

21-23
September-2026

Global Conference on Medical Tourism

Travel for Care, Stay for Healing: When Patients Become Guests



ARMENIA
The Hidden
Track



In collaboration with
UN Tourism

AGENDA

September 21, 2026 (MONDAY)

**13:30-17:30
19:00**

**Arrival of Participants
Yerevan City Tour
Welcome Reception** (by invitation only)

September 22, 2026 (TUESDAY)

Venue: Seven Visions Resort & Places, The Dvin
(Address: 40 Paronyan St., Yerevan, Armenia)

09:00 – 09:30

Registration

09:00-16:00

Expo Area

09:30-09:40

Opening Ceremony

Gevorg Papoyan, Minister of Economy of the Republic of Armenia

H.E. Shaikha Al Nuwais, Secretary-General of UN Tourism

Samvel Kharazyan, Deputy Minister of Health of the Republic of Armenia

Anushik Avetyan, Chairperson of the Tourism Committee of the Ministry of Economy of the Republic of Armenia

09:40-09:55

Keynote Address

"The Future of Medical Tourism: Building Trust, Value and Global Connectivity"

Speaker:

Sandra Carvao, Director of Market Intelligence, Policies and Competitiveness, UN Tourism

09:55-10:45

High-Level Leaders' Dialogue:

Medical Tourism in a New Era: Opportunities, Lessons Learned and Challenges

In this session, representatives from both tourism and healthcare sectors will share experiences on how destinations can be better prepared to enhance medical tourism competitiveness, seize opportunities and overcome challenges. Speakers will explore the adequate strategies to cope with new demand trends and ensure quality service provision to meet visitor's expectations, while creating the right synergies between tourism, hospitality and healthcare providers. The session will also look at how accessibility and sustainability in medical tourism can further strengthen destination's resilience.

Moderator:

Cordula Wohlmuther, Regional Director for Europe, UN Tourism

Speakers:

Gevorg Papoyan, Minister of Economy of the Republic of Armenia

Samvel Kharazyan, Deputy Minister of Health of the Republic of Armenia

Zareh Sinanyan, High Commissioner of Diaspora Affairs of Armenia

Simonida Kordić, Minister of Tourism of Montenegro

Dr Siddhartha Sankar Datta, WHO Representative and Head of WHO Country Office, Armenia

10:45-11:00

Expert talk:

From Assets to Advantage: Armenia's 12M Strategy for Becoming a Trusted Medical Tourism Destination

Expert:

Narek Vanesyan, President of the National Medical Palace of Armenia

11:00-11:45

Expo Area visit / Coffee Break

11:45-12:00

StartUp:

Building a Trusted Bridge Between Armenia's Healthcare and the Global Patient

Speaker:

Med.am

12:00-12:50

Panel 1:

Mapping the Ideal Patient Journey: From Patient to Guest

This panel will explore how destinations can turn a medical journey into a positive and memorable experience—creating a sense of care, comfort, trust and connection that extends beyond the treatment itself. It will consider how every interaction can shape the patient's impression of the destination and, ultimately, whether they leave as satisfied guests and ambassadors for the destination.

Moderator:

Gevorg Yaghjian, MD, PhD, Chief Medical Officer, Med.am

Speakers:

Zacharias Kaplanidis, President of Zita Group, Greece

Dr. Sharon Anoush Chekjian, MD, MPH, Yale School of Medicine / Yale Emergency Medicine

Aghavni Dilanyan, Deputy Executive Director for Personal Claims Insurance, Nairi Insurance LLC

Olivera Blagojevic, Director General, Ministry of Tourism of Montenegro

12:50-13:05

TED Talk:

What Happens when you Get Sick in Armenia? But you're not Armenian and you don't Speak Armenian

Speaker:

Mathew Zein, Founder and Chief Editor, Life in Armenia Magazine

13:05-14:30

Lunch

14:30 – 15:20

Panel 2:

Integrating Medical Tourism and Wellness into the Holistic Travel Experience

The session will explore how fostering synergies between medical and wellness tourism can cater for a growing demand looking for rejuvenation, longevity and prevention. This can create opportunities for destinations and operators to diversify product, customize offer, maximize economic return and enhance traveler's experience. The session will also look at how digitalization and sustainability are shaping an increasingly innovative and evidence-based health tourism sector.

Moderator:

Michel Julian, Senior Programme Officer at the Tourism Market Intelligence and Competitiveness Department, UN Tourism

Speakers:

László Puczko, CEO & Co-founder, HTWWLife

Csilla Mezösi, Secretary-General, European Spa Association

Dr. Lilian Grigorian, Executive Board Member, Cardiology Department, San Rafael University Hospital, Madrid, Spain

Renzo Iorio, President of Federterme and a member of the Board of Federturismo Confindustria

Katerina Danekina, CEO at Green Rock

15:20-15:35

Expert Talk:

"Global Standards, Accreditation and Quality Assurance in Medical Tourism"

Expert:

Samia Dokali, GHA Surveyor/Consultant

15:35-16:25

Panel 3:

The Borderless Patient: AI, Telemedicine and Trust in Cross-Border Care

The session will explore how digital health, artificial intelligence and telemedicine are reshaping the cross-border patient journey – from the first virtual consultation and treatment planning to care delivery, coordination and follow-up after the patient returns home. It will examine how technology can make medical travel more accessible, personalized and seamless, while addressing the questions of trust, data protection, clinical responsibility and regulation that arise when healthcare crosses borders.

Moderator:

Vahe Ter-Minasyan, MD, PhD, Head of the Department of Obstetrics and Gynecology and the Surgical Gynecology Service at the Armenian-American Health Center

Speakers:

Dr. Robin Vicken Ohannessian, Board Member International Society for Telemedicine & eHealth

Robert Sargsyan, CEO & Co-founder at Docus

Davit Hovhannisyan, Dental Tourism Armenia Foundation

Marta Muriscot, Strategic Consulting & International Business Development, Quirónsalud

16:25-17:15

Panel 4:

Building a World-Class Medical Tourism Destination

This panel will explore the key elements of a successful medical tourism destination, including healthcare quality, patient safety, infrastructure, regulation, investment, international promotion and patient experience. Speakers will share national experiences and strategies for attracting international patients and building competitive, trusted medical tourism destinations.

Speakers:

Ahmed Aloraij, Chairman, Saudi Health Tourism Association

Maria Stroumpou, Head of Department of Planning Tourism Policy, Strategic Planning Directorate, Ministry of Tourism of Greece

Prof. Bryan Liu, PhD, Co-founder, Bioocus Medical Group

Roben Boroyan, Urological Surgeon, Director & Co-Founder HealthVisions Medical and Research Center, Director of BeYoung LLC

16:25-17:15

Closing Reflection: When Care Becomes an Experience, Swiss-Armenian Hospitality Academy

19:00

Gala Dinner

September 23, 2026 (WEDNESDAY)

09:00 – 13:00

Visits to leading healthcare institutions showcasing:

- International patient services
- Quality and accreditation practices
- Digital health solutions
- Patient-centered care models
- Wellness and recovery services

Route 1

Erebuni Radiotherapy Center

Address: 14/4 Titogradyan Street, Yerevan, Armenia

Website: <https://www.eribunimed.com/>

Standards / Certifications: JCI accreditation, ISO 9001:2015

Key Services:

- Computed Tomography (CT) with Topometry
- Positron Emission Tomography and Computed Tomography (PET/CT)
- FDG Positron Emission Tomography and Computed Tomography (PET/CT)
- GA-68
- PSMA
- Fractional Radiation Therapy
- Hypofractionated Radiation Therapy
- Radiation Therapy for Bone Growths
- Radiosurgery
- Brachytherapy

Nairi Medical Center

Address: 21 Paronyan Street, Yerevan, Armenia

Website: <https://nairimed.com/hy>

Standards / Certifications: JCI accreditation, ISO 9001:2015, ESGO Consortium

Key Services:

- Aesthetic & Plastic Surgery
- Traumatology
- Chemotherapy
- Oncotraumatology
- Oncogynecology
- Hair Transplantation
- Urology
- Rheumatology & Immunology
- Laparoscopic & Bariatric Surgery
- Ophthalmology
- Limb Lengthening & Reconstruction Dentistry
- Treatment of Parkinson's Disease & Epilepsy
- Advanced Diagnostics
- Check-up Packages

Yeolyan Hematology and Oncology Center

Website: <https://yeolyan.org/en/>

Address: 7 Nersisyan Street, Yerevan, Armenia

Standards / Certifications: AST ISO 9001:2016

Key Services:

- Adult and pediatric hematology and oncology,
- Bone marrow transplantation,
- National Blood Bank,
- Hemophilia and thrombosis care,
- Stem cell laboratory,
- Targeted therapy and immunotherapy.

Route 2

Shengavit Medical Center

Address: 9 Manandyan Street, Yerevan, Armenia

Website: <https://mcshengavit.am/>

Standards / Certifications: ISO 9001:2015, ISO 7101:2023

Key Services:

- Plastic and aesthetic surgery,
- IVF,
- Laparoscopic sleeve gastrectomy,
- Pediatric maxillofacial surgery,
- Laser vision correction,
- Advanced diagnostic imaging.

Astghik Medical Center

Address: 28/1 Daniel Varuzhan Street, Yerevan, Armenia

Website: <https://mcastghik.com/eng/>

Standards / Certifications: JCI accreditation, ISO 9001:2015

Key Services:

- Cardiology and cardiac surgery - ambulator and surgical
- Traumatology
- Plastic & Reconstructive Surgery,
- Rhinoplasty,
- Mammoplasty,
- Bariatric surgery
- Ophthalmology - ambulator and surgical,
- Reproductive medicine and IVF, Robotic Surgery

13:00

Cultural tour / lunch