



*More health  
in Tourism!*

Project : Initiative Health Benefits I

Research : Tourism of the future –  
benefit for health

Organizer: MD Medicon GmbH

Duration: 2016 – 2019

Initiator & Coordinator: Dr. Marijan Gjukić



# Figures about Initiative Health Benefits (2016 – 2019)



Working hours  
> 12.500



Participants  
> 3.000



Experts  
> 50



Countries  
12



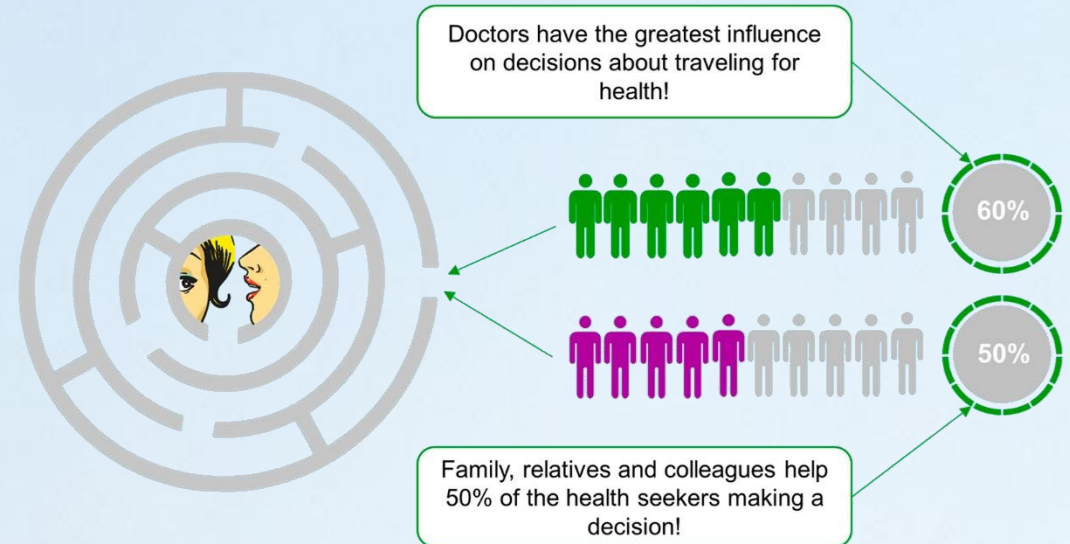
Travel / km  
> 45.000

# What is the Initiative Health Benefits?

"Health Benefits 2017 - 2019" was a first initiative that discovers and promotes excellence and innovation in interdisciplinary communication between medicine, tourism and insurance because tourism and health do not exclude each other - but they do not necessarily form a synergy!



# What is the added value to health?



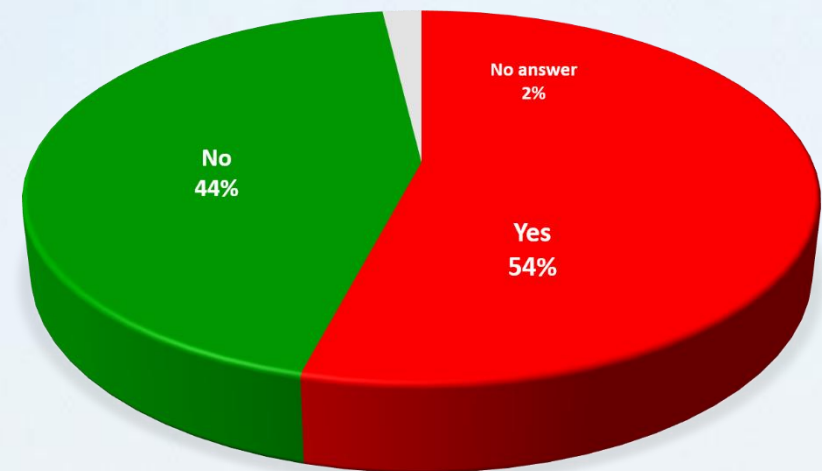
SOURCE: "Senior Survey" by ProKontakt, 2008, Vienna; Mag. Petra Reinbacher – Gjukic, "Hilfe - Mein Arzt redet nicht mit mir!", Messe Gesund&Wellness, 2014, Vienna; Mag. Petra Reinbacher – Gjukic, "What do German medical tourists really want?", IMTJ Summit, 2015, London

Excellent and innovative interdisciplinary communication enables consumers to make independent and objective decisions about where and how a vacation is possible in their state of health.

# The reason for the Initiative

The stigmatization of sick and old people in tourism, as well as the failure of interdisciplinary communication, were „trigger“ for the research “Tourism of the future – benefit for health”.

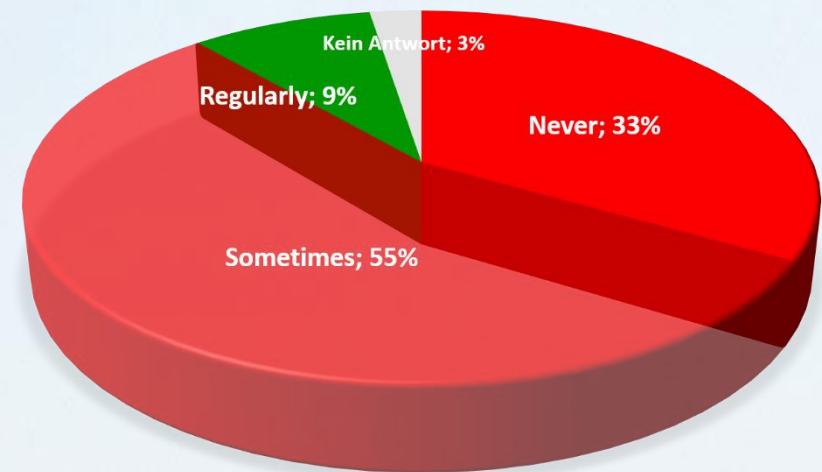
*Chart: Survey results 2017-2018  
"Do you think that sick people are undesirable in tourism?"*



# The inspiration for the Initiative

Health and wellness tourism are boomed and offer great opportunities for both, providers and consumers, but the lack of information related to sick people in tourism is often the reason for insecurity and cause for a "passive" life without holidays.

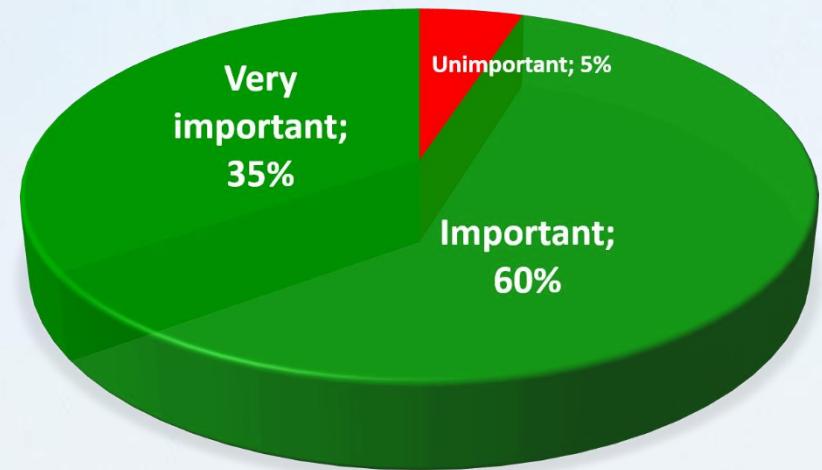
*Chart: Survey results 2017-2018 "Do you visit health resorts or spas?"*



# Purpose of the Initiative

Enable old and sick people and their families to make independent and objective decisions about where and how are travel and vacation feasible in a demanding health condition.

*Chart: Survey results 2017-2018 "How important is it for sick people to maintain their independence and self-determination while on holiday?"*

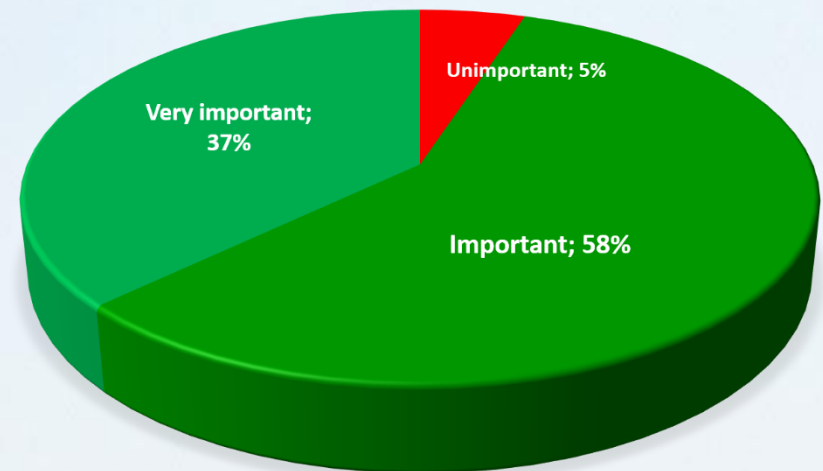




# Goals of the Initiative for sick people

Maintenance of independence and self-determination, thereby maintaining the quality of life.

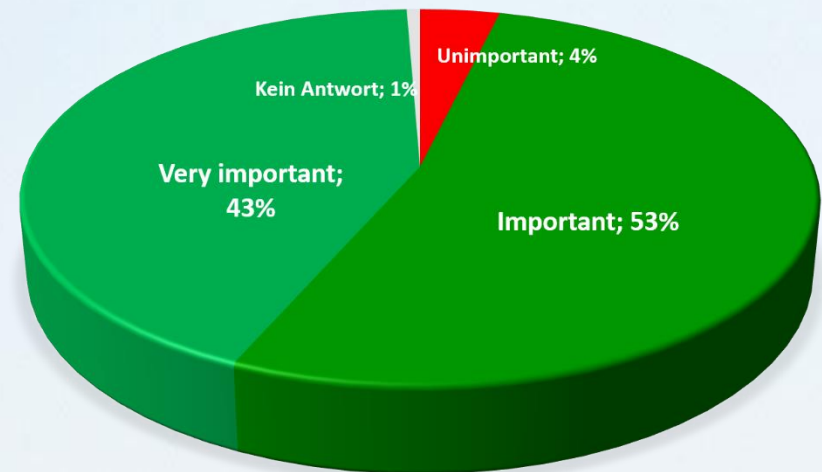
*Chart: Survey results 2017-2018 "How important are physicians and other persons in recommending and preparing their patients for a trip?"*



# Goals of the Initiative for family, especially for caregivers

Maintaining a normal family life and preventing exhaustion. Reducing direct and indirect costs of the disease.

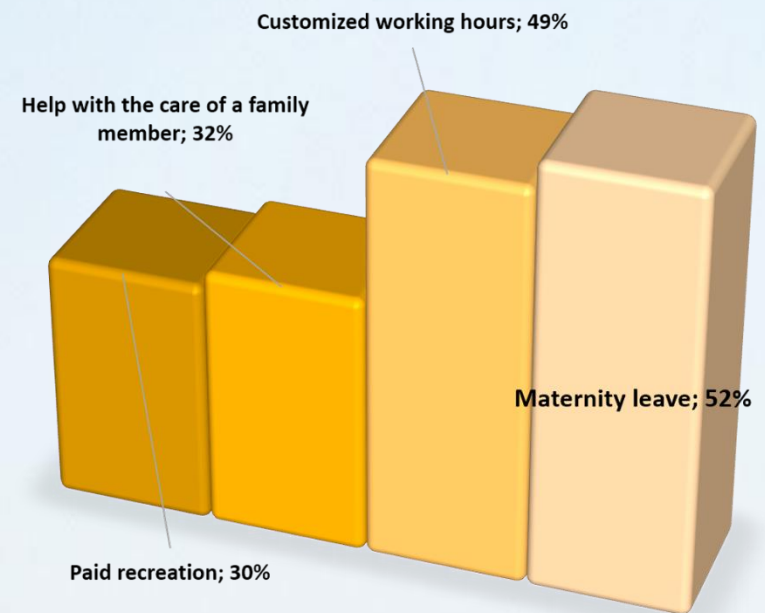
*Chart: Survey results 2017-2018 "How important are changes to everyday life, such as travel and holidays, for avoiding exhaustion and fatigue?"*



# Goals of the Initiative for entrepreneurs

Maintain safety and productivity at the same time.

*Chart: Survey results 2017-2018 "Companies take care of the health of their employees. Which possibilities are familiar to you?"*





*My goal?*

**More options for my family and my patients!**



# What's Next?



Find out all about the “Initiative Health Benefits I” on our webinars.



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