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FOSTERING THE DEVELOPMENT OF HEALTH RESORTS AND REHABILITATION CENTRES FOR THE PROMOTION OF HEALTH TOURISM OF LATVIA

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Manager of Latvian Health Tourism Cluster

28 April, 2021 InnovaSpa study visit in Latvia



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Peloidal resources – peat and sapropel mud



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**Sulphide mineral waters with elevated hydrogen
sulphide content**
**Chloride-sodium salt water, elevated
bromine**
Chloride-sodium brine and brine



Swimming - pool with mineral water



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Swimming - pool with sea water



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Climate therapy



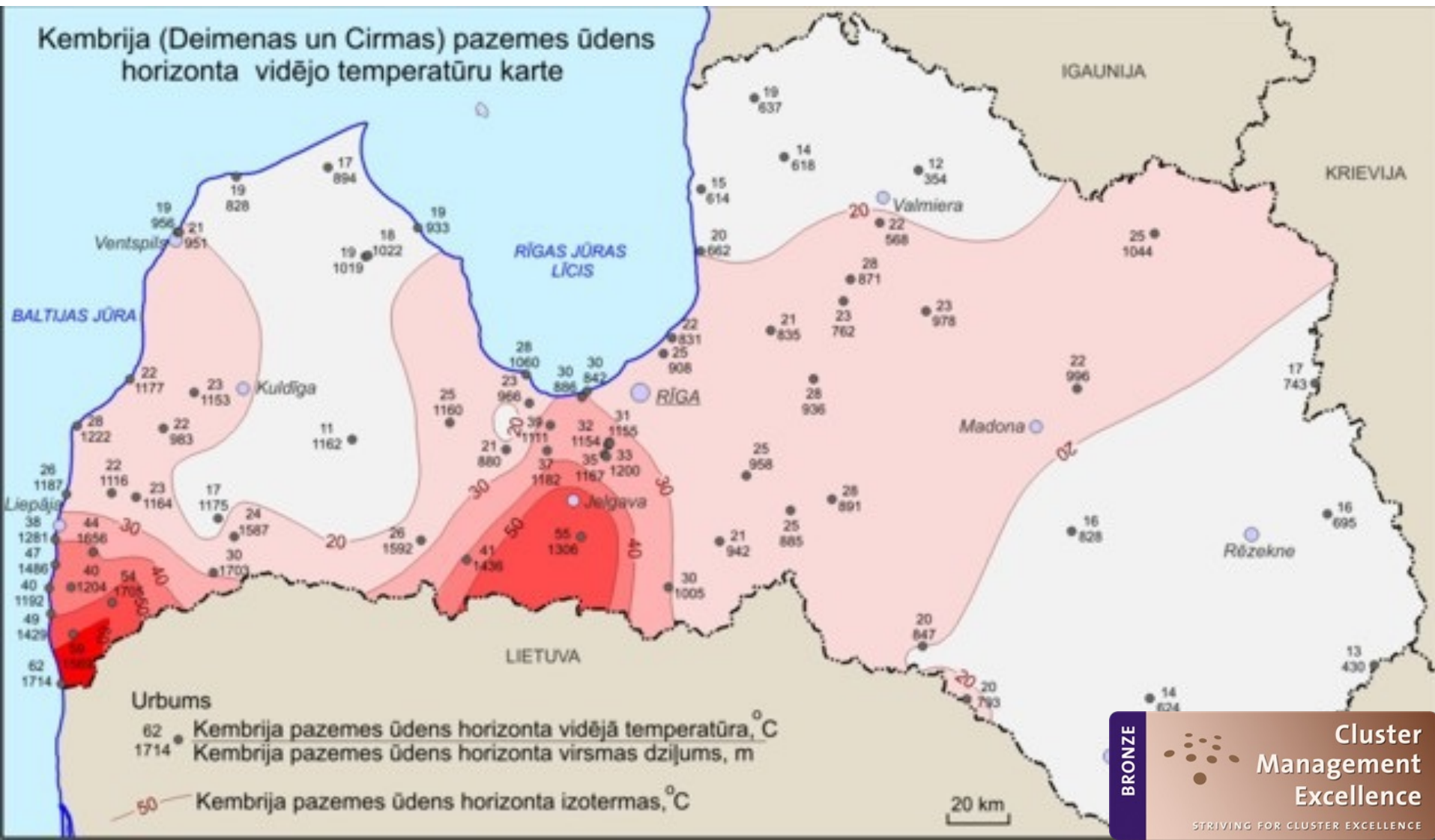
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Thermal springs



Eco cosmetics



Baltic Beach Hotel & SPA

★★★★★

THE BLACK DIAMOND

Healing mud MARENCE –
the Black Diamond of Latvia!

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Reittherapy



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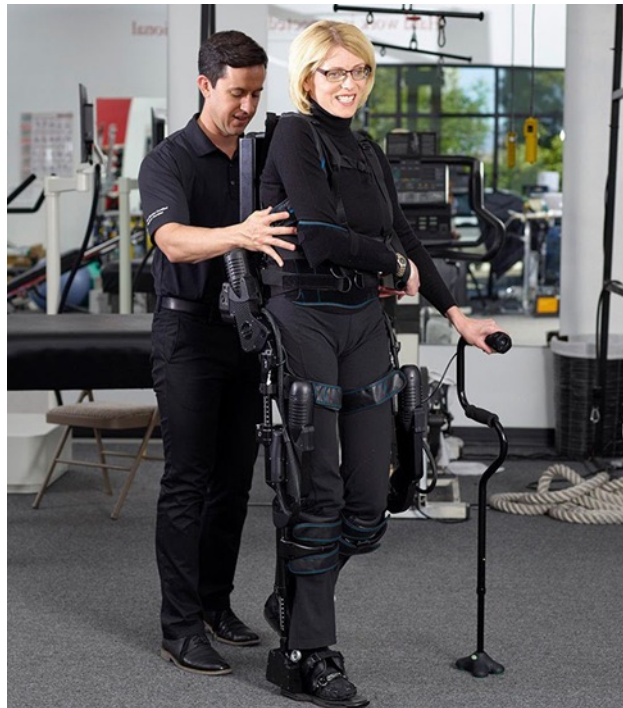


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Robotics in medical rehabilitation

Robotics like Eksoft Walking Robot, Andago Robotics, Mirerehab Virtual Reality etc.





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INDICATIONS FOR TREATMENT AND REHABILITATION IN LATVIA

Hypertensive, heart and blood system disorders

Central and peripheral nerve system disorders

Locomotive system disorders

Skin problems

Digestive system disorders

Metabolism disorders

Genital-urinary system disorders

Respiratory diseases

Gynaecological and urological disorders





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TRENDS OF HEALTH & SPA PACKAGES

Classical cures with strong traditions

Medical Wellness Cures

Medical rehabilitation after Covid 19

- Rehabilitation addressing lung problems. With great lung damage.
- Cardiovascular and Pulmonological rehabilitation programs. Rehabilitation needed as a result of damage to other organs.
- Mental disorders, mental diseases caused or exacerbated during the pandemic.

Burnout prevention

Anti-ageing programs

Ayurveda programs mixed with tradition healing resources

Yoga and balance weekend packages

Cure and wellness + city break tours





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MEDICAL REHABILITATION INSTITUTIONS IN LATVIA

Located in historical resort places and towns as Sigulda, Līgatne, Tērvete, Krimulda, Liepāja, Jūrmala, Rāzna

Different type of forms of establishments

- Private resort rehabilitation centres
- National rehabilitation centres belong to the Health Ministry and Welfare Ministry
- Rehabilitation centres belong to the municipalities
- Under regional hospitals
- Medical spa hotels



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Formation of Cluster

Formed in March 2012, with the goal of offering quality medical services to foreign patients.

- 2012, 22 members
- 2019, 64 members

From 2017 Latvian Health Tourism Cluster financially supported by European Regional Development Fund.



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InnovaSPA
Interreg Europe

Cluster

State, municipal and regional hospitals

Private clinics

Rehabilitation centres

Spa hotels

Travel agencies

Educational and research institutions

Historical resort towns as Liepāja,
Sigulda and Saulkrasti

64 members



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Interreg Europe

Basic work directions of cluster

Common marketing (branding, market research, common web page with options of booking services, advertising in foreign media)

Collaboration of enterprises in **creation of complex health tourism packages** in Latvia

Developing partnership among members of cluster and research institutions **in development of new and innovative products and services**

Cluster expansion and **international cooperation opportunities**

Representing the interests of the **sector's legal acts base** (to improve it, to promote successful

development of health tourism, for example
visa, the resort status)



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Basic work directions of cluster

Cross sectoral cooperation with State Institutions, hotel chains, tourism companies, investors, research and scientific institutions, educational institutions

Trainings, seminars and webinars of actual themes

Quality issues, standardisations, cooperation with insurance companies

Share experience and visits to other clinics and hospitals **abroad**

Implementation of **researches**

Networking of cluster members





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Cluster collaboration with State institutions

Development and implementation of Latvian Health Care Services **Export Action plan** 2019 -2023 with Ministry of Health

Health Care Services Export Coordination Council by the Ministry of Health

Development and implementation of Annual Latvian Health Care Services Export **Marketing plan** with Latvian Investment and Development Agency

Brandtour project with Ministry of Economics





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Health Care Services Export Coordination Council

Chairman of the council – **Ministry of Health**

Deputy Chairman of Council – Latvian Health Tourism Cluster

Members –

Health Inspection

Latvian Development and Investment Agency

National Health Service

Ministry of Economics

Ministry of Foreign Affairs

Ministry of Health

Center for Disease Prevention and Control

Healthcare Employers Association

Council of the Latvian Employers' Confederation



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InnovaSPA
Interreg Europe

HEALTH EXPORT ACTION PLAN 2019-2023

IMPROVEMENT OF **LEGISLATION** (TOURISM LAW, MEDICAL TOURISTS STATISTICS etc.)

Improvement of **strategical medical tourism countries**

Creation of **common image** of medical tourism

Development of **service quality** and **hospitality standards** for medical institutions

Annual Medical tourism **marketing plan**

Development of websites coordinated by State Health Agencies

Support actions for development **cooperation** with foreign health insurance companies

Support actions for development medical **innovative products and technologies**

Support actions for **solving** different kind of





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International projects

- Interreg projects. The main aim of ProVaHealth is to create a better collaboration between health living labs in the BSR region to ensure smoother access for health SMEs to their services and through that better market uptake of their new products and services in health.
- COSME programme projects with a focus on development digital tourism products and health tourism products
- Erasmus+ programme projects
- Bilateral collaboration with Lublin Medical Cluster
- Bilateral collaboration with Medihelp etc.

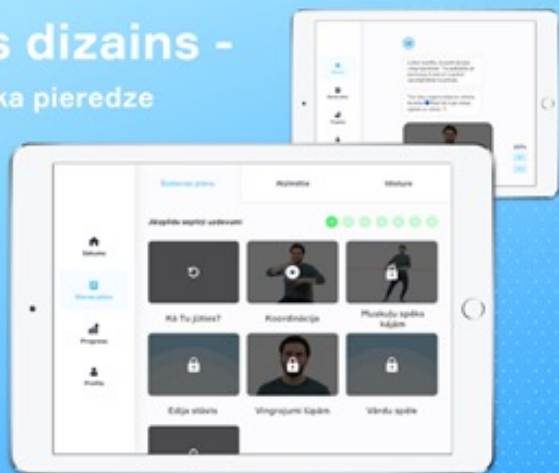


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VIGO.HEALTH

VigoHealth – Vigo is the first software based stroke rehabilitation therapy using years of research in stroke treatment, psychotherapy, and neuroscience.

Jauns dizains -
patīkamāka pieredze



digitālā terapija pēc insulta pārciešanas | www.vigo.health



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Correcty.eu

GetUppo.com





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Cooperation ideas

Quality issues, standards

Implementation of new health products

Common EU projects

Common research, scientific work on medical issues
regarding natural healing resources

Study visits to the medical rehabilitation centers

Training webinars

Others



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THANK YOU!
Questions welcome

**HEALTHTRAVELLAT
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