

Draft chapter for Medical Travel: Hospitality Bridging Healthcare (H2H ©)

Apple Academic Press 2019 by Dr. Frederick J. DeMicco and Dr. Ali Poorani

“Florida Medical Tourism”

~An Innovative Approach to Global Medical and Wellness Tourism~

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CHAPTER 12

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ABSTRACT

Florida Medical Tourism is a Global Hub for Medical Tourism Services for inbound, outbound and domestic clients. Florida Medical Tourism is important for the economy of Florida and offers great opportunities, as Florida is the most visited destination in the world with more than 100 million visitors annually. Similarly, there is an increasing trend for outbound Medical Tourism seeking more affordable, accessible healthcare compared with US prices. Now, many employers in America have fully adopted Medical Tourism as a cost containing measure, as they will pay for the travel

and the cost of the needed surgery or treatment and still save big. The trend is more likely to increase with the globalization of healthcare as patients shop globally for the best services and prices.

12.1 Introduction

Florida Medical Tourism is a unique global service in medical care. It was originally designed to offer special medical services to global customers, specifically from the Middle East (Arabic speaking areas). The program was founded in the spring of 2012 to offer culturally sensitive medical services with emphasis on universal values and compassionate care.

Florida is one of the most frequently visited destinations in the world.

It has its magic and attracts just about everybody to visit and enjoy a tropical paradise. **Florida** is also a final destination for retirement living.

Introducing an exciting new service which will add to **Florida's charm called Medical Tourism!** Boosting **Florida's** economy and helping to globally connect the healthcare delivery system.

Come and experience a warm welcome and great service. Do not let our name fool you, **Florida Medical Tourism** serves inbound and outbound clients globally.

12.2 Florida Medical Tourism

FMT Network building with Travel Industry especially with direct flights to Tampa and Orlando

<https://www.linkedin.com/pulse/lufthansa-airlines-coming-tampa-adel-eldin-md-facc-facp/>

It is exciting news here in our hometown of Tampa to have Lufthansa Airlines starting a nonstop flight from Frankfurt, Germany to Tampa, Florida! It started on September 1st, same time as Emirates Airlines started their nonstop flight from UAE to Orlando, Florida.

There were many parties at the airport, letting people know about this service; about Lufthansa bringing in clients (or customers) to Tampa(for the inbound), and also taking

back to Frankfurt, Germany clients (or customers) from Tampa Bay, Florida to go to Germany as they are promoting a medical tourism program over there (for the outbound).

The global competition we see now with airlines seeking business and customers will certainly benefit the consumer by offering cheaper tickets and also will offer low cost medical tourism services for the outbound clients(or consumers).

It's all done as a part of the globalization of healthcare delivery in conjunction with travel business and other supportive services, which will certainly make things much easier for folks to choose door-to-door , or airport-to-airport services- package deal. It will simplify their decision-making process to fulfill their both medical needs and travel arrangements.

An additional important element is transparency when it comes to either services to be able to acquire patient confidence and add customer service to get their positive experience.

Florida Medical Tourism welcomes Lufthansa in Tampa and wishes all the best in its new operation as it will create jobs and it will help so many local businesses here, locally in the Tampa Bay area.

<https://www.linkedin.com/pulse/florida-medical-tourism-welcomes-emirates-airlines-adel/>

Join Florida Medical Tourism in welcoming Emirates Airlines to Florida! On September 1st, 2015 Emirates Airlines began its non-stop flight to Orlando, Florida which has been in the making for a number of years. As the world is getting smaller now as so many people (customers) will be going back and forth between the Middle East and Florida whether for vacation or business will certainly enhance understanding of various cultures and will hopefully overcome so many of the myths and misunderstandings I have witnessed with my own eyes in Orlando International Airport. A lot of people also appreciate the new space created in the Orlando Airport which accommodates the spiritual needs of travelers.

At the ticket counter of the newly opened emirates airlines there was wonderful staff who are mostly bilingual in Spanish and English and everybody was wearing the very distinguished uniform although they were not Arabic speaking. All of them wear the distinguished uniform which represents their culture which includes the head dress and

full maroon uniform. All of them were very courteous and were smiling and were very friendly to all the customers with so many languages being used to communicate with very diverse set of clients. Everybody seems to be happy in spite of being very busy as if they just opened. The Emirates Airlines non-stop service to Orlando will certainly bring a lot of economic growth to the Orlando area and beyond. It will also benefit medical tourism as well as tourism all across Florida in general. This is good news for Florida as well as Emirates Airlines. This small business cooperation is a great model for proving America again to be the World's Greatest Melting Pot. Florida Medical Tourism congratulates Emirate airlines and welcomes its operation in Orlando, Florida!

<https://www.linkedin.com/pulse/make-tampa-your-favorite-destination-medical-tourism-adel/>

If you live in Tampa Bay area , you should be excited about the effort that is being done to make Tampa Bay a World destination for Medical Tourism. Why not, and Florida has been visited by millions every year ,so in addition to beautiful beaches and vibrant cultural diversity with places like Busch Gardens , Aquarium , Lowery Park Zoo and the list goes on . Tampa Bay happens to have great Medical Institutions providing World class services such as Moffitt Cancer Center , All Children Hospital with its International Program run by John Hopkins Medicine International, Tampa General Hospital where there are more Para thyroid surgeries done there more than any other facility anywhere just to name a few. Tampa is also a natural extension of Orlando as it is one hour straight shot on Interstate 4 in the heart of many Disney World attractions and Tampa International Airport is easily accessible directly without changing flights with the recent Lufthansa started operating its nonstop flights from Frankfurt , Germany to Tampa International, what a great service to so many travelers especially those coming from the Middle East and North Africa , just like Emirates Airlines opened a nonstop flight from Dubai to Orlando last month!

This is expected to bring in a lot of folks to our home town Tampa and with education and improved culturally-sensitive services will help to bring lot of jobs and economic prosperity to Tampa Bay and beyond. Welcoming those visitors , speaking the language will be a plus like Spanish or Arabic for example will help to get rid of anxiety and put them at ease and feel home right away!

We have developed a pilot phase of Wellness Tourism Program where anyone visiting our Tampa Bay can take advantage of while spending the day with us having Fun and

also get a Wellness Check . So, it is not only who are coming for a specific procedure or treatment, but their families and friends who are coming along can take advantage of this unique feature as everyone is being encouraged to get into healthy life style while enjoying the Sunshine State visit.

Together, we can show case Tampa Bay to the world and will be delighted to provide and coordinate and streamline services to make a very favorable overall experience as we strive to do in Florida Medical Tourism.

Yes, tell your friends and loved ones to come and visit with us in Tampa Bay with us , relax while you recover , have a Wellness check and recharge your battery here in Tampa, Florida!

<https://www.linkedin.com/pulse/visit-florida-summer-adel-eldin-md-facc-facp-mba-gga/>

You are cordially invited along with friends and family, colleagues and associates to visit Florida this summer to take advantage of many sizzling offers! Explore ecotourism from Everglades, take a Swamp Air Boat Rides to see the Florida wildlife over 100,000 acres of protected wetlands getting to watch gators, birds, eagles and plants. You can visit Disney World, Universal Studios, Sea World, Magic Kingdom and much more.

For example, In Orlando, De-Leon Springs used to be called the Healing Waters (Or Auera) by the Timucuan Indians and enjoy refreshing 72-degree spring water. Snorkeling, Scuba Diving, fishing, boating or take a Ranch Buggy Tour to see Florida Oldest working cattle Ranches. Also, you can visit Orlando Aquarium, Kennedy Space Center and the list goes on.

In Tampa Bay, Busch Gardens offer New (Summer Nights) on weekends in addition to the various rides, games, Safari and wildlife. Tampa Zoo at Lowery Park, Florida Aquarium , MOSI (Museum of Science and Industry) to name a few. Children can play at Glazer Children museum for interactive learning while they play! Tourism is the backbone of Florida economy. The impact of Tourism extends beyond every gas station, hotel, restaurant , grocery store and tourist attractions.

Florida has many beautiful beaches in St. Petersburg, Clearwater, Sarasota (Siesta Key beach) , white sand beaches in Fort Meyers and Miami beach to name a few. Florida Medical Tourism has a synergistic role to the well-built Tourism infrastructure and shares the passion for promoting Florida economy and Jobs. In 2016, Florida Medical Tourism received a Congressional Recognition for doing just that. Florida

Medical Tourism has developed a Wellness Program where visitors can have a combination of a fun-filled program and have a Wellness Checkup. They do not have to be sick or complaining of an ailment. They do not have to have symptoms what so ever . They would have a thorough check up where potential health problems can be identified early and have appropriate management strategies would be implemented to keep everyone healthy. Thus, visitors can enjoy their vacation before adverse health events takes place causing significant health and financial devastation!

Thus, having an added value by investing in Wellness Program while having fun proved to be an attractive and logical proposition. Wellness Program can start locally in Tampa and can extend along I-4 Corridor into Orlando to visit Disney Attractions or vice versa. This has been recently made even easier with daily flights from Europe and the Middle East on Lufthansa and Emirates among other carriers. International as well as domestic visitors can easily take advantage of the combined benefits of leisure and Wellness at the same time. Summer is here and everyone is welcome to visit Florida and check out our Wellness Program. For more information, go to www.floridamedicaltourism.com

12.3 Technology transformation in Medical Tourism

Healthcare is going digital (published in Destination Health Magazine) 1st issue in May 2019 as a contributing Editor!

<https://www.linkedin.com/pulse/your-healthcare-going-digital-adel-eldin-md-facc-facp/>

Digital Medicine is changing Healthcare Landscape very quickly. It is driven by the consumer needs of convenience, accessibility, affordability. Patients are the Healthcare Consumers with strong market demand to go digital similar to banking!

There is an expected failure when trying to implement a new system with complete disconnect between Technology and Medicine. It is certainly easy to get lost with (Big Data) and thus it is better to focus on most practical and clinically relevant data to track down, analyze and ultimately incorporate them into patient care to be safe, effective and reliable in a standardized fashion. For example, it is clinically useful to have an EKG (Electrocardiogram) tracing to assess Heart Rhythm, then tracing gets collected electronically and analyzed to manage the patients accordingly. For example, Pedometers used to tract the number of steps walked and assess fitness level or having a wrist band with unique Bar Codes to enable uploading patient data into the patient health records via Wi-Fi access.

Digital Health allows remote access for consults, follow up and management of various illnesses as well as caring for chronic diseases especially for immobile patients or those with transportation problems. Tele Medicine would be a great tool connecting patients with their trusted providers on 24/7 basis. Physicians should give their important input in shaping Digital Medicine and its future success in improving access to effective healthcare delivery. They have to be a part of the conversation and decision making alongside the traditional players including Insurance and Pharmaceutical companies.

Digital Medicine can help not only the immediate treatment but can predict and prevent various diseases via root-cause analysis as well as triaging patients appropriately. For example, high salt intake is associated with elevated blood pressure especially in the African American population as they seem to be more salt-sensitive. Similarly, regular intake of (NSAIDs) Non-Steroidal Anti-Inflammatory Drugs such as Motrin, Advil, Naprosyn, Aleve will certainly lead to Kidney damage, Gastritis, bleeding Ulcer, Congestive Heart Failure, salt and water retention. Thus, avoiding the regular intake of these NSAIDs would prevent these costly and devastating complications. Regular intake of steroids would cause Diabetes, fluid retention, delayed wound healing, osteoporosis resulting in bone fractures and depressed immune system leading to repeated infections. Avascular necrosis of the head of the femur which is a serious complication occurs in those on chronic steroid therapy resulting in collapse of the head of the femur. Tele Medicine is an important tool in device monitoring remotely such as pacemakers, defibrillators, implanted event monitors, etc. Digital Medicine will help in various aspects of patient education, wellness and advocacy.

Digital Medicine would be advantageous in answering simple, non-emergent questions through online portal, chat window, by making online appointment or using a mobile APP. So, the role of Digital Medicine is to improve patient access, customer service, compliance and outcome for lower healthcare cost. It was never intended to replace your doctor. We have seen what happened with attempted driver-less cars, it failed big times!

Digital medicine can help reaching remote and under-served areas due to the remarkable growth of Wireless Technology with cell phones, GPS, WIFI and tablet computers. These computers will be connected via Networks which will allow sharing hardware and software data. The data will follow either path of high bandwidth or low bandwidth being wired or wireless. For example, hospitals use fast T1 lines for moving images and also use slow connections for e-mail service. Basic input devices are required including pointing devices like Mouse, microphones, cameras along with scanning devices such as bar-code reader, magnetic ink character recognition or optical character recognition or radio frequency identification tags. Tele Medicine would be great for those who prefer quick convenient service without taking time off work and

drive down to doctor office or Urgent Care or even Emergency Room to sit and wait for long time to be seen and get hit with a big bill to pay!

Consumers are reminded to be careful about the authenticity of information and conflict of interest on any website before using a specific site whether educational or commercial. Interoperability is critical in making Tele Medicine meaningful and effective in improving health outcome and saving cost which is the ultimate goal to be achieved.

12.4 Importance of Seeking a Second Opinion in Medical Tourism Before Traveling

<https://www.linkedin.com/pulse/consumers-insist-second-opinion-especially-medical-adel/>

It is very important to help our patients who entrusted us with their Health to educate them about their disease condition, how to treat it and prevent its recurrence or progression. A second opinion will help to confirm or deny the previously-made diagnosis. A second opinion will also help explaining to patients the various therapeutic options for the best clinical outcome. It is very easy for patients to get confused by information overload if they try to navigate through a complicated process to come up with decisions that best serve their health interests. Second opinion is mostly needed in case of elderly patients living in rural areas who typically do not have a high level of sophistication to understand the entire process but need very simple explanation in easy language to understand by avoiding all complex medical terminology that patients do not know.

Any patient should seek a second opinion if he or she was diagnosed with a rare or unusual disease or complicated diseases that could have multi-system involvement. For example, if a patient has significant coronary artery disease, renal insufficiency, peripheral vascular disease would be at a higher risk for developing renal failure requiring life-long hemodialysis resulting from irreversible kidney damage. Similarly, doing a coronary artery bypass surgery on a patient with poor pulmonary functions, renal insufficiency, cancer with expected reduced survival may render this patient to be a ventilator- dependent and unable to breathe on their own with protracted pulmonary rehab .Those patients are unlikely candidates to make a meaningful recovery as they end up in long term care facility. They will most likely develop many complications such as repeated infections such as pneumonia and urinary tract infections , blood clots, skin ulcers, malnutrition, immobility and ending in multi-system organ failure!

So, the time to seek a second opinion is when the diagnosis is not certain or treatment being risky or controversial. Also, when the trust in the care given by the treating doctor or the facility is lost. Either the patient or their doctors should start searching online or via social media for honest well trained, fully credentialed physicians in the same specialty to seek a second opinion. Thus, physicians should not be offended when patients request a second opinion and patients should not feel as if they are cheating on their doctors when they go for second opinion. According to a study done at Mayo Clinic found 88% of patients seek second opinion ended up with either a change or modification of their treatment plan!

The value of second opinion is recognized by healthcare insurance companies that pays for it and insist on a second opinion before starting any treatment. To confirm diagnosis, choice of therapy, alleviate patient and family's concerns, ensure appropriate choice of treatment is selected and concurred by the treating team. If second opinion is not properly done, then all subsequent steps in the care plan will be negatively impacted and then you have to start all over again with additional mostly preventable added cost and stress to patients and their families!

The need for a second opinion for medical tourism patients is even more critical because of added challenges includes patient going to travel to far places from home to seek medical care for affordability and accessibility with different language and environment. Hence, all due diligence should be done before traveling(measure twice then cut once!). There are additional factors beyond the good advertised prices which include for example the reputation of the institution, level of training and clinical experience of the treating physician and successful procedures as well as complication rates

Moreover, we have to advocate for patients to explore legal pathways in case of an adverse event or a complication taking place to give patient an additional layer of security, comfort, and peace of mind.

It all starts with meticulous planning to maximize the success of Medical Tourism experience ,boost customer satisfaction and confidence in the quality of services provided by honest , well trained specialists to contact and contract for medical tourism services. Florida Medical Tourism is here to help and serve all medical and wellness tourism needs including honest second opinion for inbound, outbound and domestic clients globally!

12.5 Florida Medical Tourism Innovative and Strategic Approach to Help Overcome Opioid Crisis and Pain

<https://www.linkedin.com/pulse/non-pharmacologic-treatment-pain-adel-eldin-md-facc-facp/>

Pain is a very complex symptom which prompts people to get professional help to treating or controlling pain. Pain has significant negative impact on individual, community as it leads to depression , some cases suicide, financial and mental stress and huge economic tool by lost productivity, cost of physical and treatment of patients. Evaluating the current approaches to pain management (mostly caused by degenerative joint disease, osteoarthritis which can coexist with obesity). As pain leads to inactivity with subsequent weight gain leading to a vicious cycle of stress and depression with all obesity-related diseases including hypertension, diabetes, hyperlipidemia and sleep Apnea to mention few!

<https://www.linkedin.com/pulse/opioid-epidemic-scope-solution-adel-eldin-md-facc-facp/>

Current choices first would be the use of Non-Steroidal Anti-inflammatory Drugs or NSAIDS such as (Motrin, Advil, Naproxyn and others) which are not safe especially if used on chronic basis and would lead to serious side-effects such as Elevated Blood Pressure , Kidney Failure, Congestive Heart Failure, bleeding ulcer, gastritis, with salt and water retention leading to leg swelling and Shortness of breath.

Second Choice is steroids (oral or injectable steroids) to decrease pain/inflammation which works only for a short period of time and again would lead to many side effects including elevation of blood sugar, Diabetes, Hypertension, Delayed wound healing, increased infection by depressing the immune system and osteoporosis leading to bone fractures.

Third Choice being the most dangerous which is using Narcotics which has killed more than 72 thousand Americans in 2017 and continues to be a real epidemic threatening the public health and well-being of so many people especially if taken over a long period of time for chronic pain management. Degenerative joint disease with arthritis in various joints of neck, back, hips, knees and even in some cases small joints are affected in case of Rheumatoid Arthritis.

Conservative measures include bed rest, bracing, traction, ultrasound. heat therapy electrical nerve stimulation addition to exercise and in some cases psychological intervention. Message therapy, low amplitude manipulative techniques usually done by Chiropractors, but only limited number of truly qualified trained professionals who can safely perform these measures. Aerobic exercise can improve function. But the safe chronic pain management is a big challenge!

Thus, here is a solution of therapies which are centuries-old that are natural and effective with Therapeutic Tourism. Hot-Springs with clay found in these springs has potent therapeutic properties on joints/skin disease. Red Sea water chemical composition and its Coral leaves can help cure pain from psoriasis ,osteoarthritis and Rheumatoid arthritis.

Using the unique therapeutic properties of the climate was documented since the Greek Era. Socrates who is the founder of Climatic physiotherapy advising people to enjoy sun, and fresh air.

Sand-bathing is useful in curing various diseases such as Rheumatoid Arthritis (Its pharmacologic choices are very limited by very toxic side effects). High rate of Ultra - Violet rays would be of great added benefit especially for Psoriasis treatment. Safaga City in particular is considered best World destination for curing Psoriasis. Safaga high mountains act as a natural barrier against wind and sand storms. Additionally, the curve of the bay leads to calm sea water , thus reflecting more therapeutic Ultra-Violet Rays.

Safaga Unique Black Sand which contains gold and salt minerals makes it very therapeutic to various acute and chronic arthritis as well as skin inflammations. Famous Moses Springs in Sinai, Egypt has potent therapeutic properties due to its highest rate of sulfuric water in the World and was used by the early French [Expeditionswww.floridamedicaltourism.com/Egypt](http://www.floridamedicaltourism.com/Egypt) Wellness Program.

Additional effective fantastic non-pharmacologic therapy is Cupping therapy used by many celebrities including Gold Medalist Michael Phelps. Cupping therapy can be done in conjunction with Acupuncture.

<https://www.linkedin.com/pulse/cupping-therapy-old-treatment-revived-adel-eldin-md-facc-facp>. All above is available for you with safe anti-inflammatory choices such as Turmeric and natural Black seed therapy to help manage chronic pain safely without any side effects or interaction with any medication.

<https://www.linkedin.com/pulse/black-seed-global-natural-therapy-adel-eldin-md-facc-facp/>

So, we offer Safe Effective and Affordable choices for you, the Consumer who is hopefully by now became more educated and empowered to make the right decision for their Health and Wellness. To feel better, by controlling pain or even getting rid of pain and its associated depression, stress and get rejuvenated and uplifted!

<https://www.linkedin.com/pulse/florida-medical-tourism-innovative-wellness-program-adel/>

There are more than 100 million Americans affected by chronic pain according to a study conducted by the Institute of Medicine. Chronic pain affects more Americans than Heart Disease, Diabetes and Cancer combined. Most common is lower back pain in 27%, neck pain 15%, severe headache 15% and facial pain is 4%. Chronic pain affects more women than men leading to problem sleeping which makes pain worse. No wonder, 77% of people report feeling depressed due to chronic pain.

Pain costs our society at least between \$560-\$635 billion annually and thus is considered a major health problem. With economic cost of chronic pain being universal for all age groups not matter if you are young or old! Lost productivity in the US ranges between \$ 299-325 billions because of days and hours of work missed due to this chronic pain.

If we simply apply the following supply/demand principles of Health Economics to the issue that is chronic pain, we may see effective results.

1. First Term (Health Economics)

The process that help explain how people make decisions relating to their health and knowing the consequences of these choices.

2.Second Term (Positive Economics)

The process of how to identify, predict and evaluate beneficiaries and payers of public policy choice for Healthcare (for example, there were 42 Million Americans in 2013 without any health insurance).

3. Third Term (Demand)

A consumer in need for a service or good which he or she is able to purchase over a specific time. Demand has many influencing factors such as customer income, quality, price of substitute products as well as consumer physical profile.

4.Fourth term (Demand Elasticity)

Percentage change in demand activity which will result in 1% change in price or income. For example, consumers with low income will prefer to buy cheaper over the counter inferior medications, but when their income increases, they will be able to switch to prescription drugs.

5. Fifth Term (Supply)

Amount of goods or services produced to sell at a specific price during specific time. Supply is influenced by a number of factors including number of sellers which if increased will make good more available and profitable up to disequilibrium point excess of goods/services in market. Other factors will include marketing and change of Technology.

We will realize that there is so much demand for safe solutions for chronic pain as the current choices for chronic pain management are limited and have high risk for adverse health events whether being (NSAIDs) Non-Steroids Anti-inflammatory Drugs which can lead to kidney failure, heart failure, and peptic ulcer. Second choice being the Steroids which would lead to diabetes and weakened immune system. Third choice being Opioids which have claimed more than 70000 lives in 2017 alone!

We purpose a new fresh innovative and a strategic model of Health and Wellness developed by Florida Medical Tourism recently presented (see video below)

<https://youtu.be/sxOz-jsZMsE>

This new approach will take advantage of centuries -old natural therapies using Climatherapy, natural springs, black sand, cupping, therapeutic ultra violet rays, gold slat and natural minerals to have effective safe treatment of pain. This is used in conjunction with dietary intervention to achieve weight loss and in some cases bariatric surgery to break the vicious cycle of pain-inactivity-weight gain leading to more pain and depression. Factors related to proper nutrition in promoting wellness and limiting disease by controlling body weight, avoid obesity which will lead to premature degenerative joint disease especially obesity epidemic in young and adolescent Americans., Patients should gradually increase physical activity and exercise to decrease pain, stiffness and weight gain.

This is good news for consumers as this innovative approach will help patients physically, mentally and financially to decrease stress on patients who are burdened by Medical bills which keeps going up devastating the same millions affected by chronic pain and other co-morbid diseases that commonly coexist.

Visit www.floridamedicaltourism.com to learn more and take advantage of this new innovative approach to get rid of pain or limit pain so, people can enjoy life to the fullest. This would help individuals, employers especially small and medium sized to save big on their healthcare spending.

<https://www.linkedin.com/pulse/cupping-therapy-old-treatment-revived-adel-eldin-md-facc-facp/>

It is the new hot trend in acute and chronic pain management, and we've seen it all over recently. As a matter of fact, this new trend is called cupping but has been used by the Chinese, Ancient Egyptians, all over the Middle East, and recently Europe and the US as purple spots were seen during the Rio Olympics last Month on the skin of sports Legend and Gold Medalist star Michael Phelps.

The oldest Medical Text books described how Ancient Egyptians use cupping therapy in 1550 B,C to treat various conditions including Herpes pain, acne, spondylosis, facial paralysis, migraine, allergies, fibromyalgia, chronic osteoarthritis, and cancer pain ...etc.

Chronic pain conditions represent a formidable challenge as pharmacological therapy choices (Non - Steroidal Anti-Inflammatory drugs or NSAIDs lead to salt and water retention, elevation of blood pressure , cause kidney damage and peptic ulcer disease , gastritis and bleeding ulcers). Steroids as a second-choice cause hypertension, diabetes, ulcers, delayed healing of wounds, depresses immune system leading to bacterial or fungal infections or both), osteoporosis and fractures of bones. Third choice is narcotic analgesics which has so many problems of addiction, constipation, potential for abuse leading to so many fatalities if we add accompanying depression into chronic pain syndromes. Also, the choice of cytotoxic drugs such as Plaquinil in Rheumatoid Arthritis is harmful when used long term. So, how does this cupping therapy work?

Possible Mechanisms for dry cupping are creating negative pressure or suction force applied to skin surface using cups which will lead to increase capillary filtration and local collection of filtered and interstitial fluid. This causes dilution of inflammatory mediators and thus causing ANALGESIA and decreasing pain.

The other type is called Wet Cupping Therapy or (WCT), it involves letting out the old blood cells with toxin that mediate inflammation and pain with release of (endogenous opioids) causing pain relief.

WCT also increases the number of Natural Killer cells , thus boosting the immune system and reactive hyperemia or increased blood flow leading to increased levels of Nitric Oxide which is a local vasodilator leading to Analgesia.

Cupping therapy also helps migraines by removal of inflammatory mediators such as Cytokines , Interleukin 6, vasoactive substances, Neuropeptides which causes

headaches and Migraines. A very comprehensive review about Cupping Therapy below, highly recommended to read

Therapeutic Benefits of Al-hijamah: in Light of Modern Medicine and ...

pubs.sciepub.com/ajmbr/2/2/3

It is estimated that about 100 million Americans are affected by chronic pain. which has a cost of \$635 Billion dollars every year. This is more than cost for Heart disease \$ 309 Billions and cost of Diabetes \$ 188 Billion dollars annually which will certainly would make choice of Cupping Therapy an attractive low cost, low risk and reasonable alternative with or without Acupuncture for acute or chronic pain management.

Dry cupping can be used with good results, but Wet Cupping should be restricted to Licensed Trained Professionals according to the recommendations of the Cupping Society and alternative Medicine in UK and Germany to optimize outcome and minimize complications. More data through double blinded placebo-controlled studies are needed for further standardization and robust analysis

After all, if it is good for Michael Phelps, it must be good for so many sufferings from acute and chronic pain to give them hope for a better life with less pain.

12.6 Pioneering Egypt Wellness Program Offering Effective Natural Therapy for Rheumatoid Arthritis and Psoriasis

<https://www.linkedin.com/pulse/effective-natural-therapy-patients-rheumatoid-adel/>

Climatotherapy is a treatment using natural elements found in specific geographic locations, most notably in Safaga City, Red Sea, Egypt. This form of treatment is very effective in treatment of Rheumatoid Arthritis, which affects the joints, and psoriasis, which affects the skin with scaling, itching, pain and joint involvement as well. The natural climate of Safaga is clear without any dust as the mountains surrounding its shore act as a barrier and the number of ultraviolet rays is much higher than other places. Secondly, seawater in Safaga has high salt content which are essential in the treatment of psoriasis. The long waves of ultraviolet sun-rays are prevalent in the early morning and late afternoon hours along with high salt seawater bathing constitute an effective therapy to clear psoriasis. The current pharmacologic choices of therapy for psoriasis would depress the immune system and would cause many infections and other serious health complications. There has been a number of published research done by the Egyptian National Research Center that has documented complete healing of 70% of patients and 25% marked improvement in psoriasis(95% success) and no

contraindications for this awesome Climatotherapy with any other pre-existing chronic disease such as heart disease, diabetes or others. The second important disease entity causing chronic pain and debilitation is Rheumatoid Arthritis with similar challenges in the current therapeutic options which would include Non-Steroidal Anti-Inflammatory Drugs (NSAIDS) which can cause kidney damage, hypertension, salt and fluid retention, peptic ulcers and internal bleeding. The second choice is steroids, which could lead to diabetes, hypertension, fluid retention, bleeding, infections, osteoporosis, delayed healing of wounds, and further depress the immune system. Recently, due to associated pain, opioid therapy was added or even Marijuana, both are unsafe.

Climatotherapy is a safe alternative offers a great hope for millions of those who suffer from chronic pain due to Rheumatoid Arthritis. In Safaga City, bathing in its high seawater salt, ultraviolet rays, exposure to sunshine would help reduce pain. As mentioned above, both the surrounding mountains and the mirror-like sea surface reflect a high density Ultraviolet Rays there which in turn modulates the T-Cell Function, that mediates the immune system response in a positive way.

There is also the unique Black Sand Therapy only present in Safaga. This unique Black Sand has shown three radioactive elements with analysis namely thorium, uranium, and potassium in trace safe amounts along with salt and ultraviolet rays would have a significant therapeutic effect on Rheumatoid Arthritis which was shown in the reduction of the associated inflammatory markers such as ESR (Erythrocyte Sedimentation Rate) and Rheumatoid Factor RF titer levels measured after therapy. Patients who are diagnosed with Rheumatoid Arthritis clinically have 1- Six or more tender joints on passive movements, 2- Three or more swollen Joints, 3- Morning Stiffness lasting more than 60 minutes.

There have been so many visitors to Safaga Spa who suffer from various forms of Degenerative and Rheumatoid Arthritis and psoriasis mostly from Europe and Asia with direct charter flights as they are seeking natural relief of pain and skin inflammation. Those patients do not want to have surgery or take Narcotic painkillers and have done extremely well with Natural therapy like this awesome testimonial from Austria!

<https://www.youtube.com/watch?v=Wc54YHecZ-s>

Unfortunately, most people in the United States do not know that this great effective natural therapy exists, and they can get great benefit and improvement in their quality of life, cut costs significantly compared to other invasive strategies including repeated steroid injections and even surgery! Those patients would also like to avoid many harmful side effects of the current choice of medications used to treat these painful

conditions. This will be of a great value to share with patients suffering from chronic pain due to Rheumatoid Arthritis or Psoriasis as we live in a global interconnected world!

There is added optional massage therapy, cupping therapy, relaxation and natural anti-inflammatory therapy as well to get rid of pain due to muscle spasm and sprain.

Egypt Wellness Program was created to help those who prefer to seek natural effective therapy option for their chronic pain due to arthritis or psoriasis. Florida Medical Tourism is proudly offering this awesome program. This innovative program combines, vacation, fun, wellness and medical tourism. Witnessing all these amazing results with complete transformations has encouraged myself and others to try black sand therapy, seawater bathing, and hydrotherapy. All of these forms of therapy have had a significant positive impact on everyone who participated in this program. All can attest to a fantastic life experience with renewed energy, and average pain relief is more than 50% even with short duration therapy! It is such a beautiful feeling when you see people smiling again without injections, surgeries or pills. They achieved pain relief by effective Natural safe means that they can use over and over without any adverse effects on their Health or pocket book!

For those who are interested in exploring the Natural effective centuries- old choice for pain relief, go to www.floridamedicaltourism.com to learn more and enroll in future trips.

12.7 FMT Cultural Sensitive Medical Tourism Services

<https://www.linkedin.com/pulse/what-halal-medical-tourism-anyway-adel-eldin-md-facc-facp-mba-gga/>

Halal Medical Tourism market is estimated to reach \$238 billion dollars in 2019, which is merely a small portion of the total \$6.4 trillion dollars of Halal Products, projected also in 2019!

The word Halal in Arabic means what is allowed, lawful and permissible as ordained by God Almighty. Thus, Halal Tourism is providing services and facilities to address the specific needs of those who believe in the concept of halal such as Muslim travelers. Such needs include halal food, dry hotels (hotels that do not serve alcohol), separate males and females' facilities as well as an overall family friendly environment.

The Halal travel sector is a major contributor to global GDP as it generates millions of jobs in travel, tourism, hospitality and healthcare worldwide. Halal Tourism represents

11.6% of global tourism money spent. For example, a small country like UAE spent \$ 17.6 Billion dollars in 2017!

The Muslim-friendly medical tourism market is an emerging and important market. Cultural sensitivity is a critical element in gaining the trust factor, which if incorporated with special consumer services will be reflected in growth of current and future medical tourism business. More specifically, the Wellness Tourism Globally is on the rise in both domestic and international space. This could be Primary Wellness, which is the main focus of the travel or Secondary Wellness where someone goes on to a vacation and participates in a Wellness Program.

Wellness Tourism includes lodging, food and beverage, shopping, activities such as fitness, health spas, meditation, life coaching, etc. Hotels will be addressing the needs of the consumers by adding in-room fitness equipment along with healthy snacks. Simple design of the hotels to have separate swimming pools and spas for men and women or separate times of use could be an added attraction for Halal Tourism.

Digital Tourism Marketing with halal branding will help attract and direct interested consumers with their preferred choice of branding. The trust factor comes with the knowledge and awareness of the culture and traditions. Thus, the hospitality industry should consider Halal-Complaint options in the food and drinks being served (alcohol - free, pork -free) but also extends to address the specific consumer needs and concerns.

Hospital Halal practice is also positively related to Muslim Medical Tourism satisfaction. Malaysia, Turkey, Thailand and Singapore are among the Top Halal Medical Tourism Destinations. By being able to Provide halal medications when available (such as porcine-free gelatin capsules for medication, non-porcine insulin), prayer direction/ prayer rooms, provide Halal food, Quran copy in each room, and provide funeral services according to Islamic requirements (if needed).

Halal Medical Tourism is evolving rapidly and would certainly offer many business opportunities. Orlando based company is offering (Halal Vacation Homes) with curtained pools for privacy, prayer rugs. Boston -based Computer Tech Company developed an app to offer travel guide to 90 cities globally with local times for the five daily prayers along with prayer direction towards Makkah in Saudi Arabia. London-based company developed an app for all Gourmet restaurants serving Halal food as London and Paris were among top ten most popular Halal Holidays destinations among Malaysia, Turkey, Brunei, Maldives, Spain, and Australia!

There is a growing global competition to accommodate the growing clients demanding Halal Medical Tourism and will certainly pay for all the required services if they were

happy and convinced with the quality of services along with the building the critical trust factor.

Being branded as Halal or Muslim-Friendly facility will attract many consumers who will contribute positively to the economy of the host country as there are so many jobs are created supporting Medical and Wellness Tourism which would include Hospitality Business with Hotels, Restaurants, transportation business, entertainment business, Health and Wellness business with its various products and services as well as Tourism shopping.

In addition to supporting the economy of that specific country which offers Muslim-friendly Medical Tourism services, it will help to foster mutual understanding, bring peace and harmony across the globe. Florida Medical Tourism.com is a Global Hub that proudly offers culturally sensitive and Halal-friendly Medical Tourism Services to accommodate the needs of its diverse clients. This will in turn foster more opportunities for trade, commerce and business growth which will be the best tools in a smart win-win strategy of diversity and inclusiveness.

<https://www.linkedin.com/pulse/halal-healthy-adel-eldin-md-facc-facp-mba-gga/>

What is Halal? Halal means Lawful or permitted and the opposite of Halal is (Haram) which means unlawful or prohibited!

The concept of Halal or Haram (in Arabic) is being put forth for all mankind by the ultimate Legislator, Our Creator (Allah in Arabic), God Almighty. So, what is allowed and not allowed is not only related to food, but extends to all aspects of life including supplements, cosmetics, pharmaceuticals, prenatal care products, mouth wash, cookies, clothing , trade, tourism, banking ..etc.

So, it is very important to comply with Halal/Haram Guidelines as someone who is in full submission to their Creator, Sustainer and Cherisher.

Thus, Halal foods are made, produced, processed by (clean equipment, not contaminated by either bacterium, pork, chemicals, antibiotics, genetically modified food, hormones and maintained in a natural healthy way. After all, food is supposed to be used as fuel for energy , make people healthy and strong or may even use food as medicine!

The following list of items should be excluded in order to make food Halal which include but not limited to (Alcohol, wine, gelatin, not derived from Halal source, L-Cysteine, Lard, non-Halal Animal shortening. Rennet (All forms prohibited except from

halal/slaughtered animal. Carnivorous animals, birds of prey, pork or any animal contaminated by any of these products are considered Haram (Not- Halal or prohibited)

In meats and poultry Cows, lamb, sheep, goat, turkey, chicken, ducks are considered all Halal. Fish and seafood are considered Halal(with exception of Alligators, or crocodiles and should not be mixed with Alcohol.

Special Halal Certification or labeling for authentication would ensure that slaughtering was done according to the Islamic Law where Halal Inspectors and preparers of meat would invoke a special prayer before slaughtering the animal(In the Name of God, God is the Greatest) as to emphasize the sanctity of even the animal life to be used as food for human consumption only with God Permission.

Also, the animal must be sacrificed by a sharp knife in a single cut of the throat involving the trachea, esophagus and blood vessels to allow complete drainage of blood sparing the spinal cord to ensure that meat is healthy as blood if not drained completely will serve as a medium for bacterial growth and contamination!

There are some awesome rules being followed when dealing with animals. The animals must be well treated, well fed and kept clean. Animals are not allowed to see other animals being slaughtered!

Even the Knife should not be sharpened in front of the animal. The animal should be kept in a comfortable position. Islamic way of slaughtering the animal is the most humane as cut is made very fast and the animal does not feel pain as the animal losses consciousness before the brain can process any sensation of pain!

Eating is important to sustain life, health and wellness. In Islam, eating is considered an act of worship to thank God for the food that He provides. Thus, the food has to be clean, healthy, wholesome and free from any chemical, hormonal or any antibiotics given to artificially increase the animal weight to make profits!

Halal food is natural and organic and to be shared with those in need as well as family, friends and the community. The close relationship between food consumption and health status has been documented in so much research. The fact is that unhealthy food leads to many diseases which are costly and devastating both physically and financially. Conversely, eating healthy would lead to better health and wellness. That would lead to prevention of so many diseases and keep people away from very expensive and stressful Healthcare costs coupled with financial devastation.

Now, the data are solid on Halal food not to only serve the 1.8 billion who follow the Muslim faith but also being prompted globally with increasing popularity for the reasons mentioned previously. Amazon is actually promoting Halal (Shop Halal on Amazon)!

You are the consumer; you demand healthy food and products and now you learned Halal is Healthy!

Finally, Florida Medical Tourism will also be helping so many who are interested in education, training and certification in the areas of Medical Tourism, Wellness Tourism, Tourism Leadership and Hospitality.