

Thermae 4.0 and rehabilitation: a new business opportunity for thermal companies

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In recent years we've seen everywhere, and especially in Italy, a crisis of the classical spa model. Especially in our country the thermal plants that have not been able to renew themselves have undergone a decline in the number of services provided and a lack of turnover for generations of visitors.

A possible strategy to solve this problem involves the reconversion of some departments in rehabilitation centers specialized in thermal water therapy.

This allows to combine the benefits of thermal water to the new protocols of medical gymnastics making the rehabilitation center unique.

Fisiokine proposes itself as a partner for the planning, realization and training for those entrepreneurs who want to undertake this path and will present a case report of the experience in progress at the Terme Stufe di Nerone in Naples.