



European Innovation  
Partnership on Active  
and Healthy Ageing



## **AGENDA**

### **"HEALTH TOURISM: AN OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT"**

**OCTOBER 15<sup>th</sup>-16<sup>th</sup>, 2018**

**Centro Direzionale**

**Isola C5, Second Floor**

In February 2017, the Programma Mattone Internazionale Salute (ProMis), that is the National Program for Internationalization of Regional Health System of the Italian Ministry of Health, presented the first version of the Position Paper on health tourism, which represents a first shared approach to the recommendations expressed by the European Committee of Regions on "Age Friendly" tourism.

"Age-friendly" tourism is an example of an innovative tourist offer that strives to meet the health needs of the entire "traveling" population, with an integrated and cross-sector approach that involves various organizations operating in sectors such as health care, accessibility and transport.

The Committee of the Regions stresses the importance of local and regional authorities in the coordination of multi-sectoral policies such as healthcare, social assistance, transport, urban planning and rural development in relation to the promotion of mobility, security, accessibility of services, including health care and social services.

The aim of the workshop is to explore the interest of the stakeholders to participate in a systemic action in the field of "health" tourism, and to identify priority implementation areas that offer opportunities to take advantage of validated, innovative experiences to strengthen the accessibility to health and social services in regional, national and international contexts.

This is to take advantage of the opportunity highlighted by the Committee of the Regions, to align the European Structural and Investment Funds (ESIF) to the development of tourism coherently with the needs and resources of local and regional health authorities.

To this end, the workshop will also provide a description of initiatives to promote age-friendly and healthy tourism, in an effort to stimulate twinning activities between the EIP on AHA Reference Sites, and strengthen the partnerships between RS and AG.



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## **October 15th, 2018**

Chair: Jean Bousquet, MACVIA, and RSCN

14:30. Institutional Greetings. Enrico Coscioni

15.00 The shared vision of the ProMis GdL on Health Tourism: towards a consensus document. Antonio Maritati. ProMis National Coordinator

15.15 An inclusive tourism for an inclusive society: the opportunity for sustainable development. Maciek Kucharczyk. Age Platform Europe.

15.30 The opportunities for collaboration offered by the "Smart Healthy Age-Friendly Environments" thematic network (SHAFE). Carina Dantas, Caritas Coimbra.

15.45- 16.30. Round table.

Transferable elements emerging from the good practices in health tourism.

The HoNCAB experience for a network of hospitals in the provision of cross-border health services: transferable elements to health tourism. Leopoldo Comisso, Friuli Venezia Giulia.

Social and inclusive tourism on the beach: the Veneto experience. Carlo Bramezza, ULSS 4 Eastern Veneto

The "Juncta Card" as a tool to support the enhancement of services for the older adults: the experience of Andalusia. Ana Maria Cariazo, Juncta de Andalusia.

The Occitanie experience for thermal tourism. Jean Bousquet, MACVIA- France.

Gastrological approach to malnutrition: the example of the Reference Site Medical Delta, Rotterdam. Edwig Goossens, Gastrology.

16.30 Conclusions. Jean Bousquet.

## **October 16th, 2018**

Chair: Maddalena Illario (Regione Campania)

9.30 The silver economy and the digital single market: projects blending and funds complementation to support health services. Sylvain Giraud, European Commission.

9.45 Wellbeing and tourism: the challenges for the Italian Health System. Rocco Flacco, Italian Ministry of Health.

10.00 MeFAVS as an enabling factor for the development of health tourism in Mediterranean basin. Giancarlo Bracale, Mediterranean Federation for Advancing Vascular Surgery



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#### 10.15-12.00 Round table

The synergies between the industrial sectors for the development of services aimed at health tourism.

Chair: Paola Villani (Università Suor Orsola Benincasa)

- Carmela Cotrone, coordinator InterregMED: MD.net, Regione Campania
- Antonietta Costantini, Marino Ciliberti, ASL Napoli 3 SUD
- Antonio d'Amore, ASL Napoli 2 Nord
- Mario Forlenza, ASL Napoli 1 Centro
- Attilio Bianchi, Livia Augustin, IRCCS Pascale
- Tristano Dello Ioio, Parco dei Monti Lattari
- Stefania Capaldo, Federalberghi Terme
- Giovanni De Cesare, Fausta Cuccaro, Unione Industriali - Health Sector

#### 12.00 Closing remarks