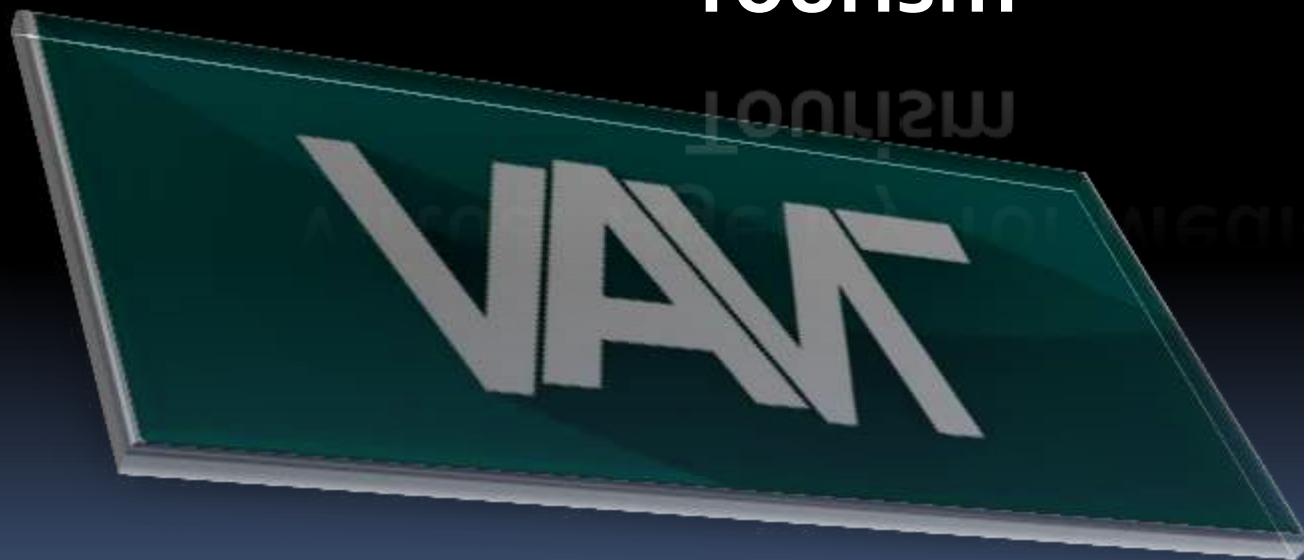




**Project:**

# **Virtual Agency for Medical Tourism**



Dugo Selo High School, Dugo Selo, Ferenčakova Street

Let's be a factory of ideas!



# Let's be innovative and creative!

- ❖ Project idea creator: Principal Darinka Svetec, Master of Science in Mechanical Engineering
- ❖ Project coordinator: Miroslav Begić, Master of Economics
- ❖ Project consultants: Božica Posuda, Master of education in information sciences



# From the idea to fourth place!

- ❖ Our project ranked fourth out of 24 projects, chosen by the Ministry of Tourism



# Project aims and objectives

- ❖ **Creating a database for medical tourism**
- ❖ **Students will be VAMT workforce/employees**
- ❖ **Establishing and launching of the virtual agency for medical tourism (VAMT)**





# Project coordinator and partner school

## Project coordinator:

- ❖ Dugo Selo High School,  
Ferenčakova Street

## Partner school:

- ❖ Ante Kuzmanić Medical  
School, Dr.Franje Tuđmana  
24G, Zadar



# Project activities workflow

- ❖ Motivational questionnaire
- ❖ Database software
- ❖ Creating database and an online site for VAMT
- ❖ Visit to Special hospital for medical rehabilitation Krapinske Toplice, Naftalan in Ivanić Grad and Kalos in Vela Luka
- ❖ Visit to Magdalena clinic in Krapinske Toplice
- ❖ Visit to Medical Tourism Cluster in Zagreb
- ❖ Visit to the PhysioLife Centre, Zadar and town Nin
- ❖ Visit to the partner school in Zadar
- ❖ Powerpoint presentation in Croatian and English language
- ❖ Public and VAMT, video montage



# About Dugo Selo High School

- ❖ Open since 2002
- ❖ Principal Darinka Svetec, Master of Science in Mechanical Engineering
- ❖ 817 students
- ❖ 62 teachers

## ❖ Educational programmes

- Gymnasium
- Computer Technician (IT Specialist )
- Economist
- Hairdresser
- Heating and conditioning mechanic
- Gas mechanic
- Plumber
- Car mechanic
- Electromechanical technician
- Electrician





# School on the land of St. Martin!

- ❖ implements fieldwork and project teaching (project-based learning)
- ❖ mediates student employment-student service
- ❖ uses electronic students directory
- ❖ strives for continuous progress and improvement of quality of work
- ❖ Our aspiration is to be the centre of excellence!



# Project teams:

## Students attending 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> grades of vocational school of economics

- ❖ Lovre Eranović
- ❖ Anamarija Mađer
- ❖ Iva Zlatkov
- ❖ Luka Lucić
- ❖ Matija Fintić
- ❖ Josip Stanić
- ❖ Magdalena Djedović
- ❖ Nikolina Lovrentjev
- ❖ Helena Habunek
- ❖ Mihaela Filipović



## Students attending 3<sup>rd</sup> grade of medical high school

- ❖ Karlo Šturman
- ❖ Frane Vučković
- ❖ Renata Krišto
- ❖ Marcel Bukarica
- ❖ Valentina Štulina
- ❖ Enea Kurtin
- ❖ Josipa Marić
- ❖ Marsel Mrkić
- ❖ Martina Kovač
- ❖ Filip Nekić

# Dugo Selo High School Project Team



# VAMT mission and vision

## Mission

- ❖ To promote the development of medical tourism in Croatia!



## Vision

- ❖ To be the first and leading virtual agency for medical tourism in Croatia!



# VAMT Logo

- ❖ Logo created by Dugo Selo High School students project team



Virtual Agency for Medical Tourism  
Croatia – Dugo Selo High School



# Visit to Special hospital for Medical Rehabilitation, Krapinske Toplice, 25, April, 2014

## Treatments and rehabilitation:

- ❖ Head, brain and other neurological diseases
- ❖ Cardiac patients
- ❖ Post-traumatic musculoskeletal system disorders
- ❖ Post orthopedic surgeries
- ❖ Degenerative disorders
- ❖ Patients with peripheral blood circulation dysfunction

Ivana Bakliža, the head of marketing and public relations with our project team



# Jakob's pool and isokinetics

## Jakob's pool

- ❖ Constructed at the thermal springs
- ❖ Temperatures between 39C and 41C



## Isokinetic device

- ❖ Data based on evaluating and measuring muscle performance of different body parts- movement, strength, stamina (endurance)



# Hydrotherapy and medical exercises





# Visit to Magdalena Clinic for cardiovascular medicine, 25 April, 2014

## Clinic for cardiovascular diseases

- ❖ Founded on 16 September, 1996
- ❖ Named after the hill of Saint Magdalena
- ❖ The burial site of the founder of the first hospital in Krapinske Toplice- Jakob Badl

**Petar Mardešić, Bachelor of Medicine, perfusionist with our project team**



# In Magdalena Clinic

Before entering the operation room (surgery centre)





# Devices for cardiac surgery

- ❖ 4 300 hospitalizations
- ❖ 10 000
  - Cardiac
  - Cardiac surgical
  - Ultrasound examinations (sonography)
  - Cardiac Electrophysiology-cardiac pacemaker check-up
- ❖ More than 540 cardiac and vascular surgeries
- ❖ 3 500 percutaneous, diagnostic, and interventional procedures



# Visit to Special hospital for skin and rheumatic diseases, Naftalan, Ivanić Grad, 7 May, 2014

Treatments and rehabilitation  
of:

- ❖ Skin diseases
- ❖ Bone and muscle system disease
- ❖ Impairments to the central and peripheral nervous systems
- ❖ Postoperative rehabilitation of locomotive system

**Milica Birk, director's assistant for health care quality and supervision with our project team**



# Naftalan- for your pleasure of living

## Therapeutic oil- naphtalan and salt thermal water

- ❖ Naphtalan therapy
- ❖ Hydrotherapy
- ❖ Physical therapy:
  - Electrotherapy
  - Phototherapy
  - Magnetic therapy
  - Iontophoresis
  - Chinesitherapy (medical gymnastics)
  - Masticotherapy
  - Cryotherapy etc.



# Visit to Medical Tourism Cluster, Zagreb, 16 May, 2014

[www.medicaltourismcroatia.com](http://www.medicaltourismcroatia.com)  
[zoran.jelic@medicinskiturizam.org](mailto:zoran.jelic@medicinskiturizam.org)

Our project team was welcomed by Zoran Jelić, Head of Cluster





# We have learnt...

- ❖ Cluster is a health and medical tourism facilitator company with a network of private medical institutions
- ❖ Founded in 2010 with the aim of creating and developing medical tourism
- ❖ The members of cluster are 70 private medical and health care institutions, 4 and 5\* hotels, rent-a-car services, educational institutions



- ❖ initiator of medical tourism development
- ❖ ensures favorable conditions for procurement and a full service for its members
- ❖ organizes educational training
- ❖ promotes and sells member's services



# Visit to our partner school, 9 June 2014

- ❖ the oldest medical school in the Republic of Croatia
- ❖ founder of the school was Dr. Andrija Mosteiga in 1820
- ❖ the school was opened in 1821
  
- ❖ medical high school programs:
  - nurse technician
  - physical therapy
  - dental assistant
  - dental technician



# Meeting of the two project teams in Zadar- Medical school Ante Kuzmanića





# Kalos partner school, Special hospital for medical rehabilitation, Vela Luka, Korčula May 8-9 2014



- ❖ the hospital offers:
- ❖ medical treatments of rheumatic diseases
- ❖ programs for children with cerebral disorders
- ❖ chinesisotherapy
- ❖ hydrotherapy
- ❖ ultrasound therapy, etc.



# Joint visit to Nin and PhysioLife Centre, June 9 2014



- ❖ Peloid medicinal mud on the sandy beach – Queen's beach
- ❖ the mud cures:
  - rheumatic diseases
  - spinal deformities
  - musculoskeletal system problems
  - different skin diseases
  - infertility in women



# PhysioLife Centre, Hotel Kolovare, Zadar

## June 9 2014

❖ PhysioLife Centre programs:

➤ rehabilitation and physical therapy, body shaping

➤ halotherapy

➤ weight loss

➤ fitness

➤ recreation





# Medical tourism in Croatia



- ❖ Is a complex tourist product
- ❖ Medical tourism treatments are:
  - Medical wellness
  - Health tourism
  - Medical tourism

# Catalog of some medical services in Croatia and other countries

	Croatia	Italy	Germany	England	USA
Dental implants	400 €-700 €	1.500 €	1.550 €	2.000 €	3.100 €
Complete Dentures	370 €-510 €	1.250 €	1.600 €	1.200 €	3.100 €
Teeth whitening	340 €	450 €	598 €	650 €	775 €
Facelift	3960 €	8.500 €	7.500 €	7.000 €	6.200 €
Breast augmentation	3500 €	6.000 €	6.000 €	6.500 €	5.500 €
Laser eye surgery	1500 €	2.000 €	3.000 €	2.350 €	1.700 €

# Public and VAMT!

- ❖ Radio Martin, Dugo Selo
- ❖ WWW.VAMT.com.hr
- ❖ WWW.SS-dugo-selo.skole.hr
- ❖ School newspapers Marteen
- ❖ Dugoselska kronika
- ❖ PowerPoint presentation showing:
  - Dugo Selo High School open days
  - Days of craftsmanship and entrepreneurship in Dugo Selo
  - Zadar Partner High School
  - Zagreb County council of professors teaching economics subjects
  - Croatian Tourism Days



# Project realization

VAMT Project team

- ❖ Via telephone, mobile phone, e-mail completed data base medical tourism

Visit to:

- ❖ Special hospital for Medical Rehabilitation, Krapinske Toplice, and Special hospital for skin and rheumatic diseases, Naftalan, Ivanić Grad, Kalos, Vela Luka, PhysioLife Centre, Zadar and town Nin
- ❖ Magdalena Clinic for cardiovascular medicine, Krapinske Toplice, and Medical Tourism Cluster, Zagreb
- ❖ Gathering data in the VAMT database
- ❖ Creating VAMT Logo and website
- ❖ VAMT hosted on Avalon server
- ❖ VAMT launching
- ❖ PowerPoint presentation in Croatian and English language
- ❖ Video





## EVALUATION QUESTIONNAIRE

1. According to your opinion, will this project be applicable in practice? 1 2 3 4 5
2. How would you evaluate our project and its realization? 1 2 3 4 5
3. Will VAMT help domestic and foreign claimants/clients of medical services with their successful realization in Croatia? 1 2 3 4 5
4. Will VAMT facilitate the development of medical tourism in Croatia? 1 2 3 4 5
5. Will VAMT project contribute to increasing the number of international tourists? 1 2 3 4 5
6. Will VAMT clients/claimants solve their medical concerns faster and more efficiently? 1 2 3 4 5
7. How would you grade our project presentation? 1 2 3 4 5
8. According to your opinion, what is the importance of project teaching for high school students? 1 2 3 4 5
9. According to your opinion, what is the importance of fieldwork for high school students? 1 2 3 4 5
10. Are Dugo Selo High School and its VAMT project participants innovators? 1 2 3 4 5



**VAMT**




**You can share your impressions of our project,  
presentation, and its realization online on VAMT  
website: [www.vamt.com.hr](http://www.vamt.com.hr)**



**“Teamwork: Simply stated, it is less me and more we!”**

**Author Unknown**

**Special thanks to:**

- 
- ❖ Darinka Svetec- principal of Dugo Selo High School
  - ❖ Project teams, teacher and students who worked on the project and partner school
  - ❖ Special hospital for medical rehabilitation Krapinske Toplice, and Naftalan, Ivanić Grad, Kalos, Vela Luka
  - ❖ Magdalena Clinic for cardiovascular medicine, Krapinske Toplice, PhysioLife Centre, Zadar
  - ❖ Medical Tourism Cluster, Zagreb
  - ❖ The Ministry of Tourism of the Republic of Croatia

**Thank you for your attention!**



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