

Curriculum Cross-border health care

Supply and demand in medical tourism and cross-border health care

- definition of medical tourism
- driving forces in medical tourism
- basic concepts and terms
 - o health travel
 - o medical tourism
 - o medical wellness
 - o cross-border health care
- international comparison of health care systems
 - o key parameter (mortality, cost, number of physicians and nurses, hospitals)
 - o outcome performance
 - o trend analysis
 - o country ranking

Countries of origin and destination in medical tourism

- foreign patients on German hospitals
- outgoing German patients for medical treatment
- US as a country of origin of medical tourists

Legal issues of cross-border health care management

- EU patient mobility act
- protection and safety of patient data

Marketing in medical tourism

- webportal solutions
- the role of patient facilitator

Transcultural features of international patients

- language as a barrier
- culture as a barrier
- religion as a barrier
- demands of foreign patients

Processes in medical tourism

- processes and interfaces
- eHealth and telemedicine
- finance and controlling
- risk analysis

Ethics and morals

- basic right for best medical treatment
- foreign patients versus local patients

Case studies and best practices

- KHIDI - Korean Health Industry Development Institute
- BAVARIA - a better state of health
- International department of university hospital Hamburg Eppendorf
- Bumrungrad Hospital Bangkok