

ROBERTO POSAVEC

Economist and medical tourism consultant

**SOCIETY FOR SPINE DISEASES
SPINOTEKA**

President

**AXIS SPECIALTY HOSPITAL FOR
NEUROLOGICAL AND ORTHOPEDIC
SURGERY**

Head of marketing

MEDICAL TOURISM CONSULTANT

private



CONTACT INFO:

Mobile: +385 95 805 67 97

E-mail: roberto.posavec@gmail.com

Web: www.roberto-posavec.com

I was born and now living in Vinkovci, Croatia.

Educated at the School of Economics in Vinkovci, I took the degree in June 2006 with final work title "Internet marketing". Same year I have applied for Faculty of Economics in Osijek where I have achieved title of Bachelor of Economics, course of study Business Informatics with thesis title "Electronic and mobile business in health tourism". In October 2012 I have applied for graduate study of Marketing at Faculty of Economics in Osijek where I have achieved title of Master of Economics with thesis title "Perspectives of health tourism development in Republic of Croatia and Axis Special Hospital case report". In November 2014 I have have applied for postgraduate study of Marketing of specific areas at Faculty of Economics in Osijek.

I am founder of several successful projects in field of medicine, medical tourism, economics, information and communications technology (ICT), book author and proud member at several international and domestic professional organizations.

CURRICULUM VITAE

PERSONAL DETAILS

- Full name: Roberto Posavec
- Location: Vinkovci, Croatia
- Date of Birth: February 29th 1987
- Place of Birth: Vinkovci, Croatia
- Nationality: Croat

EDUCATION AND TRAINING

- **1994 – 2002** – Elementary School, Vinkovci
- **1996** – English language course, Gymnasium, Vinkovci
- **1996 - 1998** – English language course, private school Way-Out, Vinkovci
- **2000** – Informatics course, Croatian association of technological culture, Vinkovci
- **2002 – 2006** – School of economics Vinkovci, final work title „Internet marketing“
- **2006 – 2012** – J.J. Strossmayer University Osijek, Faculty of Economics, Bachelor of Economics, course of study -Business Informatics, thesis title „Electronic and mobile business in medical tourism“
- **2012 – 2014** - J.J. Strossmayer University Osijek, Faculty of Economics, Master of economics, course of study – Marketing, thesis title “Perspectives of health tourism development in Republic of Croatia and Axis Special Hospital case report”
- **2014** - J.J. Strossmayer University Osijek, Faculty of Economics, postgraduate study Marketing of specific areas (exp. 2017)

WORK EXPERIENCE

Formal and informal

- **2000 - 2012** - Croatian Association of Technological Culture, Vukovarsko-srijemska county – maintaining web sites and computer network, giving lecturers and courses to new members and beginners
- **2003 - 2006** - Founder Siemenes Java Internet magazine
- **2006 - 2007** - Journalist/Writer at first Croatian GSM magazine Mobil
- **2006 - 2012** - Founder at GSM Java Internet magazine
- **2009 - 2012** - Secretary at Informatics Society Vinkovci
- **2009 - 2010** - Certified dealer for Rebel SIM card
- **2010** - Founder and president at Spinoteka, combined professional-patient society for spine diseases
- **2010** - Office administrator at Istrazivac ltd.
- **2010 - 2013** - External associate at Vertebris International Spine and Joint Hospital (now Axis Special Hospital)
- **2013** - External associate at Axis - Special Hospital for spinal and orthopedic surgery

FOREIGN LANGUAGES

English

Reading: Excellent

Writing: Excellent

Speaking: Excellent

ADDITIONAL SKILLS

- Microsoft (Office & Windows)
- Google services (AdSense, AdWords, Analytics)
- Macromedia Dreamweaver
- WordPress CMS
- Internet
- Internet marketing
- Social media
- WAN, LAN administration
- Health/Medical tourism

ADDITIONAL INFORMATION AND ACHIEVEMENTS

- CARNet (Croatian Academic and Research Network) acknowledgement – idea for website which will improve Croatian internet space (gsm-java.hr)
- CARNet (Croatian Academic and Research Network) acknowledgement – idea for website which will improve Croatian internet space (spinoteka.hr)
- Cooperation with one of the world's most innovative marketing companies - Vibrant Media Inc., San Francisco, USA
- Cooperation with world leading spinal surgeons on „Spinoteka“ humanitarian and charity project
- International scientific collaborator at III World Congress of Minimally Invasive Spine Surgery and Techniques

- 7th - 11th International Symposium – Humanitarian Demining, Sibenik, Croatia
- NATO EOD meeting, 2012, Trenčín, Slovakia
- Society for Spine Diseases Annual meetings, 2011-2016, Vinkovci, Croatia
- Minimally-invasive Spine Interventions Symposium, 2011, Zagreb, Croatia
- Full-endoscopic surgery of lumbar spine seminar 2012, Zemun, Serbia
- Croatian Society for Endoscopic Surgery 2012, Slavonski Brod, Croatia
- Minimally-invasive spinal neurosurgery and orthopedic surgery, 2013, Zagreb, Croatia

**CONGRESSES, MEETINGS,
SEMINARS, WEBINARS**

- Developing Successful Spine Centers of Excellence and Managing Quality, Webinar, Marcy T. Rogers, 2013
- Effectively Marketing Spine Centers and Spine Surgeons, Webinar, Marcy T. Rogers, 2013
- Medical Tourism Facilitators: the Good, the Bad -- the Unknown, Webinar, Renee-Marie Stephano (MTA), 2013
- coflex®: The New MIS Non-Fusion Solution for Spinal Stenosis Approved for Your ASC, Webinar, 2013
- Minimally Invasive Spinal Surgery and Navigation: Part I: Basics, Webinar, Roger Härtl, MD, Neel Anand, MD, Dean Chou, MD, 2013
- Minimally Invasive Spinal Surgery and Navigation: Part 2: Advanced Concepts, Webinar, Roger Härtl, MD, Neel Anand, MD, Dean Chou, MD, 2013
- Creating Spine Destination Centers for Medical Tourists. Webinar, Marcy T. Rogers, 2013
- Breaking it Down: Understanding Medical Care for Russian Speaking Patients, Webinar, Marcy T. Rogers, 2013
- Minimally-invasive surgical treatments in orthopedics and spine, Robert Saftic, MD, Hotel Antunovic, Zagreb, 2013
- Advanced Google AdWords education, Escape Studio and Faculty of economics in Osijek, 2013
- International 33rd Course for Percutaneous Endoscopic Spinal Surgery and Complementary Minimal Invasive Techniques, 2015, Zurich, Switzerland

OBSERVED SURGICAL PROCEDURES

- More than 20 endoscopic spinal procedures including but not limited to discectomy, foraminotomy, foraminoplasty, decompression, rhizotomy
- More than 20 percutaneous laser spinal procedures for disc decompression
- More than 10 micro-endoscopic (METRx) spinal procedures including but not limited to discectomy, foraminotomy, decompression
- ACDF surgery – anterior cervical discectomy with fusion
- TLIF surgery – transforaminal lumbar interbody fusion
- Coflex spinal surgery

MEMBERSHIPS

- Society of Advanced Management of the Spine
- Medical Tourism Cluster
- Spinoteka - Society for Spine Diseases
- IASP - International Advocates for Spine Patients
- Croatian Association of Technical Culture
- Informatics Society Vinkovci

PUBLICATIONS

- Posavec R.: Internet marketing, high school **final work**, 2006
- Posavec R.: Elektroničko i mobilno poslovanje u zdravstvenom turizmu (eng. Electronic and mobile business in health tourism), **thesis**, 2012
- Posavec R., Saftić R.: Electronic and mobile business in health tourism, **book** (based on thesis), 2012
- Posavec R.: Perspektive razvoja zdravstvenog turizma u Republici Hrvatskoj na primjeru specijalne bolnice Aksis (eng. Perspectives of health tourism development in Republic of Croatia and Axis Special Hospital case report), **thesis**, 2014
- Posavec R., Saftić R.: Development perspectives of health tourism in the Republic of Croatia: Theoretical review of the current situation, possible perspectives and Axis Specialty Hospital case report, **book**, 2016