

### Executive Board of BHA e.V.

**Prof. h.c. mult. Dr. med. Dr. h.c. Marita Eisenmann-Klein**  
President BHA e.V. / President – International Confederation of Plastic, Reconstructive and Aesthetic Surgeons

**LMR Andreas Ellmaier**, Vice President of BHA e.V.

**Prof. Dr. biol. hum. Horst Kunhardt**, Vice President of BHA e.V., Member of Senate, University of Applied Sciences Deggendorf (THD)

**Prof. Dr. med. Hans Allescher**, Executive Board Member, Medical Director, Hospital Garmisch-Partenkirchen

**Prof. Dr. med. Matthias W. Beckmann**, Executive Board Member, CMO of Gynaecology and Obstetrics, University Hospital Erlangen

**Prof. Dr. med. Michael Beyer**, Executive Board Member, Interim Medical Director, Hospital Augsburg

**Prof. Dr. med. Volker Bühren**, Executive Board Member (co-opted), Medical Director, Murnau Trauma Center (BGU)

**Prof. Dr. med. Frank Christ**, Executive Board Member (co-opted), Managing Partner, MMI Munich Medical International GmbH

**Prof. Dr. med. Dr. (Lond) Chris P. Lohmann**, Executive Board Member, CMO of Ophthalmology, University Hospital Klinikum rechts der Isar, TU München

**Prof. Dr. Christine Nickl**, Executive Board Member (co-opted), Chairwomen, Nickl & Partner Architekten AG

**Prof. Dr. med. Christian Schreiber**, Executive Board Member, Deputy CMO of Thoracic and Cardiovascular Surgery, German Heart Center Munich

### Management of BHA e.V.

**Dr. med. Robert Gerl, MBA**, Chief Executive Officer of BAVARIA – International Health Association e.V.

### E-Mail Reply

Please complete the form and return it by E-Mail to: [info@b-ha.org](mailto:info@b-ha.org)

- I want to apply for membership in BAVARIA – International Health Association. Please contact me.
- Please send me your electronic newsletter with industry-specific information.

### Sender:

.....  
Title, First Name, Name

.....  
Function, Department

.....  
Company/Institution

.....  
Street, Nr.

.....  
Postal Code, City, ZIP Code, Country

.....  
Telephone

.....  
E-Mail

.....  
Website

### Newsletter

Please add me to your mailing list and send me information on activities in the following areas.

#### Treatment of Patients

- GCC States / Middle East
- Eastern Europe / Russia
- EU – Cross-border Healthcare
- USA / other markets

#### Further & Continuous Training

- Medical Students
- Foreign Physicians
- Foreign Scientists
- Nursing / Technical / Medical Personnel

#### International Projects & Cooperations

- Consulting
- Management
- Cooperation Projects
- Infrastructure Development

### Contact

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# BAVARIA – International Health Association

### Guiding Principles

- Quality
- Ethics
- Transparency
- Efficiency
- Innovation

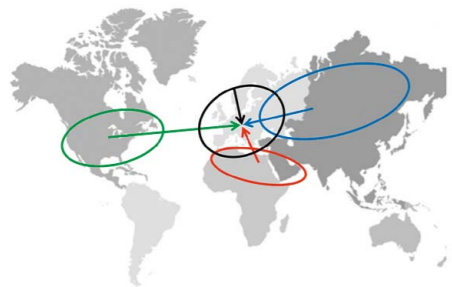
### Strategic Fields of Action

- **Treatment of Patients**  
optimization of safety and transparency in treatments of patients from abroad
- **Further and Continuous Medical Training**  
personalised and structured specialty training for doctors and medical staff from abroad
- **International Projects and Cooperation**  
projects of cooperation and partnerships in hospital construction, logistics and medical excellence





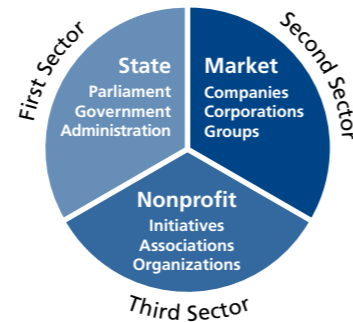
The Bavarian healthcare and health economy is extremely well positioned internationally. The Bavarian healthcare providers deliver care at a top level in all areas of services and supply. The offers of rehabilitation centers and spas is virtually unparalleled. Bavaria also holds a leading position in healthcare research and medical technology. The Bavarian state government fosters the areas of research and collaboration between science, technology development and clinical application. The Bavarian hospitals cooperate closely with 250 pharmaceutical and medical technology companies in Bavaria.



The initiative „BAVARIA – A better state of health“ organized by the Bavarian State Ministry of Environment and Public Health (StMUG) has been successful in positioning Bavaria as a leading health destination on a global scale. Its outstanding healthcare offers make Bavaria one of the most renowned destinations for foreign patients worldwide. Physicians and scientists from many countries in the world come to Bavaria to undergo their further and continuing training. This also leads to frequent requests for consulting and implementation of international healthcare projects.



With the newly founded business association BAVARIA – International Health Association (BHA) an operative platform will be available for the international health economy in Bavaria. This platform will amongst others help to support the cooperation agreements (MOUs) of the State of Bavaria with its partners. A special focus will be the optimization of treatment of international patients, the promotion of professional and continuous training of physicians and medical personnel and the implementation of worldwide cooperation and healthcare projects.



The BHA association offers its members a cooperation- and information platform for all fields related to international healthcare and health economy. It provides networking at Bavarian, German and international level and offers cooperative advertising for the health destination Bavaria. In addition it provides consultation for its members and acts as intermediary for international contacts for cooperation and projects. Moreover further and continuing training as well as congresses and fairs are being organized for all three strategic fields.

### BHA Members: Institutional & Individual

- Hospitals & Clinics
- Companies
- Clusters
- Associations
- Research & Education
- Politics & Administration
- Physicians
- Healthcare Professionals
- Healthcare Managers
- Consultants & Entrepreneurs
- Project Developers
- Health Destination Experts



### Association Services & Membership Benefits

- Networking
- Promotion of Economy
- Consulting & Service
- Training & Qualification
- Congresses & Fairs
- Quality Standards
- Information & Expertise
- Lobbying
- Legal Counselling
- Public Relations
- Marketing & Advertising
- Market Research

### BHA Advisory Board

**Prof. Dr. med. Hartwig Bauer – Advisory Board & Founding Member**, Former Secretary General of the German Society of Surgery

**Prof. Dr. med. Joachim Grifka – Advisory Board** CMO of the Orthopedic Surgery Asklepios Hospital/ University of Regensburg

**Prof. Dr. med. Marion Kiechle – Advisory Board** CMO of Gynaecology and Obstetrics, University Hospital Klinikum rechts der Isar, TU München

**Prof. Dr. med. Michael Nerlich – Advisory Board** President of Forum MedTech Pharma e.V., CMO Trauma Surgery, University Hospital Regensburg

**Prof. Dr. Dr. Anna Reichlmayr-Lais – Advisory Board** Representative of the President of the Technical University of Munich

**Dr. med. Thomas Zimmermann, MdL a.D. – Advisory Board**, Chairman of the Bavarian Health Council

### Heads of BHA-Committees

**Dr. med. Berndt Birkner – Quality Committee** Gastroenterologie am Max-Weber Platz, Munich

**Dr. med. Stefan Kottmair – Service & Logistics Committee** Healthcare Quality Management Consultant, Munich

**RAin Patrizia Nusko – Legal Committee** Specialist in Medical Law, ECOVIS Landshut

**Karin Ploch – International Nurses Committee** Vice Nursing Director at Diakonie Maxvorstadt, Munich

**Dr. med. Gert Rogenhofer – Internat. Physician Committee** General Practitioner & Psychotherapist, Regensburg

**PD Dr. med Rainov – Healthcare Cooperation Committee**, Neurosurgeon, Augsburg

**Prof. Nickl Weller – International Hospital Project Committee**, Chairwomen of Nickl & Partner Architects, Munich

**Dr. med. Robert Gerl (MBA) – Health Destination Management Committee**, CEO of BAVARIA – International Health Association e.V.