



An important distinction between Svjetlost and other companies is its regional makeup. Doctors and interns from other parts of Europe are flocking to join the Svjetlost team, which allows the clinic to attract the brightest regional talent in a time where young people are emigrating more than ever. Svjetlost was the first private-owned university clinic in Croatia, starting to work with Croatian universities in 2010, when the Special Hospital for Ophthalmology Svjetlost became the Department of Ophthalmology at the School of Medicine of the University of Rijeka. The clinic's continued collaboration has enabled further implementation of scientific research and training of young doctors in Croatia and in the region. The center in Zagreb consists of 6 fully equipped operating rooms, 8 departments, including a cutting edge diagnostic and outpatient units.

growing more popular every day, yet still maintaining its beauty and isolation. Not to mention the price, being more affordable than many western European countries while still being on par or surpassing their Western counterparts in innovation; and, most importantly, quality of care..

In addition to laser vision correction, cataract surgery and corneal transplants, Svjetlost also performs vitrectomy - the most complex ophthalmic surgery, glaucoma surgery, strabismus surgery, plastic surgery of eyelids and styes, prosthetic cosmetic surgery of implanting silicone spheres, and more.

As a testament to Svjetlost quality some world-class patients have visited the clinic, such as: the first wife of Donald J. Trump Ms. Ivana Trump, Hollywood actors Tim Roth, Armand Assante, Franco Nero and many other celebrities and business and political leaders. Svjetlost is currently a center of excellence and education for 4 major industry companies and is developing it's international reputation vis a vis the clientsand its expertise. ●

Overall, Svjetlost checks all the boxes to make it a great medical tourism product: accessibility, with their six locations and flexibility to fit a patient's schedule; tourism, with Croatia

Setting the standard for **quality care**

More affordable than many European countries while on par or surpassing their counterparts in innovation

There are over 50 countries in the world, predominantly developing countries such as Thailand, India, Singapore, Malaysia, Cuba, Tunisia, Turkey, Lithuania, Poland, Hungary, as well as many others that have identified medical tourism as a national industry and thoroughly adapted their health care systems to be able to receive international consumers. However, it must be noted that medical accreditation, certification and other service quality measures vary widely among countries. Apart from the health care system adjustment, all mentioned countries had to go through significant reforms of supporting administrative and legal systems, but also a considerable improvement of custom-made tourism services for medical tourists from abroad.

Croatia - especially the capital Zagreb - has slowly and quietly been gaining popularity as a high quality medical tourism destination, a large part thanks to Svjetlost. Started 23 years ago in Zagreb, this eye clinic has serviced clients in over 100 countries, from the Dominican Republic to

Swaziland - although most of their international markets are in Slovenia, Italy, Germany, Austria, UK, Switzerland, and Scandinavia. With six centers spread across former Yugoslavia, Svjetlost dominates the ophthalmological market in Central, Eastern Europe and is regarded as having some of the most advanced technologies and facilities in their field.

The clinic is 100% self-financed, receiving all its income from private clients, and is rapidly expanding. Currently, there are six centers- Split, Sarajevo, Banja Luka, Budva in Montenegro and a franchise in Skopje, North Macedonia. These six centers together employ 70 ophthalmologists, and more than 100 other employees and specialists. The quality of care, experience of surgeons, and modern technology available is equal or better than anything in Western Europe but come in at a cost that is typically 2-3 times cheaper. Over 99% of procedures can be done quickly and as an out-patient procedure, leaving the patients to explore the city they're visiting between follow up appointments - merging treatment with tourism.

CELEBRITIES HAVE CHOSEN

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