



Medical Tourism Seminar

Lucca, May 24, 2024

Keynote Speakers



C. Kemmons Wilson, Jr.



John La Forgia



Dr. Fred DeMicco



Dr. Ali A. Poorani



Dr. Radesh Palakurthi



Dr. Siddharth Jain.



FONDAZIONE
CENTRO STUDI
SULL'ARTE
LICIA E CARLO LUDOVICO
RAGGIANTI - ETS



THE UNIVERSITY OF
MEMPHIS[®]

Kemmons Wilson School
of Hospitality and
Resort Management



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Speaker Bio

Mr. Kem Wilson, Jr., vice chairman of Kemmons Wilson Companies, is a Business Administration graduate from The University of Alabama and a Harvard Owner/President Management program alumnus. His education and training have been instrumental in expanding the family business into diverse sectors such as real estate, aviation, and hospitality across the U.S. Under his leadership, the company has developed notable properties like the Embassy Suites in downtown Tuscaloosa and the environmentally sustainable hotel at Alabama's Gulf State Park, facilitated by a settlement from the 2010 Deepwater Horizon disaster.

Mr. Wilson's entrepreneurial spirit is also evident in Valor Hospitality Partners and investments in varied industries, including sports and space exploration. Committed to community service, Mr. Wilson is an active member of several boards, including Kemmons Wilson School of Hospitality and Resort Management at the University of Memphis, The University of Alabama's President's Cabinet, and the Baptist Hospital Foundation.

His dedication to philanthropy and mentorship has earned him recognition as Memphis's "Philanthropist of the Year" and "Mentor of the Year." In his time, he enjoys outdoor activities and supporting the Crimson Tide football team. Mr. Wilson is married to Mrs. Norma Thompson, and they are proud parents and grandparents to a large family.

Keynote Speaker

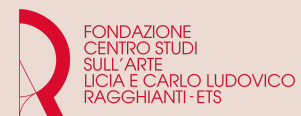


C. Kemmons Wilson, Jr.

Vice Chairman of Kemmons
Wilson Companies

TOPIC

**Bridging Care and Comfort:
Pioneering Non-Profit
Hospitality in Healthcare**





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Speaker Bio

John La Forgia, with a 40-year career in health care, is renowned for his expertise in strategic planning, brand management, marketing, communications, and staff development. As Senior VP and CMO at Hawai'i Pacific Health (HPH), he transformed the underperforming Marketing and Communications department, developing strategic plans and new functions such as interactive media, social media programs, electronic patient and physician communications, and an award-winning website. His efforts also included creating a new corporate identity and branding platform.

Before HPH, John was the CMO at Mayo Clinic, where he managed global marketing and communications for its locations in Arizona, Florida, and Minnesota, as well as the Mayo Clinic Health System and the Mayo Clinic Care Network. His responsibilities included government relations, community engagement, institutional communications, and media relations.

Prior to Mayo Clinic, he held leadership roles as Corporate Director of Public Affairs at Christiana Health Care and Director of Media and Communications at Carondelet Health Care. An award-winning writer, John authored "Brand Aid" in 2019. He holds a BA from Brown University and an MBA from the University of St. Thomas. John retired in 2015 to focus on consulting, writing, and teaching.

Keynote Speaker

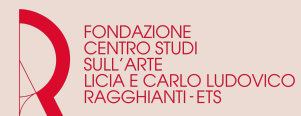


John La Forgia

Co-Founder Mayo Clinic Brand Management Program

TOPIC

Transforming Healthcare Branding: Visionary Journey with Mayo Clinic





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Speaker Bio

Frederick J. DeMicco, Ph.D., RDN, is a full Professor in the School of Hotel and Restaurant Management at Northern Arizona University, having served as its Executive Director from 2019 to 2023. Previously, he was the Aramark Endowed Department Chair at the University of Delaware's Lerner College of Business & Economics. At Penn State University, Dr. DeMicco was Associate Director of the School of Hotel, Restaurant, and Recreation Management, overseeing the undergraduate program and the Master of Science and PhD graduate programs for five years. He is also a Conti Distinguished Professor at Penn State.

Dr. DeMicco holds several prestigious positions, including Honorary President of International Academics and Dean of Business Executive Leadership and Professional Programs at the Learning Campus in Volterra, Tuscany. He has been a visiting professor at the University of Central Florida, USF Sarasota-Manatee, and Colorado State University. Additionally, he is an Adjunct Professor at the University of Delaware's School of Public Policy & Administration.

His career includes roles in healthcare at Massachusetts General Hospital and hotel management at Walt Disney World. Dr. DeMicco has received numerous accolades, including the International CHRIE/Cornell Howard B. Meek Award of Excellence in 2017. He currently helps lead the "Leadership and Ethics: Lessons from Disney" certificate program at NAU with former Disney executives and is the David Michael Meeks Visiting Scholar at the University of Memphis's Kemmons Wilson School. His expertise spans strategic management, innovation, and healthcare services management.

Keynote Speaker

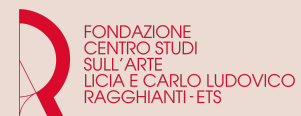


Dr. Fred DeMicco

Executive Director (2019-2023), Full Professor in the School of Hotel and Restaurant Management, Northern Arizona University (NAU), and David Michael Meeks Visiting Scholar to the University of Memphis - Kemmons Wilson School of Hospitality and Resort Management.

TOPIC

The Medical Tourism Landscape





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Speaker Bio

Dr. Ali A. Poorani is the director of the Patient Experience Academy at the University of Delaware and has led research and training programs in healthcare, including at ChristianaCare Health System and the Veterans Patient Experience Academy at the VA Wilmington Medical Center. His work significantly improved patient satisfaction scores. Dr. Poorani has also consulted for the Medical Tourism Association and teaches an MBA course on Patient Experience & Engagement.

He earned his Ph.D. in Leadership and Human Behavior from USIU, San Diego, and his MBA from the University of Central Oklahoma. His publications include scholarly articles on hospitality in healthcare and books such as “Medical Travel Brand Management” and “HR Competencies for Working Managers.” Dr. Poorani has conducted workshops and training programs worldwide, advocating for hospitable healthcare environments.

He has presented at conferences like the Medical Tourism Association and European Healthcare & Hospital Management, with international engagements in Australia, Canada, Switzerland, Thailand, and South Africa. Dr. Poorani serves on the Advisory Board of ARC NCR, supporting people with intellectual and developmental disabilities, and has been involved with the Philadelphia & Vicinity Club Foundation and Dineable. He is also an expert medical tourism research advisor for the International Healthcare Research Center.

Seminar Speaker

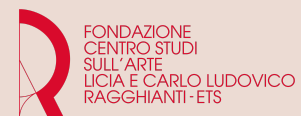


Dr. Ali A. Poorani

Director of Patient Experience Academy at
the University of Delaware

TOPIC

Seminar: Patient-Centric Care:
Patient Experience Academy





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Speaker Bio

Dr. Radesh Palakurthi is a professor, dean, and IHG chair of excellence at The Kemmons Wilson School of Hospitality and Resort Management at the University of Memphis. He has vast experience in hospitality education and research, with a portfolio that includes numerous academic publications, presentations, two book publications, book chapters, and over one million in research grants from various agencies. Dr. Palakurthi has received several Best Paper awards and is frequently invited to speak at professional conferences and seminars. He has been a guest faculty at institutions in Europe, the Caribbean, Asia, and New Zealand, and has developed curricula and programs to expand hospitality education from high schools to graduate levels.

Dr. Palakurthi serves on educational committees of professional organizations, including the Tennessee Hospitality & Tourism Association, the American Resort Development Association, and the Scholarship Committee of the Metropolitan Memphis Hotel and Lodging Association. He is also involved with the Tennessee College of Applied Technology Jackson and the Tennessee Department of Education's Hospitality and Tourism Advisory Council.

Additionally, he serves on the Executive Advisory Board at the Kemmons Wilson School and the Advisory Board at Arkansas State University – Mid-South's Hospitality Management Program.

Dr. Palakurthi holds a B.S. from Florida International University, an M.S. from Purdue University, a Ph.D. from Pennsylvania State University, and an MBA from San Jose State University. His academic career includes positions at the University of North Texas, San Jose State University, Oklahoma State University, Drexel University, and The Wellington Institute of Technology in New Zealand.

Research Speaker

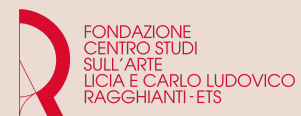


Dr. Radesh Palakurthi

Director of Patient Experience Academy at
the University of Delaware

TOPIC

Research Presentation: Prior
Experience in Medical Tourism:
Insights into Preferences and
Decision-Making





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Speaker Bio

Dr. Siddharth Jain is a versatile professional with a deep passion for research and academia, combining his extensive expertise in financial markets and portfolio services with a robust academic background. Dr. Jain holds a PhD in Accounting and Finance, a Master's in Professional Accounting (Advanced), and an MBA. Additionally, he is a distinguished member of CPA Australia, underscoring his commitment to professional excellence.

Throughout his academic journey, Dr. Jain has actively pursued research across various domains, showcasing his penchant for exploring diverse topics. His dedication to advancing literature is evident in his numerous contributions to peer-reviewed journals, where he consistently employs innovative methodologies to uncover new and unique insights.

Dr. Jain's work spans a range of subjects within accounting and finance, highlighting his ability to integrate theoretical knowledge with practical applications.

Dr. Jain's research not only enhances academic understanding but also provides valuable implications for the financial industry. His expertise and scholarly contributions have elevated him to a thought leader in both academic and professional circles. Driven by a commitment to continuous learning and knowledge dissemination, Dr. Jain remains at the forefront of his field, impressing the audience with his influential stature in accounting and finance research.

Research Speaker



Dr. Siddharth Jain

Director - Teaching, Learning and Student Experience, Churchill Institute, Parramatta (Sydney), Australia

TOPIC

Research Presentation:
Applying Econometric
Modeling to Medical Tourism
Issues

