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Programme  
Central Macedonia

## Program: «Central Macedonia» 2021-2027 Action: «Innovation Investment Plans»

Title:

**HealthTourismHub KMP6-0081778/5136480**

Description:

H Alpha Plan Consultants participates in the Operational Program "**Central Macedonia**" of the **NSRF 2021-2027** under the "**Innovation Investment Plans**" co-financed by the European Union and National Resources.

The project, titled "**HealthTourismHub**," aims to design and develop an integrated system for the creation, promotion, and discovery of Health Tourism packages, thereby supporting and advancing medical tourism in the Region of Central Macedonia (RCM).

Indicative expected benefits of this initiative, through the interventions it includes, are as follows:

- Creation of a new, innovative, high-value product at a competitive cost in the tourism sector, where our country plays a key role.
- Promotion of medical tourism in the RCM through modern technologies.
- Establishment of a strong brand name for businesses, supporting continued innovation and positioning them in both domestic and international markets.
- Creation of new job opportunities for specialized personnel.
- Generation of new knowledge and the establishment of a solid foundation for future research in the application of new technologies in tourism.
- Promotion of Research and Innovation in investments, alongside an increase in the productivity of research and innovation institutions in priority areas of the smart specialization strategy.
- Development of stable cooperation ties between businesses and research institutions, with a long-term perspective beyond the scope of this project.
- Diversification of the regional production model, consolidating innovation and internationalization practices among businesses.

Both internationally and domestically, no similar platforms exist, particularly for a digital health coordinator. Therefore, the scientific excellence of this proposed project is significant, and the partnership with public research institutions of recognized value further enhances its attributes of excellence. Proper implementation, along with the development of an ambitious yet realistic business model and the assurance of operational sustainability, will yield measurable and substantial benefits to the domestic economy, particularly for the sector and the local economy.

The goal of the initiative is to develop an electronic platform that will consolidate all essential online services within the medical tourism value chain, providing integrated "one-stop" services. Additionally, the project seeks to boost the competitiveness of tourism businesses by promoting medical tourism in the RCM, strengthen collaborations and networking among research institutions, educational bodies, and businesses within the framework of the RCM's smart specialization strategic plan, and support policymakers in medical tourism decisionmaking through data analysis and visualization.

**Total Budget: 356,350.00**

**Budget Alpha Plan Consultants: 66,300.00**