

# Quality management in international patient services, health & medical tourism



Importance of quality management and its impact on medical tourism outcome  
Background, experience and best practice for private and government sector

October 25, 2014

International Forum for Health Tourism, Romania

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# Agenda

- Brief introduction
- Challenges in medical tourism
- Quality criteria & QM objectives
- A practical example
- Impact on outcome
- Summary



**Trust • effective medicine • optimized services**



**Temos**  
Trust • effective medicine • optimized services

# **Temos: neutral and independent certification body**

**Support of medical facilities worldwide:**

**hospitals, clinics, primary care facilities, dental practices, reproductive care clinics and rehabilitations centers in their efforts to continuously work on quality improvement.**

**Focus on the demands and requirements of patients who wish to get medical treatment overseas (**medical tourism**) or need to get medical treatment abroad as business travelers, tourists or expatriates (**tourism medicine**).**

**Unique worldwide!**



**Temos**  
Trust • effective medicine • optimized services

# Temos: Spin-off of a European research project

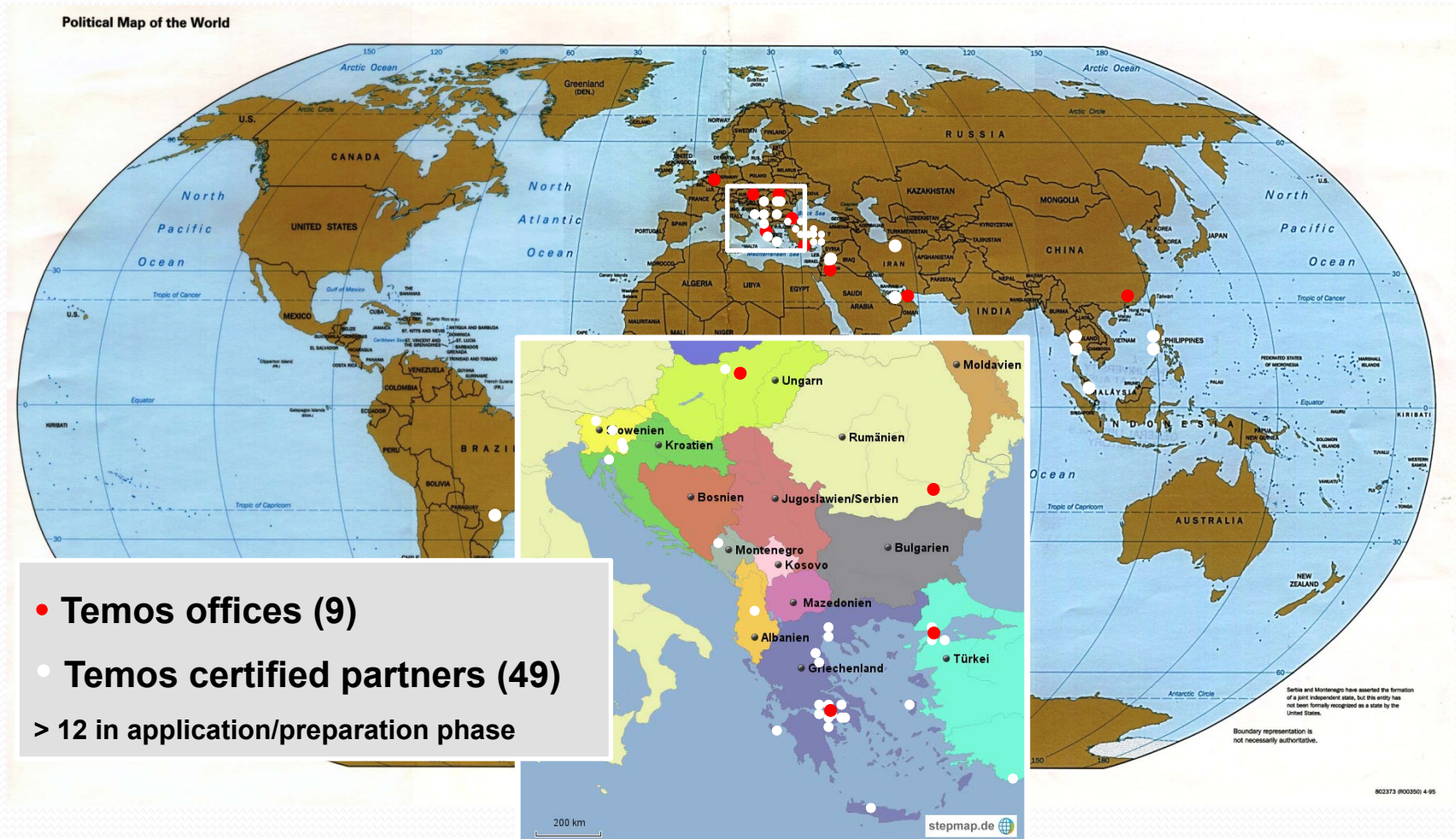


**Temos Headquarters**  
Bergisch Gladbach, Germany



**German Aerospace Center (DLR)**  
Cologne, Germany

# Temos regional offices and certified partners





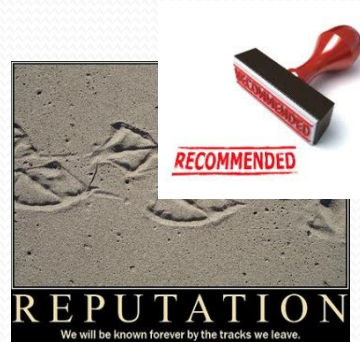
## Challenges in health and medical tourism



# Patients travel abroad for medical treatment due to:



- Cost/benefit
- Waiting lists
- Availability
- Exceptional circumstances („war patients“)



- Relatives
- Friends
- Neighbors
- Colleagues
- Mouth to mouth



- Expectation:
  - 100 % medical quality
  - 100 % non-clinical services

# Challenges in cross-border treatment

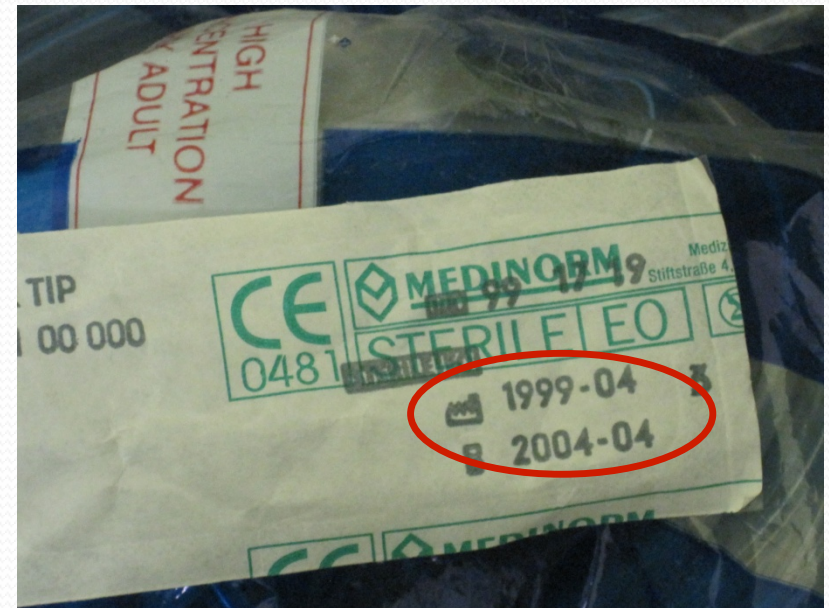
- Pre-/post-treatment and follow-up in other countries
- Cross-border exchange of (medical) information
- Legal aspects (liability, warranties, etc.)
- Safety challenges
- Culture sensitivity
- Ethical considerations
- Economic aspects
- Billing and accounting
- Language skills
- Staff qualification
- ...



## Example: signposting



## Example: emergency trolley (2013)



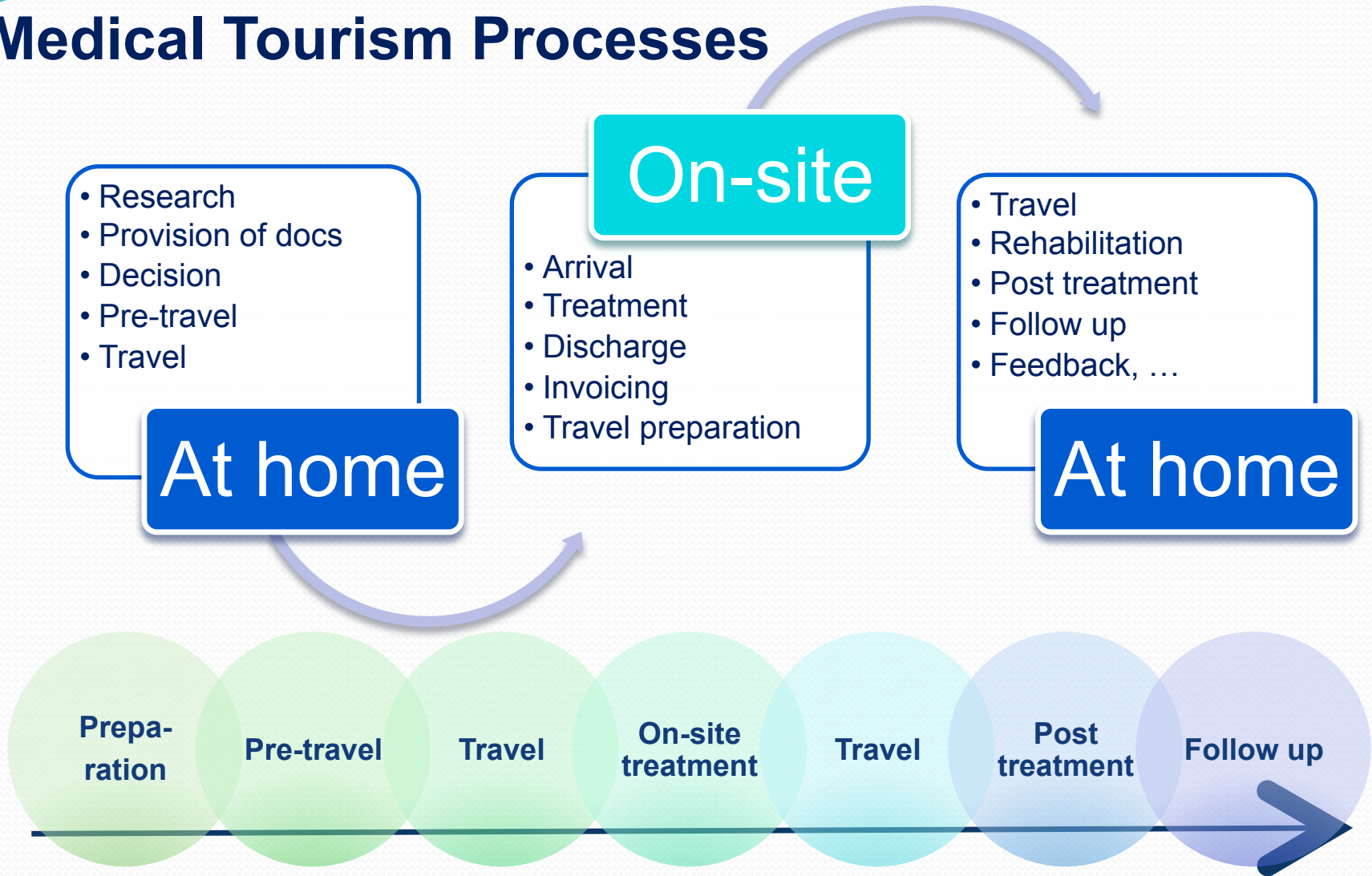
# Example: emergency trolley (2013)



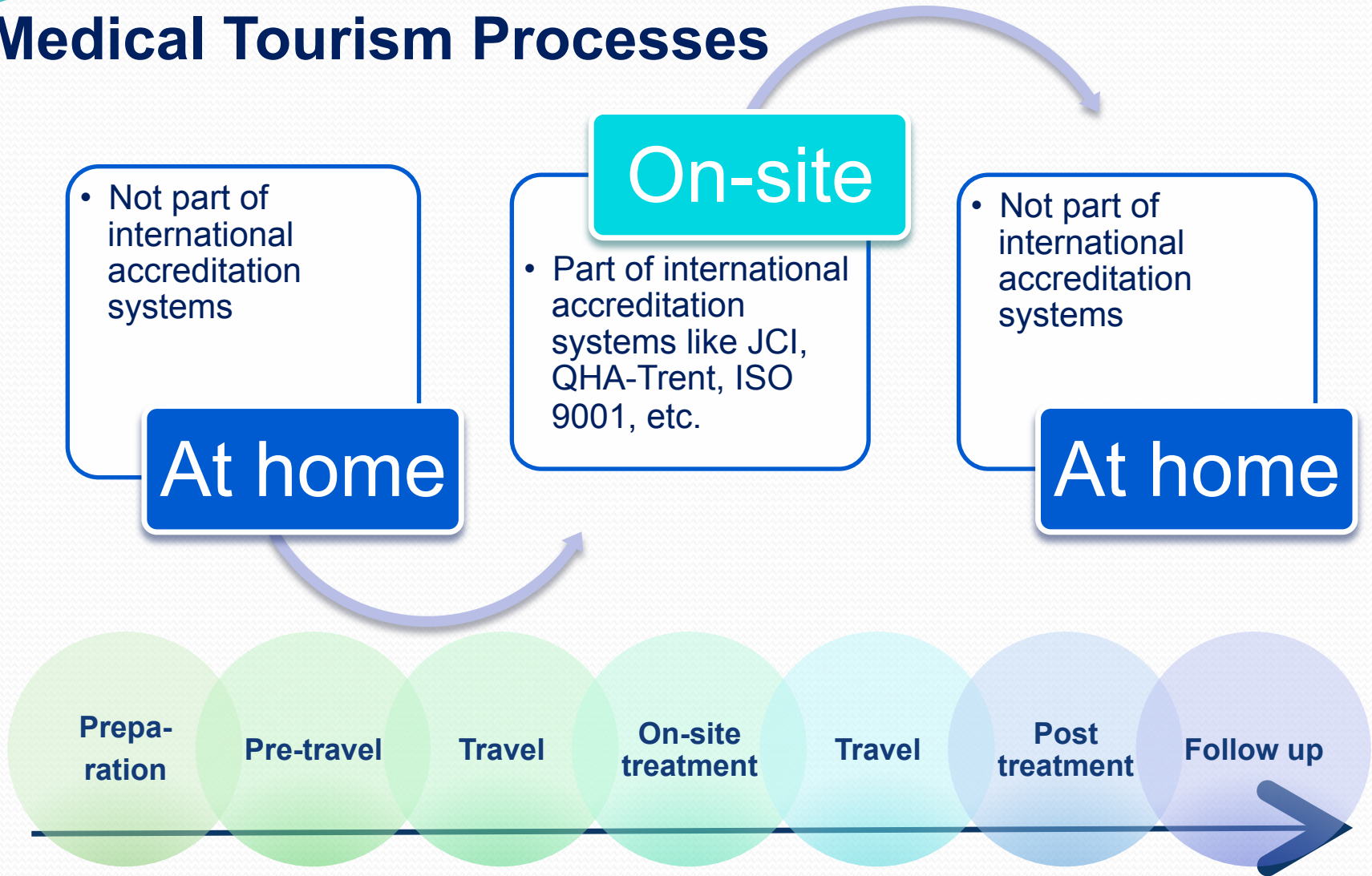
# Example: food



# Medical Tourism Processes



# Medical Tourism Processes



# Best practice: Ibn Al-Haytham Hospital, Jordan

2011/2012:

Unexpected and unannounced:

200 m queue of Libyan patients  
in front of the hospital



# Best practice: Ibn Al-Haytham Hospital, Jordan

## Quality management

- ISO 9001
- QHA-Trent
- Temos (Sep 2012)

## Int. patient services

- IPD
- Arab patient center
- Offices abroad



# Best practice: Ibn Al-Haytham Hospital, Jordan



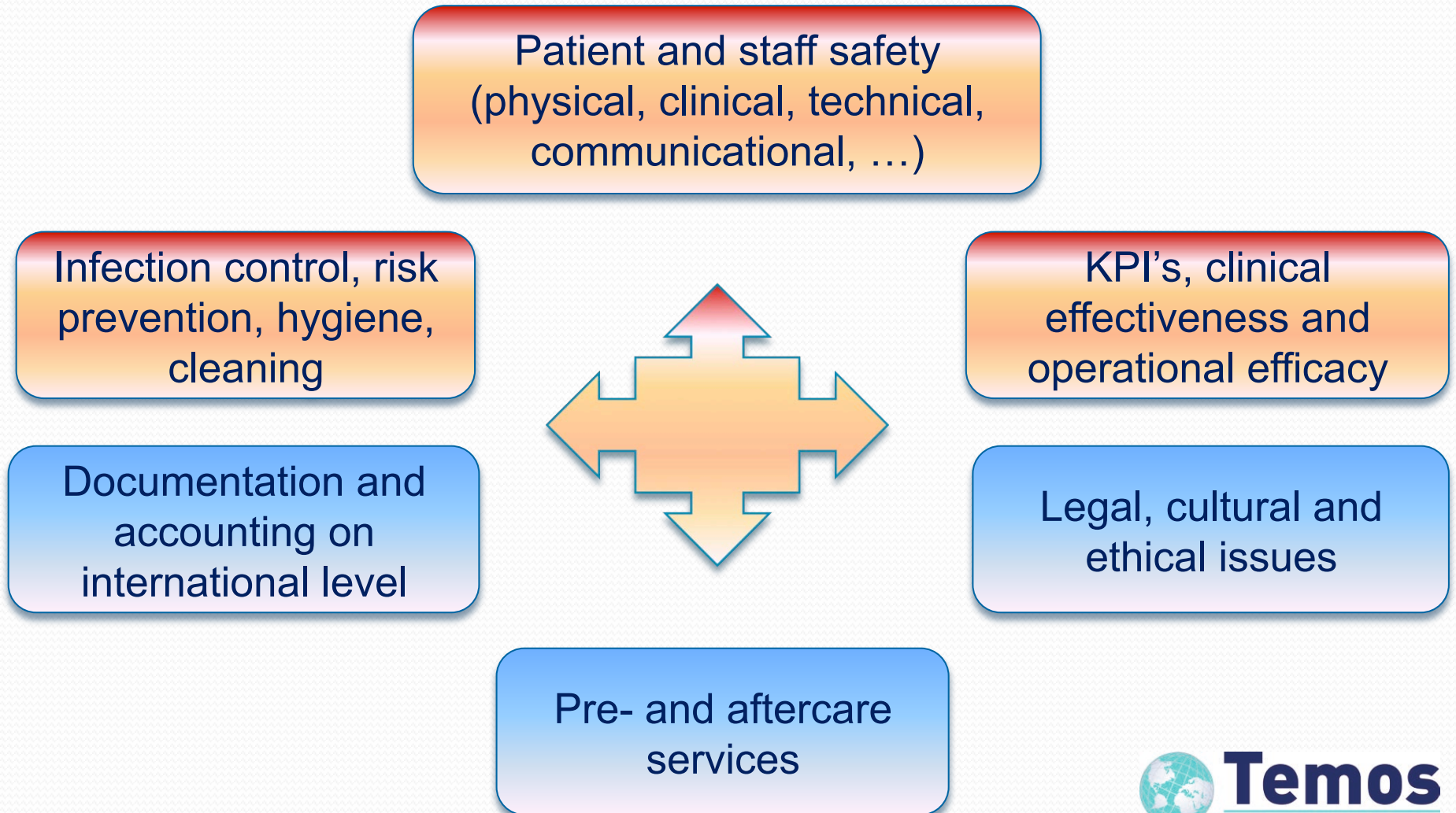
**„Excellence in Medical Tourism“:**

**High quality in medical and non-clinical services**

# Win – Win situation after 3 days assessment...



# Holistic approach for quality management in MT



# Patients feel comfortable if they



- ... the hospital
- ... the doctors
- ... the nurses
- ... the services

# How to build trust?



Is not enough ...

**Teamwork!**

**Trust in medical service providers:**

- + Quality**
- + Quality Management**
- + Continuous Quality Improvement**



## Impact on outcome and effectiveness



**Outcome: the aim...**



**... a lucky and satisfied medical tourist...**



**Outcome: the aim...**



**...lucky and satisfied medical doctors and nurses...**

# Outcome: the aim...



# ... successful and profitable business...

# Summary & conclusion

- QMS is crucial for quality and safety
- Quality and safety is the focus of accreditation and certification
- Specialized medical tourism certification programs should be a partnership for successful international patients' treatment in tourism medicine and medical tourism performance, expansion and management



# Summary & conclusion

- MT is the route for global health
- Hospital medical tourism certification is essential for focusing on all quality aspects throughout patient travel cycle
- For patients, payers and hospitals there is a need to separate “the good ones from the bad ones”



**Temos is pleased to support activities in this market!**

# Temos Conference 2014 in Hamburg, Germany



[www.temos-conference.com](http://www.temos-conference.com)

In cooperation with



Hospitals, rehab centers, IVF centers, and dental clinics from 25 different countries

Stakeholders from insurances, assistance companies, facilitators, foundations, associations, ministries, research, etc.

**Next Conference:**  
**30 Nov – 02 Dec 2014**

# Thank you for your attention!

