



11/65 from 2016-03-04

Dr. E. Filipov

Medical Director

Aphrodite Medical Centre

Dear Dr. E. Filipov,

Let me address you as one of the progressive healthcare providers of Bulgaria and express high appreciation for your professional activities.

I'm pleased to introduce a joint initiative of **Europe Medical Association (EMA)** and Europe Business Assembly – EMA Certification Programme named the “Best Medical Practice”. On the basis of conventional standards, EMA defines customer loyalty programmes, client's trustable doctors / clinic, and the quality of the personnel.

The EMA Certificate, the “**Best Medical Practice**”, is a symbol of the reliability of a medical institution / a doctor and its sustainable professional reputation in the opinion of the patient.

It is my privilege to offer to you to register to the programme and undergo the application procedure.

In case of EMA positive decision about your certification, you can receive the Certificate and other attributes. You'll also be granted a right to use EMA logo, award image and certificate on your website, in commercials and marketing campaigns including letterheads and brochures.

In case of the positive decision about EMA certification you will have the right to be recommended for the ‘Rose of Paracelsus’ award. The award is established jointly by EMA and EBA to honour prominent regional medical institutions and the most successful medical professionals.

Jorge Louis Borges has a wonderful philosophical essay – ‘Rose of Paracelsus’. It's a hymn of the mind power, the natural man's talents, and his faith in miracles. We have made the decision to name our new award exactly like this – the ‘Rose of Paracelsus’. This award will be granted to the best clinics and practitioners whose professionalism is confirmed, not only by formal standards, but also by the loyalty of customers.

The selected healthcare providers will be invited to the ‘Prime Business Destinations’ Forum, Section ‘**Healthcare: Traditions, Innovations, Quality and Certification**’, on 29 June, 2016 in Bad-Ems, Germany. The EMA certified clinics and doctors will have an opportunity to present their professional ways of treatment and success stories within the working panel of the event.

Please, contact me for further information and registration procedure details before March, 22. Your personal coordinator in charge is Ms. Helen Lamberts.

If you have any questions, please, do not hesitate to ask.

I look forward to hearing your response.

EMA President

Dr Vincenzo Costigliola