



EuropeSpa

The international Quality System for Medical Spa and Wellness



EuropeSpa med

The international quality certificate for
medical spa and medical wellness

- **Certified Quality:** Examination based on more than 1,000 criteria for more safety and service in medicine, prevention and infrastructure
- **Enhanced Marketing:** Higher credibility and better access to international guests and key stakeholders
- **Effective Management:** Towards international top quality in medical spa and medical wellness



EuropeSpa med – the international quality certificate for medical spa and medical wellness

“We belong to Europe.
We stand for transparency.
We offer leading-edge quality.”

With more than 500 million inhabitants the European Union offers an enormous economic potential in health tourism. In addition, there are guests from Russia, the Arab countries and Asia. But how can you credibly prove to international guests that you deliver the quality you promise? Health always is a sensitive topic, which in particular requires trust.

This is where EuropeSpa comes in with its holistic quality system. The *EuropeSpa med* criteria encompass comprehensive requirements regarding hygiene, security, infrastructure and service for medical spa and medical wellness providers. Its internationality is the result of considering and encompassing more than 40 international standards.

EuropeSpa med increases the credibility of quality statements of every medical spa and medical wellness facility towards all stakeholders involved on an international level. With EuropeSpa a provider demonstrates: „We belong to Europe. We stand for transparency. We offer leading-edge quality“.

This gives certified providers an advantage in the fiercely competitive market for medical spa and medical wellness:

- The EuropeSpa certificate facilitates the booking decision for guests paying their stay themselves without assistance of their health insurances.
- Tour operators often request an international proof of quality, which is delivered by EuropeSpa.
- Health insurances get guidance from EuropeSpa concerning the quality level of providers.

A EuropeSpa certificate at the entrance, in catalogues or on your web-site is a clear signal. Try to see things from the guest's perspective: If they have the choice between supposedly similar offers the EuropeSpa quality seal could be the decisive factor for booking.

As official quality certificate of the European Spas Association (ESPA) *EuropeSpa med* is a sound and reliable quality statement for travellers, travel agencies, tour operators and health insurances in search of professionally managed medical spa and medical wellness facilities.



Certified Quality: More than 1,000 examination criteria for more security and service

Medical spa and medical wellness offers entail many challenges for the hotel or clinic management. For example in:

- health protection in the hygienically sensitive therapy area
- adherence to international medical rules in diagnostics and therapy
- compliance and suitable application of local remedies (thermal water, natural brine, peloids, etc.)
- complex technology, e.g. in pool and sauna areas
- cleanliness and hygiene in accommodation
- kitchen hygiene

EuropeSpa is based on the most comprehensive compilation of international standards for medical spa and medical wellness which has ever been compiled. The whole *EuropeSpa med* criteria catalogue has been published as a book by the German science publisher Schweizerbart Verlag.

For more information please visit www.europespa.eu.

Sincere thanks to the EuropeSpa med certified houses providing the photos: Spa Vilnius Sana (Druskininkai, Lithuania), Danubius Health Spa Resort Thermia Palace (Piestany, Slovakia), Klinik am Haussee (Feldberger Seenlandschaft, Germany), Trencianske Teplice (Slovakia), Heilsustofnun NLFÍ (Hveragerði, Iceland).

Enhanced Marketing: Higher credibility and better access to international guests and key stakeholders

Since the terms “medical spa” and “medical wellness” are not protected in any way there is a huge variety in offers as well as considerable differences in quality. EuropeSpa provides orientation and therefore a competitive advantage distinguishing you from other providers.

The internationally recognized *EuropeSpa med* certificate:

- boosts your good reputation in terms of quality and safety among travellers, travel agencies, tour operators and health insurances.
- integrates you into EuropeSpa’s constantly growing network of business partners and industry experts.

Being a EuropeSpa certified company you will also benefit from effective joint marketing activities including:

- Joint trade fair appearances, for example in Moscow (MITT), Yekaterinburg (Expotravel), Berlin (ITB), London (World Travel Market) and Dubai (Arabian Travel Market)
- Press releases to selected travel journalists in Europe and publication on over 100 online PR portals worldwide
- Advertising and detailed presentation on our multi-lingual website www.europespa.eu, acclaimed for its professional and appealing design
- Targeted joint advertisements with a credible quality statement for special interest groups like travel agencies and tour operators
- Social media communication on our Facebook page with integrated ad campaigns – for the benefit of your online communications
- Direct booking channels on our website through our co-operation with tour operators



Effective Management: Towards international top quality in medical spa and medical wellness

The *EuropeSpa med* certificate demonstrates that your quality management is performing well. Experience shows that providers certified by EuropeSpa – implementing the recommendations of the EuropeSpa audits – are able to improve their quality level continuously. This enables them to save costs and generate a competitive advantage compared to non-certified providers.

Further benefits:

- A continuously updated criteria catalogue by a committee of international experts. This means you always undergo a state-of-the-art audit. You can efficiently improve your internal quality management system and processes – for example by using our checklists to ensure you are meeting the latest standards.
- A comprehensive report completed with photographs and an anonymous benchmarking to other certified medical spa and medical wellness providers. This will enable you to make pinpointed quality improvements, motivate your staff, and find out exactly where you are compared to competition.
- An audit report identifying risks and including suggestions for improvement. This means not only more technical and hygienic safety for guests – it also protects senior management.

The *EuropeSpa med* certification will ultimately lead to a higher reputation among guests, employees and key stakeholders such as travel agencies, tour operators, health insurances and media.

Certification procedure

During a *EuropeSpa med* audit our accredited experts thoroughly examine the whole facility. The audit lasts two or three days depending on the size of the premises.

The following areas are scrutinized:

- Medical diagnostics and therapy
- Quality and staff management
- Cleaning management
- Risk management
(e.g. accident prevention, fire protection)
- Production and storage of local remedies
(thermal water, natural brine, peloids, etc.)
- Swimming pool technology and bathing area
- Sauna area
- Fitness area
- Medical treatments
- Kitchen
- Accommodation and surroundings

To obtain the *EuropeSpa med* certificate a candidate has to meet 80% of all criteria and the “KO-criteria”. The certificate remains valid for three years. A control audit is carried out after eighteen months.

Would you first like to find out whether you meet the requirements to successfully pass the EuropeSpa audit? If so, you can also take a test audit without obligation carried out by an accredited consultant.



Do you have any questions?
Are you interested in a certification?
Please get in contact with us and
request an offer!

