Health Care: An Excellent Value of the Alps
4th UNWTO Euro-Asian Mountain Tourist Conference
The Future of Mountain Tourism, Berchtesgaden 4.3.2019

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Chairman & Medical Director Hospital for Neurology
Medical Park Loipl – Bischofswiesen, Germany
Our USP:
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

https://www.kneipp.com/
The social insurance laws of Bismarck

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

Medicine / Wellness

Nature       Culture
Medical Park has constantly and successfully grown since 1977.

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

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<th>Starting point</th>
<th>Explanation</th>
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<tr>
<td>Sustainable Energy industry</td>
<td>• Extensive use of LED lamps instead of conventional luminaires</td>
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<td></td>
<td>• Gas-powered combined heat and power plants for high-efficiency electricity and heat generation</td>
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<td>Resource-conserving consumption control</td>
<td>• Control of resource use (including water, heat, laundry) along the actual needs</td>
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<td>Regional products &amp; business partners</td>
<td>• Promotion of locally based companies (incl crafts)</td>
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<td>• Use of regional products in our gastronomy</td>
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WARNING: in 30 minutes your brain will be different...
"We take neurorehabilitation to a higher level."

Altitude allows activation of central EPO system with neuroprotective effects.
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
If neuroplasticity works in rehabilitation, can we use it for prevention of brain diseases as well?
Age pyramide (2013): „best ager“?
The good news

We are getting older!

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

The bad news

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 –

„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