



DEUTSCHES ZENTRUM FÜR INDIVIDUALISIERTE
PRÄVENTION UND LEISTUNGSVERBESSERUNG

WHAT DO PEOPLE NEED...?





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INCOMPETENCE of TRADITIONAL HEALTH PROVIDERS



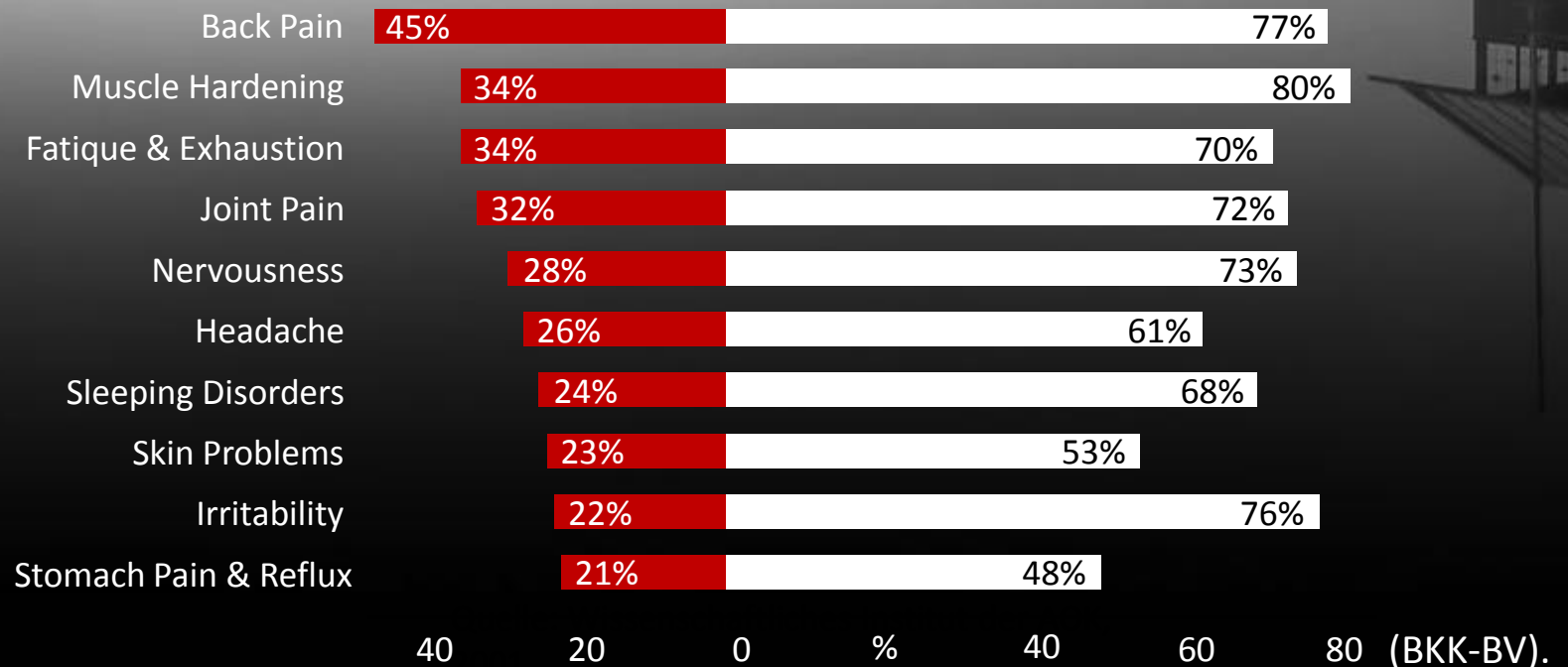


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THE CHALLENGE

The most common health problems.....

..... Connected to work

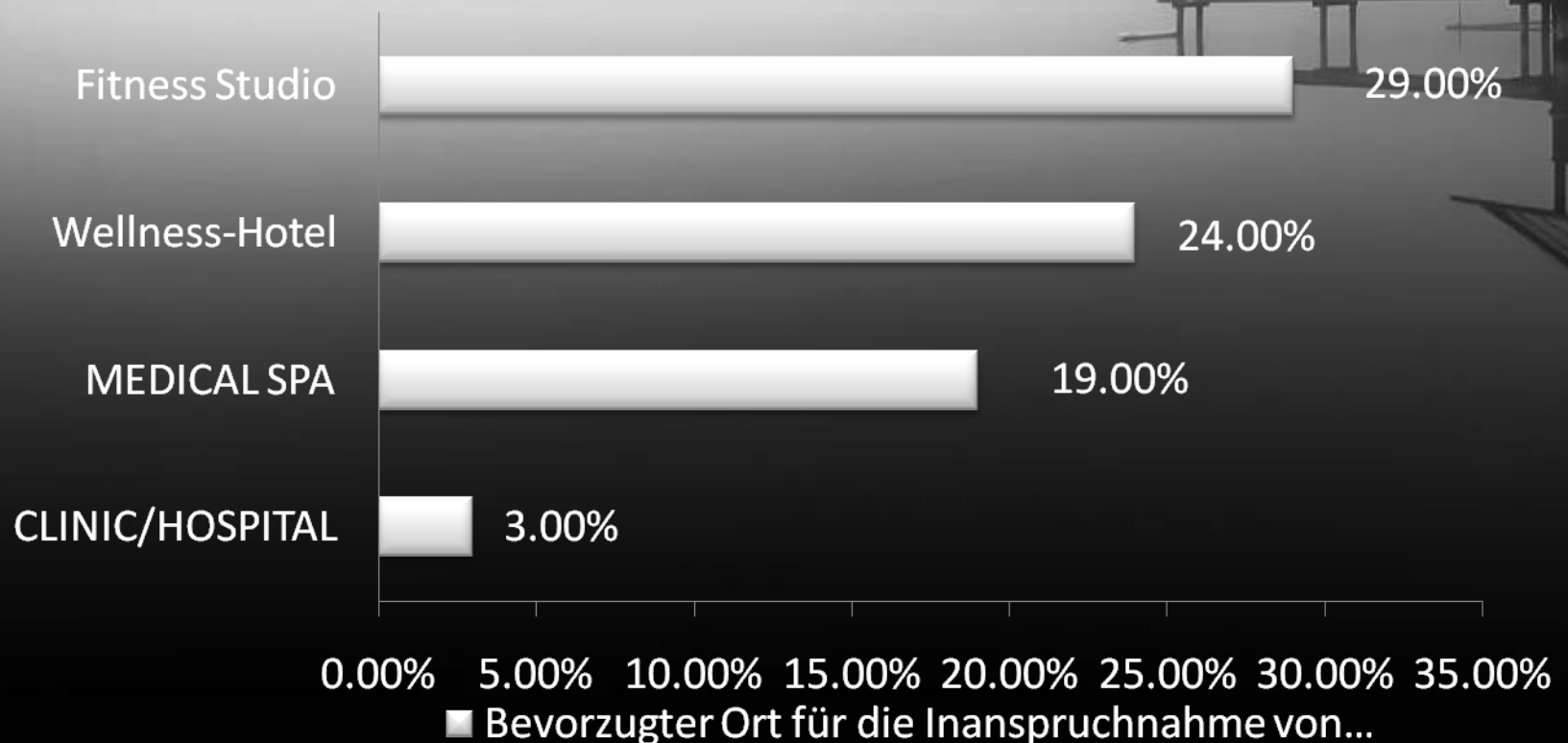




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HOSPITALS NOT COMPETENT

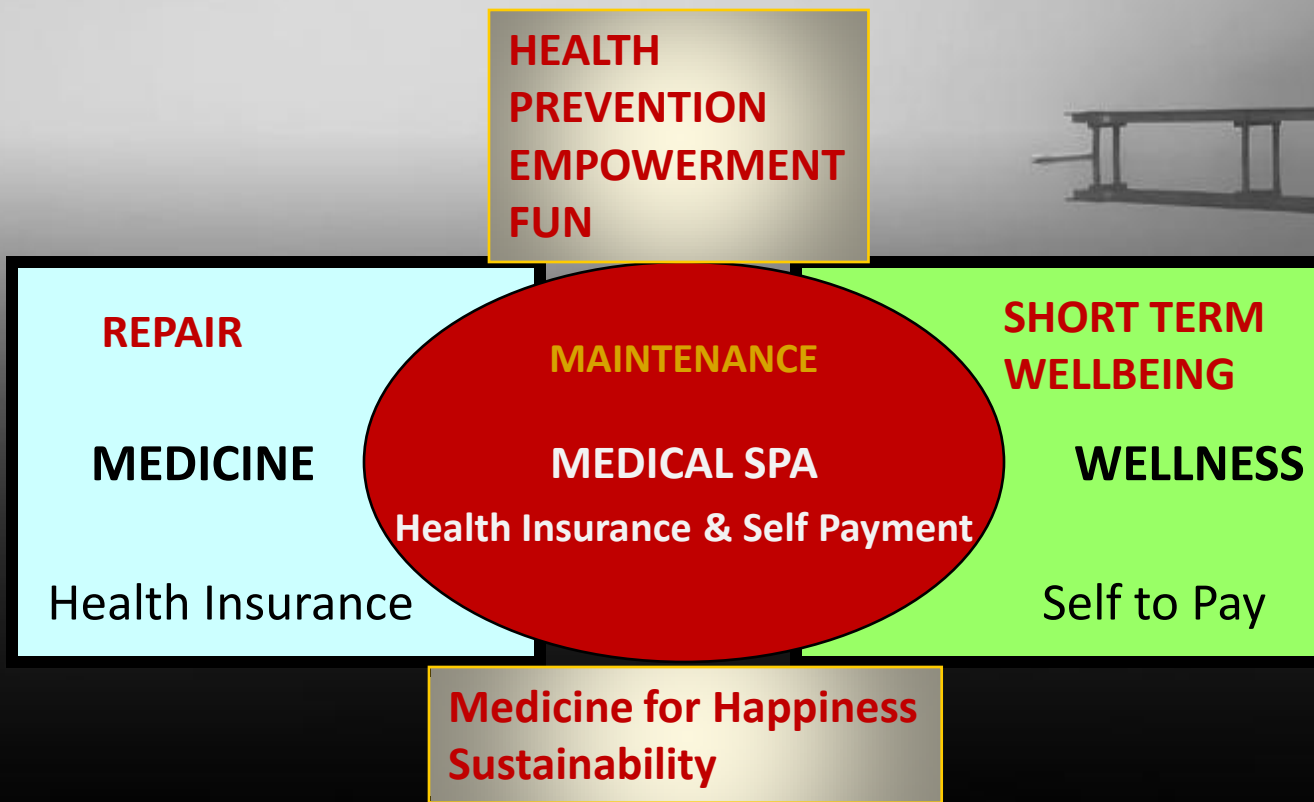
Where would you prefer to improve your health?





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MEDICAL SPA CONNECTION





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CHANGE OF BUYING BEHAVIOUR

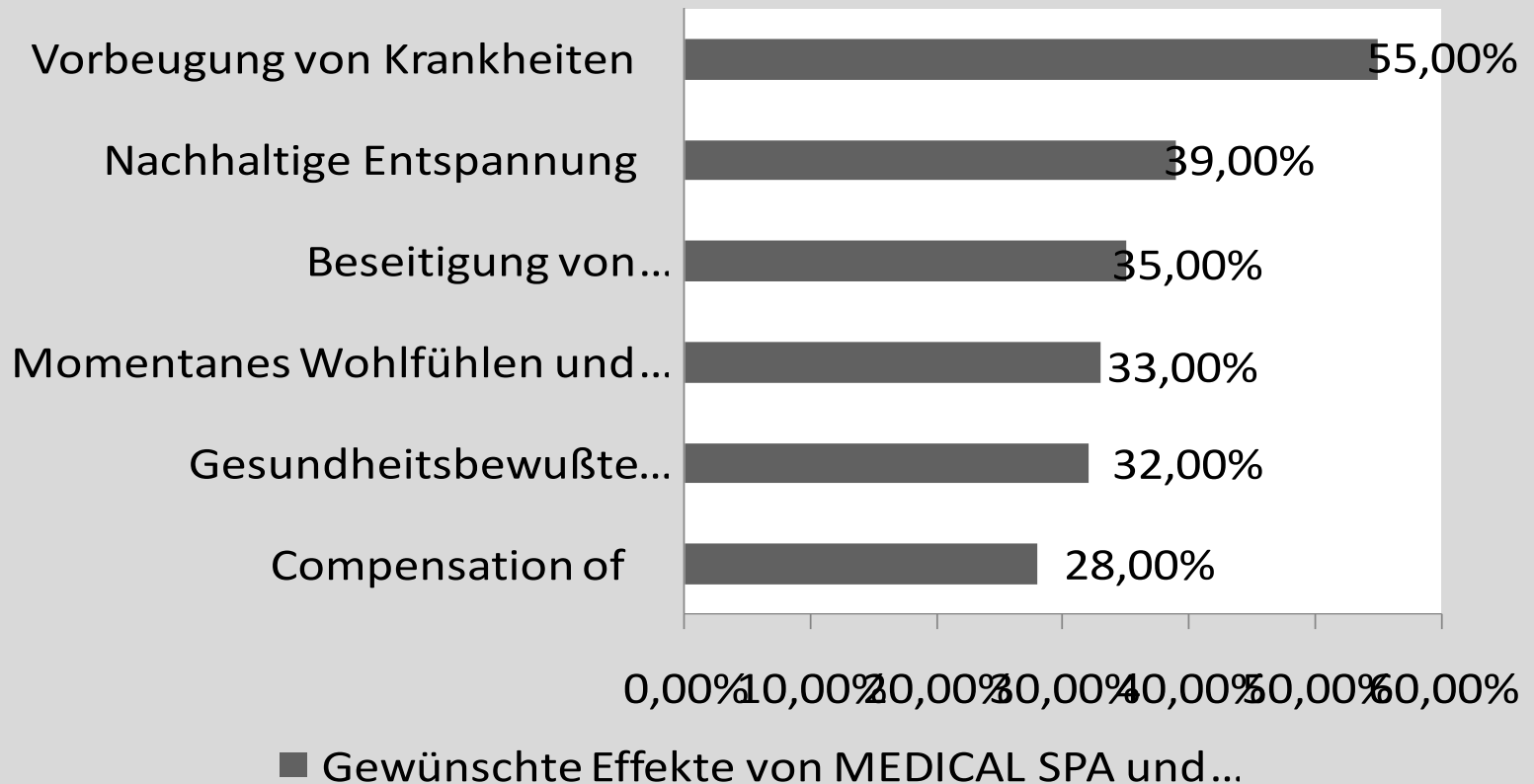




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WHAT DOES CLIENTS EXPECT

What does people expect from Medical SPA

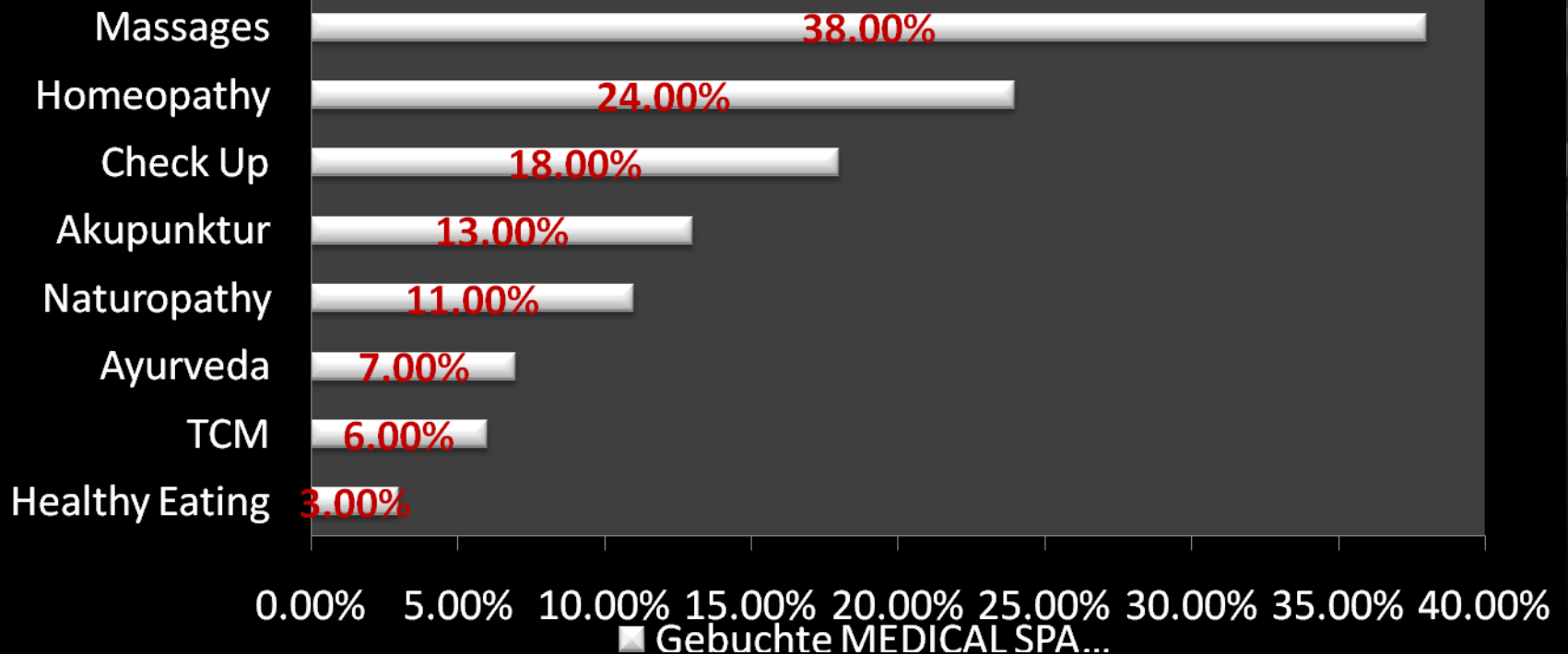




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TODAYS DEMAND

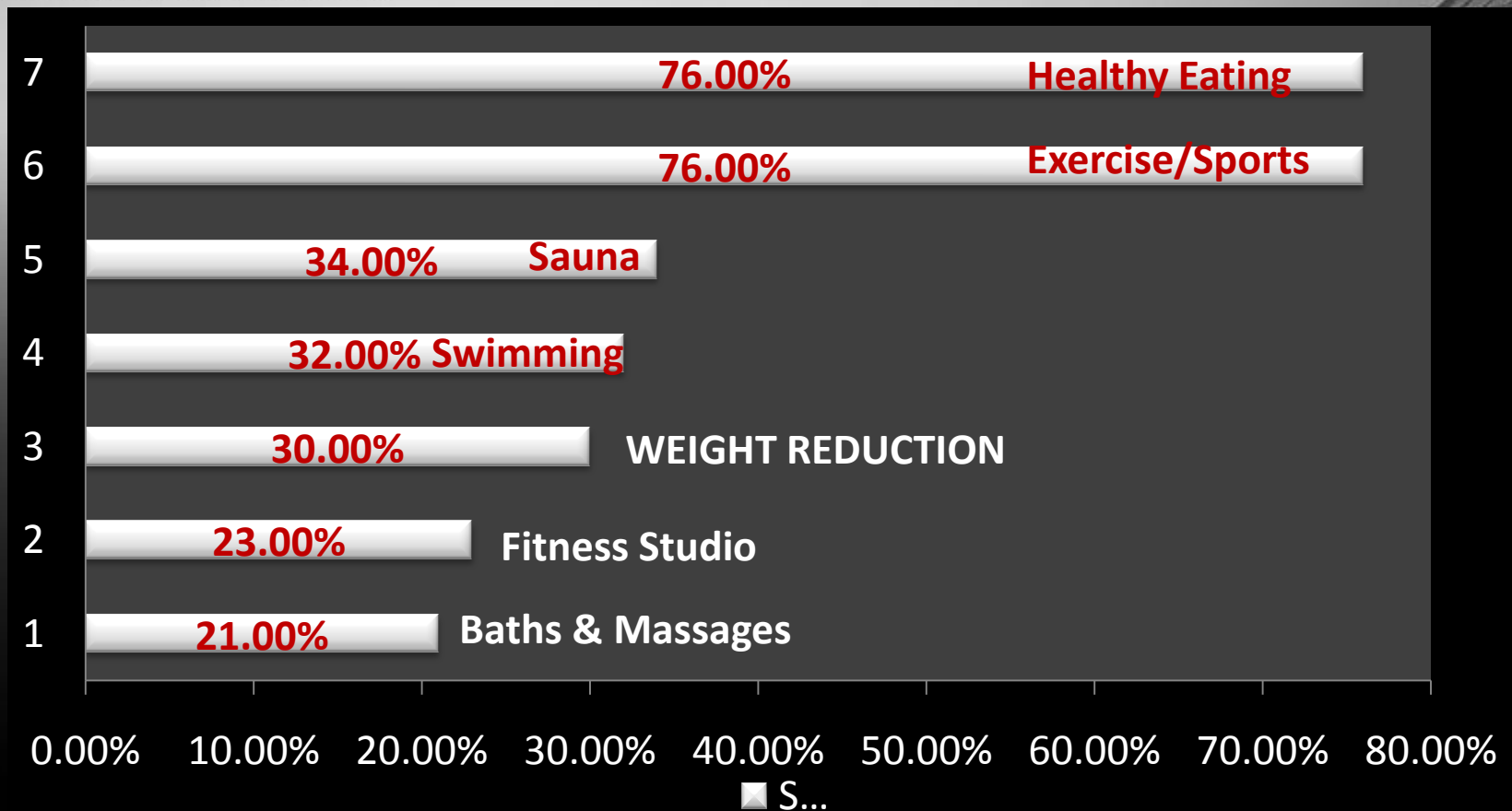
Booked MEDICAL SPA products , ghh consult 2006





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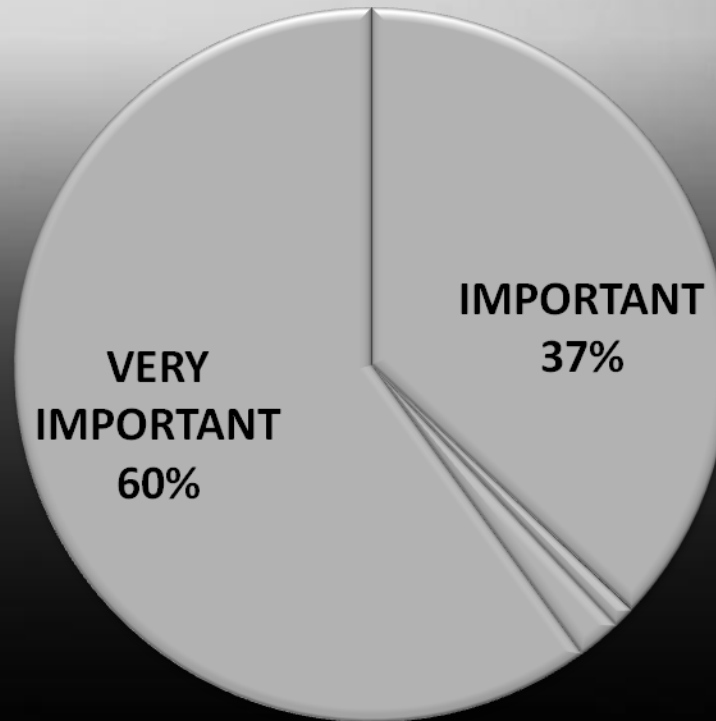
FUTURE DEMAND





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A MEDICAL SPA NEEDS A PHYSICIAN



Never Mind
1%

Not important
2%



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VIP³-NUTRITION – ENJOY with INTELLIGENCE

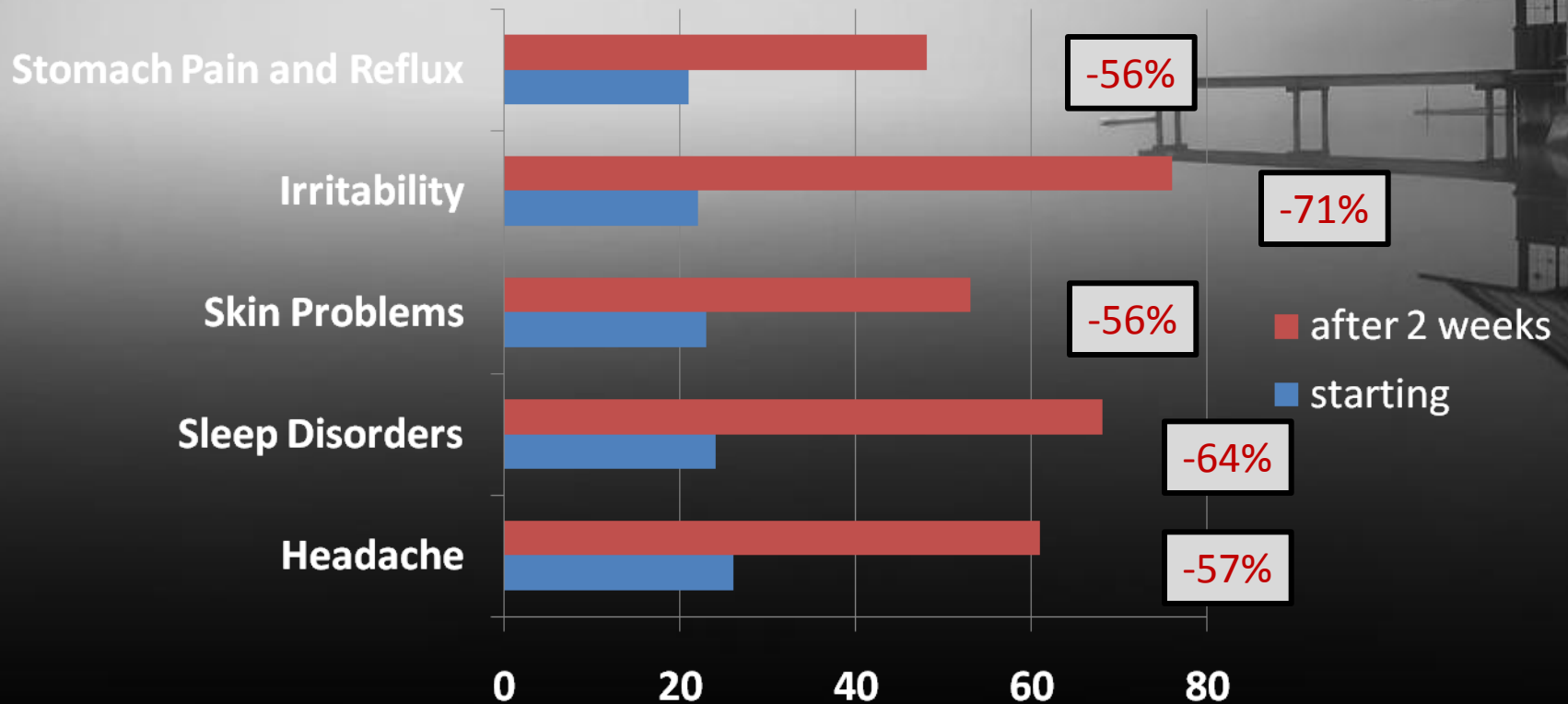
VIP³ Ernährung Gutcheck
Personalisierte Ernährung





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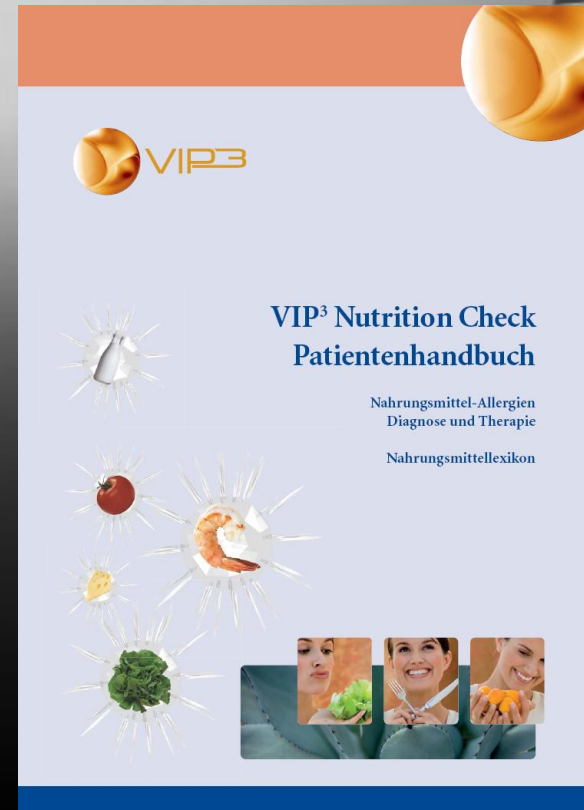
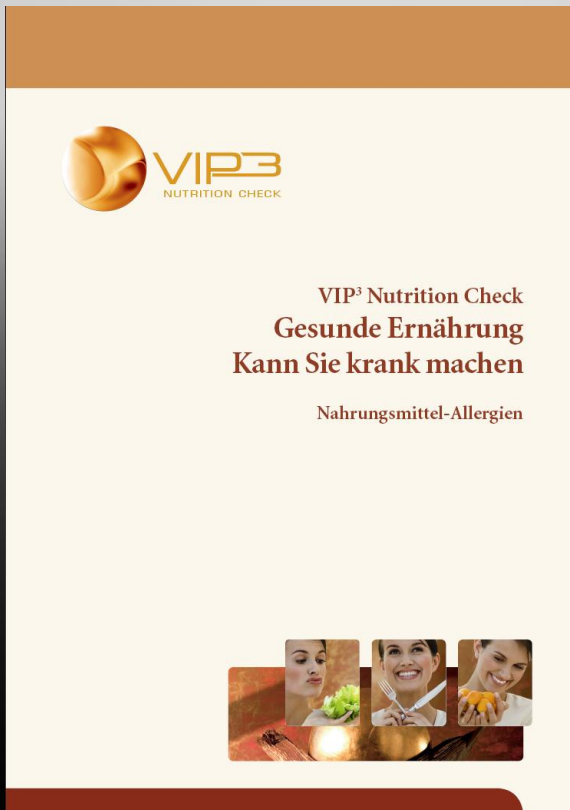
INTELLIGENT NUTRITION





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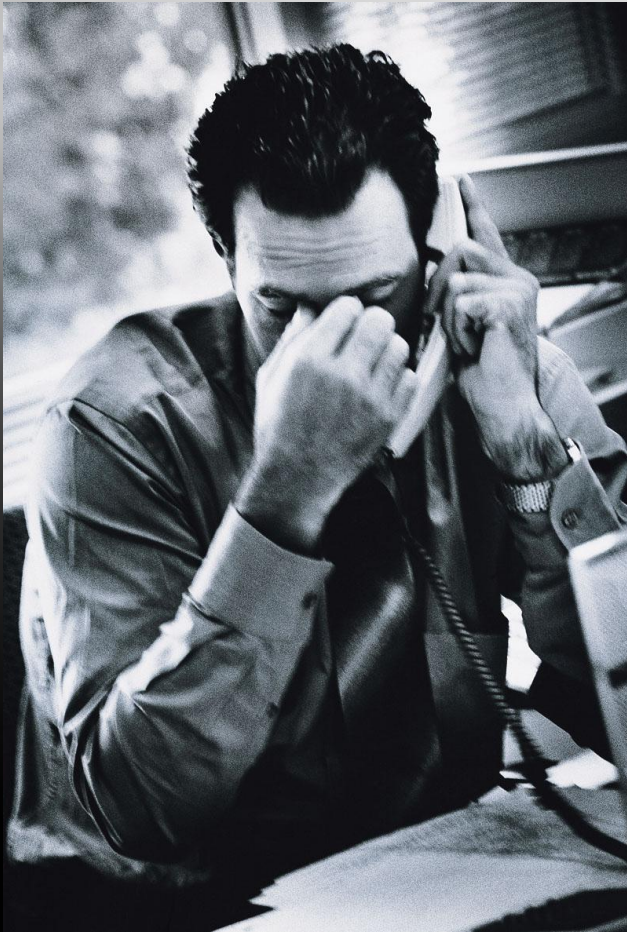
VIP³ NUTRITION CHECK





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EXECUTIVE HEALTH: „MANAGER“





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12.000 MANAGER CHECK UP

- **Vegetative Disorders** 85%
- **High Cholesterol** 75%
- **Back Pain** 73%
- **Overweight** 38%
- **Smoking** 20%
- **High Bloodpressure** 15%



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BURN OUT

- | | | | |
|-------------------|-----|-----------------------|-----|
| • Stress | 80% | • Prone to infections | 20% |
| • Tired | 50% | • Allergies | 40% |
| • Forgetful | 35% | • Nervousness | 70% |
| • Depressive | 25% | • Mental Problems | 65% |
| • Sleep Disorders | 25% | • Decreasing Libido | 30% |





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**WE NEED A NETWORK OF HOTELS
BEING PREPARED FOR THE NEEDS
OF OUR CLIENTS**

Traditions and Trends of Medical Spas

Dr. Tamás Várhelyi

The origin

- Traditional health tourism, including spa, long cures, and health treatments came into being in Central Europe in the 19th century.
- Tourism in the modern sense was initiated by the fashion of visiting spa cities, for medical reason



Spa in the 19. century

- Spa was a thermal water based activity, and the brand of the spa town mainly based on the quality of water. But if we try to compare the exact compound of waters, then it is evident that the success of various destinations does not depend only on it.
- The quality and the effectiveness of the water is certainly important, but only because of this a spa will not even become a moderately successful one
- Spa cities in the Austrian-Hungarian Monarchy were market leaders in many aspects until the World War 2.
- In those times such treatments were considered as the most efficient methods for fighting against gastrointestinal problems and rheumatism.

Spa brands and medical practice

- Brands and professional marketing are becoming more and more important.
- Spa-industry can use branded methods without medical background, but medical spas should not.
- Evidence of effectiveness of balneological & spa treatments are growing, even through new genetic and molecular investigations
- Balneology and health resort medicine has to be based on scientific evidence

Top 25 spa brands

- We have collected and investigated the strongest European and CEE spa-brands (the top 25), thus the reasons of their success can be judged, their common characteristics can be found.



Medical Spas in CEE

- Hungary
 - Héviz (Szent András Hospital, special thermal lake with medical effects)
 - Budapest (Lukács, Irgalmasrendi Hospital)
 - Gyula (Castle Spa, county hospital)
 - Harkány (near Pécs, the Cultural Capital of Europe 2010)
 - Sopron-Balf (Sanatorium for rehabilitation)
- Slovak Republic
 - Piest'any (Pöstyén – Danobius Group)
- Romania
 - Szovata
- Austria, Czech Republic: well-known and successful destinations (from Bad Gastein to Karlsbad)

Hévíz, Szent András Hospital



Trends, Conclusions & CEE

- Recently the importance of medical aspects of spa treatments are increasing, even an Evidence Based Medicine approach has appeared.
- Growing health awareness -> spa, fitness, gastronomy (biofoods)
- Spa-industry will rediscover its traditions
- The CEE region can efficiently use its medical (balneological) traditions and relatively low price standards in the more and more cost-conscious European market