seminar Theme

In pursuing a healthier, safer, and more innovative future for medical travel, the Seminar theme revolves around "Shaping the Future of Medical Tourism: Innovating for Patient Experience and Global Healthcare Excellence." This theme encapsulates the spirit of progress and discovery that defines the modern medical tourism landscape.

Key Topics



Importance of Patient-Centric Healthcare

High-quality patient experience and outcomes are crucial in medical tourism, emphasizing the need for hospitable healthcare.



Innovative Hospital Design and Branding

The evolving nature of hospital design and its impact on healthcare quality and branding, with Mayo Clinic as a leading example.



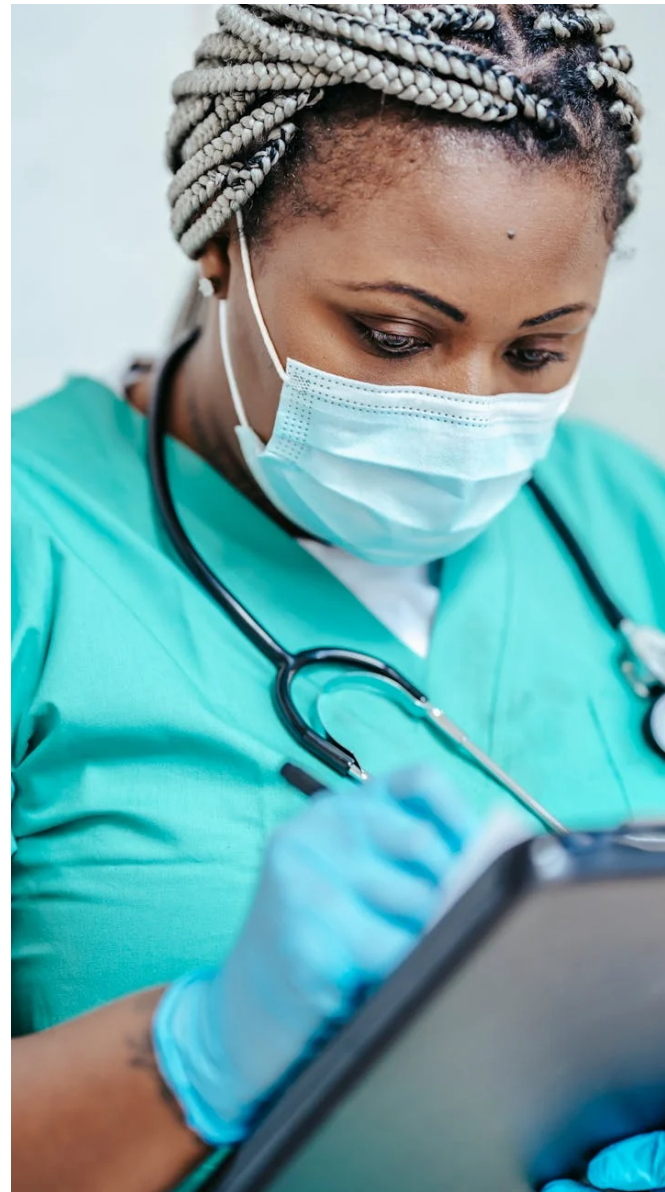
Emerging Models in Healthcare Provision

Innovative medical programs are changing the landscape by offering transparent, effective, and affordable healthcare services, impacting the medical tourism industry's competitiveness.



Role of Marketing and Entrepreneurship in Medical Tourism

Strong branding and marketing for patient connections and the role of entrepreneurial strategies in building successful medical travel services, with a focus on patient/guest satisfaction and business models.





Keynote Speakers



Mr. John La Forgia

Co-Founder Mayo Clinic Brand Management Program

John La Forgia has been a transformational leader, excelling in strategic planning, brand management, marketing, and communications. His tenure at Hawai'i Pacific Health and Mayo Clinic highlights his comprehensive strategy development, digital communications, and brand enhancement expertise.

Mr. Kemmons Wilson, Jr.

Vice Chairman, Board of Directors, Kemmons Wilson Companies

Kemmons Wilson, Jr. (Kem) has been blessed with the opportunity to work alongside his father, Mr. Kemmons Wilson, Sr., the Founder of Holiday Inn Hotels. Kem is active in philanthropic ventures throughout his hometown, Memphis, including providing free hospitality services at major healthcare research hospitals for children.



Panel Discussions and Presentations

In addition to the keynote sessions, the Seminar will feature engaging panel discussions and presentations led by industry experts and researchers. Topics will include:

- Medical travel motivations
- Econometric modeling of medical travel
- Non-for-profit medical travel considerations



<https://www.fondazionecampus.it/>



Format and Schedule

Explore our comprehensive Seminar agenda and speakers' lineup at <https://www.fondazionecampus.it/>. Plan your sessions and stay updated with the latest schedule. Visit now for an enriching Summit experience



questions about sponsorship, please contact the event coordinator

Registration - € 25

For Seminar registration, please contact:

Maria Giulia Pacini

Event Coordinator

Fondazione Campus

Email: eventi@fondazionecampus.it

For Program details, please contact:

Dr. Fred DeMicco

Professor

University of Northern Arizona

Email: Frederick.DeMicco@nau.edu

Sponsorship Opportunities

Become a valued partner in "Shaping the Future of Medical Tourism: Innovating for Patient Experience and Global Healthcare Excellence," Various sponsorship options are available to showcase your organization's commitment to advancing healthcare. If you have any sponsorship questions, please contact the Event Coordinator.

EVENT SCHEDULE MORNING

Opening

9:30 - 10:00 AM Continental Breakfast

Morning

10:00 - 10:15 AM Opening Ceremony and Welcome Remarks:

- Dr. Fred DeMicco
- Dr. Enrica Lemmi
- Dr. Radesh Palakurthi

10:15 - 10:30 AM The Medical Tourism Landscape

- Dr. Fred DeMicco

10:30- 11:15 AM Bridging Care and Comfort: Pioneering Non-Profit Hospitality in Healthcare

- Mr. Kemmons Wilson Jr.

11:15- 12:00 PM Transforming Healthcare Branding: Visionary Journey with Mayo Clinic

- Mr. John La Forgia

Middle

12:00 - 1:00 PM Lunch Break

EVENT SCHEDULE AFTERNOON

1:00 - 2:00 PM Seminar: Patient-Centric Care: Patient Experience Academy

- Dr. Ali Poorani

2:00 - 3:00 PM Research Presentation: Cluster Dynamics in Medical Tourism: Insights into Preferences and Decision-Making

- Dr. Radesh Palakurthi

3:00 - 4:00 PM Research Presentation: Applying Econometric Modeling to Medical Tourism Issues

- Dr. Siddharth Jain, and Dr. Partha Gangopadhyay

Networking

4:00 - 5:00 PM Guided Tuscan Wine & Antipasto Tasting and Networking Event

- Hosted by University of Memphis

Thank you for attending!

NAVIGATE YOUR ADVENTURE



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M MEMPHIS®
Kemmons Wilson School
of Hospitality and
Resort Management

REGISTRATION

€ 25/Individual Includes:

The registration includes:

- The opening Ceremony, all presentations and seminars.
- Breakfast, lunch, coffee breaks, and networking events.

How to Register:

For Registration, contact Maria Giulia Pacini at the Fondazione Campus at:

eventi@fondazionecampus.it

Website: <https://www.fondazionecampus.it/>

HOTEL INFORMATION

Recommended Hotel:

Marriott Hotel: Grand Universe Lucca,

Autograph Collection:

- <https://www.granduniverselucca.com/>
- Piazza Del Giglio, P.za Napoleone, 1, 55100 Lucca LU, Italy

Other Hotel Options:

Several other hotels in the vicinity include:

- Best Western Grand Hotel Guinigi
- Hotel Melecchi Sas Di Clocchiatti Marino E C.
- Home Sweet Home - Lucca
- Affittacamere L'Arancio

ABOUT LUCCA

Lucca, one of Tuscany's main towns, is one of the most fascinating and best-preserved medieval cities in Italy: with great honor for its historical and cultural memory, which it carefully preserves, it captivates visitors with its picturesque alleys, squares, and characteristic churches.



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