



# SKYLOUNGE

مجلة على العفارات وإدارة الثروات

Special feature  
Florida-Miami

*In Conversation*  
with  
**JADRANKA PRIMORAC**

**PROPERTY / INVESTMENT**  
USA - Focus Miami  
Portugal

**CITIZENSHIP BY INVESTMENT**  
EB-5 Investor Visa - USA  
Top Tier 1 Investor Visa - UK

**PRIVATE WEALTH**  
Outlook UAE - Countdown for *Expo 2020*  
Liechtenstein - Isle of Man - Switzerland

مقابلة مع السيدة جادرانكا بريموراك M.Sc.



**In conversation with Jadranka Primorac M.Sc.**

Chief Operating Officer and Member of The Board of Directors -  
St. Catherine Hospital



## أفضل مستشفى خاص في كرواتيا

*St. Catherine is one of the largest and most respected private Hospitals in the country*

St. Catherine hospital is a proud member of the prestigious group "The Leading Hospitals of The World", while In June, 2015., The International Certification Association (ICERTIAS) announced that the St. Catherine Hospital won the top-Quality medal (QUDAL - QQuality meDAL) along with award of St. Catherine Hospital being the best private hospital in the Republic of Croatia, which is all according to the customer's/patient's opinion and judgement. It is also worth mentioning how during the studies, the ICERTIAS was using CAWI – DEEPMA (Computer Assisted Web Interviewing – Deep Mind Awareness) methods in order to analyze and examine all the received data.

St. Catherine Specialty Hospital's membership in the International ICERTIAS Customers' Friend programme – "Because we care about our customers", attests to the special care and attention that Specialty Hospital give to patients and their problems, as well their commitment towards developing long-term customer satisfaction from the very beginning – from the first phone call up to the final phase of treatment.

Nevertheless, the "Super-brands organization" based in the Great Britain (since 1995), has proclaimed St. Catherine in July 2016, as one of the strongest and the most successful brands in that year, thus, along with that, St. Catherine won "Croatia Superbrands 2016 Award" regarding its quality, reliability and distinction.

On November 6th, 2015., Ministry of Science, Education and Sports of the Republic of Croatia announced that the St. Catherine Hospital become "Scientific Center of Excellence for the Personalized Medicine in the Republic of

Croatia" as a part of Consortium that includes the top healthcare and scientific institutions in country and such field.

In April 2017, St. Catherine was awarded with the "Best Hospital Award" for the strong position at the national market and in international sector ratings, successful implementation of modern management technologies, staff excellence and the efficient marketing strategy . Mrs. Jadranka Primorac, M.Sc., Board Member of St. Catherine Specialty Hospital was honoured as a "Manager of the Year" by the Europe Business Assembly, Oxford, UK.

In April 2017 St. Catherine hospital has won a major international medical tourism award for their efforts in attracting international patients to Croatia. St. Catherine Specialty Hospital were named "International specialist patient centre of the year" by medical travel publication the International Medical Travel Journal Medical Travel Awards 2017 at their annual awards ceremony, the IMTJ Medical Travel Awards 2017.

In May 2017, St. Catherine Specialty Hospital was selected among the top 10 European companies in the category of 'The Award for Customer Focus' at the European Business Awards, for its business success and excellence, innovation and ethics in business. St. Catherine Specialty Hospital has been selected among 34,000 businesses that have been involved in this prestigious competition. Also, St. Catherine Specialty Hospital has won the status of the "National Champion for the Republic of Croatia in The European Business Awards".



# Interview with Jadranka Primorac M.Sc. from St. Catherine Speciality Hospital



## **1. Being awarded as a Leading Hospital of the Worlds, your hospital is a “Centre for Excellence”. Please tell us a bit more about your clinic and what makes you so special?**

St. Catherine Hospital is a European center of excellence for advanced diagnostics, orthopedic procedures and spine surgery, pain management, sport medicine as well as in the implementation of innovative diagnostics methods and personalized treatment strategies. The concept of integral healthcare (where expert teams from radiology, orthopedics, surgery, anesthesiology, gastroenterology, neurology and physical medicine take a multidisciplinary approach, using the newest equipment and the latest treatment options, providing superior diagnostics in one place, the best treatment options and individualized rehabilitation protocols) is what underlines the uniqueness of St. Catherine Speciality Hospital. Hospital closely collaborates with numerous European and U.S. clinics including Unfallkrankenhaus Berlin (Germany), Regiomed-Kliniken (Germany), Diagnostikum Graz (Austria), Carolina's Pain Institute (USA), Faculty of Medicine Siriraj Hospital, Mahidol University (Thailand), etc. In addition, St. Catherine Hospital is the official medical institution of The Croatian Olympic Committee, The Croatian Football Federation, The Croatian Taekwondo Federation and many other sports clubs in the region.

## **2. You have received numerous accolades and awards for your treatments in the field of Orthopaedic, Surgery, Internal Medicine, Neurology and Physical Medicine, but you are also a famous Rehabilitation Speciality Hospital with an integrated approach by a multidisciplinary team of experts. Please tell us more about that?**

Basically, as I said our concept is simple, it includes integral healthcare where experts in their field take a multi disciplinary approach using the newest equipment and the latest treatment options to treat our patients in one place. In addition, we are focused on “Patient-Centered Medicine”, a form of practice that seeks to focus medical attention on the patient's needs. In order to achieve that goal, we carefully work on care processes, on improving the service process as well as on repositioning care programs aimed at local, regional and international patients.

Jadranka Primorac, M.Sc., Chief Operating Officer and Member of the Board of Directors of the St. Catherine Hospital, Croatia. St. Catherine Hospital is one of the largest and most respected private Hospitals in the country. Jadranka is an executive with background in healthcare management, consulting and operations with particular focus in strategic relationship, financing, sales and marketing. Likewise, she is one of the pioneers in medical tourism in Croatia and in the region. All the time she cooperates with international institutions and companies related to medical tourism industry. As invited speaker, she regularly speaks at conferences in Croatia and abroad. On April 2017, she was awarded by Europe Business Assembly (EBA)/Oxford as the Manager of the Year for building the strong position of the St. Catherine Hospital at the national market and international sector ratings, successful implementation of modern management technologies and efficient marketing strategy. She is a former professional diplomat as well as the Chief Economic Advisor to the three ministers of the foreign affairs of the Republic of Croatia. Ms. Primorac holds a Master of Science degree from Zagreb University, School of Economics and Business.



We constantly strive to improve our customer service as well as to invest in education, innovation and new technology. We believe that the driving force of our success is the total commitment and passion we put into everything we do. One, however, is for sure; our employees are our most important advantage and they make us a market leader.

## **3. Let's talk a about your “Orthopaedic ” You do have an excellent team”, obviously with great success. Please tell us a bit more?**

St. Catherine's orthopaedic surgeons are recognized nationally and internationally for their surgical technical excellence and innovative abilities to solve both simple and difficult orthopaedic problems. By collaborating with scientists all around the world our surgeons develop new solutions for patients that improve healing, speed rehabilitation and improve outcomes. Orthopaedic surgeons at St. Catherine specialize in the diagnosis and treatment of disorders of the bones, joints, ligaments, tendons, muscles and nerves (musculoskeletal system).

For instance, St. Catherine Hospital was among few European institutions that started with applications of adipose-derived mesenchymal stem cells (MSC) in clinical practice, more precisely, to use MSC for cartilage repair. St. Catherine's orthopaedic team, made a new medical alternative: the meniscal transplant, an hour-long, outpatient, arthroscopic procedure that uses donor tissue to replace damaged meniscus, which can dramatically slow the onset of arthritis. In addition to meniscal transplant, as of recently, we are also successful in applying a new biological treatment: meniscus replacement with the synthetic implant. Furthermore, we are in the process of the integration of pharmacogenetics testing into the clinical work. At the best of our knowledge, we are the hospital with the lowest percentage of infections (0.6%), in comparison with any other hospital in the South Eastern Europe.

**4. With a Specialty Hospital in Zagreb and Zabok, and a Polyclinic in Split you are also famous for being the most visited clinics in Croatia by international patients. From all treatments you are offering, what would you say is the most requested one?**

It is hard to pick up the only one. However, since our last publication in the Genes journal where we describe outstanding results of osteoarthritis treatment with autologous and micro fragmented adipose tissue containing mesenchyme stem cells (MSCs) there is a significant interest for this procedure. The results of our study indicate that the use of autologous and micro fragmented adipose tissue containing mesenchyme stem cells (MSCs) in patients with knee Osteoarthritis increased glycosaminoglycan content in hyaline cartilage. We believe that once the active MSCs and pericytes obtain and sense the surroundings of the targeted knee joint, they start to secrete bioactive factors that are immunomodulatory, antiscarring, antiapoptotic, angiogenic, and trophic (regenerative), meaning that these cells make “therapeutic drugstores” in situ.

To make story short, we observed that after the application of micro fragmented adipose tissue containing mesenchymal stem cells (MSCs), patients with osteoarthritis are improving range of motion. Also we observed a significant reduction in pain at most of patients with osteoarthritis. As a matter of fact, Mirko Filipović, (Cro Cap) the 2012 K-1 World Grand Prix Champion and the 2016 Rizin Open-weight Grand Prix Champion made a statement regarding treatment with micro fragmented adipose tissue containing mesenchymal stem cells (MSCs) in our hospital. He confirmed that the knee effusion as well as the pain he had for several months completely disappeared after treatment with that procedure. Everyone was surprised when he announced that now he is 100% ready to fight with Tsuyoshi Kosaka in Japan in December.

**5. You've treated some very famous athletes. How does it feel to know they chose your hospital?**

In short years since the hospital has been established, our achievements have been outstanding. Beside from being the official hospital of the Croatian Olympic Committee, we are also the official hospital of the Croatian Football Federation. Our forward-thinking vision and ever evolving practices have ensured that we have treated more than 200 top athletes in the past few years. Namely, every professional athlete's goal is to come back as soon as possible into full sport activities after an injury.



We are extremely proud to say that we can offer that kind of healthcare as a center of excellence for sports medicine, regarding both the expert staff and the equipment we contain. Afterwards, because of our unique approach to the treatment, numerous of worldwide patients have been either treated or diagnosed in our hospital, out of which some include: Garry Kasparov (former World Chess Champion), Marin Čilić (Winner of the US Open 2014 ), Aleksandr Viktorovich Khoroshilov (the first Russian male to win a World Cup race (Schladming, 2015) since 1981) Gordan Giriček (NBA player: Memphis Grizzlies, Orlando Magic, Utah Jazz), Bojan Bogdanović (NBA player: Brooklyn Nets), Mario Mandžukić (football player: Juventus, Italy and Croatian National Soccer Team), Luka Modrić (football player: Real Madrid, Spain and Croatian National Soccer Team), Ivan Rakitić (football player: Barcelona, Spain and Croatian National Soccer Team), etc.

**6. Let's talk about our audience, wealthy Arab families from the Gulf region. They are used to have their treatments abroad, how has been your experience so far with Arabian patients?**

The market for medical tourism opened us a new opportunities which exposed us to a whole new set of rules requiring a special mix of business knowledge and cultural sensitivity. It brought us patients, with higher demands, which we accept as a challenge and translate into opportunities for our growth and expertise.

Patient's safety and satisfaction are top priorities for our hospital, and we continually implement changes that results in significant improvements in the patient's care. Our employees play a remarkable role in creating patient's experience. We strongly believe and live by motto that the patient's experience can never become something what the employee's experience is not already. Employees give to our Hospital their own personality and soul: without it, we are only left with equipment and building. According to the answers from our own questionnaires, patients primarily emphasize that they feel safe in St. Catherine hospital. They also underline the trust of our work, its reliability, along with the quality of our work and the overall St. Catherine's reputation.

**7. Finally one last question: What's the best piece of advice you've been given?**

Continuous improvements and research will help us drive to the supreme quality in providing medical services and best outcomes for patients.



## Centre of Excellences

### Radiology

Our hospital is equipped with high-resolution ultrasound devices Siemens Acuson X30 0 with Color Doppler technology as well as Phillips Epiq 7. Operating theatres are equipped with a digital Philips Veradius fluoroscopy (C-arm) with a flat detector, which is the only such device in Croatia. USING the most advanced RADIOLOGICAL EQUIPMENT, St. Catherine Specialty Hospital is happy to provide THE following procedures: Magnetic resonance imaging (MRI) MRI of the brain / MRI of the orbits / MRI of the sinuses / MRI of the middle ear / MRI of the spine / MRI of the soft neck tissue / MRI image of the brachial plexus / MRI of the abdomen / MRI of the pelvis / MRCP (bile and pancreatic ducts imaging) / MRI of the musculoskeletal system / MRI arthrography / MRI of blood vessels of the head and neck

### Centre for Orthopaedic Surgery and Sports Medicine

St. Catherine's orthopaedic surgeons are recognized nationally and internationally for their surgical technical excellence and innovative abilities to solve both simple and difficult orthopaedic problems. By collaborating with scientists all around the world our surgeons develop new solutions for patients that improve healing, speed rehabilitation and improve outcomes.

### Centre for Spine Health

St. Catherine hospital has a unique program for diagnosis of painful conditions of the spine, and the surgical team performs minimally invasive procedures and surgical procedures on the spine. PROCEDURES:

- Minimally invasive vertebral intervention (MEVI)
- Laser Disc Decompression
- Endoscopic operations of the spine
- Microdiscectomy
- Kyphoplasty
- Operations on the spine

### Centre for Neurology

Our equipment also provides us with the possibility to document the findings as pictures and video-sequences. Our staff is educated to perform a large spectrum of neurophysiological tests, including rarely used methods, such as neuromuscular junction testing, application of Botox with electromyographic monitoring and the ever more popular cognitive evoked potentials. For electromyography (EMNG) and cortical evoked potentials (EP – AEP, BAER, VEP, ERP, P300) testing, we use the Nicolet EDX equipment with Synergy software. The machine is equipped with two electrical stimulators, headphones for auditory stimulation and a LED monitor or goggles for visual stimulation.

### Centre for Gastroenterology

COMPLETE DIAGNOSTIC SPECIALIST TREATMENT OF GASTROINTESTINAL CONDITIONS.

- Painless colonoscopy and gastroscopy
- Abdominal ultrasound
- Color Doppler abdominal
- Color Doppler blood vessels of the abdomen
- Contrasting liver ultrasound
- Transient liver

### Centre for Physical Medicine and Rehabilitation

SPECIFIC REHABILITATION PROGRAMMES:

- Preoperative rehabilitation
- Postoperative rehabilitation
- Posttraumatic rehabilitation
- Sports rehabilitation
- Degenerative programme
- Prevention programme
- „IT-syndrome“ programme

### Centre for Anaesthesiology and Pain Management

Department of Anaesthesiology and Perioperative Medicine staff members are a highly integrated, collaborative group of adult and paediatric anaesthesiologists committed to providing the best possible care to adult patients requiring anaesthesia and intensive care as well as to paediatric patients.





## Why choose St Catherine Specialty Hospital?

- ✓ Internationally-recognised, award-winning hospital
- ✓ Expert physicians affiliated to Croatia's medical schools
- ✓ Teaching hospital licensed to carry out bio-medical research; currently involved in European Commission 'Pain Omics' project and the development of Lipogems® technology for osteoarthritis and cartilage lesions
- ✓ State-of-the-art diagnostics including advanced MAGNETOM Avanto MRI scanner and high resolution ultrasound
- ✓ Operating theatres equipped with digital Philips Veradius fluoroscopy (C-arm) with a flat detector
- ✓ Scientific collaborations with leading European, American and Israeli clinics and specialists in the fields of orthopaedics, spinal surgery, anaesthesiology and pain management, and radiology
- ✓ International reputation in the field of sports medicine  
official hospital of the Croatian Olympic Committee and  
of the Croatian Football Federation



This year's annual 10<sup>th</sup> World Medical Tourism & Global Healthcare Congress held in Los Angeles from 2<sup>nd</sup> to 4<sup>th</sup> of October, 2017, organized by the Medical Tourism Association, brought together more than two thousand leading experts in the medical tourism industry. During the plenary session, the St. Catherine Specialty Hospital and one of America's leading healthcare institutions, Cleveland Clinic, have been awarded one of the *world's most prestigious accreditations* - the 'Global Healthcare Accreditation (GHA)'.



#GlobalHealthcareAccreditation