TCM-Klinik Bad Kötzting – 20 Year ceremony

Greeting and moderation Anton Staudinger:

Dear ladies and gentleman,

I bid you welcome in Bad Kötzting
It fills me with joy that you chose to accept our invitation and are enriching our jubilee through your attendance.

We are celebrating together “20 years TCM-clinic Bad Kötzting, the first german clinic for traditional Chinese medicine”.

To this end we are being honored by the presence of international personalities from politics, the health sector, the academia and the industry. 
In the name of everyone, I am honored to greet our guests:

Our president of the Bavarian parliament and today's festive speaker, Mrs Barbara Stamm,
And from the Bavarian Ministry of Employment, social order, Families and Women,
Mister Vice-minister Markus Sackmann and his wife.
We have many guests from the Kingdom of the Middle, cooperation partners, doctors, scientists and friends, all of which are heartily welcomed:

From the Ministry of Health of the PRC the vice-director of the chinese public Administration for TCM, mister Ma Jianzhong and his delegation,
The High Consul of the PRC in Bavaria, mister Ma Jinsheng and his wife,
The vice-president of the Global TCM Association, Prof. Li Zhenji and his delegation,
The president of the TCM-University Beijing, Prof. Gao Sihua and
the president of the Dongzhimen University Clinic, Prof. Wang Yaoxian with their delegations

In his function as representative of the state health insurers and yet another speaker I greet Mister Christian Bredl, chairman of the state parliament’s department of Bavarian substitute medical funds.

I would also like to greet:
The MP Marianne Schieder
The state MP Dr. Karl Vetter
From the Bavarian state Ministry for Environment and Health, director of the department Health, Mister Andreas Ellmaier and Dr. Schluckebier
The Head of the district authority of Cham and district president of the Upper Palatinate, Mister Franz Löffler
The mayor of the city of Bad Kötzing, Mister Wolfgang Ludwig

For the scientific council of the TCM-clinic I would like to welcome its chairman, Prof. Dr. Melchart

I would like to also greet:

The representatives of the authorities, health insurers and business as well as my colleagues, patients and friends
And finally representatives of the press, radio and television, that turn their attention to our clinic.

Taking into account the other speakers I will try to keep my speech short, but please allow me to explain some facts to you about our clinic.

The TCM-clinic is a joint project with the TCM-University of Beijing, as well as its adjoined clinics. According to that, the Chinese side has supplied all the TCM-“Know How” as well as further therapeutic, pharmaceutical and care-personnel and interpreters.

We have supply contracts since 1991 with the state health insurers. Just last year we signed a new supply contract that entails stationary treatments according to psychosomatic and TCM concepts.
We think that we represent a unique clinical concept in Europe, that offers the connection to a successful combined treatment of SOMA (body) and PSYCHE (soul).
We treated 25.000 stationary patients in the last 20 years.
Our patients come from all over Germany, with roughly 60% from Bavaria and 40% from the rest.
Roughly 85% of the patients are state insured, 15% privately.

20 years TCM-clinic signify also 20 years of cooperation with our Chinese friends.

I would like to express thanks for this friendly cooperation to the Beijing TCM-University, the Dongzhimen University Clinic, Radio China International, the state authority for TCM, to all of you dear Chinese guests but also to all other Chinese colleagues that worked in Bad Kötzing over the years.
Our cooperation is the foundation of the good work the TCM-clinic is doing.

I am especially delighted to welcome our guests from the 1st Forum of sino-european Cooperation and Development of TCM, that is taking place today and tomorrow in
Lam. They come from Germany, China, France, Italy, Luxemburg, the Netherlands, Austria, Switzerland, Spain, even from Australia. Welcome to the Bavarian Forest.

20 years TCM-clinic also mean a successful cooperation with government, authorities and health insurers.

I would like to thank everyone who supported the clinic and made its existence over the years possible. Amongst them are representatives of the district of Cham and the city of Bad Kötzting, all of which I greet in the person of the council member a.D. Ernst Girmindl and his wife.

I would like to include representatives from all related ministries and state health insurers. Thank you for your support.

Allow me to give special thanks to people that gave us special support over the years. Dear Markus, thank you for your relentless diligence and please extend this thanks to your colleague in the Bavarian state ministry for Environment and Health, state secretary Melanie Huml.

On the side of the health insurers I would like to point out Mister Christian Bredl, the chairman of the state commission for substitute medical funds and director of the Bavarian branch of TK, as well as to Mister Walter Langenecker, division chief of the Bavarian AOK. These two gentlemen were the pioneers of our new supply contract. Mister Langenecker could sadly not be with us today, therefore I call on mister Wolfgang Fink, director of the service department of the Low Bavaria/Upper Palatinate AOK, whom I thus greet, to pass on our thanks to Mister Langenecker.

The new supply contract would not have been signed without the contribution of the Bavarian Health Service. Therefore I would like to thank Dr. Christian Alex, head doctor of the Bavarian MDK, and the division chief for Psychosomatics and Psychotherapy, Dr. Norbert Schwarz.

Last but not least I would like to thank our former councilman Theo Zeller, which opened many doors for us and supported us greatly. Sadly, he is otherwise occupied and can’t attend.

Enough words on my part, lets hear our guests.
I would like to call the first speaker, Mister Wolfgang Ludwig, mayor of Bad Kötzting.
Greetings Mayor Wolfgang Ludwig:

Dear guests of honor from the People’s Republic of China,

President of the Landtag Mrs. Barabara Stamm,

State Secretary Mr. Markus Sackmann,

delegates,

District Administrator and President of the District Council Mr. Franz Löffler,

dear guests of honor and representatives,

and most notably the Staudinger family, Toni,

ladies and gentlemen,

today, the whole city is loaded with pride and elation. A unique institution, the first German Clinic for Traditional Chinese Medicine, the Clinic of the TCM-University Peking, celebrates its 20th anniversary.

In the name of the city council and the whole township I want to give you all, and especially the dear guests from the People’s Republic of China, a warm welcome to our city and congratulate Anton Staudinger and his team to this very special occasion.

One could not imagine Bad Kötzting without the TCM-Clinic anymore. When we talk about the healthy environment in Bad Kötzting, the Kneipp therapeutic bath and the remedy in the Bavarian Forest, the establishment of the TCM-Clinic in 1991 has most certainly laid the foundation for all these development. After different preliminary work of the authorities in the administration union Kneipp, together with our partners the Oberpfalz area and the county Cham, this marked the first big private investment in the health sector and triggered following investments. It certainly would not have been possible without the TCM-Clinic.

With great gratitude we always thank Mr. Anton Staudinger sen. for his achievements. With his distinct sense for business and his extraordinary intuition he has done something great for his family, his attempts and his home town.

Who else would have come up with the idea of settling the first German Clinic for Traditional Chinese Medicine in Kötzting?
Who else but the Staudinger family would have been able to run the TCM-Clinic the way they did and welcome so many honored guests from the People’s Republic of China to Bad Kötzting today?

Anton Staudinger, the Staudinger family and the Staudinger group of companies including the very special TCM-Clinic carry the name of our city around the world.

Since the Clinic opened in 1991 representatives of different media, politicians, doctors and scientists come and go in a continuous stream.

We can proudly say: “Copied many times – never reached – here is the Original!”

Bad Kötzting and the Bavarian. “Forest” is not a blank mark on the map of the health institutions anymore but a special dab of color. Responsible for this new interpretation are mostly the TCM School, the scientific advisory board of the Clinic as well as the extraordinary work of the doctors and staff.

We are proud to see two fellow citizens, owner and manager Anton Staudinger and head physician Dr. Stefan Hager, at the top of this unique facility.

We wish to express our gratitude also particularly to our fellow Chinese citizens. They are not a special feature anymore but belong to our city’s image. With their demure but always friendly and kind way of living they became amiable fellow men of our city.

Ladies and gentlemen, guests of honor and the Staudinger family,

the 20th anniversary of the TCM-Clinic is a worthy occasion to review the unique building efforts with great appreciation. At the same time we are all obliged to look in the future.

With the “prevention sanitarium concept” we, Anton Staudinger, Prof. Dr. Dieter Melchart of Munich’s TU and Prof. Dr. Horst Kunhardt of the FH Deggendorf have a big project in the future. I am positive that we can take this chance to create another milestone for the future development of our city.

Dear Staudinger family and staff of the TCM-Clinic,

I thank you all for the excellent work and efforts that you have put in to the Clinic and its patients. I wish you all the very best for the future. Bad Kötzting and all the citizens are proud of your work and achievements.
I would like to ask all the speakers and guests of honor to sign the book of honor later.

Thank you very much and congratulations!

Thank you Wolfgang for your best wishes. I feel the need to publicly underline the cooperation of all people responsible in the city hall. We have further plans, as you pointed out, which we will fulfil if we keep on cooperating the same way.

Greetings district council member Franz Lößler:

In celebration of the 20th anniversary of the TCM-clinic Bad Kötzing, I first of all would like to congratulate – also in the name of my colleagues from the county council – the owner of the clinic, Mr. Anton Staudinger.

Representative for all Chinese cooperation partners, doctors and therapists, I would like to thank Professor Gao Sihua, the President of the Beijing University of Chinese Medicine, and representative for all scientific cooperation partners from Germany, I would like to thank Professor Doctor Melchart.

Last but not least, I would like to thank head physician Doctor Hager and all the employees of the clinic.

Please, let me start my welcome message with a few words about Mister Anton Staudinger senior, the founder of this clinic.

20 years ago, with a lot of personal sacrifice and the willingness to take risks, Mister Staudinger put his visionary idea into reality, and set up the first clinic for traditional Chinese medicine in the western world here in our district.

It was his idea to bring together the thousands-of-years old treasure of knowledge and experience of traditional Chinese medicine and European, western medicine in order to offer a new therapy for the people in this country.

Since traditional Chinese medicine and conventional western medicine are as different as the political systems of China and Germany, the beginning took quite some doing.

The TCM-clinic Bad Kötzing only got off the ground thanks to the intense cooperation with numerous partners – first of all the Beijing University of Chinese Medicine. The Bavarian government first called the clinic a „model and pilot project
in order to find out the opportunities and limits of traditional Chinese medicine under conditions and viewpoints of „western” and „conventional medicine”.

Twenty years later, we can proudly say that the TCM-clinic Bad Kötzing succeeded far away from its Chinese origins. We can also say that traditional Chinese medicine with its thousands of years of history has proven its value here and is thus held here in high esteem.

The TCM-clinic has become a beacon project for Bad Kötzing as a health center.

The TCM-clinic Bad Kötzing is well-renowned far beyond Bavaria. We have almost got used to the fact that the clinic and its key personnel receive awards and prizes regularly and in ever shorter intervals.

Big and successful projects always have several „fathers”. The TCM-clinic is no exception in this respect. Several „fathers” have contributed to its success:

First of all, I would like to mention the different cooperation partners in China – in the administration, at the TCM-University Hospital and at the Beijing University of Chinese Medicine. Today, these institutions are represented by Mister Ma Jianzhong, Professor Gao Sihua and Professor Wang Yaoxian. The passionate work of doctors and professors from China here in Bad Kötzing were crucial for medical treatment on a high level.

I would also like to mention that they had a positive impact on the atmosphere in the clinic as well as in the town.

Another „father of success” is head physician Doctor Hager and all members of his medical team. The seriously ill, often referred to as patients beyond treatment, who expect help from traditional Chinese medicine, receive extensive treatment here.

Another „father of success” is the cooperation with German universities that are represented today by Professor Doctor Dieter Melchart, the chairman of the academic advisory council of the TCM-clinic Bad Kötzing. Thanks to this cooperation, the benefit as well as the efficiency of the TCM-therapy can gradually be proven and standardized.

The „forefather of success” however was the founder of the clinic, Mister Anton Staudinger senior, as I mentioned at the very beginning.

His work has been carried on with outstanding personal dedication and great thoughtfulness by his son, Anton Staudinger. He and his employees deserve our utmost
respect and thank. We on the other hand will do our best to help the district of Cham – and in particular Bad Kötzting – grow as a health center.

Considering the various projects in the field of prevention that have already been started, as well as the TCM-clinic with its supra-regional prominence, and also the status of Bad Kötzting as a health spa, Bad Kötzting is the perfect location for the education and further education of people seeking jobs with an international context in the health sector.

The signs for this are good. Thanks to the cooperation between the town of Bad Kötzting and the district of Cham, the cooperation between Deggendorf College, the Beijing University of Chinese Medicine and the TCM-clinic Bad Kötzting, Bad Kötzting is gradually turning into a health-campus.

With great respect and utmost appreciation, I am allowed to mention that Anton Staudinger supports the academic education with two endowed professorships. This shows that Anton Staudinger is an outstanding example of an entrepreneur who is aware of his social responsibility.

Thanks a lot for your attention!

Thank you mister councilman for your speech and thank you and your colleagues for your support.
I value your department as a top service provider

Greeting Markus Sackmann:

Dear ladies and gentlemen,
dear organizer, dignitaries and experts,
dear guests of honor,

it is a great pleasure as well as a great honor for me to be here today among the guests of this special anniversary.

The 20th anniversary of the TCM-clinic Bad Kötzting is truly a cause for rejoicing and looking back on the development of the clinic.

As a member of the Landtag since 1990, I had the opportunity to personally experience the development of the TCM-clinic in the last two decades. From the very beginning, I was deeply impressed by the courage, the determination and the great commitment that Anton Staudinger and his team have shown in this very important field.
Dear ladies and gentlemen, all of us regard „health as our most important good“.

It is thus our good right to always ask for the best quality and performance capability possible.

It must be our aspiration to offer every citizen optimal health care. And we must be willing to pay the price for that. For the years 2011 and 2012, the Free State of Bavaria provided hospitals with subsidies of almost 87 million Euros.

To name another example; in the last five years, the Free State of Bavaria provided the Oberpfalz alone with subsidies of more than 265 million Euros.

Dear ladies and gentlemen,

I would like to point out the following: optimal health care definitely needs stable and reliable conditions. At least as important however are innovation, exchange, and the much-quoted thinking out of the box. It indeed is the openness for new or completely different approaches that offers new opportunities, ideas or solutions. The TCM-clinic here in Bad Kötzting is an outstanding example of the great innovation potential that the combination of conventional German medicine and traditional Chinese medicine can have. In 1991, with an investment of 15 million German Marks – not a small sum of money at that time – a few people dared to set up an integrated specialist hospital here in the Bavarian Forest that would combine psychosomatic medicine with traditional Chinese medicine. The success story we now can look back on would not have been possible without: your great commitment your high quality standard and expertise as well as the excellent cooperation between German and Chinese doctors. For this success story, I would like to show my utmost respect to you and clinic director Anton Staudinger and his team! The recognition and certification by the State are as clear evidence of the clinic’s success as the various awards it received. In 2008, it was given the most prestigious award of Chinese medicine. In the same year, the clinic won the first prize in the contest „Essen pro Gesundheit“ organized by Bavaria’s ministry of environment and health.

I would also like to congratulate the clinic on its appointment as the official university hospital of Beijing University last year.
All the examples I mentioned illustrate the high significance of the TCM-clinic in Germany as well as in China.
The successful work of the TCM-clinic comes out best in the numerous small individual cases.

I met many people who could be helped here in the TCM-clinic, and who regained their optimism after a long unsuccessful search.
As a member of the Bavarian government and the Landtag, I have always cared for the rural areas in particular. The positive development of the TCM-clinic Bad Kötzting fills me therefore with even greater joy.

The TCM-clinic has not only become a beacon of innovation, but also a beacon of science. It is now well-known far beyond Bavaria.

It is not a coincidence anymore, when the famous university hospital Regensburg and the TCM-clinic Bad Kötzting are mentioned in the same breath in scientific circles. This example fills me with courage and also makes me feel a bit proud; then the clinic for traditional Chinese medicine here in Bad Kötzting in the Bavarian Forest is the first of its kind in Germany.

The TCM-clinic Bad Kötzting stands for the innovation potential, creativity and courage that can be found in rural areas.
The TCM-clinic is not only a blessing for the whole region in regards of medicine, but also a shining example of what is possible in the administrative district of Cham as well as in rural areas in general.
I therefore would like to thank the whole clinic management and medical administration for their outstanding commitment!
I offer you all my support for the future and wish you all the best.
Last but not least, I wish today's festivities as well as tonight's symposium complete success!

In this sense!

Dear Markus, state secretary, thank you for your contribution. It is obvious you are familiar with our clinic. Thanks again for your longstanding support.

Dear Consular General Ma Jinsheng, every year we follow your invitation to the national day of PR China in Munich. All the more we are very happy that you are coming to us today. Please give us your greetings.
Greetings Consul General Ma Jinsheng:

To Popularize Traditional Chinese Medicine is to Bring Happiness in the World

A young man aged 20 is in the spring of his life. He is about to leave the uncertainties behind and become a mature and self-confident person. It is exactly the age of the Clinic for Traditional Chinese Medicine in Bad Kötzting. It was founded in 1991 and was the first hospital for Traditional Chinese Medicine in Germany and whole Europe. And it was also the first cooperation project between China and a foreign country in the field of Chinese medicine. And now its time to harvest the seeds, which there sown. Bad Kötzting is the most influential hospital for Traditional Chinese Medicine in Germany. And it is the only clinic of its kind, the treatment in which is fully covered by the statutory health insurance. Several thousands of patients came here with great expectations and they weren’t disappointed. And in the last year, the Clinic of Bad Kötzting became the University Hospital at the famous Beijing University of Chinese Medicine.

Bad Kötzting is a small town in Bavaria. But for those who deal with Chinese Medicine it is a household name. The Clinic receives recognition and praise from people from all walks of life and especially from the patients. This is the result of hard work of the leadership of the hospital and of its staff. And it is an example of highly effective cooperation between China and Germany in the realm of health. I want to congratulate all the employees and express my gratitude on behalf of the Consulate and personally. Because it was you, who helped several thousands of patients to regain their health. And it was you, who helped to spread the ideas of Traditional Chinese Medicine.

This way of treatment has a history of several thousand years and is still playing an important role for the health-care and well-being of Chinese people. The Chinese government is promoting the use of Integrative Medicine and advocates the further development of TCM. At the same time, Chinese medicine opens itself to the world and becomes more and more accepted abroad. Germany became acquainted with Chinese Medicine as early as in the 18th century. Nowadays, an increasing number of German doctors are using it in their treatment. And the number of patients, who are familiar with Chinese medicine and are willing to accept it, is also on the rise.

But I also want to point out, that due to the different history, culture and legal systems, Traditional Chinese Medicine is still facing restrictions in Germany and several other countries. If we want it to play its due role, there remains a lot to be done.

During the last 20 years, Bad Kötzting has carried on the tradition of the last three centuries. And at the same time these years were a new beginning for the use of Traditional Chinese Medicine in modern day Germany. I am convinced that it will play a crucial part in enhancing the influence of TCM in Germany in the future.

I wish the Clinic of Bad Kötzting success in its further development and hope to be present at the next celebration in 20 years.
Thank you mister Consul General Ma, we will all work hard to provide many more jubilees, to which you are already warmly welcomed.

_Greeting Prof. Li Zhenzi:_

_Dear guests, Ladies and Gentlemen,

Good morning!

Today we have gathered here to celebrate the 20th anniversary of the founding of the Clinic Bad Kötzing, the University Hospital at the Beijing University of Chinese Medicine. I want to use the opportunity to congratulate the Clinic Bad Kötzing on behalf of the World Federation of Chinese Medicine Societies (WFCMS) and to thank everybody, who made promotion of Chinese medicine to a matter of his heart and who supported TCM on the international arena!

The Clinic Bad Kötzing was the first hospital in Europe, which was founded by the Beijing University of Chinese Medicine and the affiliated Dongzhimen-Hospital and the Staudinger Group. And it is the only Chinese Medicine hospital engaging in clinical research. It is the result of wisdom and innovational spirit of its founder, Mr. Anton Staudinger, and a model for success of Chinese Medicine in a developed county in the West. In the last 20 years Bad Kötzing has created a perfect system of management, insurance compatibility and medical treatment, from which all of us can learn. The unique treatment methods of Bad Kötzing and its successes in the field of clinic research were widely noticed in Germany. It attracted physicians and patients from around the country. They came to learn or to treat their maladies. But Bad Kötzing was also noticed in the neighboring countries. Doctors, governmental officials, medical institutions and media came here to visit, to learn or to emulate the model for success. Medical research institutions from Austria and as far as Australia invited representatives of Bad Kötzing to introduce their Clinic and talk about their experiences. In the fields of therapy, research and teaching Bad Kötzing is cooperating with the Technical University of Munich, the Beijing University for Chinese Medicine and other academic institutions. They are working unremittingly to improve their treatment methods, their service and their professional level in order to provide for the health of the people in Germany and to propagate the ideas of TCM throughout the world.

Clinic Bad Kötzing is a member of the World Federation of Chinese Medicine Societies and made a major contribution to the spread of TCM in the world. In recognition of this work our Federation decided to award Bad Kötzing the “Prize for International Contribution to Chinese Medicine” in 2008. The Clinic was also the focal point of the TV-feature “Traditional Chinese Medicine in Europe”, which was jointly produced by the China Central Television and WFCMS. And in this year,
WFCMS wants to use the occasion of the 20th anniversary of Bad Kötzing to hold the “First Chinese-European TCM-Forum for International Cooperation and Development”. At this Forum we want to talk about international cooperation in the realm of Traditional Chinese Medicine, the strategies for further development and the ways to emulate the success of Bad Kötzing in other fields and cooperation projects. Today, the World Federation of Chinese Medicine Societies is a scientific organization which has 201 members and is present in 58 different states and regions. WFCMS will continue to support the work of the Clinic Bad Kötzing. We want to establish international standards for Traditional Chinese Medicine, to hold annual meetings and to improve professional training and examination system and the impact of the individual members of the Federation. We will continue to do our best in order to propagate the ideas of TCM and provide for the health and well-being of the people around the world.

Thank you Prof. Li for your longtime support and thank you very much for the organisation of the 1st Forum on sino-european cooperation and development on TCM here in the Bavarian Forest.
Thanks also to you, Mister Kong, for interpreting.

Music

_Greeting from the president of the Bavarian parliament, Mrs Barbara Stamm:

Salutatory address,

a tradition, thousands of years old, has been put into practice in a hospital in Bad Kötzing only twenty years ago. Regardless of the difference in the periods of time, it is an amazing history of success. If you can stand your ground for twenty years against the solidly established structures – against all initial scepticism and indifference – it does not only show a certain degree of perseverance but also that you are on a good and right way.
In the beginning, there were many obstacles, discussions, resistance and tensions – rays of hope were few.
That Traditional Chinese Medicine (TCM) has become more than a temporary fashion or a trend is on one hand based on its healing power. But today there has already been said enough about it. Anyways, promoting the benefits of TCM here would be like carrying coals to Newcastle. On the other hand it is a clear signal, hat people have become more open about new methods, pluralism in medical science and thus also competition.
This positive development surely has a lot of different reasons – starting with the quick pace of our times, its impact on our wellbeing and ending with the situation of our hospital environment.

You can easily get the impression that the future situation of hospitals and hospital care does not look very bright. The sword of Damokles of economic efficiency seems to loom over everything. Patients and medics are being left behind the nursing staff is running out of energy and patience. In this context, how beneficial can a holistic view of the human being be!
This answer would be too simple as it is not about “instead” but about “together”. The future does not look as black, as some predict. But it is a real exertion and one thing becomes apparent again and again: In hospitals, there is a growing gap between the possibilities of medical science and financial feasibility. For the hospital-structures, it poses a challenge – not only in particular cases. It involves fundamental questions about the future of hospital care and the applicable regulative frame.
Currently – and I think it is justified – the responsibility for a requirement-oriented hospital care lies with the federal states. There are always attempts at and discussions about transferring it to the federal government or to a third party, the health insurance companies. But apart from the necessary changes of the applicable laws, these proposals also run contrary to the principles of federalism. Other “restructuring proposals” suggest waiving or considerably limiting hospital development strategies to make way for more competition and freedom of contract for health insurance companies and hospitals as it would have pivotal advantages and especially the economic efficiency of inpatient treatment could be increased.

Salutatory address

More competition surely increases the chances for new ideas and creativity. But we should not forget that healthcare and especially hospital care is not a “market” where the free reign of supply and demand leads to a balanced provisioning structure. We can take adequate emergency care as an example. If you reduced it according to pure market mechanisms, because of insufficient revenues it would probably not be offered at all or not everywhere it is necessary.
Therefore I am certain that, in spite of the advantages of competition for the social sector, we do need a hospital development strategy. The pivotal task has to be securing a medically efficient and sufficient area-wide health-care based on the needs.
Ladies and Gentlemen: Of course health insurance companies at federal state level can provide it, but the country cannot and may not shirk its ultimate responsibility for sufficient hospital care. Ultimate responsibility meaning, even though handing over the planning expertise, you still have the right to intervene.
Crucial for the future of our hospital environment will be that the ones responsible for the health care policy do work together on the necessary structural changes, are open for new ideas and will accept the challenges. We need players capable of acting, who negotiate the terms and, under government supervision, keep in mind the welfare aspects. A lack of transparency, not considering the patient's needs and sometimes extremely long-winded negotiations are counterproductive and like fertiliser for a growing distrust among the people.

Paradigm shift in health care

Not only hospital care has had to face fundamental changes. Health care policy is in the middle of necessary reforms that have been due for a long time. In the future we need a fundamental reform that has to include an expansion of the existing health care policy to turn today's health care repair service into a comprehensive policy for health care.

Today, on this occasion, for me it is mainly about the paradigm shift in health care: an elementary reorientation, from mere mending to more prevention and health promotion. This is no task for individuals or institutions but a challenge for the whole society. I see two crucial aspects:

First there has to be a stronger focus on the personal responsibility of every citizen for his individual health.

The second aspect is the inalienability of a holistic approach in medicine – as it is applied in traditional Chinese medicine. The human being is comprehensively included in diagnostics and therapy. It is not only about the body but also about the mind. And it is the realm of the psyche, where we see a dramatic increase of incidence. There is hardly a day without media reports about depression.

That is why we need an interdisciplinary cooperation – also in the sense of high-quality medical care with an exemplary prevention and after-care, with a smooth transition between in-patient and out-patient care and an exchange between traditional and “alternative” medicine.

Crucial for a holistic approach are the inclusion of the patient's family – especially when they are children or adolescents – and the patient's active participation in his treatment. As many medical conditions do not start with the first perception of pain the process of recovery does not end with the discharge from hospital.

Medical care is and will be the duty of all members of society. It is one of the essential socio-political fields of action we politicians also have to care about.
There are and have to be changes in health care policy not only because of the quick development of medical performance. Also the costs of health care have increased in a manner that makes it hard to keep track.

It can only be about directing the money to the places it is really needed. High performance medicine for example has to be concentrated in centres of innovation like university hospitals – where it has to be available for every patient in need of high-quality care. On the other hand smaller hospitals can specialize in fields, where a wide coverage is needed.

The policy of the Bavarian Parliament and the Bavarian government is deeply rooted in a Christian concept of humanity with the principles of solidarity, subsidiary and personal responsibility.

A policy in accordance with this concept of humanity means enabling our fellow citizens of all ages, who are sick, in need of care or disabled to lead a humane life. That is why, in spite of all well-known financial difficulties, as to health care policy and welfare policy we do not rest. I do personally need to emphasize this here. The necessary cuts cannot be carried out on the backs of the weakest of our society. The idea of solidarity cannot be adversely affected by the doubtlessly existing economic necessities. It is solidarity that gives warmth to the sick, the ones in need of care and the disabled in our society and that helps them bear their fate. In the future, as in the past, the individual, the patient will be the main part in health care or hospital care. Not only as someone receiving the best technical, medical and caring services but mainly as a human being in need of human help and attention, consolation and encouragement.

Despite all progress: No machine, no instrument is and will be able to replace a handshake, a smile or words of encouragement. This becomes evident especially in the case for the dying. Palliative medicine and care, which are enabling the patients to lead a dignified and pain-free life until the end, need to become a natural part of the last period of our lives, if necessary.

The focus on the human being also holds true for the ones working in a hospital. For medics and caretakers to be able to do their work, we have to set up the necessary framework, that’s what we respectfully owe to the people. Medics and caretakers commit themselves to help, but not to self-abandonment or self-sacrifice.

Ladies and Gentlemen, admittedly the challenges we are facing in the health sector are huge. The two key-words for the future are “holistic” and “together”: Chinese know-how, thousands of years old and with a holistic perception of the human being needs to be joined with modern Bavarian expertise in traditional medicine.

Thank you for your attention!
Dear Mrs Stamm, you are known in Bavaria and beyond for your competence and vision regarding health policy. It is pleasing to hear you ask for a change of paradigms, away from repairing services and towards more prevention and health promotion, more self-responsibility and a wholesome concept. It is those goals we are trying to achieve through our regional prevention Bad Kötzting under the auspices of the IGM Campus (individual health management).

Greetings vice-director of the Chinese Health Ministry, Ma Jianzhong:

Mister Sackmann, Mister Ludwig, Mister Staudinger, Ladies and Gentlemen.

Today, on the brink of the 20th anniversary of the TCM Hospital in Bad Kötzting and on behalf of the State Administration of Traditional Chinese Medicine, I would like to congratulate the medical staff of the Hospital Bad Kötzting, the Beijing University of Chinese Medicine, its subordinate hospitals and the German department of Radio China International. I also would like to express our gratitude for their major contribution to the development of the Hospital Bad Kötzting in the past 20 years.

20 years ago, Mister Staudinger senior experienced himself the positive effects of traditional Chinese medicine. He was convinced that there were a lot of German patients who might profit from a treatment in the same way as he did before. After continuous efforts, he finally opened the first hospital for Chinese Medicine in Germany in the beautiful Bavarian Forest.

Through the past two decades, the hospital has thrived because of the mutual commitment of Germany and China, thereby providing excellent services to the German population. The effective treatments won the trust and affection of the patients, contributing to the friendly relationship between China and Germany. Simultaneously, huge steps were taken in the fields of research and training. The hospital now exerts a far reaching influence, has turned into a prime example for international cooperation and exchange in Chinese Medicine and made a far more than positive contribution towards its spread and display in Germany as well as in Europe. Furthermore, it has laid the foundation for a cooperation between the Beijing University of Chinese Medicine and the Technical University of Munich, which itself has paved the way for far reaching German-Chinese collaborations of mutual respect in the field of Chinese Medicine.

Ladies and Gentlemen, Chinese Medicine is precious aspect of Chinese culture. Through thousands of years it has contributed to the prosperity and health of the Chinese population. It is for this reason that the Chinese government supports the continuing development of Chinese Medicine and the international exchange in this field. The hospital in Bad Kötzting is a good example for the huge success of traditional Chinese medicine outside of China. The experiences and the positive results of the last 20 years deserve to be studied and to serve as an example.
Furthermore, they allow a glimpse of the future developments which await Chinese medicine in Europe and the whole world.

I am full of hope and confidence that, through the support and participation of administration and experts, the Hospital of Bad Kötzing will be able to unfold the mutual advantages and special features of both China and Germany. By this, it will contribute greatly to the internationalization of Chinese Medicine and the development of the international health system.

I wish the hospital Bad Kötzing prosperity, further development and a bright future!

Thank you very much for your attention.

Thank you for your speech. We appreciate the open door policy of the Health Ministry and your continuing support.

Greeting president of the TCM University Beijing, Prof. Gao Sihua:

Dear Mr. Staudinger, ladies and gentlemen, dear friends!

Accompanied by the warm midsummer sun we all gathered here to celebrate the 20th anniversary of the Clinic Bad Kötzing. On behalf of the Beijing University for Chinese Medicine I want to express my sincere gratitude to the leadership, the honored guests and all of the employees! In the last 20 years you have braved rain and storm and became a renowned hospital in Europe and a model for success in the world. Let me congratulate you on this achievement!

The founding of the Clinic Bad Kötzing has paved Traditional Chinese Medicine the way to Europe. And it was the first time that TCM was integrated into the European health insurance system. In the last 20 years Germany and China were working on the basis of friendship and mutual understanding and with regard to the traditions of the other side. Bad Kötzing has contributed a lot to health care, research and teaching in the realm of Traditional Chinese Medicine. It was of most crucial importance for the understanding of TCM in Germany and neighboring countries. Here you could see the positive effects of TCM for the health of the people.

Traditional Chinese Medicine wants to serve all humanity. And the last 20 years of Bad Kötzing are the proof of vitality and strength of TCM. But we should not forget the contribution of Anton Staudinger senior, who laid the foundation for the cooperation between the Beijing University for Chinese Medicine and Clinic Bad Kötzing. This epochal model of collaboration came into being thanks to his vision and his courage. Future generations will use it as an inspiration and reference. And we shouldn’t forget the efforts of the hospital directors on both sides, who used their excellent medical knowledge to lead this German-Chinese boat further to the distant shores lying ahead. We also shouldn’t forget the hardships and sweat of every single
employee of the hospital, who in seven thousand days and nights did their best to nourish this beautiful flower of German-Chinese friendship. And we shouldn't forget our friends from Bad Kötzting, who shared all the hardships with us and stand on our side from the beginning until the end. The successful cooperation in the last 20 years taught us the importance of having a reliable, professional and strong partner.

Let me take this opportunity to commemorate the founder of the project, Mr. Staudinger senior, and also to thank the director of the Clinic, who worked hard every single day in the last 20 years. Let me also thank the German staff who was fighting side on side with their Chinese colleagues. I want thank you for your efforts and selfless dedication. But I also want to express my gratitude to the famous experts, professors and young professionals, who were send here from Beijing. You are working far away from home and your beloved ones and still are using all your energy for the sake of Chinese Medicine. The University in Beijing and the German people are deeply grateful for your work.

A look back fills you with pride. A look to the fore promises a bright future. But there are not only opportunities lying ahead, I can also see challenges. We have a long road to go. The international market for TCM is always changing. New methods and theories are developed every day. We should continue to work closely together, to enhance communication and strive to develop new and innovative methods and procedures. We should continue to promote the integration between Western and Chinese culture and medical traditions. Let us strengthen the role of Traditional Chinese Medicine for the well-being of mankind.

Thank you very much!

Dear Prof. Gao, the backbone of our clinic is TCM. As early as 1987 we signed a cooperation agreement with yours and the affiliated Dongzhimen University. Since then our project became a success story. Again, warm thanks for your support.

**Greeting from the president of the Dongzhimen University, Prof. Wang Yaoxian:**

Mister Staudinger, Ladies and Gentlemen,

20 years have passed since the Staudinger Group in cooperation with the Beijing University of Chinese Medicine and its subordinate Dongzhimen Hospital laid the foundations for the first German hospital specialized in Chinese Medicine. Today, I am honoured to be able to speak on behalf of the Dongzhimen Hospital staff and to celebrate the 20th anniversary of this institution on their behalf.

During the past two decades many of my colleagues have visited Bad Kötzting. With their hard work they helped many German patients to recover. Their working ethos won the appreciation of the people all around them. They withstood the obstacles of a
foreign language and the problems which are inevitably connected with a life abroad. By doing so, they made a huge contribution to the enhancement of Chinese Medicine as well as to the mutual friendship between China and Germany.

I would like to highlight the support and interest of the Chinese State Administration for Chinese Medicine, and the Chinese Embassy in Germany and the leaders of the Beijing University of Chinese Medicine, who have ensured the successful development of the Hospital Bad Kötzting. In addition, I would also like to mention our strong relationship with Mister Staudinger. This mutual trust and understanding, together with the cooperation and hard work of the medical staff of the hospital, form the very foundation for the huge success of the first Chinese Medicine hospitall in Germany.

I am convinced our joint efforts will ensure the further development of this hospital and contribute to the enhancement of Chinese Medicine in Germany and the rest of the world.

Thank you very much for your time.

Thank you Prof. Wang. We had over 160 Chinese doctors and professors working at our clinic in the last 20 years, most of them coming from the Dongzhimen University. The quality of the medical personnel and its ready cooperation were and are keys to our success.

Music

Speech from the chairman of the state department for substitute medical funds, mister Christian Bredl:

Dear...
Honored guests

To begin with, I would like to express my thanks for the invitation to the festivities regarding the 20 year operation of the TCM-clinic in Bad Kötzting. Being your guest on this occasion fills me with joy, especially since I know of the obstacles that were encountered in the last 20 years.

I would like to say a few introductory words about the history of the TCM-clinic. The TCM-clinic Bad Kötzting is the first of its kind practicing TCM in Germany and was founded in 1991. It is a state approved hospital with the distinctive feature of combining psychosomatic and TCM medicine. Ladies and gentlemen, the TCM-clinic Bad Kötzting is the first such german clinic that while under german doctoral supervision employs Chinese as well as german doctors.
Especially the people insured by substitute medical funds value the TCM treatment. Often times it is insured individuals that have tried other methods without success that are sure: Where western medicine fails, traditional methods, like the TCM, might succeed. These people don't need to travel to China. For 20 years now they have been enjoying custom-tailored treatments in Bad Kötzting, with the added benefit of them being paid by their insurance funds.

TCM is one of the oldest treatment systems, with which Chinese people were being treated and healed 3,000 years ago. Similarly old and similar in terms of content is only the Indian Ayurveda.

The goal of TCM is to replenish missing Life-Energy, the so called Qi, restore the flow of blocked energy and balance different energies.

The patient is considerer a wholesome system, where the individual phenomena are catalogued in a system of cause and effect. I would like to quote at this point the clinic's website: "Health education, motivation and the participation of the patient were and are the deciding factors of retaining health and healing". I consider this approach to be the right one, because we, the insurance funds, assist and support our insured, so that they can act as sovereign patients and take the matter of their health to their own hands.

Ladies and gentleman, the TCM-clinic is thus setting standards for entire Bavaria.

The treatment is administered under western medicine conditions by Chinese doctors from the TCM-University of Beijing. The link to modern psychosomatic treatments is established by the German treatment team. In this wholesome system the patient enjoys highly competitive care and is assisted regarding his own initiative and coping with sickness. Here in Bad Kötzting we can rely on experience that reaches back to 1991: A multi-professional approach consisting of TCM, extra western medicine measures and western natural healing. This is also the reason why we as substitute medical funds trust the clinic and can rely on the fact of our insured being in good hands.

Different expectations are linked to the clinic in Bad Kötzting:
- those regarding patients, because they can enjoy future treatments with TCM
- those regarding the clinic, whose jubilee is celebrated today and who is going to continue to exist in the next 20 years, simply because quality pays out.
- Those regarding Bavaria, whose outstanding health coverage is being reinforced through the multi-professional approach of the TCM-clinic

As you see ladies and gentleman, today is in many ways a great day to toast!

The TCM-clinic in Bad Kötzting stands for an excellent and innovative range of available treatments, that are being administered on the background of expertise and
multi-professionalism by a team of doctors and healers, that are highly qualified to offer an optimal treatment of patients. Really important is the fact that people, patients, stand at the center, giving them the optimal requirements for a quick healing process.

The TCM-clinic strengthens its importance through its outstanding work even outside the borders of the region.

Before I finish I would like to give my thanks to you for your invitation and your attention.
I wish the whole team much success

Dear Mister Bredl, dear Christian, we are happy about your praise, especially coming from a representative of the state insurers. This also shows that you support the concept of our clinic, as do the TK, the AOK and others. I hope we can convince more health insurers of our concept, in the same time securing the continuance of our operations. For your part in that, thanks.

Greetings from chief doctor Dr. Stefan Hager:

Dear guests of honor,
ladies and gentlemen,

I am pleased to welcome you to the celebration of the 20th anniversary of the TCM-Clinic here in Bad Kötzting.

With the unusual clinic-project here in the Bavarian Forest, more than 25,000 patients, their referring doctors and our team got the opportunity to observe the effect of a very professional implementation of TCM methods combined with schoolbook medicine stationary as well as ambulant.

We are surprised and overwhelmed by the astounding effects of such medical system with its various therapies and we are continuously surprised during the process of learning.

I could show you countless thank you letters from patients who had given up hope in the past and who have experienced surprising improvements through the TCM-Western medicine-concept.
All this would not have been possible without the main initiator, the late Mr. Anton Staudinger sen. and his son Mr. Anton Staudinger jun. Without these two gentlemen there would be no such clinic-project, let alone the 20 years of its existence.

Thank you very much in the name of numerous patients and TCM-enthusiasts!

Other thanks need to be given to the TCM-University Peking which is very cooperative and provides our Clinic with highly qualified doctors. This is a major account for the success of our TCM-Clinic.

A special thank you for the great cooperation goes to my colleague Prof. Dai, who has been the head of the Chinese staff for many years.

In my opinion there should be a TCM-Clinic in every state of Germany. But when hospital beds are cut down, how could one step in for more “TCM-beds”?

So, 20 years ago seemed to be the right time to start a TCM-clinic so to speak as a symbol for the spread and scientific investigation of Chinese medicine in Europe.

Thank you to all the representatives of health insurance companies, who supported us regardless of the patients’ long term stay at the hospital and an exotic status which allowed the Clinic to work properly.

For one year our polymodal TCM-concept has been fueled by a new contract and a new psychosomatic team which is an important improvement of patient care.

My special gratitude goes to all current and former Chinese and German staff of all departments of the Clinic, who made this 20th anniversary possible with commitment and dedication.

Due to its convincing effects we have all been able to experience how important and valuable it is to scientifically analyze Traditional Chinese Medicine and to introduce it to western patients and critical colleagues.

In regards to our scientific work I would like to thank Prof. Melchart and his team from Munich. Many research approaches concerning the effects of the Clinic’s TCM-treatments have been developed and implemented over the years.

Additionally I would like to thank all members of the scientific assembly board, whose ideas and time enabled and boosted the scientific work.
The Clinic also caught a lot of media attention and we are glad about the appreciation we have received for our clinical and scientific work without having to deal with any kind of “bad publicity” which may occur very easily nowadays.

We hope our Chinese colleagues from the TCM-University in Peking, the referring doctors and the patients will continue their trust in us so we will be able to further promote Chinese medicine.

We, the German-Chinese team of the TCM-Clinic, will do our best to further ensure a good and assiduous medical care with a reasonable combination of traditional Chinese, psychosomatic and schoolbook medicine.

I am delighted to welcome you here today and wish you all a happy anniversary!

Thank you!

Dear Stefan, you have carried the doctoral responsibility of our clinic since the start. Patients not only value your doctoral qualifications, but also your human way of treating them. This is something I also value in you. The clinic would be unthinkable without you.

**Greeting from chief medical Prof. Dai:**

Honorable guests,
Ladies and Gentlemen,
Dear Friends,

Good morning!

Today is the 20th anniversary of the University Hospital at the Beijing University of Chinese Medicine, the Clinic Bad Kötzting. Please allow me to welcome all honored guests on behalf of the Chinese stuff of this clinic. And at the same time I want to express my gratitude to the Chinese State Administration of Traditional Chinese Medicine, the Chinese Embassy and the Consulate in Germany, World Federation of Chinese Medicine Societies (WFCMS) and Beijing University of Chinese Medicine and all friends and colleagues who are or are not present today. I want to thank you for your support and concern for our Clinic. I want to thank my German partners, Mr. Staudinger, Dr. Hager and all the others colleagues. It was our mutual understanding and trust, which made the progress and development of the hospital possible.
And I want to thank the Chinese colleagues, who are working here now or were working here before. You were doing your best to spread the ideas of TCM and help the patients from Germany and neighboring countries.

I want also to thank the comrades from the German Department of China Radio International. You were an excellent connection between patients and doctors.

I want to thank Prof. Melchart from the Technical University Munich and his scientific committee. It was your solid and meticulous scientific research, which lend proof to the efficacy of Traditional Chinese Medicine. In the next few years we will start to carry out research on prevention and treatment of metabolic syndrome.

I am convinced, that with the support of our leadership and the relentless work from the German as well as from the Chinese side the Hospital Bad Kötzing will play a major role in the international development of TCM. To this regard, we also want to make our humble contribution.

Thank you very much!

Dear Prof. Dai, I am very pleased with our outstanding and goal-oriented cooperation. Especially in recent times you have contributed greatly to the organisation of this jubilee and of the scientific forum. I hope you can stay in Bad Kötzing for a long time. Thank you.

_Greeting from the chairman of the scientific board, Prof. Dieter Melchart:_

Dear Ladies and Gentlemen, dear Guests,

My predecessors have already outlined the most important issues of an anniversary celebration. So as the last speaker I will keep it short.

Personally, I would like to pay a big compliment to the family running the clinic, for leading it safely through all the ups and downs over the last 20 years. But I would also like to express my gratitude to all the employees, some of whom have been working here since the beginning. A representative of them is the head of department Dr. Hager.

As head of the scientific advisory board I have had the privilege of witnessing the development over the last 20 years, including the initial stages of the clinic. All these years the personal, medical and scientific cooperation with the board members and the Chinese staff was highly enjoyable, cordial and very respectful.

_Talking about research projects: We were able to successfully realize a clinical trial funded by the Bundesministerium für Bildung und Forschung, a test scheme relating to acupuncture for the health insurance fund and numerous scientific problems. For_
further details, please see the anniversary publication on scientific supervision of the clinic.

Anniversaries also give us the opportunity to express hopes and aspirations for the future. Personally, as head of the clinic’s scientific advisory board and first professor of naturopathy and complementary medicine, I have two wishes:

1. Hopefully SEPP (Sino-European-Prevention-Programme), the 5-year-project about the metabolic syndrome planned in cooperation with the partner university in Beijing, will receive sufficient funding by the two countries involved, Germany and the Peoples Republic of China.
2. The Bad Kötzting TCM-Clinic in the future deserves a special status as a “Clinic of Naturopathy and Complementary Medicine” in the plan for hospital needs of the Free State of Bavaria. As an academic representative of this medical discipline I would want to play a key role in promoting this special status. Only then clinics for naturopathy and complementary medicine can be guaranteed the legal framework which is required for this kind of medical diagnosis and therapy.

Thank you very much for your kind attention!

Thank you Prof. Melchart for your words. I can only join you in your wishes as I am looking forward to a further constructive and successful cooperation.

Lastly, I would like to thank all my colleagues, that serve the clinic and its patients everyday beyond the standard. In the name of all I thank the chief doctor Dr. Hager, Dr. Fischer and Dr. Rathke, as well as all division chiefs, Mrs Rießelmann, Mrs Adam, Mrs Waschler, Mister Simmel, Mister Wagerer, Mister Brandl and Mrs and Mister Emberger, my left and right hands.
I hope the complete team of the clinic can be motivated anew and considers the singularity of this clinic’s existence for the good of our patients.

Allow me a personal remark.
I would like to thank my father for the idea of the TCM-clinic and its realisation. Without his entrepreneurial insistence and idealism this clinic would have never been created.

I would also like to thank both him and my mother for their trust in me, for their help in building and being the director this clinic. Lastly, I would like to thank my wife for her understanding and support, as well as my whole family.

I would like to close with the words of honoured Prof. Liao, who was head of the
Chinese delegation for 10 years and can not attend today:
“The patient is our god and the therapy is our prayer”.
According to this motto we will continue to offer our service to seekers of healing.

I would also like to thank you Mrs Riehl, as well as your combo, for your musical interpretations, that gave this festive occasion a dignified frame.

You, dear guests, I thank for your patience and attendance.

For those interested, we are offering short group guided groups through our facilities until 17:00. If interested, please proceed to the entrance.

Please allow me, dear honoured president Stamm, dear Mrs. Liu Xia (consular general’s wife), dear Tini Sackmann, dear Mrs Eemberger, dear Mama and my lovely wife Petra, the honour of giving you these flowers.