

St. Moritz, 15 December 2017

Media Information

New: outpatient cardiac rehabilitation and prevention in the Engadin

Santasana St. Moritz AG is now offering Europe's highest-altitude range of programmes for outpatient cardiac rehabilitation and prevention. What has long since proved successful in the USA and other places is now available in St. Moritz, at 1,856 metres above sea level – south of the Alps and with an average of 322 days of sunshine a year.

Scientific studies show the positive effects of spending time at this altitude for the heart, circulation, performance and general health. For this reason, for over 50 years now, top athletes from all over the world have been coming to St Moritz to benefit from altitude training – with astounding results. Within the framework of the implementation programme of the New Regional Policy, both the Swiss government and the Canton of Graubünden are supporting the development of this network in the form of initial funding.

St Moritz's 3,500-year old tradition of curative spas combined with the competence of University Hospital Zurich (UHZ)

St Moritz's curative tradition dates back almost 3,500 years to 1411 BC and is based on the famous mineral springs in St Moritz Bad. Santasana St. Moritz AG has revived this tradition and is working in close collaboration with regional service providers: a team of physicians, the Medizinisches Zentrum (MTZ) and Klinik Gut St. Moritz, as well as, in a first phase, with the hotels, Laudinella***, Reine Victoria**** and Grand Hotel Kempinski des Bains*****.

Santasana St. Moritz AG works very closely with University Hospital Zurich (UHZ). In charge of the medical and scientific aspects is PD Dr. med. Christian Schmied, chief physician at the UHZ. Dr. med. Donat Marugg, who for many years was senior consultant at the Upper Engadin Hospital (1987–2015), heads the regional team of physicians on location, which also includes Dr. med. Andi Grünenfelder, senior consultant in anaesthesia and sports medicine at the Klinik Gut St. Moritz. Responsible for the therapy programmes is Britta Ahlden, who has been in charge of physiotherapy at the MTZ Heilbad St. Moritz since 2002.

St Moritz spa physician, Dr. med. Robert Eberhard, who has held the position of senior consultant at the MTZ since 1976, represents all medical matters on the Santasana Board of Directors, while former St Moritz Tourism Director Dr. Hans Peter Danuser von Platen is the Board member

responsible for Communication and Marketing. Hotelier Christoph M. Schlatter (Laudinella and Reine Victoria) is Board member and CEO of Santasana St. Moritz AG.

The Advisory Board comprises experienced heart specialists who are charged with maintaining the high standard of the medical services and can draw on a broad international network. They include: Prof Dr. med. Thomas Lüscher, Director of the Cardiology Clinic at University Hospital Zurich, and Dr. med. Donat Marugg, specialist FMH for internal medicine, pneumology and intensive care medicine, Samedan.

Broad target public

The programmes for outpatient cardiac rehabilitation and prevention offered by Santasana St. Moritz AG are directed towards an international public: Germany, Italy, Russia, the Middle East, Asia and North America. However, the target markets also include Switzerland, as well as the approximately 100,000 guests who regularly stay in the Engadin's hotels and holiday apartments. The aim is for all these visitors to now be able to use the spectacular landscape and nature of their holiday resort to recover their health or prevent cardiovascular disease.

Benefiting from the growing interest in medical tourism

Despite its age-old tradition of curative spas, St. Moritz is best known for its glamour, luxury, sports and culture. The initiative launched by Santasana St. Moritz AG aims to benefit from the rapidly growing national and international field of medical tourism in a targeted way. The Canton of Graubünden, too, sees great potential in the value-added and export-oriented services offered by the healthcare industry. The Graubünden Economic Development and Tourism Agency deems the networking of existing and new facilities and activities in order to appeal to additional guest segments as being extremely positive. As a result, in this start-up phase, the project is being supported with valuable funding.

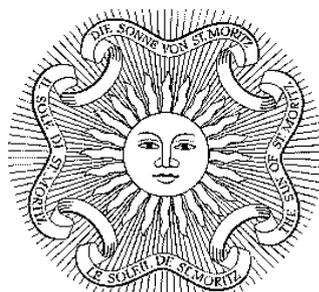
And the basis to achieve this is excellent, for St. Moritz, with its tourist infrastructure and activities, lies at 1,856 metres above sea level in the heart of the sunny Upper Engadin. In addition, St. Moritz is a part of UNESCO World Heritage and has hosted two Olympic Winter Games, as well as, among others, five Alpine Ski World Championships, annual polo tournaments and horse races on the frozen-over lake. It is this mix that lends St. Moritz its very special character and makes it attractive and unique for guests attending outpatient rehabilitation programmes. Shakespeare once said, "A merry heart lives long", and over a century ago Nietzsche wrote, "The Engadin has given me back my life!" Nothing has changed since then.

50 years since the first heart transplant

It is no coincidence that Santasana St. Moritz AG is commencing operations in 2017, 50 years after the first heart transplant by Professor Christiaan Barnard. Santasana initiator and founder Viktor Fässler was befriended with the now deceased South African heart transplant pioneer. Professor Barnard was often in St. Moritz and loved the Engadin. Nowadays, the at that time sensational operation has long become a well-established operative procedure in the treatment of serious cardiac disease. At the Heart Centre of University Hospital Zurich alone, several hundred hearts have been successfully transplanted in recent decades.

Santasana St. Moritz AG

The privately financed Santasana St. Moritz AG aims to position St. Moritz and the Engadin region in the field of cardiac rehabilitation and prevention. In order to draw up customised programmes for outpatient cardiac rehabilitation and prevention, Santasana St. Moritz AG utilises the existing capacities offered by medical institutions, hotels and related accommodation, as well as sports and fitness facilities, in St. Moritz and the Engadin by means of contractually agreed collaborations and under the supervision of its own team of medical specialists. On doing so, the quality guidelines issued by the Swiss Association of Cardiovascular Prevention and Rehabilitation (SAKR) are strictly adhered to. The programmes are geared towards patients from all over the world with all kinds of cardiac indications. In addition, Santasana St. Moritz AG is planning to extend its rehabilitation programme to other areas, such as diseases of the lungs and the musculoskeletal system. The personalised outpatient programmes comprise food and accommodation, medical and general care, therapy sessions, physical activity, talks and presentations, coaching, leisure activities, emergency procedures and all conceivable extras on request.



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HOTEL LAUDINELLA
St. Moritz

HOTEL
REINE VICTORIA
St. Moritz
LAUDINELLA


Kempinski
Grand Hotel des Bains
ST. MORITZ