

Asia Medical Tourism & Wellness Congress

GLOW 2010 : The New Age of Total Wellness

Leveraging from the Shift of the Consumer Market Towards a Healthy Work-Life Balance

Endorsed By



13th&14th May 2010
Kuala Lumpur, Malaysia



Ever wonder how the wellness industry is shifting beyond the consumer market to the corporate world?

Eager to leverage your wellness business to a totally different level with the latest trends and technology?

Wondering how wellness programs could increase revenues for your organisation?

www.glow2010.com

VMAC's GLOW 2010: The New Age of Total Wellness will provide you with the insights to further improve wellness industries and revealing the importance of implementing wellness programs in the corporate world



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Introduction

VMAC Business Group's GLOW 2010: The New Age of Total Wellness aims to escalate the awareness of wellness among people and to portray the shift of wellness that moves beyond the consumer market to the corporate world. A total of three topics will be covered in this regional congress namely the SPA and Wellness, Medical Tourism and Workplace Wellness, where the big theme of personal wellness will be highlighted.

In this new era, people are getting more exposed to the importance of having a healthy lifestyle with total wellness. Wellness is a holistic concept to describe the state of health, which include social wellness, mental wellness, occupational wellness, emotional wellness, medical wellness, physical wellness and spiritual wellness. The concept of wellness among people has evolved from the traditional concept of just mere absence of harmful diseases to the new concept of wellness where a multidimensional approach is practised. The new concept of wellness emphasises on reducing risks of unhealthy lifestyle and increasing every aspect of wellness through feasible approaches of healthy lifestyle change.

GLOW 2010 will be a significant regional event that delivers the message of increasing wellness among people in this new era. It will be beneficial especially to the SPA and the Medical Tourism industry, as it provides a networking ground for wellness industries and it will be a place to spread the wellness concept to the corporate world. The congress will focus on how wellness industries could reach out globally and the latest trends and technology to keep the sustainability of the competitive industry. The big message of wellness would also be spread to the corporate world and providing an exposure to organisations on effective ways to implement successful wellness programs that will benefit employees and organisations.

This congress include the most comprehensive information of all wellness industries that are booming in the region. GLOW 2010 will reveal approaches and techniques to sustain the SPA & Wellness business during economic crisis, future advancement in the medical tourism industry and also benefits of how wellness programs can bring huge returns to the corporate world.

Who Should Attend

This conference is customised for:

SPA & Wellness

- SPA Operators
- Hotels/ Resorts

Medical Tourism

- Chief Executive Officers
- President Directors
- VP/ Directors/ GM/ Senior Managers, Heads of:
 - International Marketing
 - Marketing
 - Corporate Development
 - Business Development
 - International Patients Department
 - Public Relations

Workplace Wellness

- Chief Executive Officers
- Chief Operating Officers
- President Directors
- VP/ Directors/ GM/ Senior Managers, Heads of:
 - Human Resource
 - Office Managers

For this target sectors:

- Automotive
- Electronics
- Airlines/ Aviation
- Conglomerate
- Telecommunications
- Pharmaceutical
- FMCG
- Manufacturing
- Energy / Utilities
- Oil and Gas
- Heavy Industries | Cement / Steel
- Construction/ Engineering
- Chemical / Petrochemical
- Banking & Finance

VMAC Business's Group Asia Medical Tourism & Wellness Congress : **Glow2010** brings you revolutionary insights of:

- The latest trends and techniques that emphasise on health and wellness
- The three in one congress will create an awesome networking session, which will be beneficial to both wellness vendors and delegates
- Feasible approaches for the wellness industry, which include the SPA and Wellness industry and Medical Tourism industry to remain in the competitive wellness market and during the low economic season
- Effective strategies for SPA centers and hospitals to reach out and market their services to other regions and countries in the aim of promoting personal wellness
- Organisations that are seeking to improve the wellness of their employees will obtain detailed ways to implement successful and beneficial wellness programs using proper methods



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SPA & WELLNESS

With the importance being placed in building a healthy mind and spirit, SPA has become part of the lifestyle of people today especially in South East Asia where people are chasing for a high level of wellness. SPA is now being recognised as more than just a place to obtain massage and facial services. The SPA concept to provide a therapy for the mind-body-spirit has evolved to the concept of increasing longevity through wellness practices from around the world.

What You Will Learn

- Approaches and techniques to sustain your SPA business during economic crisis
- Exposure towards the latest trends and technology in the SPA business
- Innovative strategies to market business to clients globally



How You Will Benefit

- Obtaining the capability to identify and efficiently overcome challenges in recruiting quality and experienced staff
- Discovering feasible approaches to develop strategies to leverage SPA Business by taking advantage of market changes even during the economic downturn
- Developing successful and innovative marketing strategies to ameliorate business growth
- Knowing how to keep your SPA business strong through proper analysis and exposure towards the latest trends and technologies in the SPA industry
- Getting a thorough exposure to the fusion of the East and West SPA techniques and discovering the possibilities of a fusion technique in Asia

MEDICAL TOURISM

When people hunt for wellness, it could be all the way to a thousand miles away, as long as the medical costs are affordable. The medical tourism industry is booming across these years and it is said that medical tourism is the fastest growing travel sectors in the world according to Discover Medical Tourism. Some of the key factors that drove people to travel so far for medical care are due to the cost, convenience and speed of the medical services provided.

What You Will Learn

- Strategies to attract international patients and international insurance companies in the competitive market of medical tourism
- The Cost Center Budget approach that aids in tracking marketing activities
- Future advancement in the medical tourism industry



How You Will Benefit

- Exploring feasible approaches to market services to international insurance companies and patients through innovative marketing strategies and precise method to identify targeted market globally
- Revelation towards successful budgeting style for Medical Tourism Campaigns that enable marketing activities to be tracked from a financial perspective
- A guideline to obtain the international health care accreditation that ensures an adequate standard of your health care center in both quality services and safety of patients
- Discovering ways to attract international patients by building a world class international patient department and knowing how to manage the international patient department effectively

WORKPLACE WELLNESS

Majority of the population spend more time in the workplace than anywhere else. That is why organisations are becoming more committed in looking into the wellbeing of their employees. This is due to the fact that working conditions, which can be directly affecting absenteeism could cost billions to any industry. Workplace Wellness can be defined as the responsibility of organisations in ensuring the highest level personal health and well being of their employees. A healthy environment can provide positive impact on staff morale, retention, productivity and absenteeism. Thus it would be vital for organisations to look seriously into feasible ways to keep their employees healthy, happy and productive.

What You Will Learn

- The benefits of Workplace Wellness and how wellness programs for organisations could bring huge returns to the organisation
- Proper methods to implement successful wellness programs that will keep high participation response
- Exploring the new trends of wellness and new effective wellness programs that are worth investing



How You Will Benefit

- Obtaining a holistic view of Workplace Wellness and the importance of workplace wellness in improving the quality of work environment and in increasing employees' productivity
- Discovering how workplace wellness can be beneficial for organisations, where it can reduce absenteeism, improve employee engagement, improve employee decision making ability and to create a healthier organisational culture
- Acquisition of skills to identify the relevant cause and risks of the implementation of workplace wellness that will provide assurance in the need of implementing wellness programs
- Developing realistic timeline and budget to implement wellness programs, which will allow the evaluation of program costs and outcomes
- Knowing the proper steps to start up workplace wellness programs through proper methods to measure the progress of programs and track health changes of the aggregate employee population, which will ensure the highest success likelihood of wellness programs implemented



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SPEAKERS' PROFILE

PLENARY



Y.Bhg. Datuk Dr. Victor Wee Eng Lye
Chairman, *Tourism Malaysia*



Joseph Barcle
President Centralized Services, *International Hospital Corporation*



Andrew Jacka
President, *Thai Spa Association*
Chairman, *Asia Pacific Spa & Wellness Coalition*



Gunnlaugur K. Jónsson
Vice President, *European Spa Association*



Toby Allen
CEO, *The Oasis Group*



Dr. Theresa Chew
President, *Spa & Wellness Association Singapore*



Catherine Brillantes-Turvill
President, *Philippine Spa and Wellness*



Dr. Pakpilai Thavisin
Managing Director, *S Medical Spa*



Naim Maddad
Managing Director, *Minor Spas Global & Hotels Middle East*



Wichien Juthamongkol
President, *Phuket Spa Association*
Spa Director, *The Royal Spa Group*



Trent Munday
Regional Vice President, *Mandara Spa*

MEDICAL TOURISM



Steven Gerst
Executive Vice President, Business Development,
Medview International



Dato' Dr. Chan Kok Ewe
Chief Executive Officer, *Island Hospital*



Upasna Kamineni
Vice President, Apollo Chairty & Editor of
B Positive, Lifetime WellnessRx
International Limited, *Apollo Group of Hospitals*



Amir Firdaus
Chief Executive Officer, *Gleneagles Intan Medical Centre*



YBhg. Datuk Mohd Radzif Mohd Yunus
CEO, *National Heart Institute Malaysia*

WORKPLACE WELLNESS



Hasnah binti Ismail
Director of Human Resources, *Proton Holdings Berhad*



Nora Abdul Manaf
Human Resources Director, *Maybank*



Adzhar Ibrahim
Head of Human Resources, *Digi Telecommunication*



Amor Villalon
Human Resources Director, *Microsoft Philippines*



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GLOW 2010 : The New Age of Total Wellness

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DAY 1

13th May 2010

CONTENT

8.30am | 9.00am
Registration

9.00am | 9.15am
Welcome Remarks

9.15am | 10.00am

Session 1 | Plenary Session

The New Era of Wellness in the South East Asia Region

- South East Asia as a wellness tourism region that is recognised worldwide
- Acknowledging wellness as a growing trend to improve lifestyle standard
- Incorporating wellness concept into the corporate world

10.00am | 10.45am

Session 2 | Plenary Session

Assuring Return on Investment in the Wellness Industry

- Wellness as an industry that guarantees an ongoing return on investment
- Moving on in the wellness industry even during bad times
- Opportunities to increase return on investment in Asia

10.45am | 11.15am

Morning Refreshments

TIME

11.15am - 12.00pm
Session 3



Understanding the SPA and Wellness Industry Globally to Expand your SPA Business

- Obtaining the understanding of global spa management
- The importance of getting insights of the global market demand
- Discovering opportunities to expand your SPA business to a different level

Andrew Jacka
Chairman, Asia Pacific SPA & Wellness Coalition

Leveraging the SPA's Brand into a Valuable Asset Using Viable Techniques

- Feasible techniques to maintain market leadership in the competitive industry
- Discovering ways that will allow premium charges of your products and services
- Enabling brand building expenditure to be coherent with brand values

Trent Munday
Managing Director, Mandara SPA Asia




Discovering the Fundamentals of a Leading Hospital in Medical Tourism

- Identify what it takes to be a top international hospital in the region
- Know the X-Factor that will keep your hospital at the top of the Medical Tourism industry
- Having the capability to transform your hospital into a top medical hub in the region

Upasna Kaminen
Vice President, Apollo Chairty & Editor of Positive, Lifetime WellnessRx International Limited, Apollo Group of Hospitals

Understanding the Feasible Marketing Strategies to Transform Your Hospital into an International Hospital

- Exploring possible methods to market services through practical marketing strategies
- Understanding how websites advertising could increase potential patients globally
- Knowing the criteria to qualify your hospital as a partnering medical hub to insurance companies through online marketing



Understanding the Evolution and the Holistic Concept of Workplace Wellness

- Obtain a holistic concept of Physical Wellness, Psychological Wellness and Environmental Wellness
- Knowing how workplace wellness has evolved beyond workplace safety
- Understand how the new concept of workplace wellness is important for organisation

Discovering How Workplace Wellness is Worth the Investment of Organisations

- Knowing how workplace wellness will improve employee engagement and employee decision making ability that will benefit your organisation
- Discover how to increase revenue for your organisation with workplace wellness
- Explore wellness programs that are worth the investment

Adzhar Ibrahim
Head of Human Resources, Digi Telecommunications

12.45pm-2.00pm
Networking Lunch Break



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GLOW 2010 : The New Age of Total Wellness

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DAY 1

13th May 2010

CONTENT

TIME

2.00pm - 2.45pm
Session 5



Successful Marketing Strategies to Extend SPA Branding and Brand Values

- How marketing strategies could aid in extending SPA branding
- Developing innovative marketing strategies to develop your business during economic downturn
- Ensuring that marketing strategies will assist brand building to be coherent with brand values

Toby Allen
CEO, The Oasis Spa Group

2.45pm - 3.30pm
Session 6

Discovering Strategic Approaches to Increase Profit in the SPA Business

- Realising the vitality to master every part of the SPA business
- Increasing profit of your SPA business using viable strategies
- Developing skills to stay in a position where profit will remain

Dr. Theresa Chew
President, SPA & Wellness Association Singapore

3.30pm | 4.00pm
Evening Refreshments

4.00pm | 5.30pm
Session 7

Panel Discussion Developing Strategies to Leverage Your SPA Business during Economic Crisis

- Keeping your business strong when the economy is down
- Being able to take advantage of the market changes at all times
- Feasible and successful strategies that will keep the sustainability of your SPA business

Andrew Jacka,
Chairman, Asla Pacific SPA & Wellness Coalition
Naim Maddad,
Managing Director, Mspa Global Hotels & Middle East
Wichien Juthamongkol, President, Phuket Spa Association / Spa Director, The Royal Spa Group

5.30pm
Closing by Chairperson



Developing Skills to Build Strong Relationships with Medical Tourism Facilitators

- Getting an insight of how medical facilitators can aid to increase the number of international patients coming to your hospital
- Knowing the precise method to source for ideal medical facilitators for your hospital
- Building and keeping the strong relationship built for long term benefits

Formulating Successful Budgeting Approach for Medical Tourism Campaigns

- Explore economical and yet successful medical tourism campaigns
- Having an excellent budget management to ensure your budget is on guard
- Revelation of the successful budgetstyle of Cost Center Budget approach that enables marketing activities to be tracked from a financial



Obtaining the Capability to Identify the Need of Implementing Wellness Programs for Your Organisation

- Being able to identify the need of the implementation of workplace wellness including relevant risk factors
- Understand how mission statement, goals and objectives could aid in implementing wellness programs
- *Develop effective mission statement, goals and objectives that are coherent with your organisation's values*

Amor Villalon
Director of Human Resources, Microsoft Phil

Preventing Existing Diseases from Spreading Among Employees with Wellness Programs

- Understanding the importance of wellness programs in preventing deadly diseases from spreading: Prevention is better than Cure
- Knowing what to do when unavoidable diseases attack employees
- Keeping and maintaining your employees' health and wellbeing with effective wellness programs

Hasnah binti Ismail
Director of Human Resources, Proton Holdings Berhad

Panel Discussion Acknowledging the Necessity to Cultivate a Workplace Wellness Mindset for All Organisations

- Recognising the importance of workplace wellness in creating a work life balance
- Approaches to cultivate a workplace wellness mindset and increasing the wellness awareness among employees
- *Feasible ways to convince top management to invest in implementing wellness programs*



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GLOW 2010 : The New Age of Total Wellness

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DAY 2

14th May 2010

CONTENT

8.30am | 9.00am
Registration

9.00am | 9.15am
Welcome Remarks

9.15am | 10.00am

Session 1 | Plenary Session

The Future Advancement of the Wellness Industry In South East Asia

- Exploring the new wave of wellness revolution
- Expanding in the wellness industry with technology advancement
- Looking forward to a transformation in the wellness industry in a decade

10.00am | 10.45am

Session 2 | Plenary Session

Expanding Wellness Business in Potential Unexplored Markets

- Discovering unknown markets that could turn around to be a profitable market
- Taking risks and having a thorough evaluation upon expanding
- Ensuring profit in the wellness business regardless of the type of targeted market

Joseph Barcic


President, Centralised Services International Hospital Corporation

10.45am | 11.15am

Morning Refreshments

TIME

11.15am | 12.30pm
Session 3



Case Study
Successful Ways to Increase Profit of SPA Center During Recession

- Possessing the capability to come out with action plans during economic downturn
- Developing successful strategies to ensure the existence of market demand
- The possibilities of building business opportunities during economic crisis


Catherine Brillantes-Turvill
President, Philippines Wellness and Spa Association



Case Study
Transforming into a Global Destination of Medical Tourism

- Exploring possible opportunities for your hospital to transform into a global medical hub
- Strategies to transform into a global destination of medical tourism that is equipped with medical technology and quality services
- Maintaining your hospital's reputation even during economic downturn

Dato' Dr. Chan Kok Ewe
CEO, Island Hospital



Case Study
Developing Successful Wellness Programs that Ensures Beneficial Returns to Organisations

- Discovering how successful wellness programs have been beneficial for organisations
- Recognise the type of wellness programs that suit your employees
- Having the capability to implement new and innovative wellness programs

12.30pm-2.30pm
Networking Lunch Break



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DAY 2

14th May 2010

CONTENT

TIME



Obtaining an Exposure towards Innovative SPA Treatments and Latest SPA Trends

- Keeping your SPA business strong with proper analysis of the latest trends and technologies for future advancement
- Knowing what could be done to incorporate the latest SPA trends according to your brand values
- *Exploring the possibility of a fusion in your SPA technique. What happens when East meets West*

Acquiring of Skills to Overcome Challenges in Staff Management

- Feasible ways to build an ideal team at your SPA center
- Having the capability to identify the criteria of quality staffs
- Knowing how to manage staff turnover and recruiting experienced *therapists*

Wichien Juthamongkol

President, *Phuket Spa Association*
Spa Director, *The Royal Spa Group*



Knowing the Possible Risks of Medical Tourism from a Patient's Point of View

- Being able to think from a patient's point of view in order to expand your hospital
- Obtaining precise information of legal issues and ethical issues of patients
- Understanding how legislative issues could be huge risks in the Medical Tourism Industry

Steve Gerst

Executive Vice President,
MedicaView International, Inc

Feasible Ways to Attract International Patient from All Regions

- Obtain comprehensive details of what international patients from other regions are looking into
- Being able to change according to the market demand for future advancement
- *Developing strategies that will aid in attracting international patient across the region*

Amir Firdaus

CEO, *Gleneagles Intan Medical Centre*



Acquisition of Skills to Develop Realistic Timeline and Managing Budget

- Creating a realistic timeline to evaluate and implement successful wellness programs
- Ensuring that wellness programs implemented do not exceed the budget provided
- *Exploring effective wellness programs that are worth investing*

Obtaining a Thorough Understanding of the Proper Steps to Implement Successful Wellness Programs

- Build wellness programs through proper steps to ensure the smooth flow of the programs
- Develop skills to evaluate programs beforehand to ensure a high successful rate of programs implemented
- Knowing how to make adjustments and alterations to the design of wellness programs

4.00pm | 4.30pm
Evening Refreshments

4.30pm | 5.15pm
Session 6

Developing Awareness in Environmental Friendly SPA Concept

- Creating an awareness among staffs in the environmental friendly SPA concept
- Ways to transform your SPA centers to be more environment friendly.
- The benefits of investing in a Green Spa center concept

Discovering the Future of Dental Tourism in Asia

- Knowing what lies ahead in the dental tourism industry
- The benefits of moving into dental tourism in Asia
- Evaluating if dental tourism will be worth investing as the subset of *medical tourism*

The Role of Health Risk Assessment in the Implementation of Wellness Programs

- Recognise the importance of the usage of Health Risk Assess in implementing wellness programs
- Knowing how Health Risk Assessment could aid in determine the best wellness programs
- Measuring progress and tracking health changes of the aggregate employee population

5.15pm
Closing by Chairperson



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