



CONFERENCE

Discover Poland:

A New Destination for Wellness,
Health Resorts, and Medical Tourism

Discover Poland: A New Destination for Wellness, Health Resorts & Medical Tourism Conference

hosted at the

Polish Consulate General in Chicago

will take place on

April 30, 2026.

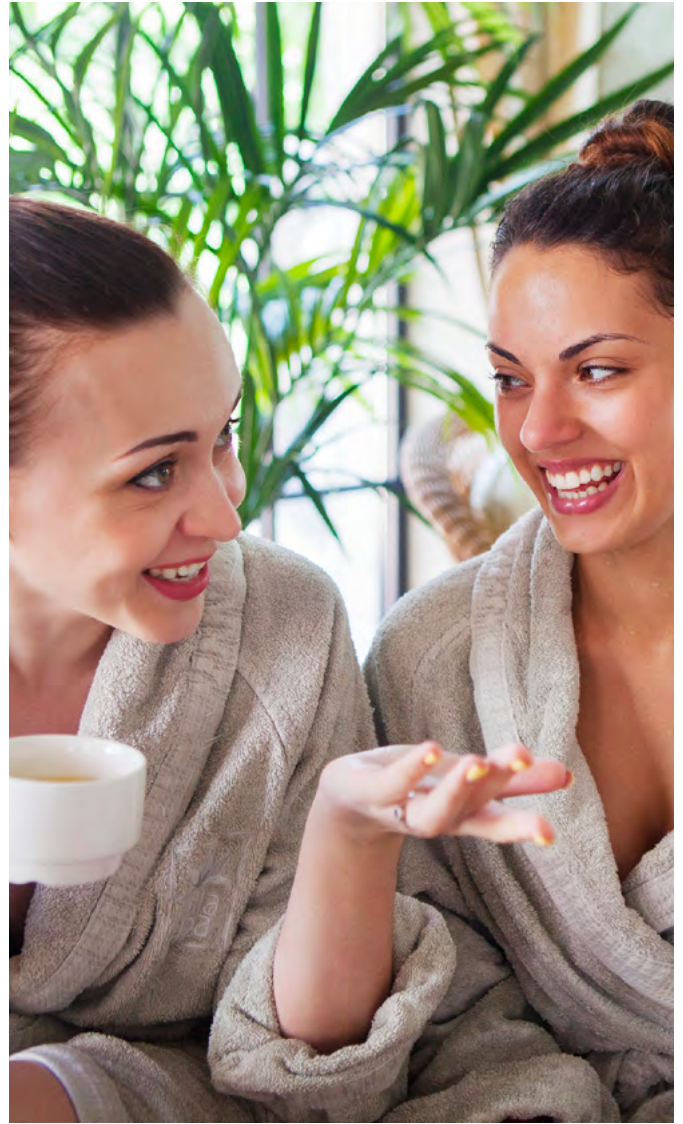
The event is organized by the Polish National Tourist Office, Consulate General of the Republic of Poland in Chicago in cooperation with LOT Polish Airlines.

The conference will position Poland as an emerging European destination for wellness, spa, and medical travel, offering a compelling combination of high-quality healthcare, modern infrastructure, and authentic, restorative experiences.

The program will demonstrate how travel to Poland can seamlessly combine advanced medical services with wellness and spa offerings, creating a holistic journey where treatment, recovery, and well-being come together.

Key topics will include:

- digital tools supporting the full patient journey, from consultation to travel and post-treatment care
- integration of medical procedures with wellness and spa experiences, including thermal facilities, rehabilitation programs, and preventive health stays
- opportunities to design wellness-focused travel as a natural extension of medical visits to Poland
- cross-border coordination of care and patient support throughout the entire process
- innovative therapies in unique environments such as the Wieliczka Salt Mine, known for subterraneanotherapy and climatotherapy
- practical insights for U.S.-based professionals on introducing Poland as a new, competitive destination in the wellness and medical tourism market



The conference highlights Poland's growing role as a destination where health, travel, and quality of life intersect offering both medical excellence and meaningful, restorative experiences.

Programme:

“FOREVER YOUNG - Polish Health Resorts and Clinics”

Associate Professor Joanna Głogowska-Szeląg, MD, PhD, President of the Polish Society of Balneology and Physical Medicine

The role and possibilities of Polish health resorts: tradition, modern treatment methods and directions of development in medical physics

- Offerings for seniors and health tourism
- The achievements and traditions of Polish health resorts
- Contemporary physical medicine and its development trends
- The competencies of Polish specialists and their therapeutic potential

“Wellness, rehabilitation and prehabilitation packages designed for International Travelers”

*Dr. Karina Przybyło-Kisielewska Vice, President of the Management Board of the Bristol Hotel **** Art.&Medical Spa in Busko-Zdrój and the Fontia Balneology, Health, and Prehabilitation Clinic.*

- What exactly is included in 10 and 14-day programs?
- Who these packages are for (active adults, women, post-injury, pre-surgery)?

Examples of sellable programs:

- Metabolic Reset and Weight Management (SDR Program)
- Women's Health and hormonal balance (Femitherapy)
- Healthy Spine and pre-surgery preparation program

How these programs combine:

- medical supervision
- treatments
- accommodation
- cultural & leisure components

“A unique experience: Wieliczka Salt Mine - underground therapy at a UNESCO site”

Agnieszka Ziętara, Magdalena Kostrzon, “Wieliczka” Salt Mine Health Resort

A truly unique experience: Wieliczka Salt Mine- underground therapy at a UNESCO site.

- What speleotherapy is and why it works?
- Why Wieliczka is globally unique (underground chambers, microclimate)?
- Conditions treated (asthma, COPD, allergies, post-COVID).

How this experience combines:

- medical therapy
- heritage tourism
- storytelling and destination value.

“Natural Wellness and Rehabilitation Powered by Mineral Waters, Sulphur and Peat mud in the Heart of Wieniec Zdrój-Poland”

Associate Professor Joanna Głogowska -Szeląg, MD, PhD

“Modern Ophthalmology Without Borders, Safety and World-Class Standards In”

Prof. Jerzy Szaflik Eye Clinic, Anna Michalska-Saczko, Managing Director of Prof. Jerzy Szaflik Eye Clinic Laser Center

“Digital Health Meets Heritage Travel: building a digital healthcare model and a new ecosystem for medical tourism”

Magdalena Korsak Sabino Belo, Polonia Medica

A digital healthcare model for the Polish diaspora and a new medical tourism ecosystem. The project is co-financed by the EU's National Recovery and Resilience Plan, combining medicine, well-being, tourism, and digital services for international patients.

The POLONIA MEDICA platform:

- integrates medical, rehabilitation and accommodation services
- enables contact with an advisor
- allows booking of accommodation and medical packages, as well as the entire trip
- is designed in Polish and English, in accordance with WCAG 2.1 AA, with users aged 70+ in mind

Scope:

- Polonia Medica platform
- services for Polish diaspora patients and care services
- cooperation with tour operators
- H2H (Hospitality to Healthcare) standard,
- integration of medical, accommodation and logistics services.

