



Innova Med

MIĘDZYNARODOWE TARGI MEDYCZNE



Workshop I . "How effectively gain international patient to my facility?"

- **MEDICAL TRAVEL PARTNER – Magdalena Rutkowska (PL)**
- **MEDREFUND – Arnis Krasovskis (UK)**

1. Strategy for my clinic on international market

MEDICAL TRAVEL PARTNER – Magdalena Rutkowska (PL)

- Medical tourism market
- Marketing tools
- Different strategies for different markets

2. Cooperation in the UK market – „How to divert clients from UK to Poland?“ **MEDREFUND – Arnis Krasovskis (UK)**

3. Cross-border healthcare in EU **MEDREFUND – Arnis Krasovskis (UK)**

4. International patients coordination- best practices

MEDICAL TRAVEL PARTNER – Magdalena Rutkowska (PL)