



# ABOUT THE MEDICAL TOURISM ASSOCIATION

PREPARED FOR:

THE ROMANIAN MEDICAL TOURISM FORUM

PRESENTED BY:

DR JOEY R KHAN M.D. CMTP

**APRIL 21-23, 2016**

# ABOUT US

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- ✓ Founded in 2007
- ✓ Touching over 1.5 million professionals in over 300 countries



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Committed to Transparency in Pricing and Quality,  
Education, Service Excellence



# ABOUT THE MEDICAL TOURISM ASSOCIATION

**Born on 2007**



**300 members  
in 100 countries**



**15 regional  
representatives**



**Works with global  
healthcare  
stakeholders:**

- Healthcare providers
- Governments
- NGO's
- Healthcare clusters
- Insurance companies
- Employers



# The Voice of Medical Tourism

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The New York Times

CBS  
NEWS

NBC NEWS

abc NEWS

HBO

FOX  
NEWS

CNN

Bloomberg



# Global Media Stories that changed the Industries

MTA is the source of hundreds of Media Stories annually

## US Companies Look to Outbound 'Medical Tourism' to Cut Costs



U.S. Employer Saves \$10 Million Through  
Medical Tourism featured on ABC News

## World Medical Tourism Congress: Piece de Resistance for U.S. Employer Savings



# Websites



## MedicalTourismAssociation.com

- Top ranking in medical tourism Google search
- Website geared towards the consumer
- Translated into various languages
- Source of patient lead



## Community.MedicalTourism.com

- Official MTA social networking website
- 3,500 + members



## MedicalTourism.com

- Top ranking in medical tourism Google search
- Website geared towards the consumer
- Translated into various languages
- Source of patient leads

# Medical Tourism Magazine

300,000+  
readers

in over 100 countries

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[www.MedicalTourismMag.com](http://www.MedicalTourismMag.com)





# Medical Tourism Association is the Medical Tourism Influencer

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SOCIAL MEDIA REACH

# 1.5 MILLION

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Medical Tourism & Medical Travel, Global Healthcare, Travel Insurance and Expatriates

9,320 members

**9,320**  
members



Middle East & GCC Arab Healthcare, Health Insurance and Insurance Professionals and Executives

2,002 members

**2,002**  
members



TRAVEL & HOSPITALITY FORUM - Hotels, Tourism, Luxury, Wellness, Food, Spa

262,342 members

**262,342**  
members



HR Professionals | Powered by HRCI and HRP

286,462 members

**286,462**  
members



Corporate Health and Wellness Association, Corporate Wellness, Worksite Wellness,

52,130 members

**52,130**  
members



World Tourism Network

41,777 members

**52,130**  
members



Healthcare Reform, Health Care Reforms Effect on Health Insurance in the US

41,238 members

**41,238**  
members

**Linked in**

**800,000+**  
MEMBERS

**Diversified Global  
Groups**

# Targeted Market Penetration to Global Buyers

Access to Middle East, GCC, China, Caribbean & buyers in over 100 countries

*Tap into a network of 1.5 million*





# Buyers Business Development Strategy





# SOLUTIONS FOR GLOBAL BUYERS

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**Negotiated  
Fix Rates**



**Technology  
Solutions**



**Roadmaps**



**Education and  
Engagement for  
their members  
to increase  
utilization**



# Developing consumers travel destination guides for leading destinations

## Our Partners During this Journey





# This Guides Showcase



## Healthcare System in Your Country



## Attractions and Tourism



## Directory of Hotels, Resorts, and Facilitators

and much more




# Destination Guides



## WHY DO BUYERS AND CONSUMERS NEED THE GUIDE?

**Buyers:** It is a powerful tool to persuade employers and insurers to incorporate your country in their wellness and benefits programs.

**Consumers :** It provides reliable information from an independent source. It instills confidence in the consumer about your country healthcare and wellness offer.

The background image shows a modern hospital building with a large blue 'H' logo on its facade. In the foreground, there is a stack of brochures. The top brochure is titled 'PROVISION HEALTHCARE' and 'HEALTH & WELLNESS DESTINATION GUIDE KNOXVILLE, TENNESSEE'. It features a landscape image and text about 'COMPREHENSIVE CANCER CARE FEATURING PROTON THERAPY'.

# CREATE YOUR HOSPITAL DESTINATION GUIDE TODAY

Engage Global Healthcare Consumers on  
an Immersive Marketing Campaign



# Have your hospital featured by the leading source for healthcare consumers

## This Guide will Showcase



Patients  
Stories



Your  
Facility



Area  
Attractions

and much more



# Brand Awareness



Press  
Releases



Company  
Awareness



Featured on  
Magazines



B2B  
Awareness

# Medical Tourism Publications

**Medical Tourism**  
An International Healthcare Guide for  
Insurers, Employers and Governments



**Developing an International  
Patient Center**

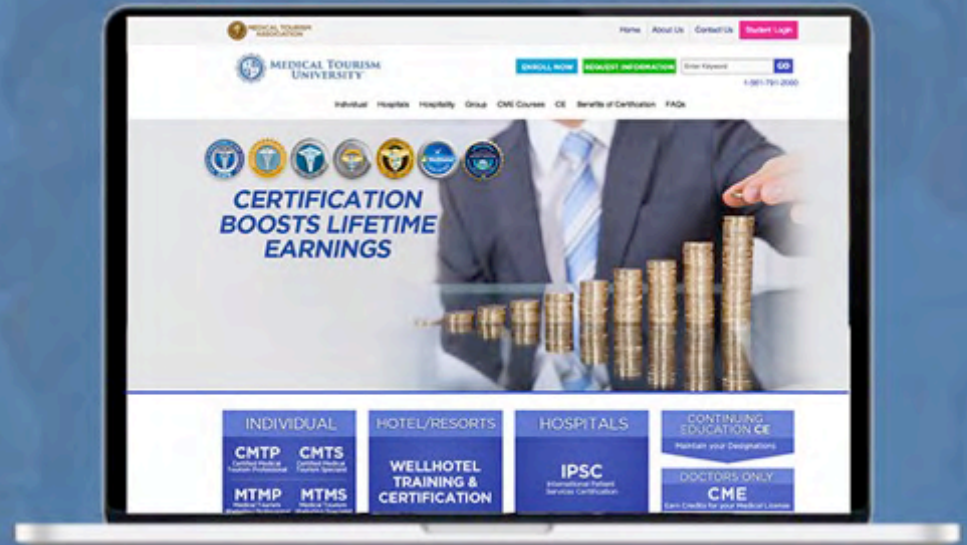


**The Medical  
Tourism Facilitator**





# Training & Certification



Set yourself apart in the Medical Tourism Industry



# About IPS Program

The MTA determined there was not a program in the world that adequately addressed the management of International Patients specifically.

The MTA IPS Program is managed and supported by industry professionals with expertise in certification, accreditation and International Patient Services processes.

Original created in 2011

Current Program is in the 3<sup>rd</sup> Edition



# International Patient Services Training & Certification

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# Training and Certification Program For Healthcare Providers

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## Benefits

<b>Increase Patient Satisfaction</b>	✓
<b>Receive More Patients</b>	✓
<b>Validate Commitment to excellence to consumers and buyers</b>	✓
<b>Implement processes to promote positive outcomes, reduce errors and limit your organization's risk and liability</b>	✓
<b>Enhance your competitive edge</b>	✓



# Value of IPS Program

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**Achieve  
Competitive  
Edge in Market**

**Achieve  
Increased  
Visibility &  
Respect from  
Industry  
Stakeholders**

**Validate  
Commitment to  
Excellence to  
Consumers**

**Enhance Staff  
Competencies  
& Overall  
Services  
Capabilities**



# Puerto Rico Case Study

## 3 year Partnership between MTA and Puerto Rico





# 42 Healthcare Organizations Certified First Hospital in Puerto Rico to be Certified



Metro Pavia's Medical Tourism Certification.



THE PLACE WHERE EXCELLENCE IN  
HEALTH AND QUALITY SERVICE MEET

WellHotel® is a certification program designed exclusively  
for the hospitality industry

**WellHotel®? Training & Certification**



# Training and Certification

## Program For Hospitality Providers

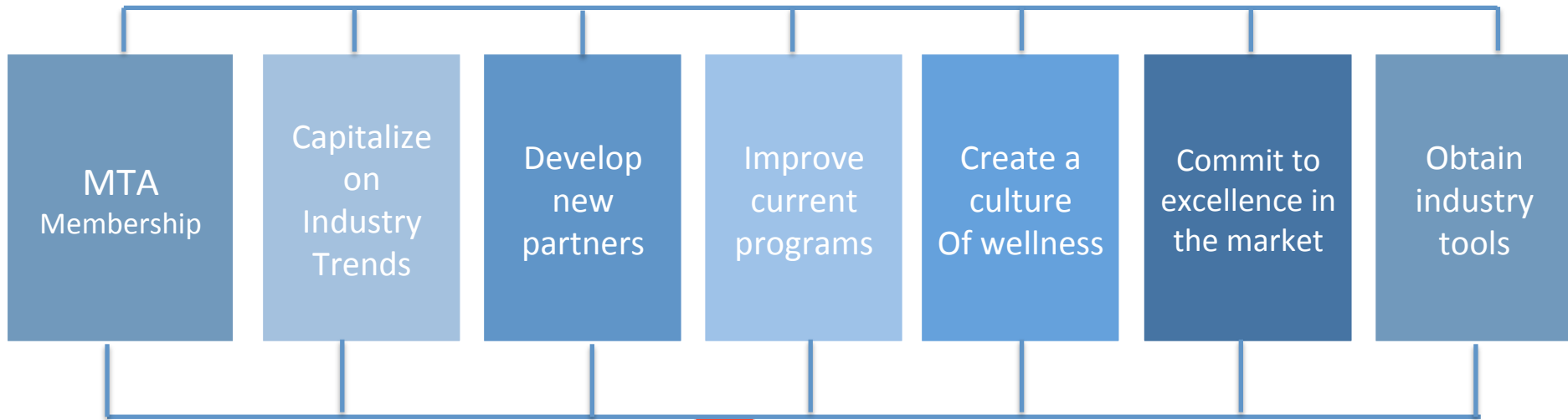
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### Why Become a Certified WellHotel®?

- ✓ Gain a competitive advantage over your competition
- ✓ Streamline operating processes that will improve guest satisfaction
- ✓ In 2013, wellness travelers took more than 586 million domestic and international trips
- ✓ Industry research shows that the international wellness tourists spend 59% more per trip while domestic wellness travelers spend 159% more per trip
- ✓ Attract a new niche of the market
- ✓ Countries and regions are starting to brand themselves as a destination for health and wellness



## Benefits of WellHotel® Certification



**REVENUE**





## Training and Certification Program For Hospitality Providers

*"I want to congratulate the Medical Tourism Association® for an excellent training that was focused on the fundamentals leading to a real understanding of the WellHotel® program. It was delivered by instructors that have a deep understanding and experience to back up the course material.*

*We strongly believe that the WellHotel® certification will positively impact the Condado Plaza Hilton by providing us more visibility to potential new guests that are seeking a place to stay while taking care of their health; they can feel there is a connection between the wellness and healthcare provider and the hotel.*

*As the first hotel certified, we are expecting that our existing collaborations with local health and wellness providers will strengthen, while we provide them with a service focused on creating the best patient experience. We envision being able to increase our relationships with providers, whom up until today, were not aware of our service."*

**-Pier Marie Le Compte, Associate Director of Sales, The Condado Plaza- Hilton, Puerto Rico**

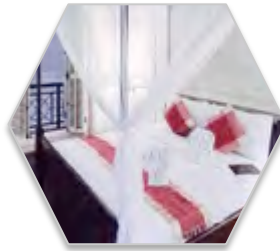


## What Type of Businesses was WellHotel® Certification Designed for?

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- Full Service Hotels
- Limited to Select Service Hotels
- Extended Stay Hotels
- All Suite Hotels
- Bed and Breakfasts
- Resorts
- Condos
- Spa and Wellness Retreats

**Since WellHotel® responds to the operational structure of a hotel it can be used by virtually any hotel category, branded or independent properties.**





# Certified Wellness Travel Professional®

Certified Wellness Travel Professional® is a certification of expertise within the health and wellness field. This program was designed for:

- Tourism Professionals
- Hotel Executives and Managers
- Meetings and Conventions Professionals
- Facilitators and Travel Agents
- Food and Beverage Professionals
- Sales and Marketing Directors
- Guest Services Personnel





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## Certification Requirements



- Register for the training program/classes/exam: Register for online course or choose to learn live at the [World Medical Tourism & Global Healthcare Congress](#).



- Take the online exam within 65 days of accessing the first class module. Participants must receive a passing grade of 75% or above in order to obtain certification.



- Possess moderate to advanced language skills in the targets market's language.



**Certified Medical Tourism Professional (CMTA)**



# **Training and Certification Program**

## *For Medical Tourism Professionals*

- **The Medical Tourism Industry**
- **The Medical Tourism Facilitator**
- **The Medical Tourism Facilitation Process**
- **Legal Issues and Liability**
- **The Patient Experience**
- **Sustaining Your Business Model**
- **Marketing**
- **Self-Funded / Fully Insured Plans**
- **Incorporating Technology into Your Business**





# **Training and Certification Program**

## *For Medical Tourism Professionals*

### **Benefits**

- **Become an Expert in Medical Tourism Patient Facilitation Services**
- **Increase Revenue and Patient Conversion**
- **Show Commitment to Excellence to Consumers and Buyers**
- **Offer a Higher Level of Service to your Clients**
- **Gain Access to a Global Network of Partners**



# Medical Tourism Roadmap





# Medical Tourism Association Roadmap

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**Business  
Development &  
Marketing Strategy**



**Research &  
Industry  
Analysis**



**Program  
Development**



**Destination  
Branding  
Program**



# Medical Tourism Roadmap

## Feasibility Study

**Determine the profitability of your Medical Tourism Program**

- Market Analysis
- In depth SWOT Analysis
- Five Forces Analysis
- Identification of Target Markets
- Action Plan
- Plan-Do-Check-Act Cycle for continuous improvement



# Medical Tourism Roadmap

Developing as a Medical Tourism Destination – Program Development

## Program Development

**“Improving patient satisfaction leads to increased productivity. Improved patient satisfaction decreases the length of patients’ visits and wait times, reduces treatment costs and increases patient volume”**

## Training & Certification for



**Healthcare  
providers**



**Hospitality  
Providers**





# Medical Tourism Roadmap

## Business Development & Marketing Strategy

- **Multichannel communication strategy**
- **Social Media Promotion**
- **Participation in international medical tourism events**
- **Participation in trade missions**
- **Participation in B2B meetings**

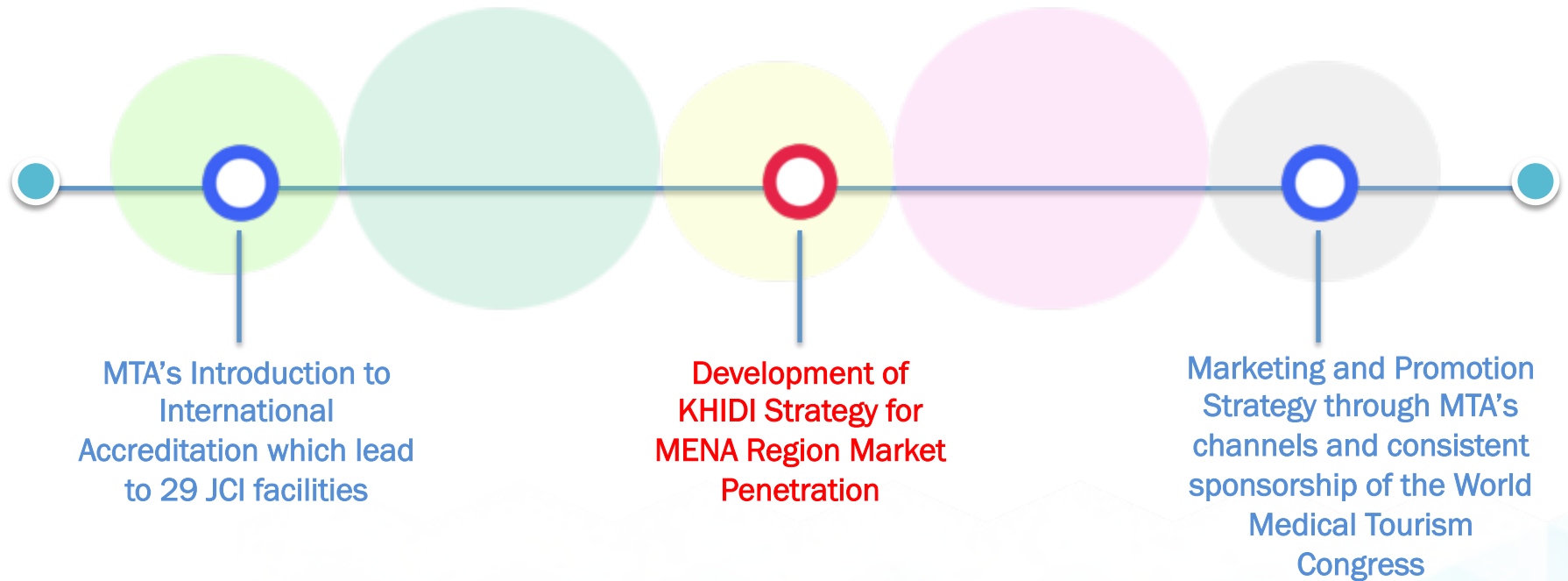


# Case Studies

Medical Tourism International Best Practices

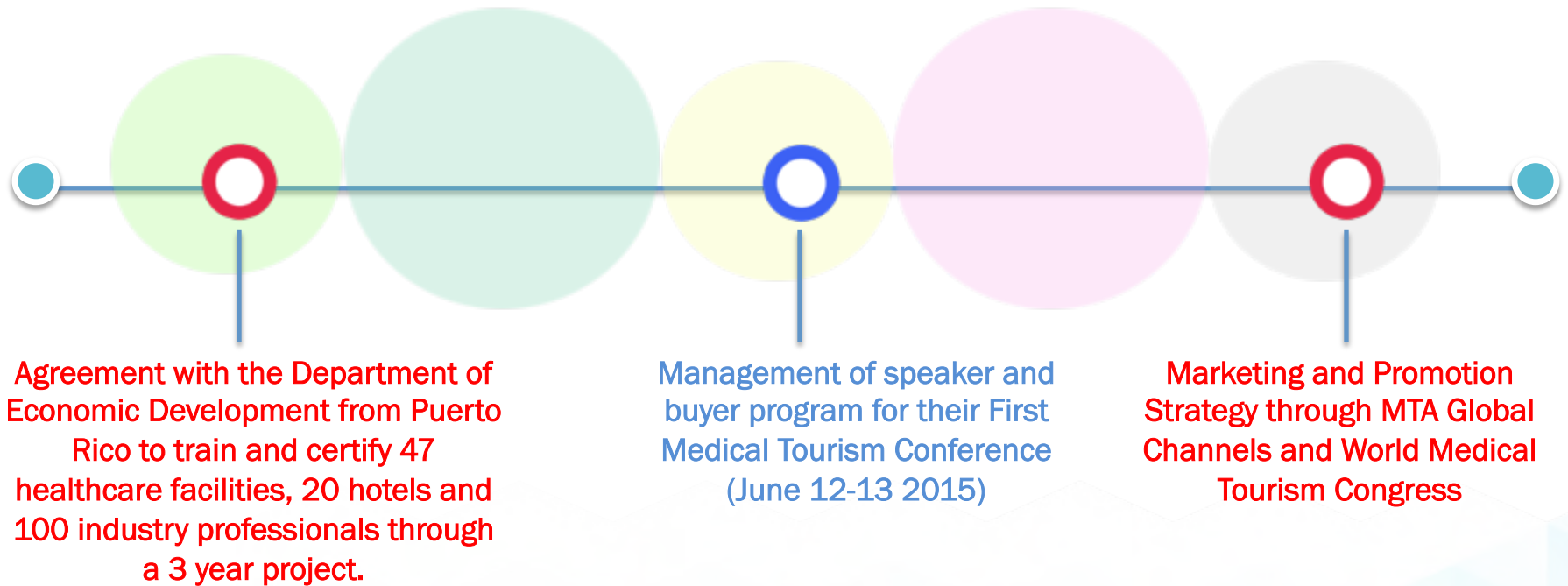


# SOUTH KOREA





# PUERTO RICO





# DOMINICAN REPUBLIC





# CHINA



Signed Agreement to create and establish World Medical Tourism & Global Healthcare Congress (Asia-Pacific), a conference scheduled to take place in China in October 2015 for a period of 5 years

Development of Physician Training Programs and Observerships


A close-up, high-contrast black and white photograph of a human eye. The eye is looking directly at the viewer. Instead of a natural iris, the eye contains a vibrant, detailed image of the Earth from space, showing swirling blue oceans, green and yellow landmasses, and a dark, shadowed horizon. The eyelids are heavily shadowed, and the eyelashes are dark and prominent. The overall effect is one of intense focus and global perspective.

# Visualize a More *Profitable* World

## **Health Flights** ➡➡➡➡➡➡➡➡➡➡➡➡➡➡➡➡ *Your Turnkey Medical Travel Technology Platform*

**HealthFlights**<sup>®</sup>  
solutions

**G**LOBAL PATIENT  
MANAGEMENT SYSTEM™



GLOBAL PATIENT  
MANAGEMENT SYSTEM™



## Solution: How does GPMS solve the problem

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### FOR PATIENTS

1 Trusted Marketplace  
Secure Medical  
Record and Financial  
Transactions  
White glove Concierge  
Service



### FOR EMPLOYERS, INSURERS & GOVERNMENTS

Single Source  
Servicing  
Full Reporting and  
Analytics – “Employer  
Dashboard”



### FOR HOSPITALS

Improved Conversion,  
Profitability and Patient  
Experience  
Full Reporting and  
Tracking  
1 Program vs excel,  
outlook and word or CRM

Global Buyers of Healthcare:  
Insurance Companies,  
Employers, &  
Governments

Healthcare  
Providers

Healthcare  
consumers

Facilitators

**GLOBAL PATIENT  
MANAGEMENT SYSTEM™**

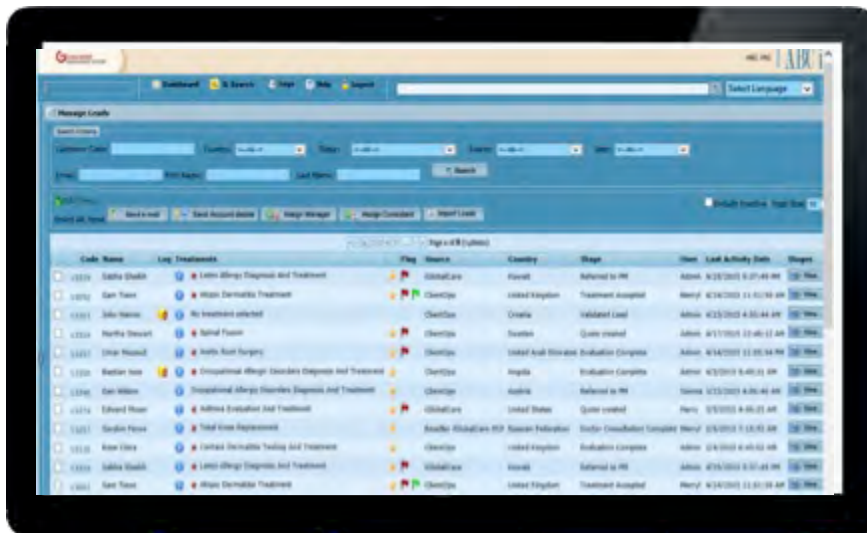


**A Trusted Global Marketplace for Healthcare  
Consumers, Providers and Corporate Buyers of  
Healthcare**





# GPMS Solution





WORLD MEDICAL TOURISM &  
GLOBAL HEALTHCARE CONGRESS

# MEDICAL TOURISM CONFERENCE

JOIN US IN WASHINGTON, D.C.  
September 25-28<sup>th</sup>, 2016

Up to 3000  
participants

10000+  
Networking  
Meetings

Up to 200  
Qualified Buyers  
of Healthcare

Industry Forums  
& Executive  
Summits

# 2015 Memorable Moments



## MEMORABLE MOMENTS

- 1) Keynote Speaker Scott Hamilton Captivates a Packed House
- 2) Roxy the Elephant Makes a Grand Entrance and Wows the Crowd
- 3) Charity Promotion in the Exhibit Hall
- 4) Special Animal Guests Created an Interactive Experience
- 5) InMovement Launches Their New Product Suite at EHBC 2015!
- 6) Record Breaking Crowds at the Conference
- 7) Standing Room Only at Educational Sessions
- 8) Entertainment, Music, Games and Prizes all Around!



WORLD MEDICAL TOURISM &  
GLOBAL HEALTHCARE CONGRESS  
JUNE 3-5, 2016 | BOAO, CHINA

# World Medical Tourism Congress CHINA-BOAO

June 3-5, 2016

[ChinaMedicalTourismConference.com](http://ChinaMedicalTourismConference.com)

**Up to 500+**  
Participants

**1500+**  
Networking Meetings

Up to 200 Exhibitors  
from Asia-Pacific  
Region and around  
the world

Up to 200 Qualified  
Buyers  
of Healthcare



# Why Participate?

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- Introduction to business opportunities across multiple sectors
- Access to key healthcare and government decision-makers
- Unparalleled networking opportunities with the local business community
- B2B and B2G meetings with potential partners
- An unprecedented opportunity to initiate, develop and conclude partnerships and investment opportunities.



JUNE 3-5, 2016

# WMTC BOAO-CHINA

**Join us June 3-5, 2016 at Boao International Conference Center in Hainan Province, for China's premier global healthcare and medical tourism event.**

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- **Connect with government and hospital leaders to learn about new investment and/or partnership opportunities in China's healthcare sector**
- **Expand your network of partners as you meet with China's leading public and private healthcare entities**
- **Get a first-hand look at the Boao Lecheng International Medical Travel Pilot Zone, China's first designated zone for medical travel and the many business development opportunities available**
- **Gain an in-depth understanding of the China and Asia-Pacific outbound medical tourism markets and the needs and wants of these patients**
- **Find out about the new opportunities opening up in China's private healthcare sector**



INTERNATIONAL  
Travel Week | ABU DHABI  
World Medical Tourism Summit

The World Medical Tourism  
Congress & International  
Travel Week present:

# The World Medical Tourism Summit

ABU DHABI  
22-23 NOVEMBER 2016

[MedicalTourismConference.com](http://MedicalTourismConference.com)

ACCESS THE MIDDLE EAST'S MOST  
INFLUENTIAL DECISION MAKERS

**800+**  
Attendees

Up to **100+**  
Exhibitors

**50**  
Speakers

Key industry players from  
insurance companies,  
investors, employers,  
governments and  
healthcare providers



The World Medical Tourism Congress & International Travel Week present:

# The World Medical Tourism Summit

ABU DHABI | 22-23 NOVEMBER 2016

**The World Medical Tourism Summit | Abu Dhabi**  
**is a 2 day medical tourism networking &**  
**exhibition event held November 22-23 at the Abu**  
**Dhabi National Exhibition Centre.**

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**This event is designed to help healthcare, insurance, & tourism professionals, business owners, and executives build new business connections and deepen their knowledge of medical tourism through a combination of inspiring keynote presentations, expert-led training and breakout sessions, and exciting networking activities all at one of the greatest travel & business destinations in the world.**

# Who should attend?

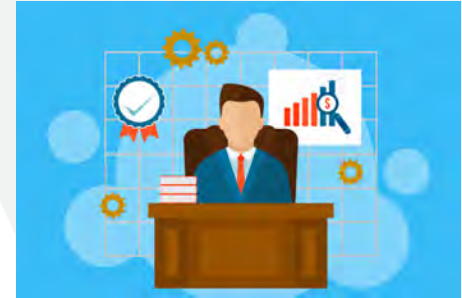
## Insurance Companies



## Employers



## Governments



## Healthcare Providers



## Facilitators



## Travel & Tourism



## Digital Health



## Academia





# Conferences and Workshops Around the World

Portugal



Georgia



Taiwan



Mexico





# Develop Strategies that Result in Success

Exclusive Access to Comprehensive Market Data



**Global Health Resources®  
gets you direct access to:**

- Identifying Your Target Markets
- Competitive Advantage to Medical Travel Data
- Developing a SWOT Analysis
- Market Research & Surveys
- Recommendations for Investment
- Unique & Evolving Technology

# GHR Competitive Advantages



## Strong Florida Based Team

**Robust experience in developing medical tourism initiatives**



## Robust Technology Solution

**Ensures strategic market analysis and prioritization**



## Global Reach



## Consortium of Professional Advisors

**Extensive corporate and consulting experience worldwide**



## Focused on Sustainable Project Development

## OUR CLIENTS

**Puerto Rico Department  
of Economic Development**



**Puerto Rico Tourism Company  
(PRTC Government Tourism Agency)**



**University Health Network  
(Canada)**



**Cincinnati Children's Hospital & Medical Center**



**KHIDI – Korea Health Industry Development Institute  
(Korean Government Entity)**



**Florida Chamber Foundation  
(As chartered by Visit Florida)**



**Washington D.C. Department of Health**



## INTELLIGENT MEDICAL TOURISM & WELLNESS MARKET DECISIONZ

### GLOBAL DECISIONZ™

is an easy to use decision making tool, which helps you make multi-criteria evaluations in an intuitively understandable manner. It uses visualization to both simplify and dramatically improve the accuracy of your decisions. Its proprietary algorithms calculate and present your results instantly.



## GLOBAL DECISIONS™ TECHNOLOGY SOLUTION: MARKET ANALYSIS AND PRIORITIZATION

Log in



# Global Decisionz

Smarter Decisions with Interactive, Visual Analysis

### Visualization

"The greatest value of a picture is when it forces us to notice what we never expected to see".

—John W. Tukey in his work "Exploratory Data Analyses" in 1977

### Smarter Decisions

Global Decisionz is an easy to use decision making tool, which helps you make multi-criteria evaluations in an intuitively understandable manner. It uses visualization to both simplify and dramatically improve the accuracy of your decisions. Its proprietary algorithms calculate and present your results instantly.

### Getting Started

Getting started is easy. Just click on "Project" in the menu above and set up a new project.



## GLOBAL DECISIONS™ TECHNOLOGY SOLUTION: MARKET ANALYSIS AND PRIORITIZATION

Project Parameter

+ Add new....

≡ Change project....



Parameters are the criteria that will be used to compare objects/subjects. Parameters can be of three types: Ranked (criteria ranked on a scale), binary (yes/no criteria) or absolute (values such as total sales or population or % of risk).

#	Parameter name	Parameter type	Date created	Last modified	Action
1	<a href="#">Want</a>	Ranking	12-30-2013	02-18-2014	
2	<a href="#">Need</a>	Ranking	12-30-2013	02-18-2014	
3	<a href="#">Attractiveness</a>	Ranking	12-30-2013	02-18-2014	
4	<a href="#">Profitability</a>	Ranking	12-30-2013	02-18-2014	
5	<a href="#">Effectiveness</a>	Ranking	12-30-2013	02-18-2014	
6	<a href="#">Lack of Competition</a>	Ranking	02-12-2014	02-18-2014	



















## GLOBAL DECISIONS™ TECHNOLOGY SOLUTION: MARKET ANALYSIS AND PRIORITIZATION

Project Subject

+ Add new...

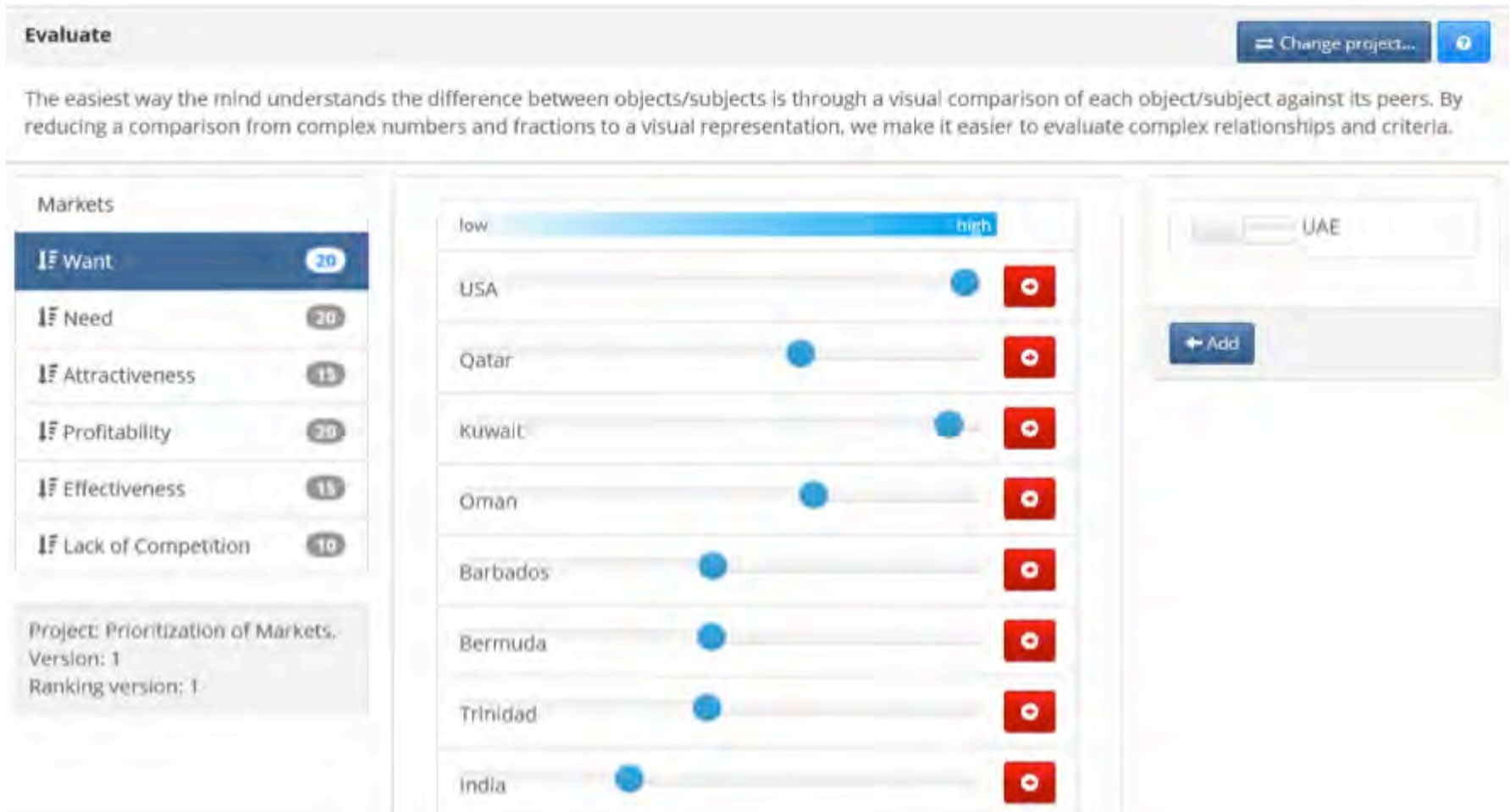
Change project...

Subjects are the object/subjects that are being evaluated. Subjects can be assigned to a single category (e.g. an employee can be assigned to and evaluated within a single job code only), multiple categories (e.g. a hospital can be assigned to and evaluated for multiple specialties), or not assigned at all (either no categories are used or the subjects are available in all categories)

#	Subject name	Category	Date created	Last modified	Action
1	USA	Markets	12-30-2013	02-18-2014	 
2	Oman	Markets	12-30-2013	02-13-2014	 
3	Kuwait	Markets	12-30-2013	02-13-2014	 
4	Israel	Markets	12-30-2013	02-13-2014	 
5	Qatar	Markets	12-30-2013	02-13-2014	 
6	Saudi Arabia	Markets	12-30-2013	02-13-2014	 
7	Barbados	Markets	12-30-2013	02-13-2014	 
8	Trinidad	Markets	12-30-2013	02-13-2014	 



## GLOBAL DECISIONS™ TECHNOLOGY SOLUTION: MARKET ANALYSIS AND PRIORITIZATION





International  
Healthcare  
Research Center



# The International Healthcare Research Center



## IHRC Mission

The International Healthcare Research Center was created to gather and disseminate data that will help improve the quality and safety of healthcare delivery across borders



## Partner with Us

IHRC partners with research centers and academic institutions to solve problems that help improve global healthcare access



## The Origin of the Idea

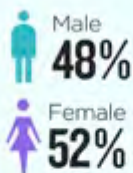
The International Healthcare Research Center was created to gather global healthcare data that would provide actionable insights to stakeholders around the globe, including traveling patients, governments, insurance carriers, healthcare and hospitality providers

# Medical Tourism Index (MTI)

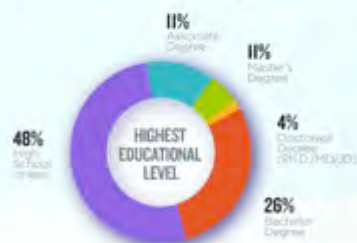
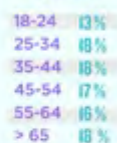
*The Medical Tourism Index (MTI) is a global metric and a new type of country-based performance measure of the attractiveness of a country as a medical tourist destination*

## RESPONDENTS PROFILE

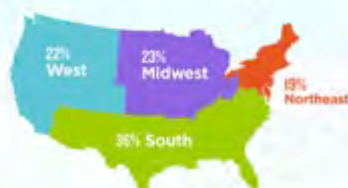
### GENDER



### AGE



### GEOGRAPHICAL U.S. REGION



### MARITAL STATUS



## TOP 5 COUNTRIES

### Overall Ranking Score Overall MTI



### RANKING OF SUB-DIMENSIONS

#### Score Country Environment

1	Canada	79.52
2	UK	77.17
3	Singapore	71.06
4	Germany	68.48
5	Costa Rica	66.49

#### Score Destination Attractiveness

1	Costa Rica	83.49
2	Jamaica	82.02
3	Italy	81.61
4	Brazil	81.17
5	France	80.71

#### Score Medical Tourism Costs

1	Canada	75.72
2	Costa Rica	74.69
3	Philippines	73.17
4	Mexico	72.09
5	Colombia	71.98

#### Score Medical Facility and Services

1	Israel	84.57
2	Singapore	78.17
3	Canada	78.08
4	UK	77.55
5	Germany	76.93



# MTA Chapters



**One of the main goals of the Medical Tourism Association (MTA) Chapter Affiliation Program is to create stronger more unified networks to promote medical tourism in various destinations across the globe.**

Launched in  
**2013**

In order to meet the needs of the membership in each region, the MTA launched its official MTA Chapter Network in 2013 which provides legal status to each Chapter, operating independently and organized under the laws of each respective country.



# Create Your Own Medical Tourism Association Chapter



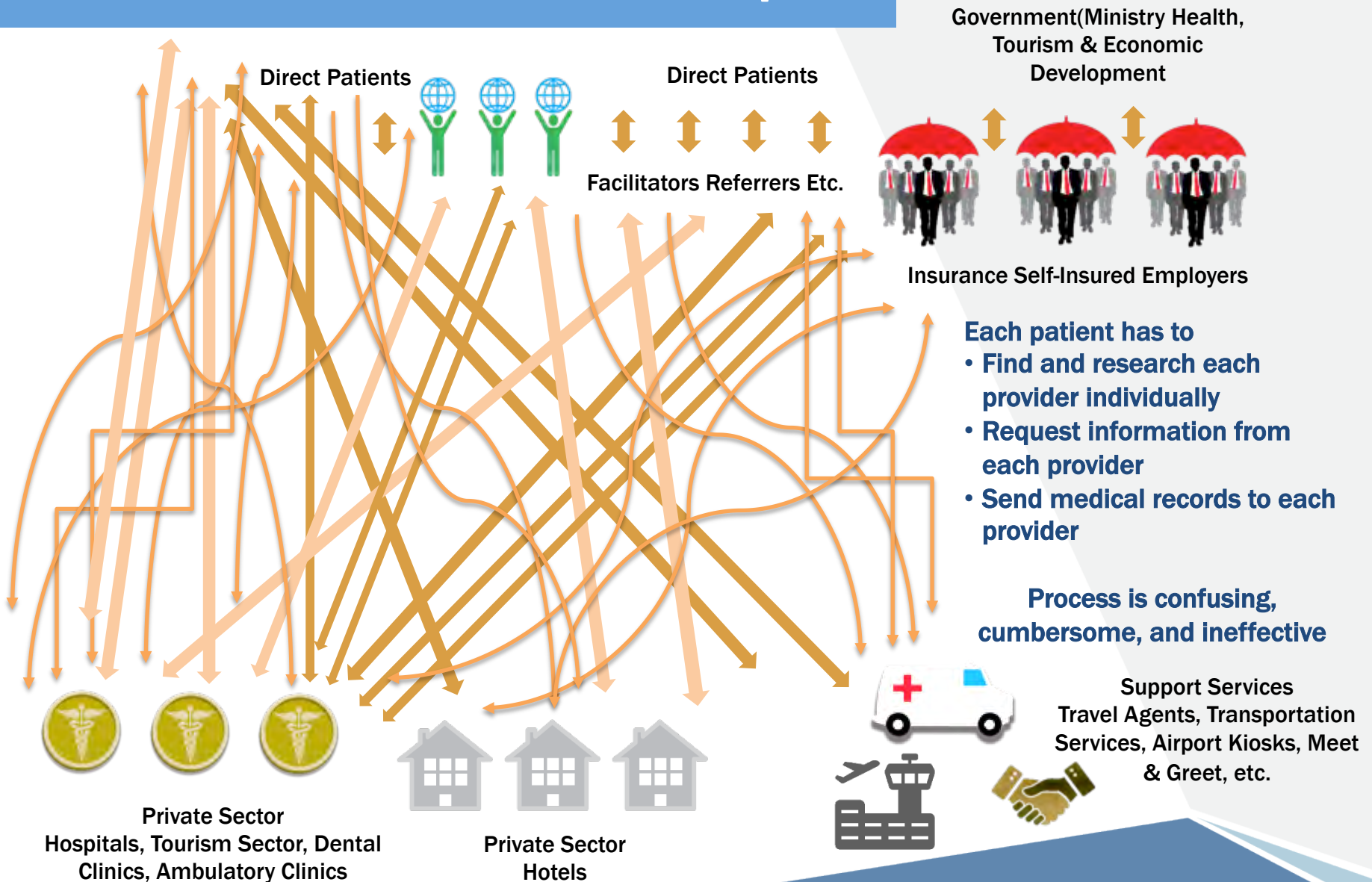
# What is a Medical Tourism Association Chapter?

MTA Official Chapter



- 
- Focused on initiatives and markets for your city, country or region
  - Bridges gap in medical tourism in your destination
  - Brings together public and private sector for one unified message and program
  - Puts aside competition to create One Voice and One Brand for destination
  - Power in numbers

# Your Destination Without a MTA Chapter





# MTA Chapters



MTA's focus on volunteer engagement, area-based chapter management, active marketing and financial incentives are the key to its chapter program success in a face of a new economy based upon customer service and satisfaction.

MTA  
Official  
Chapters



**AFFILIATE  
CHAPTER  
KOREA**



**AFFILIATE  
CHAPTER  
HUNGARY**



**AFFILIATE  
CHAPTER  
PORTUGAL**

# Chapter Activities

**Education-  
Training &  
Certification**



**Facility  
Certification**

**Hospital/  
Clinic**



**Conferences**



WORLD MEDICAL TOURISM &  
GLOBAL HEALTHCARE CONGRESS  
SEPTEMBER 25-28, 2016, WASHINGTON D.C.



WORLD MEDICAL TOURISM &  
GLOBAL HEALTHCARE CONGRESS  
JUNE 3-5, 2016 | ASIA-PACIFIC  
BOAO, CHINA

**Medical Tourism  
CMTP Workshop**

**Medical  
Tourism  
Index**



**Research**

**Consulting  
Services**

**Trade  
Missions &  
FAM Trips**



**Destination Portal  
MedicalTourism.com**

**Medical Tourism  
Technology – Global  
Patient Management  
System**



**AFFILIATE  
CHAPTER**

