



Nell'ambito del Progetto Eccellenza Terme, benessere e salute.

# International Conference

AUSTRIA - CZECH REPUBLIC - GERMANY - ITALY - SLOVENIA

**Hotel Astoria  
Grado (Gorizia) - IT  
24<sup>th</sup> March, 2017**

**EUROPE Health and Tourism,  
Rehabilitative treatments and SPA care  
in the perspective of international tourism.  
European cross-border planning.**

**PromoTurismo  
FVG  
[FRIULI VENEZIA GIULIA]**



Consolato Generale della Repubblica di Slovenia a Trieste  
Ufficio Economico di Milano



Consolato Onorario della Repubblica Ceca Udine  
(Friuli Venezia Giulia - Trentino Alto Adige)  
Honorární konzulát České republiky v Udine



Città di GRADO



GIT  
Grado Impianti Turistici S.p.A.



Federazione Friuli Venezia Giulia

The geographic area of Central-Europe, where Friuli Venezia Giulia and other Regions and States participating this conference are located, represents communities where, in the past centuries, were promoted negotiations, mediation and collaborations between different peoples and cultures. This geographic area has in common many problems but also many positive experiences that involve and combine about 36 million inhabitants.

This population together may influence in a relevant way the decision-making at European Union level.

On these assumptions European projects represent an “added value”, the planning and social cross-border health cooperation, as part of the “Global Health Diplomacy”, may facilitate the cooperation between several subjects and realities of different States encouraging the development of diplomatic and economic relations.

The Friuli Venezia Giulia Regional Law n.22 of 14 November 2014 on “The Promotion of Active Ageing” aims to work on coordinated and integrated actions in favor of the elderly in several areas of intervention such as: social tourism, transport, health and wellness.

The Friuli Venezia Giulia Region as Reference Site of European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) participated to the Reference Sites awards in Brussels, in December 2016, and works actively at European level in the commitment of local and regional organizations, stakeholders and industries working to connect health and care for the ageing population.

The Local Health Authority n.2 “Bassa Friulana, Isontina” (AAS2) is a member of EIP on AHA and participates in two commitments. Moreover, the AAS2 is partner of the European Grouping of Territorial Cooperation GECT GO with Slovenian partners.

The conference can be a good opportunity to discuss with the neighboring regions and the ones belonging to the Central European Area about the international tourist mobility, the impact that tourist flows may have on health services of host sites (emergencies, necessary medical treatments, rehabilitation, medical wellness, prevention, etc.).

To succeed in combining the health excellence with medical wellness and with the domestic and foreign tourism would give the possibility to achieve an integrated care system enhancing the possible synergies between entities belonging to different states and different sectors.

An integrated system like this could become a best practice in other European Regions.

## The participation is free of charge

Registration must be sent to:  
 Reception **Grand Hotel Astoria**,  
 Isola di Grado (GO)  
 Largo S. Grisogono, 3 - Italy  
**Tel. +39 (0)431 83550**  
**mail: info@hotelastoria.it**

## Conference Program

- 09.00 – 09.15 Registration
- 09.15 **WELCOME AND INTRODUCTION SESSION**  
 Chairman: **Giuseppe Napoli**, President of Federsanità ANCI (Federation of Health: Municipalities, Local Health Authorities and Hospitals), Friuli Venezia Giulia  
  
**Matteo Polo**, Town Councillor, Municipality of Grado  
**Alessandro Lovato**, President of GIT Grado (Grado Touristic Company)  
**Marco Tullio Petrangelo**, General Director of PromoTurismoFVG (Regional Tourism Board)
- 09.40 **OPENING**  
**Franco Iacop**, President of the Regional Council, Friuli Venezia Giulia  
**Renata Bagatin**, Regional Councillor, Friuli Venezia Giulia, coordinator of the “Regional inter-directorate Table on active ageing”  
**Zorko Pelikan**, Consul of Slovenia  
**Paolo Petiziol**, Honorary Consul of Czech Republic.
- 10.10 **1<sup>st</sup> morning session: HEALTH and TOURISM**  
 Chairman: **Gianni Cavallini**, Health Director of Local Health Authority AAS n.2 “Bassa Friulana, Isontina”
- 10.10 Healthcare as a key elements of the tourist offer of Grado, Lignano Sabbiadoro and their hinterland.  
**Giovanni Pilati**, General Director of Local Health Authority AAS n.2 “Bassa Friulana-Isontina”
- 10.30 Winning strategies of SPA in Europe  
**Luigi Bertinato**, Scientific Committee E.A.P.T.C. - European Association of Patients and Users of Thermal Centres

10.50 **COFFEE BREAK**

11.00 **2<sup>nd</sup> morning session: MEDICAL WELLNESS**

Chairman: **Maurizio Andreatti**, Department Director for Hospital Care of Local Health Authority AAS n.2 “Bassa Friulana-Isontina”

## Rehabilitative treatments and SPA care in the perspective of international tourism

11.00 **ITALY**

The experience of “Grado group of rehabilitation towards to active ageing”

**Massimo Domenico Mascolo**, Health Director Thermal Baths of Grado and Health Director of Ospizio Marino di Grado

11.20 **SLOVENIA**

Rehabilitative treatments and spa care in Slovenia

**Iztok Altbauer**, Managing Director, Slovenian SPAs Association – Skupnost slovenskih naravnih zdravilišč

**Jože Berus**, Managing Director, Terme Krka

**Lepa Veljanović**, MD (Physical Medicine and Rehabilitation Specialist, Acupuncturist, Balneologist), Terme & Wellness LifeClass, Portorose – Portorož (TBC)

12.20 **GERMANY**

Clinical/medical evidence with respect to the health impact on patients undergoing a medical wellness treatment of psammotherapy.

A case study of a German Medical Wellness organization.

**Lutz Lungwitz**, President German Medical Wellness Association

12.50 **AUSTRIA**

The integration model of Medical Wellness Services in Villach-Warmbad

**Barbara Lager**, SKA – Sonderkrankenanstalt Villach-Warmbad Clinic Rehabilitation for Orthopedy

13.10 **NETWORKING LUNCH**

14.10 **1<sup>st</sup> afternoon session: EUROPE**

Chairman: **Antonio Poggiana**, Managing Director of Local Health Authority AAS n.2 “Bassa Friulana- Isontina”

## Health cross-border mobility: EU Directive 24/2011 and European Regulations. European Planning

- 14.10 The first Report on European Directive 24/2011: lights and shades  
**Giulio Zucca**, KPMG Advisory Spa
- 14.30 The HoNCAB Project: European Network of Hospitals and investigation about cross-border health mobility  
**Leopoldo Comisso**, Project Manager W.P.8 HoNCAB European Project, Local Health Authority AAS n.2 “Bassa Friulana-Isontina”
- 15.00 Italian-Slovenian cross-border planning: the “GECT GO”  
**Sergio Paulon**, Social and Health care Coordinator of Local Health Authority AAS n.2 “Bassa Friulana-Isontina”  
**Sandra Sodini**, General Director GECT GO
- 15.30 **2<sup>nd</sup> afternoon session: ROUND TABLE OF THE EUROPEAN PARLIAMENT MEMBERS.**  
Chairman: **Silvio Brusaferrò**, University of Udine

## European cross-border planning: competition between countries and between Institutions or opportunities for the economic development of the community and advantages for the citizens?

**Isabella De Monte**, Member of the European Parliament - Italy  
**Martina Dlabaiová**, Member of the European Parliament  
Czech Republic  
**Alojz Peterle**, Member of the European Parliament - Slovenia

- 16.30 **DISCUSSION**
- 16.50 **CLOSING**  
**Maria Sandra Telesca** - Regional councilor for health, social-health integration, social and family policies, Autonomous Region of Friuli Venezia Giulia

## Workshop Languages

English and Italian

# Chairmen

24<sup>th</sup> March, 2017 / Grado (Gorizia) - IT

**Giuseppe Napoli**, President of Federsanità ANCI (Federation of Health: Municipalities, LHA and Hospitals), Friuli Venezia Giulia

**Gianni Cavallini**, Health Director of Local Health Authority AAS n.2 “Bassa Friulana, Isontina”

**Maurizio Andreatti**, Department Director for Hospital Care of Local Health Authority AAS n.2 “Bassa Friulana-Isontina”

**Antonio Poggiana**, Managing Director of Local Health Authority AAS n.2 “Bassa Friulana- Isontina”

**Silvio Brusaferrò**, University of Udine

# Organization, Coordination and Communication

**Bruno Bertero**, Marketing Director of PromoTurismoFVG (Regional Tourism Board)

**Alessandro Lovato**, President of GIT Grado (Grado Touristic Company)

**Sergio Schiavi**, Director of GIT Grado (Grado Touristic Company)

**Leopoldo Comisso**, Project Manager W.P.8 HoNCAB European Project, Local Health Authority AAS n.2 “Bassa Friulana-Isontina”

# Scientific Committee

**Silvio Brusaferrò**, University of Udine

**Sergio Paulon**, Social and Health care Coordinator of Local Health Authority AAS n.2 “Bassa Friulana-Isontina”

**Massimo Domenico Mascolo**, Health Director Thermal Baths of Grado and Health Director of Ospizio Marino di Grado

**Leopoldo Comisso**, Project Manager W.P.8 HoNCAB European Project, Local Health Authority AAS n.2 “Bassa Friulana-Isontina”