

# "WE ARE AIMING TO MAKE THE PATIENT FEEL AT HOME IN A FOREIGN LAND."

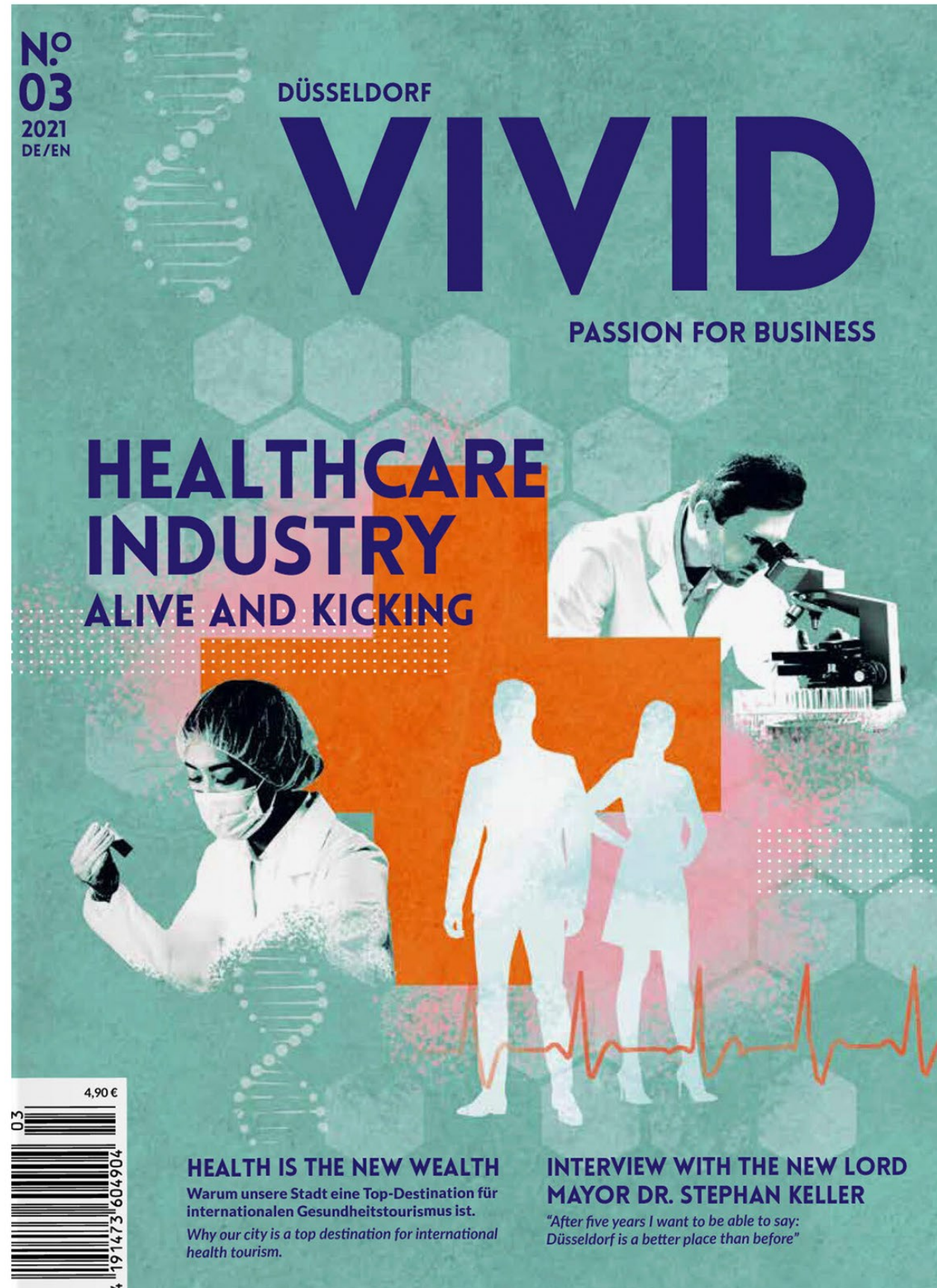
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DÜSSELDORF

# VIVID

PASSION FOR BUSINESS

## HEALTHCARE INDUSTRY ALIVE AND KICKING



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**HEALTH IS THE NEW WEALTH**  
Warum unsere Stadt eine Top-Destination für internationalen Gesundheitstourismus ist.  
Why our city is a top destination for international health tourism.

**INTERVIEW WITH THE NEW LORD  
MAYOR DR. STEPHAN KELLER**  
"After five years I want to be able to say:  
Düsseldorf is a better place than before"

Health visitors are mainly investing in prevention. There is an increased demand for medical check-ups with high-tech Instruments, which some of the surgeries in Düsseldorf offer. The private surgery Radprax does this in close vicinity to the airport. "Our international clients expect medical and diagnostic technology of the highest level and the excellent knowledge and experience of our doctors," says Anna Kobrya, site manager. The ambience, too, is of great importance. It is also expected that cultural differences are taken into consideration and that there is help with regards to booking accommodation, translators and Visa-applications. "When you travel all the way here and pay to have your entire body checked over, then you expect everything to be organised perfectly," says Kobrya. For healthcare tourists it is of no consequence that they have to cover the high costs for the preventative day-check-up (including a one hour long whole-body MRI) themselves. Money is not important.

Help with accommodation, transport, chauffeur-service, easy accessibility and comprehensive after-care - specialist agencies such as MedProm or Elinor Travel have specialised in catering for the allround care of international patients. They offer to organise particular health visas, the translation and transfer of patients' health details to the German clinicians, all the way to the Organisation of the entire journey and a frame-work programme. The patients are being supported locally and very discreetly. Advertising is not necessary. Patients have a good network, agencies and surgeons are being recommended back home by word of mouth. However, this business is mainly based on trust. In particular Middle Eastern patients hope above all for a treatment with heart and soul and the person at the centre of attention, next to the newest high-tech medicine.



hospital room: The Düsseldorf Clinic Bel Etage sets the highest Standards in medicine and aesthetics.



High-tech screening: One-hour whole-body MRI examinations are performed at Radprax using 3 Tesla magnetic resonance tomographs.

"We are aiming to make the patient feel at home in a foreign land," says Khadija Miri who is the assistant of the Medical Head of Patient Management Middle East at the Clinic Bel Etage. She is also a lecturer for intercultural communication at the Uniklinik Düsseldorf. Feeling well looked-after and the ability to communicate in one's own language supports the recovery process. It is difficult to estimate just how many Arab patients are being treated in Germany, as many combine medical treatment with their summer holidays and therefore do not declare their journeys as medically motivated. Patients travelling from the CIS States spend at average a couple of days at their destination and travel with one accompanying person. Arab patients, however, stay for a couple of weeks or more and take with them around three people. Experts are expecting a steep increase in health tourism despite the fact that the pandemic meant that treatments had to be postponed and travel was restricted. The next health tourism market is considered to be China. An increasing number of Chinese are getting richer, want to travel, keep their bodies healthy and follow the excellent reputation of Germany's medical services. Across countries health is the new wealth.