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\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd} 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\textsuperscript{rd} 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

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

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
Jakob’s pool and isokinetics

Jakob’s pool
- Constructed at the thermal springs
- Temperatures between 39°C and 41°C

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
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
  - chinesitherapy
  - 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
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<th>Medical Service</th>
<th>Croatia</th>
<th>Italy</th>
<th>Germany</th>
<th>England</th>
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<td>2.000 €</td>
<td>3.000 €</td>
<td>2.350 €</td>
<td>1.700 €</td>
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</table>
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 dana 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
You can share your impressions of our project, presentation, and its realization online on VAMT website: www.vamt.com.hr
“Teamwork: Simply stated, it is less me and more we!”

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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