



## **Medical Tourism Conference Announces Special Keynote Speaker**

*The Keynote Speaker for the Medical Tourism Association's annual conference in San Francisco, September 9 through 12th has been announced. The speaker will be Alex Piper, a former buyer of healthcare for Chrysler (formerly DaimlerChrysler). Mr. Piper is very passionate about Medical Tourism and promotes it is a potential solution for the US healthcare crisis.*

San Francisco, CA, May 14, 2008 --(PR.com)-- The Keynote Speaker for the Medical Tourism Association's annual conference in San Francisco, <http://www.MedicalTourismCongress.Com> September 9 through 12th has been announced. The speaker will be Alex Piper, a former buyer of healthcare for Chrysler (formerly DaimlerChrysler). Mr. Piper is very passionate about Medical Tourism and promotes it is a potential solution for the US healthcare crisis.

Mr. Piper will be holding a networking workshop at the Medical Tourism Conference specifically to help hospitals and clinics understand how to market themselves to international insurance companies as well as to US employers and healthcare companies. Mr. Piper will provide his insight into the decision making process of large employers, such as Chrysler.

Mr. Piper will also be providing free "positioning" sessions to two hospitals / clinics at the conference. This service will be provided to those hospitals and clinics that register on a first come first serve basis. The positioning session will analyze the hospital(s) or clinic(s) current marketing strategies and position in the marketplace and give advice on how to better position themselves.

The Participation of Mr. Piper in this event will give key insight into US and International employer's views of Medical Tourism.

The medical tourism conference

Medical Tourism also known as Health Tourism, Health Travel and Medical Travel is one of the fastest growing industries in the world.

Many International Clinics and Hospitals are already having tremendous success in attracting foreign patients to their facilities. This event gives other hospitals and clinics the opportunity to showcase their services and facilities to the following:

1. US Employers
2. International Employers
3. Insurance Companies
4. Medical Travel Facilitators
5. Media & Press
6. Medical Tourism Related Industries

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