



CYPRUS HEALTHCARE TRAVEL NEWS



Medical Tourism



Wellness Tourism

AVAILABLE TREATMENTS IN CYPRUS:

Elective surgery, cardiology, cardiothoracic surgery, orthopaedic surgery, dentistry, cosmetic and plastic surgery, eye surgery, fertility treatments, climatotherapy treatments, hydrotheraphy, thalassotherapy, thermal springs treatments.

Specialised Newsletters will follow

New Wellness Investments

- + Ayioi Anargyroi Natural Healing Spa Resort (will be offering thermal springs)
- + Kalopanayiotis Resort (details will follow)

Incentives Scheme

The Incentive Scheme for sustainable investments and enrichment of the tourist product co-funded by the Structural Funds of the EU and CTO subsidies health tourism projects, like wellness-spa centers, rehabilitation centres etc. For more information you can visit the website www.kinitra-emploutismos.com (in greek only)

Seminars

- ✓ CTO has organized a series of Wellness Seminars which aimed to prepare, train, brand and promote Cyprus as a wellness destination.
- ✓ CTO had invited Keith Pollard, Director of Treatment Abroad, in Nicosia, who

delivered a presentation on the current trends in medical tourism and the case of Cyprus (www.treatmentabroad.com)

- ✓ Cyprus Chamber of Commerce and Industry had invited Mrs Androula Vasiliou, in Nicosia, who delivered a speech on the EU proposal for a new Directive on patients' rights in cross border healthcare. (http://ec.europa.eu/health/ph_overview/cooperation/healthcare/cross_boder_healthcare_en.htm)

Websites

The Cyprus Health Services Promotion Board has launched its own website at www.cyhealthservices.com

Two Cypriot companies have launched two very promising portals on health tourism. www.europe4health.eu (international) www.healthtourismportal.co

ARTICLES ON CYPRUS

Cosmetic surgery: 29,000 UK tourists annually

Top three destinations
Spain, Belgium, Cyprus

Satisfied 86.8%
Dissatisfied 13.2%

Most popular treatment:
breast enlargement
UK cost £4,350
Belgium £1,833,
Cyprus £2,652,
Spain £3,240

Source: www.treatmentabroad.com
Cost is for treatment only, not travel and accommodation



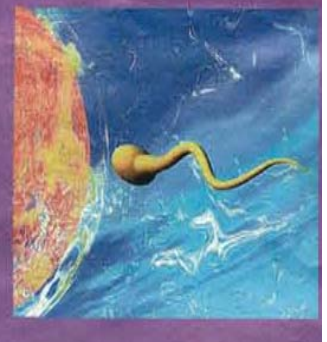
TIMES, October 18, 2008

Fertility treatment: 5,000 UK tourists annually

Top three destinations
Spain, Cyprus, Turkey

Satisfied 84.6%
Dissatisfied 15.4%

Most popular treatment:
One cycle of IVF
UK cost £4,000-£8,000
Spain £2,368
Cyprus £2,200
Turkey £1,500



Cosmetic surgery on Cyprus Nip to the Med, have a tummy tuck, and nip back again. The latest destination for medical tourism is Cyprus

Chris Haslam

When Londoner Georgina Michael leaves Larnaca, a piece of her will remain behind, a tiny part that will be forever Cyprus.

Actually, it's quite a large part - 11lb 7oz, to be precise - a swathe of yellow blubber stretching from her bikini line to her ribcage, removed in a cosmetic procedure that has given the 37-year-old the stomach of a starlet. (...)

After four children, her belly had the elasticity of a pair of worn-out knickers, and no amount of dieting or sit-ups was going to put it right. Corrective surgery on the NHS was out of the question - she wasn't depressed enough - and going private at home was too expensive. So she has become a medical tourist, spending the price of a family holiday on a 10-day stay in a Larnaca hospital. Her souvenir will be a flat stomach and taut abs, so next year she'll be able to wear a bikini without blocking out the sun.

"There's already a buzz in London that Cyprus is the place for cosmetic work, so I looked on treatmentabroad.com, found the Picture Perfect medical co-ordinators' website and here I am," says Georgina, sitting in her private room, minutes before surgery at Larnaca's boutique St Raphael hospital.

Georgina's tummy tuck (£3,000 in Larnaca, £8,000 in London) was performed in a state-of-the-art laminar-flow operating theatre by a six-strong surgical team, in a hospital that's three years old and has never seen a single case of MRSA. The anaesthetist stayed for the entire four-hour procedure - which is by no means standard practice in cosmetic surgery - and Claire Makrides, from Picture Perfect, hovered at Georgina's side throughout, like some scrubs-clad guardian angel.

"Remember when the NHS worked?" asks Dr Yiannis Ioannou, who specialises in obesity and practises at Limassol's Ygia private hospital (gastric bypass £1,500, UK price £11,000). "When wards were spotless, sheets were starched and matron's word was law? Remember when patients were allowed to convalesce? That's what we offer, but with 21st-century technology - and the quality of care is as good as anywhere in England."

There are 22 private hospitals on the island. A heart bypass costs £10,000 here (£16,000 in London), and what's startling is the speed at which operations can be scheduled. "If you need a hip replacement [£6,000 in Larnaca, £9,000 in Leeds], you can contact us on Wednesday and be in theatre by Saturday," says Picture Perfect's Joanna Matsentides.

The most popular procedure is IVF (£2,725 here, £8,000 at home). Treatment takes up to a month, with no upper age limit, and preimplantation embryonic scanning for genetic abnormalities is permitted under Cypriot law. While success rates are no higher in Limassol than, say, in Leicester, hospital manager Angela Constantinides says Aphrodite's island offers a subtle difference. "I've had ladies tell me they've undergone IVF in England and then gone home and done the hoovering. Here, you take a walk on the beach, have a romantic dinner and the magic happens."

Back at St Raphael hospital, Dr Nikos Mantas is working his own magic. He has sliced Georgina's belly from hip to hip and rolled it up like a rug to reveal stomach muscles as stretched as an old sweater. Pinching the slack, he sutures them tight. "Hey presto," he says. "Instant six-pack."

All she has to do is stay off the halloumi. (...)

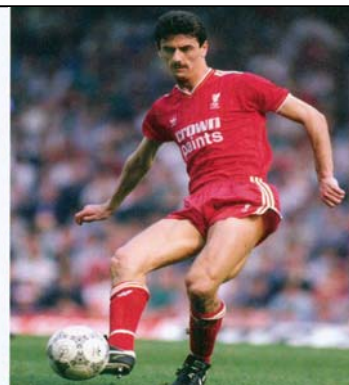
THE SUNDAY TIMES November 2 2008

IAN RUSH

MYTH AND LEGEND

Ian Rush was Liverpool's record goalscorer, and also played for the Italian giants, Juventus. Since retiring from football, he has turned his attention to property, investing his money into the Mythical Sands resort in Cyprus and developing his own spa

INTERVIEW MOLLIE MCGUIGAN PICTURE GETTY



Above Ian in his footballing heyday, calmly slotting the ball into the net. He's equally as meticulous when it comes to investing in property

You're working with the Mythical Sands resort in Cyprus. How did the project come about?

International Property Group - the agents behind the resort - approached me to develop a spa at their resort in Kapparis. They are a Welsh company and I'm from Wales, so there was already a connection. I went over to Cyprus to have a look at the site and the plans and I was really impressed with what I saw. I haven't been to Cyprus in 15 years - the infrastructure is better now and it's a lot more lively.

What are Mythical Sands' main selling points?

This is a year-round resort - we want to create a sense of community and provide services for guests that make them feel at home. It's near to Ayia Napa, which everyone knows as the 'happening' place, but there are also great bars and cafes in the town of Paralimni. The properties will be fully furnished and come with parking and air conditioning, so I think they will make great holiday homes and have good rental potential. Prices at the resort are very reasonable - they start at £199,950 - and I think Cyprus' future looks promising.

What will you be doing at the resort?

I'm creating Rushes Spa, which will provide residents with the latest gym and fitness equipment, indoor and outdoor swimming pools, a Jacuzzi,

steam and sauna rooms and cooling tubs. There will also be treatment rooms, massage and relaxation areas and a health-food cafe. We're also including a hair and manicure salon and child-minding services.

Will Rushes Spa be for women only?

No! I think men and women like to be pampered, and when you get older it's really important to relax and look after your body. I often have treatments after I've been training, but you don't need to be a professional sports person to require some r'n'r. I want both men and women to feel comfortable having treatments at my spa - I want the whole experience to be a relaxing one.

We've heard there may be a football academy at the resort. Is that true?

If all goes to plan, yes. Football pitches - with the latest techno-grass playing surfaces - are planned. I want to see how Rushes Spa develops and how popular the tennis courts are, then we may create a football academy. I'm a firm believer in 'If you're going to do something, do it right' and I want to make sure the football academy, if it goes ahead, is a success.

Have you bought a property there?

Yes, a two-bedroom apartment for me and my family to use. The resort isn't completed yet but we've been over to Cyprus a few times and my two sons - Daniel, 15, and John, 19, - love it.

What are the things you like most about Cyprus?

The weather, the scenery and the food are brilliant. Cypriots are very friendly people and the nightlife is pretty lively, which occupies my sons! The whole family is excited about this. It's only four-and-a-half hours on a plane and there is a strong English community, which makes you feel at home.

Do you own property anywhere else?

Yes, I have three homes in Parque da Floresta in the Algarve, Portugal. I bought them 12 years ago as investments, but we visit regularly for holidays. Cyprus reminds me a lot of what Portugal was like ten years ago - it's just starting to take off and if it goes the way Portugal has, I think it could be a very successful investment.

Are you hoping to build up your property portfolio?

At the moment I am concentrating on Rushes Spa, but I am very interested in property and I think if you do your research it can be a sound investment. When I got involved with the Mythical Sands resort, I did all my background checks - I've seen plans for new golf courses and a marina, and Larnaca airport is being extended, so I think it shows a lot of potential. ☺

For more information, contact International Property Group on 0800 707 6458 or visit www.ipggroup.co.uk

A PLACE IN THE SUN December 2008

2009 ACTION PLAN

January

- ✦ A new brochure on Health Tourism (Medical and Wellness) will be published in English by CTO.
- ✦ The Cyprus Chamber of Commerce and Industry will organize a seminar on "How to enter Health Tourism Industry" (Jan. 20-21). Main speaker: Dr C.Constantinides, *Healthcare Cybernetics*.

February

- ✦ The Cyprus Health Services Promotion Board in cooperation with CTO and the Ministry of Commerce, Industry and Tourism are organising a workshop in London, February 5, 2009 at the Marriot Hotel to promote the Cyprus' health services to the UK market (www.cyprusmedicalconference.com).

March

- ✦ CTO will participate at the 4th World Annual Health Tourism Congress as a Gold Sponsor. The Congress will be held in Manila-Philippines, March 26-29, 2009 (www.healthtourismcongress.com).

April

- ✦ Publication of the Health Tourism brochure in German and Russian.

May

- ✦ An alternative event will be organized by CTO!
Topic: Wellness and Aphrodite
Venue: By the sea
Aim: Train the wellness industry on how to use Aphrodite as a marketing tool
Details to be announced
- ✦ Fam trip to Austria to examine some best practices for Cyprus' Health tourism.

June

- ✦ CTO will participate at the Healthcare Travel Exhibition in Singapore, June 9-11, 2009 (www.healthcare-travel.com).

July

- ✦ Accreditation (of Private Hospitals) Incentives' Scheme is expected to be procured by the Ministry of Health. Three more private hospitals have already started the accreditation procedure

September

- ✦ CTO will organize a wellness event based on Cyprus' herbs.
Details to be announced.

October

- ✦ Preparation of Wellness Centres' Accreditation Scheme in cooperation with the Cyprus Spa Association.

November

- ✦ A European Conference on Healthcare Travel will take place in Cyprus with more than 200 participants mainly from Europe. The event will be co-organised and co-funded by the CTO and the European Health Management Association.

December

- ✦ Collection of statistical data on medical tourists in Cyprus (i.e. number of 'patients' visiting Cyprus, country of origin, treatment etc)



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