

20.07.2025

Henning Kalwa: “Thailand Is Becoming Medical Tourism Paradise”

Medical tourism in Thailand is witnessing a formidable boom. The Kingdom has been a top five most attractive destination for medical travel for several years. The country has transformed itself into a key global leader in the industry due to a combination of highly professional top-quality medical care and relatively low costs of medical services. Overall, there is significant potential for expanding limits of the market. Particularly, Russian tourists represent a large developed segment of the tourist industry of Thailand, sayd Dr. Henning Kalwa, CEO of ImagineHealth.

Mr. Kalwa, your company ImagineHealth offers medical care and treatment for tourists who travel to Thailand. What is the competitive edge of your offer, for instance, for a Moscow client who is indeed in need of medical treatment? After all, there are seaside resorts and seasoned doctors in Russia….

Thailand’s most significant competitive edge lies in its exceptional price-to-quality ratio. I am confident that clients from Moscow seeking innovative medical treatments—ranging from regenerative medicine and longevity therapies to advanced diagnostics—can access them in Thailand at internationally accredited, world-renowned hospitals. These services are offered at competitive prices compared to other leading global healthcare destinations without any compromise in quality, safety, or standards of care. Thailand offers a broad range of advanced medical solutions, from regenerative therapies to high-end diagnostics and aesthetic medicine, at prices that are often significantly lower than in Europe or the US, but with the same—if not better—quality of care. While I am aware of the world-famous “sanatorium model” in Russia, where guests can combine

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

wellness programs with therapeutic treatments, **Thailand offers a competitive advantage by going beyond this model.** In Thailand, medical care is not just about the treatment itself. It is about the entire experience—world-class hospitals, internationally trained physicians, personalized concierge services, luxurious recovery environments, and the opportunity to combine health with leisure in one of the most beautiful destinations in the world. This holistic approach enhances the healing journey and is **especially attractive to international patients who value privacy, comfort, and efficiency**.

This is particularly relevant when it comes to **aesthetic procedures such as plastic surgery**. Many of our clients prefer to undergo such treatments away from their home country, in part for privacy and confidentiality. They want to return home without their neighbors, colleagues, or friends knowing they had a procedure. It's something we see often these days—even in Hollywood—where someone suddenly looks rejuvenated or refreshed, but no one can quite tell what has changed. Thailand offers the perfect setting for that kind of discreet transformation. Patients can recover peacefully in a resort-like atmosphere, enjoying full privacy and professional care, before returning home looking and feeling their best.

Quality and safety are also crucial aspects. Thailand boasts over 60 healthcare institutions accredited by the Joint Commission International (JCI)—a gold standard in global healthcare. In comparison, Singapore and Malaysia have just over a dozen each. All of this offers our clients not just treatment, but peace of mind, comfort, and world-class service at a better value. **In summary, Thailand delivers more than just medical treatment.** It offers an entire ecosystem that supports recovery, well-being, and peace of mind—all at a highly competitive price point. This combination of medical excellence, innovation, hospitality, and confidentiality is what truly sets Thailand apart as a global health and wellness destination.

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.



© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

What kind of health problems you can handle in Thailand with a better end-result?

Overall, Thailand offers a very broad and diverse range of medical services—from healthy aging diagnostics to elective surgeries, from psychiatric care to the treatment of complex diseases. Some of the most in-demand procedures include plastic surgery (which accounts for around 25% of medical services), dental and orthopedic care, cardiac surgery, and reproductive treatments such as IVF.

The country holds enormous potential in areas such as stem cell treatment, where Thailand has a clear advantage. Compared to, for example, Singapore, Thailand's regulatory framework is more flexible, which opens up greater opportunities for the introduction of innovative methods and the advancement of medical practices. Often, this becomes a decisive factor, motivating patients to travel to Thailand specifically to access treatments that may be unavailable in other countries.

In my view, Thailand needs to carve out its own niche and develop a clear identity. For instance, Turkey is known for hair transplant procedures, South Korea is the global hub for plastic surgery, and Singapore is a popular destination for heart surgeries. I believe Thailand is the ideal place to develop longevity medicine and wellness—fields focused on improving quality of life and slowing the aging process.

ImagineHealth treats aging as a disease and offers various type of treatments. The main cure is the introduction of stem cells into the body. However, recently, this line of medical approach has encountered skepticism since, as it turned out, stem cell treatment could provoke cancer. Is this method of cure still in demand today?

In recent years, longevity medicine has become a major global trend, and Thailand stands at the forefront of this movement. It represents a holistic approach with innovative solutions designed to slow aging, enabling people to live longer, healthier lives. At ImagineHealth, we have been actively developing this area for several years. What we offer goes beyond preventive care — it is personalized, precision medicine involving advanced diagnostics, next-generation technology, and carefully tailored treatment protocols. Our approach encompasses regenerative therapies, stem cell treatments, age-specific medical protocols, detox programs, and wellness solutions. Essentially, longevity medicine is a form of preventive care—but it involves far more extensive diagnostics, advanced equipment, and meticulously calibrated treatment protocols.

I have indeed heard concerns from Russian clients about the safety of stem cell treatments, especially regarding potential cancer risks. While these concerns are understandable, they are largely outdated. Stem cell therapy is becoming a vital and sought-after component of longevity medicine, which focuses on slowing the aging process and promoting longer, healthier

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

lives. Thailand is a global leader in this field, offering regenerative medicine alongside specialized anti-aging, wellness, and detox programs. Our partner clinics in Thailand adhere to the highest international safety standards. We prioritize educating patients on the realistic benefits and responsible use of these therapies. These clinics utilize the latest and safest technologies that pose no harm to patients. Before initiating any stem cell treatment, expert physicians conduct thorough consultations and meticulously review each patient's medical history. Naturally, if a patient has a history of oncological disease, our expert doctors will advise against stem cell therapies for clear safety reasons. For patients unsure about undiagnosed cancer, we provide innovative diagnostic testing capable of detecting dormant cancer cells or early signs of disease, ensuring peace of mind before proceeding.

At ImagineHealth, we focus on personalized treatment plans grounded in advanced diagnostics and the latest technology. Our mission is to deliver safe, effective longevity treatments while educating patients about the benefits and necessary precautions of stem cell therapy. This approach sustains strong demand among well-informed patients. It is also important to stress that we collaborate exclusively with laboratories and providers that employ the most advanced, cutting-edge, and safe technologies.

ImagineHealth proudly leads the longevity facilitation sector in Thailand and considers itself an expert in the field. Thanks to our strong collaborations with leading Thai medical institutions, we help clients access the newest technologies and methods for extending healthspan. We also emphasize educating our clients about the possibilities longevity medicine offers, reinforcing the belief that with expert guidance and scientific innovation, they can maintain their health and enjoy longer lives. Ultimately, ImagineHealth's mission is to make innovative longevity medicine accessible and affordable for everyone.

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.



© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

Medical tourism in Thailand is witnessing a formidable boom. What are the hallmarks of this process and is there a mounting interest on the part of clients coming from Moscow?

For a long time, Thailand has remained the most popular tourist destination in Southeast Asia. The world-famous Thai hospitality combined with picturesque beaches attracts a huge number of tourists. Add to this the unique culture, distinctive cuisine, and fantastic shopping, and it becomes clear why Thailand is considered a true tourist paradise. Furthermore, tourism is a major driver of the country's economic growth. The industry's contribution to Thailand's GDP is approximately 12%. At the same time, thanks to a progressive healthcare system and affordable medical service prices, Thailand has also established itself as an excellent destination for wellness tourism. To share some statistics: in 2021, Thailand ranked among the top five countries in terms of attractiveness and cost of medical tourism according to the MTI (Medical Tourism Index). The potential for the development of medical tourism in Thailand is enormous. Currently, the government is implementing a strategy to transform the country into a global medical hub by 2026. Investments in various medical products are being encouraged, and the development of innovative medical technologies for treating specific diseases is being promoted.

I would like to highlight that Russian tourists continue to show growing interest in wellness travel. A study conducted by Yandex revealed that the majority of inquiries come from Moscow (28.05%) and Saint Petersburg (5.30%). Overall, Russian medical travelers are quite discerning when assessing the balance between price and quality of services. In this context, Thailand stands out as an ideal destination for outbound medical tourism, offering high-quality medical care at very competitive prices. We are seeing increasing interest from Russian clients, who mostly inquire about longevity treatments, advanced diagnostics, and aesthetic procedures.

At ImagineHealth, we actively promote Thailand as a leading destination for wellness and longevity, aiming to firmly establish its position on the global medical tourism map. I am confident that Thailand has many advantages in terms of medical tourism. Thailand has earned an indisputable reputation as one of the most hospitable and friendly countries in the world, offering its guests picturesque beaches, well-developed transportation infrastructure, unique cuisine, and fantastic opportunities for leisure and relaxation. All of this combined creates excellent conditions for a comfortable stay for medical travelers from different parts of the world.

We want tourists to come to Thailand not only to boost their dopamine levels while lounging on white sandy beaches but also to give them the opportunity to return home rejuvenated and full of energy. This is where ImagineHealth comes into play: thanks to our established and strong strategic partnerships with laboratories, doctors, hospitals, and clinics, we help our clients

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

undergo innovative treatments that may simply be unavailable in other countries. This is the mission we see for ImagineHealth.

Unfortunately, I must admit that today some advanced therapy and diagnostic methods often remain accessible only to wealthy individuals. However, at ImagineHealth, thanks to many years of cooperation and trusted relationships with the best medical institutions in Thailand, we make every effort to ensure that progressive medical solutions become accessible, for example, to my parents, your parents, and all patients with moderate incomes. We aim to democratize longevity innovation—providing affordable access to top-tier care for everyone.

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.



© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

Would you please share your company's strategy for the future. Your company's slogan is "Through optimism, innovation and collaboration we can reframe the future of healthcare." How do you personally foresee the future of healthcare?

ImagineHealth's future strategy is focused on broadening access to advanced medical solutions, with a particular emphasis on longevity, regenerative medicine, and wellness. We have already established strong partnerships with leading internationally accredited hospitals in Thailand, collaborating closely with the country's top healthcare providers. Additionally, we work with premier international laboratories located outside Thailand—including in the USA, Germany, and Singapore—that complement and enhance our treatment offerings. These labs employ cutting-edge technologies, including AI-driven diagnostics and sophisticated patient matching systems, underscoring our commitment to responsible innovation and precision medicine.

To support our growth, we plan to deepen our presence in key strategic markets such as Russia, the Middle East, and Europe. This will be achieved by expanding multilingual support teams, appointing regional representatives who understand local needs, and launching targeted educational campaigns to raise awareness about the benefits and safety of advanced medical treatments. By doing so, we aim to build stronger connections with patients and healthcare partners alike. Ultimately, our vision is for ImagineHealth to become synonymous with trust, innovation, and compassionate care — a global leader that not only delivers cutting-edge medical solutions but also prioritizes the patient experience and ethical standards. We are dedicated to making advanced healthcare accessible, personalized, and reliable for clients worldwide.

I believe the future of healthcare lies in **proactive, personalized care** that doesn't just treat illness but promotes wellness and longevity. Technology, data, and global collaboration will make care more efficient, predictive, and accessible. The patient will be at the center of this transformation—empowered, informed, and engaged. In this future, borders won't matter as much—patients will travel for the best care, and ImagineHealth will be there to guide them.

What ideas, know-how and best practices could your company share with the Moscow-based clinics?

I am aware of the plans to develop medical tourism in Russia, and I am confident that these initiatives will be successful. Nevertheless, there are valuable insights and best practices that Thailand can offer to support this growth. Knowledge exchange is a critical factor in advancing the sector. We have previously hosted delegations of Russian physicians and representatives from Moscow hospitals and clinics for benchmarking visits to Thailand. Additionally, we are planning to

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.

welcome Russian plastic surgeons and dentists in October this year for further professional exchange.

This is particularly relevant in light of the medical service experience in Thailand, which is meticulously designed to be seamless and comprehensive. From pre-trip consultations and airport transfers to interpreter services, accommodation, and meals, patients receive a fully integrated and convenient package. A distinctive advantage of Thailand's healthcare system is the minimal waiting times, ensuring prompt and efficient care delivery.

While preventive medicine in Russia is well-established, there is considerable opportunity to learn from Thailand's experience in this domain. ImagineHealth is well-positioned to share expertise in longevity medicine protocols, advanced digital diagnostics, and personalized wellness programs. Moreover, Moscow clinics could greatly benefit from adopting best practices in cross-cultural communication, which is essential for effectively serving an international patient population.

Ultimately, our success is grounded in strategic collaboration rather than competition. We welcome opportunities to partner with clinics in Moscow to share knowledge, conduct joint training programs, and co-develop care models that enhance patient outcomes in both regions.

© MOSCOW FORESIGHT - 2026. ALL RIGHTS RESERVED.