

Heidelberg, December 17, 2018

## PRESS RELEASE



The University Hospital in Neuenheimer Feld enjoys the best international reputation as well.

## Come to Heidelberg for your health

Increasing numbers of international guests come to Heidelberg for medical treatment

**Heidelberg. The excellent medical care at the Heidelberg University Hospital boasts a very good reputation world-wide. In the scope of a shared marketing program, Heidelberg Marketing GmbH, the University Hospital and specialized Heidelberg hotels and holiday apartments inform international patients about treatment and accommodation options.**

Heidelberg not only represents Romanticism, but also science at the highest level. That applies to medicine and life science more than anything else. Best facilities such as the medical faculty of the University Hospital Heidelberg, the Zentrum für Molekulare Biologie Heidelberg (ZMBH) (Center for Molecular Biology), the Deutsches Krebsforschungszentrum (DKFZ) (German Cancer Research Center), the European Molecular Biology Laboratory (EMBL), the Max-Planck-Institute for Medical Research and the Center for Integrative Infectious Disease Research (CIID), inaugurated in 2017, operate research on the highest level and of international renown in Heidelberg.

### **Best medical care**

Along with other institutes in Heidelberg, they work every day to further improve the health of patients with new and optimized treatment methods. At the moment, more than 10,000 employees in more than 45 specialist clinics at the University Hospital ensure the best medical care. Thousands of patients from Germany and around the world profit from the breadth of state-of-the-art and successful treatments for many different diseases every day.

### **More international patients**

International patients are growing more and more important for the Heidelberg University Hospital. Kerstin Ammon, Senior Manager in the International Office of the University Hospital, welcomes this trend and summarizes the development: "The number of patients from Qatar had gone up a lot in 2018. We have also been able to offer medical care to a larger number of guests from Kuwait. The number of patients from Russia and Europe who come to Heidelberg for treatment is stable."

### **Offers for medical tourists**

In close cooperation with the University Hospital Heidelberg and selected hotels in the city, Heidelberg Marketing GmbH supports medical tourists with special offers. Heidelberg Marketing GmbH publishes a brochure in English, Russian and Arabic every year and distributes it in the source markets and through the International Office of the Heidelberg University Hospital. Since many patients arrive with family members and often spend several weeks in Heidelberg, the brochure not only informs about the competent medical care options at the University Hospital, but also about accommodation specializing in the target group and possible free time activities for families.

### **Wide-spread marketing measures**

"We would like to make the stay here as comfortable as possible for our guests," says Mathias Schiemer, managing director of Heidelberg Marketing GmbH. "Therefore, we work closely with the press in the countries from where a particularly large number of medical tourists come to us. This way, we can comprehensively inform about the options in Heidelberg and take care of patient needs." In addition to many publications in the different languages of the target markets, Heidelberg Marketing, together with partners from the Tourismus Marketing GmbH Baden-Württemberg (TMBW) and the Deutsche Zentrale für Tourismus (DZT), are active at trade fairs and in workshops.

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### **About Heidelberg Marketing GmbH**

Heidelberg Marketing GmbH, an associated company of the City of Heidelberg, plans, coordinates and implements measures within the framework of city marketing in Heidelberg. This also includes activities to promote tourism and the congress industry as well as the operation of the Heidelberg Kongresshaus Stadthalle (Convention Center) and the Tourist Information Center. Managing Directors of Heidelberg Marketing GmbH are Mathias Schiemer and Nicole Huber, Chairman of the Supervisory Board is Lord Mayor of Heidelberg Prof. Dr. Eckart Würzner.

Additional information can be found at [www.heidelberg-marketing.de/en.html](http://www.heidelberg-marketing.de/en.html)

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**Captions**

Photo 1: The University Hospital in Neuenheimer Feld enjoys the best international reputation as well.

Photo 2: Heidelberg has much to explore in its historical Old Town.

**Picture credits**

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