



MEDICAL PARK

Health Care: An Excellent Value of the Alps

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Our USP:



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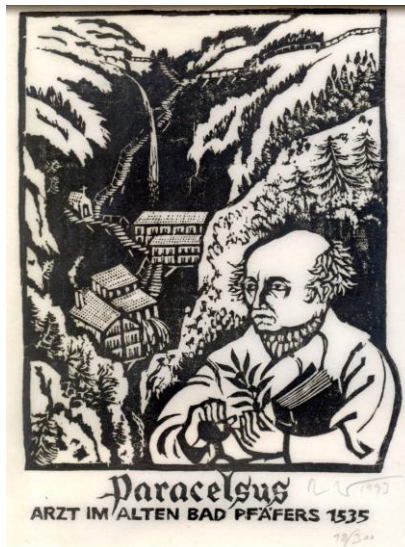


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From Roman spas to early forms of alpine health tourism



Old Roman spa thermal in Bath (UK) since 45 AD



Publication in 1535 AD



Bad Pfäfers (Swiss) since 1350 AD

The romantic era in the Alpes: Culture and medicine approaches nature



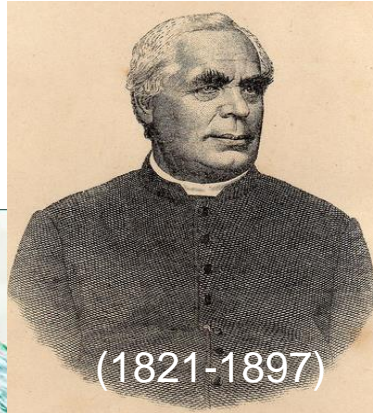
The 5 pillars of Pfarrer Kneip's health concept (1855)



Activity



Water



Herbal
medicine



Natural
food



Mindfulness

The social insurance laws of Bismarck



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1889:

- Retirement at age 70
(mean life expectancy: 37 years;
only 10% of population reached age 70)
- Every worker obtained the right to spend 4-6 weeks in a spa every 3 years for therapeutic or prevention purposes
- **In 1996** this right was reduced to 3-5 weeks only every 4 years: CRISIS of the SPAs !



2018:

- 80% of the population reach retirement age of 65

Bismarck fountain in Bad Reichenhall

The philosophy of Medical Park



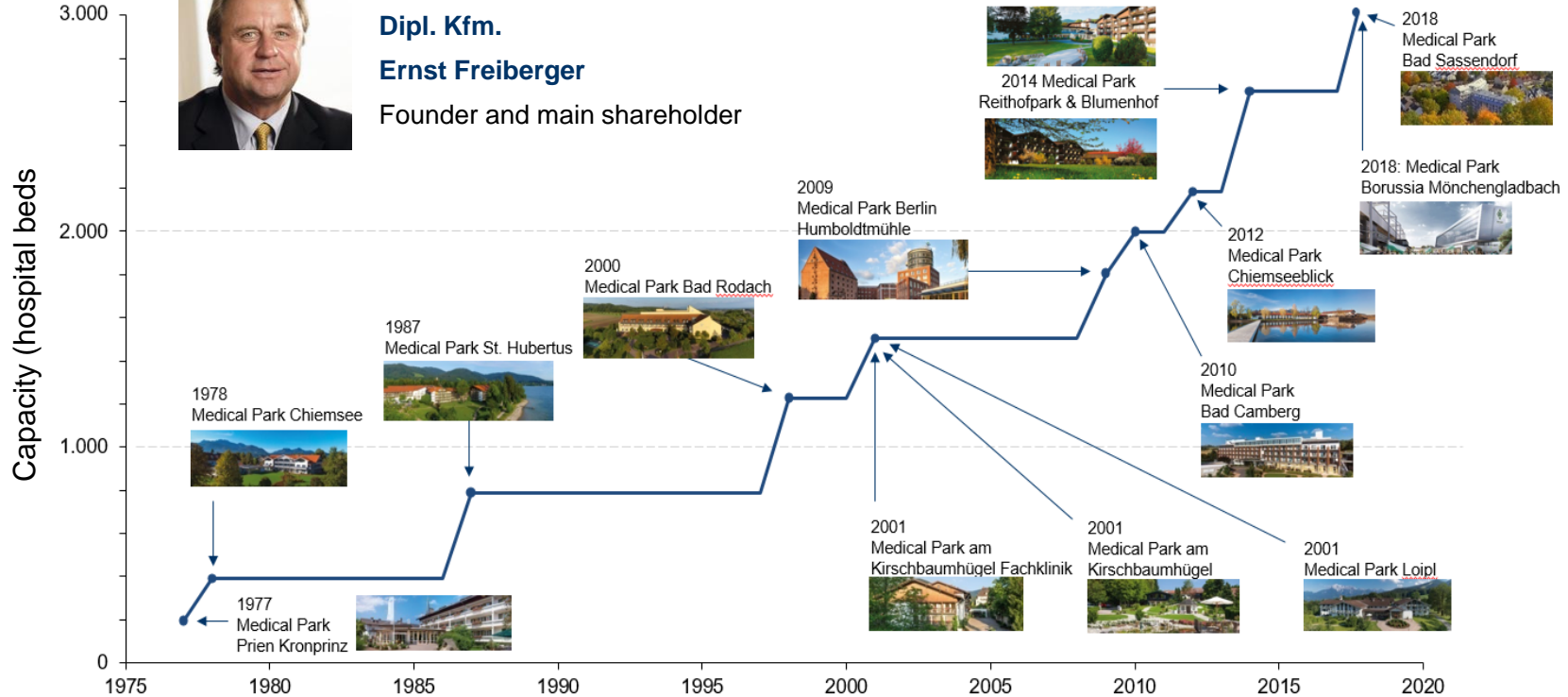
Medical Park has constantly and successfully grown since 1977



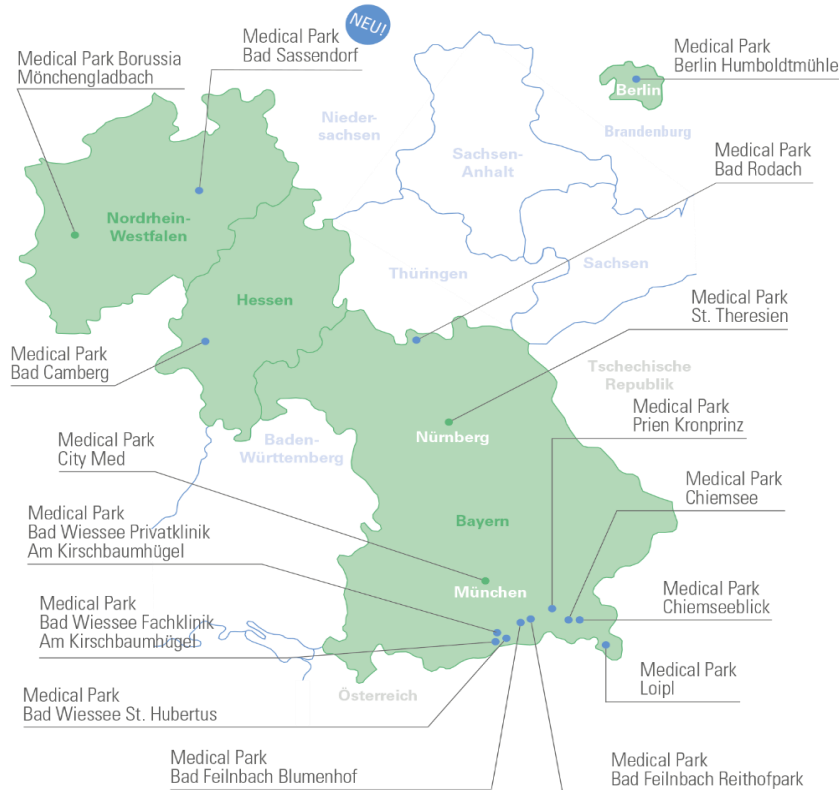
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Dipl. Kfm.
Ernst Freiberger
Founder and main shareholder



13 specialist hospital and 3 outpatient health care centres for rehabilitation and prevention



Our hospitals

- 70,000 patients a year
- More than 3,000 employees
- 3000 rooms

Indications

- Neurology/ Pediatric Neurology
- Orthopaedics/Traumatology
- Sports Medicine
- Internal Medicine/Cardiology
- Psychosomatic diseases
- Oncology

Medical Park strives for quality leadership in rehabilitation



Quality facts and figures:

- Every clinic DIN ISO 9001 certified since 2005
- Additionally certified under QMS REHA since 2012
- High level of patient satisfaction, over 90% recommend us to friends and relatives
- Specialist committees for Quality Measurement, Monitoring and Improvement
- Patient safety, e.g. through CIRS in every hospital

Medical Park: first-class medicine and therapy with an ambiance at four-star hotel level

Get well...



- Market leader in medical-therapeutic rehabilitation
- Individual treatment concepts

...and feel at home...



- Rooms of hotel standard
- Service culture embodied

...in a beautiful location



- Lakeside locations at Chiemsee and Tegernsee
- Mountain area: Loipl

Medical Park's activities are characterized by sustainability

Starting point

Sustainable Energy industry

Resource-conserving consumption control

Regional products & business partners

Explanation

- Extensive use of LED lamps instead of conventional luminaires
- Gas-powered combined heat and power plants for high-efficiency electricity and heat generation
- Control of resource use (including water, heat, laundry) along the actual needs
- Promotion of locally based companies (incl crafts)
- Use of regional products in our gastronomy



WARNING: in 30 minutes your brain will be different...



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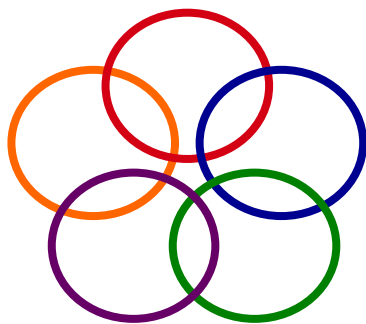
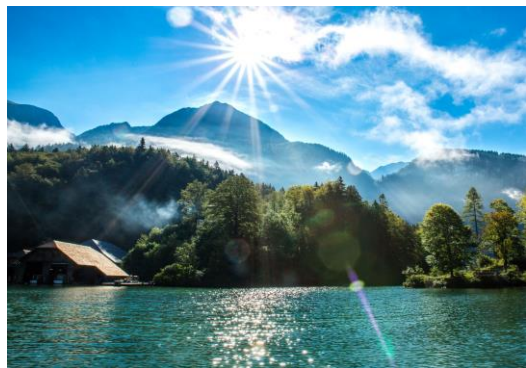
Medical Park Loipl at 850m above sea level

Altitude allows activation of
central EPO system
with neuroprotective effects

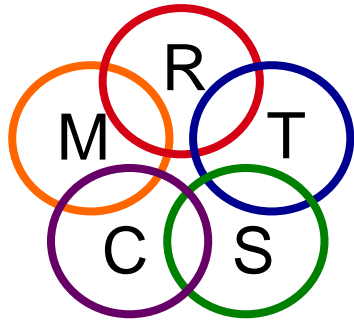
„We take neurorehabilitation to a higher level“



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Center for Clinical Neuroplasticity (CCNP) to be opened at Medical Park Loipl 2019



- **Motivation**
 - Information sets Goals
- **Repetition**
 - High frequency induces repair
- **Training**
 - Aerobic fitness promotes stem cells
- **Stimulation**
 - Facilitates recovery
- **Consolidation**
 - Allows for long term effects

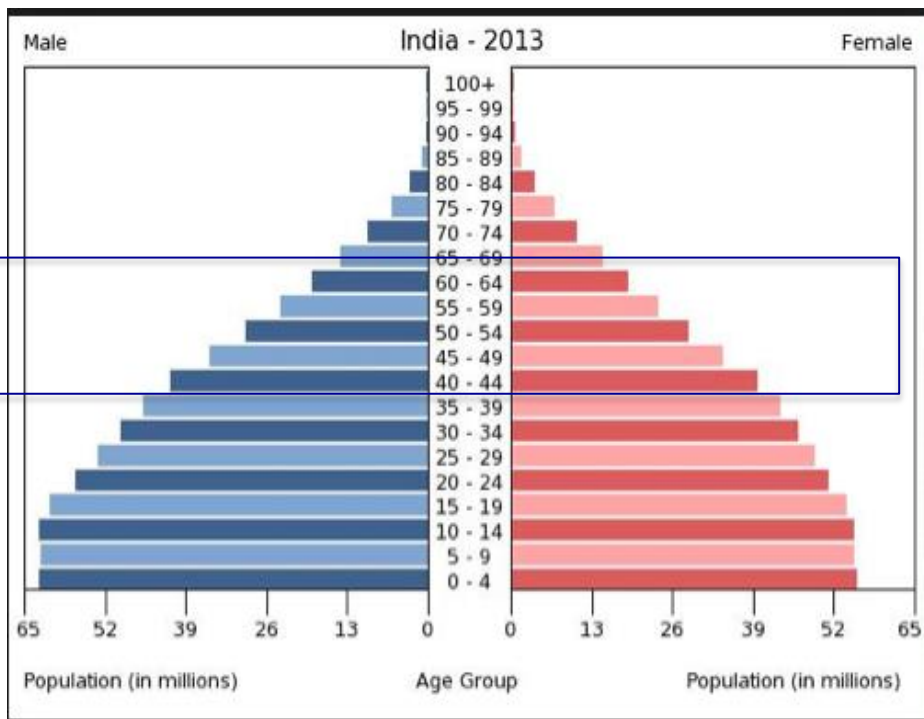
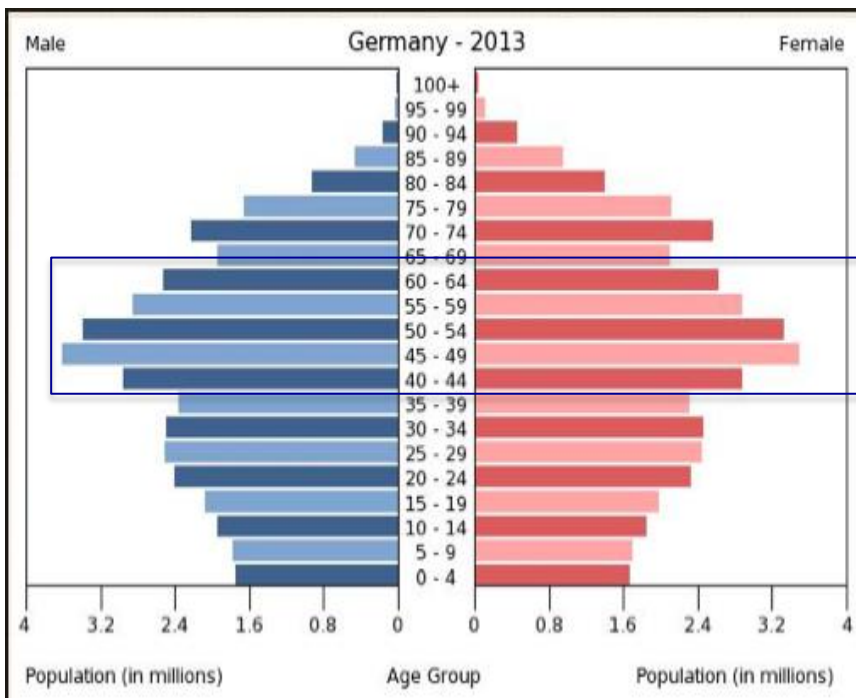


USP for the region ?

If neuroplasticity works in rehabilitation, can we use it for prevention of brain diseases as well ?



Age pyramide (2013): „best ager“ ?



The good news



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We are getting older !

In 2030 50% of all women
will be over 90 years old



The bad news



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As of today 50 Mio. people worldwide live with dementia

In 2030 this number will double to 100. Mio.

Cost of brain diseases in EU is estimated at 800 Bill./year



The good news: We can do something –

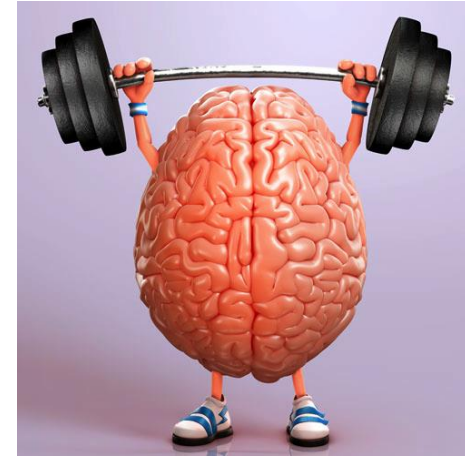
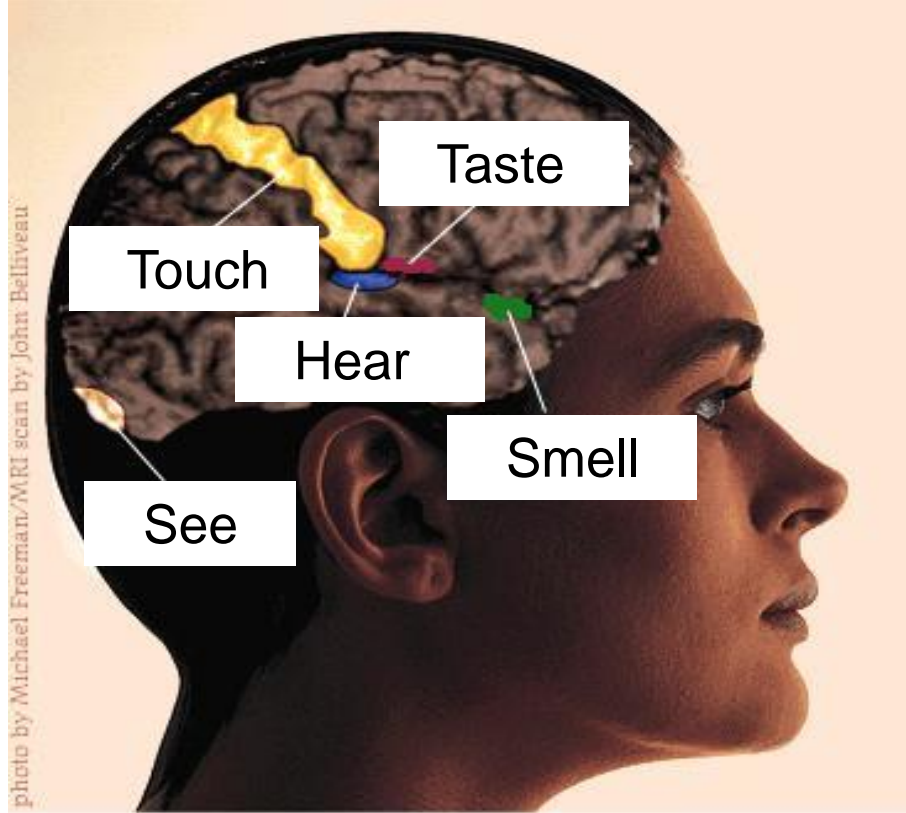


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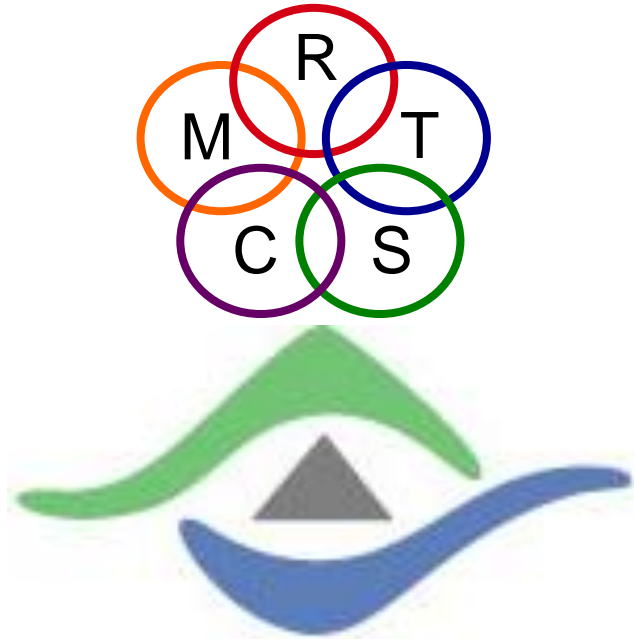


„It is rarely too early and never too late !“

Your brain: USE IT OR LOSE IT !



Based on the concept of neuroplasticity prevention should entail all categories



- **Motivation**
 - Information about the brain's capacity
- **Repetition**
 - Learning something new
- **Training**
 - Walking / hiking in the mountains with multi-sensorial input
- **Stimulation**
 - Listen to a concert / visit a museum
- **Consolidation**
 - Optimize food and sleep

Proximity and connection of first class medicine with nature and culture: USP for our success

