

The Role of Staff Training in Medical Tourism

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Definition

“The action of teaching a person or animal a particular skill or type of behaviour”

Oxford dictionary

Why is training important?

- To ensure that we understand **AND** meet the needs of the medical traveller.
- To improve a healthcare organisation's **profitability**.
- To **attract more** international patients.

Why bother with training?



Why don't clinics train their people?

They believe:

- It's too expensive.
- Trained people will leave.
- Trained people will ask for higher salaries!

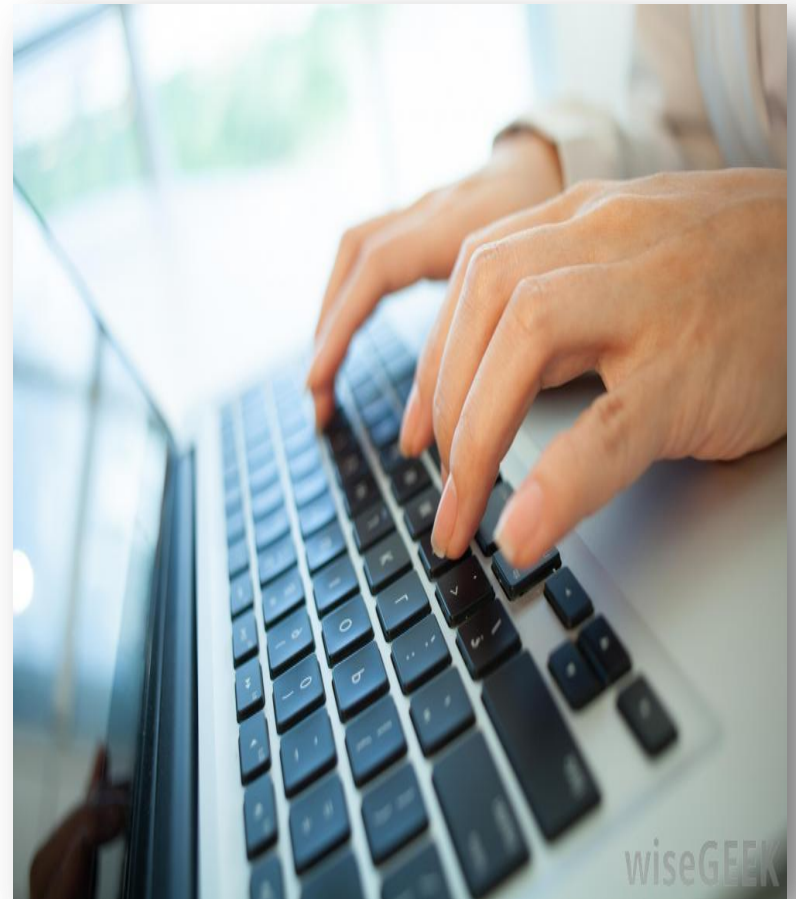
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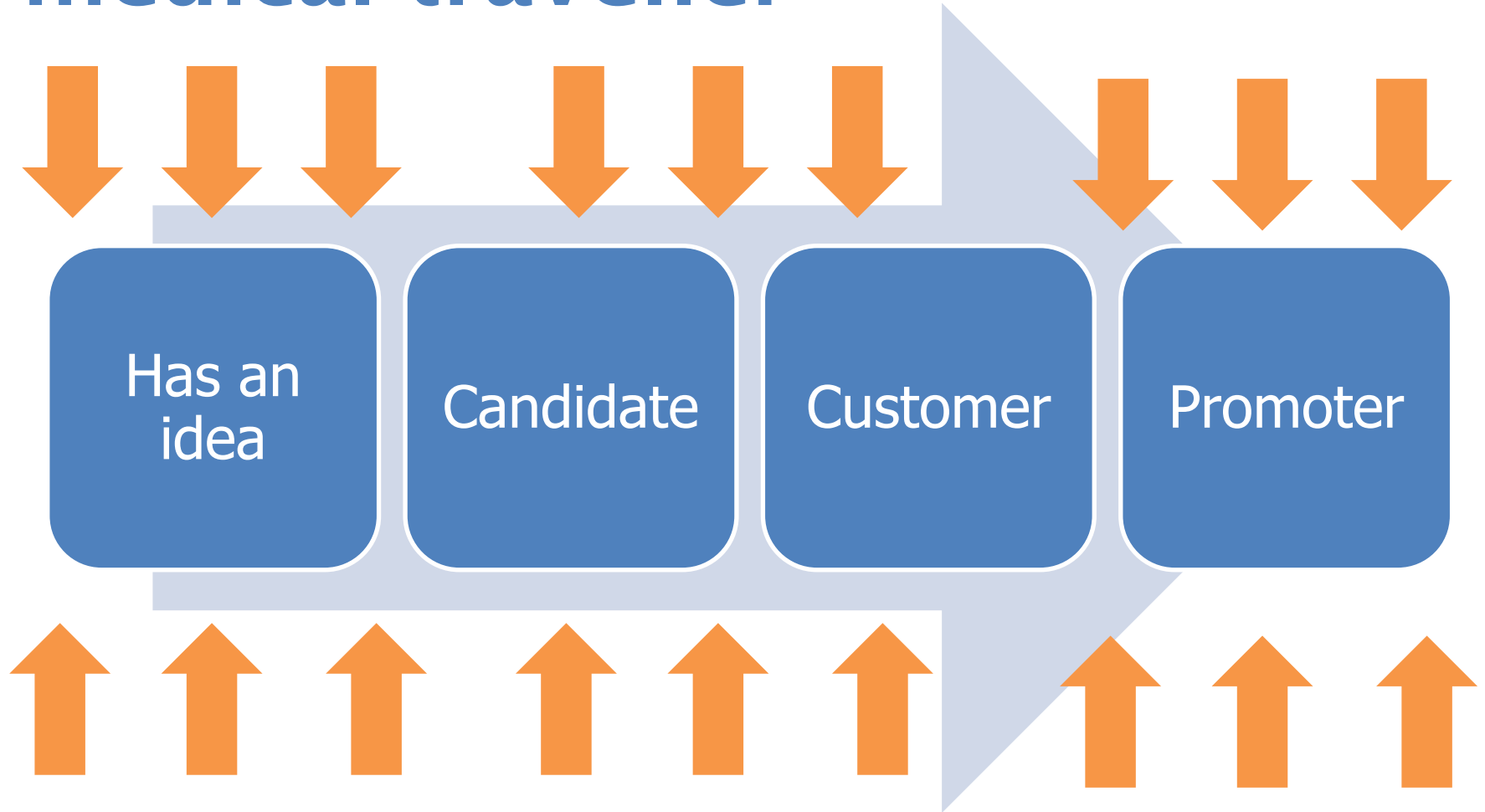
- Training time means a loss of working hours.
- Engaging with their staff is not important.
- Training doesn't add value.

Meeting the needs of the medical traveller

- The international patient experience starts **very early!**



Meeting the needs of the medical traveller



Meeting the needs of the medical traveller

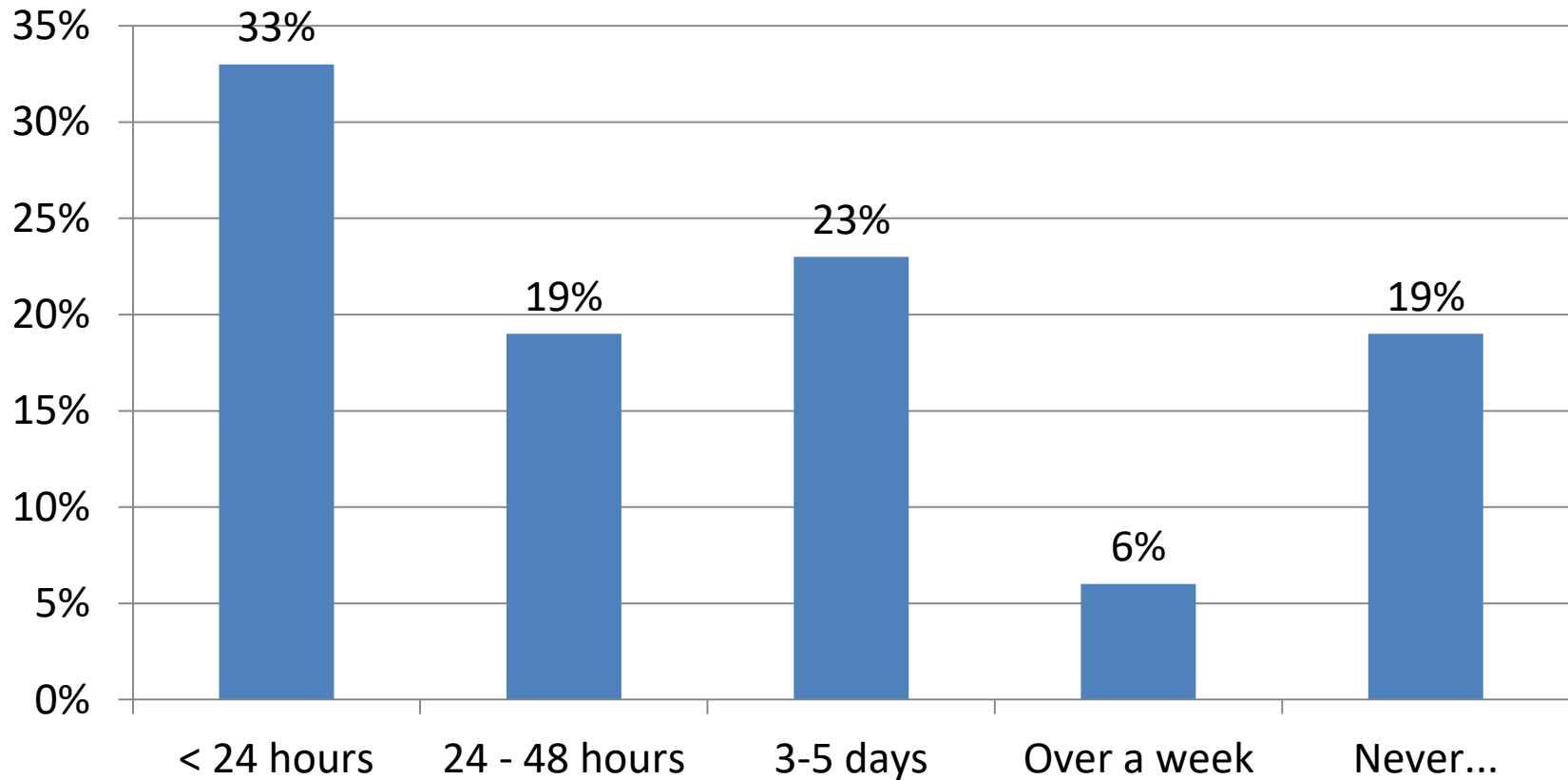
- Listen to your patients/customers
- Apply emotional intelligence

Meeting the needs of the medical traveller

- Respond on time!

Response time!

Response Time

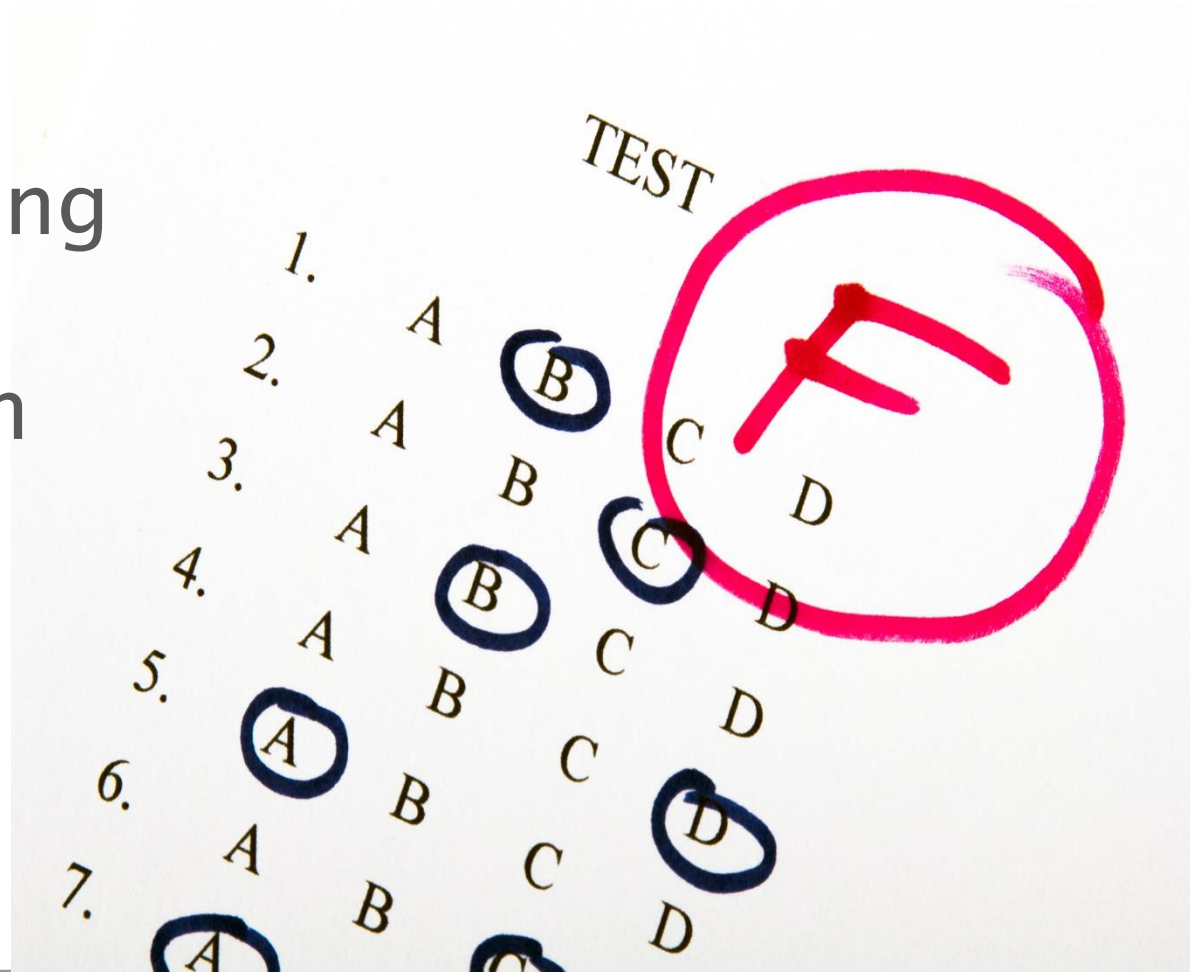


Meeting the needs of the medical traveller

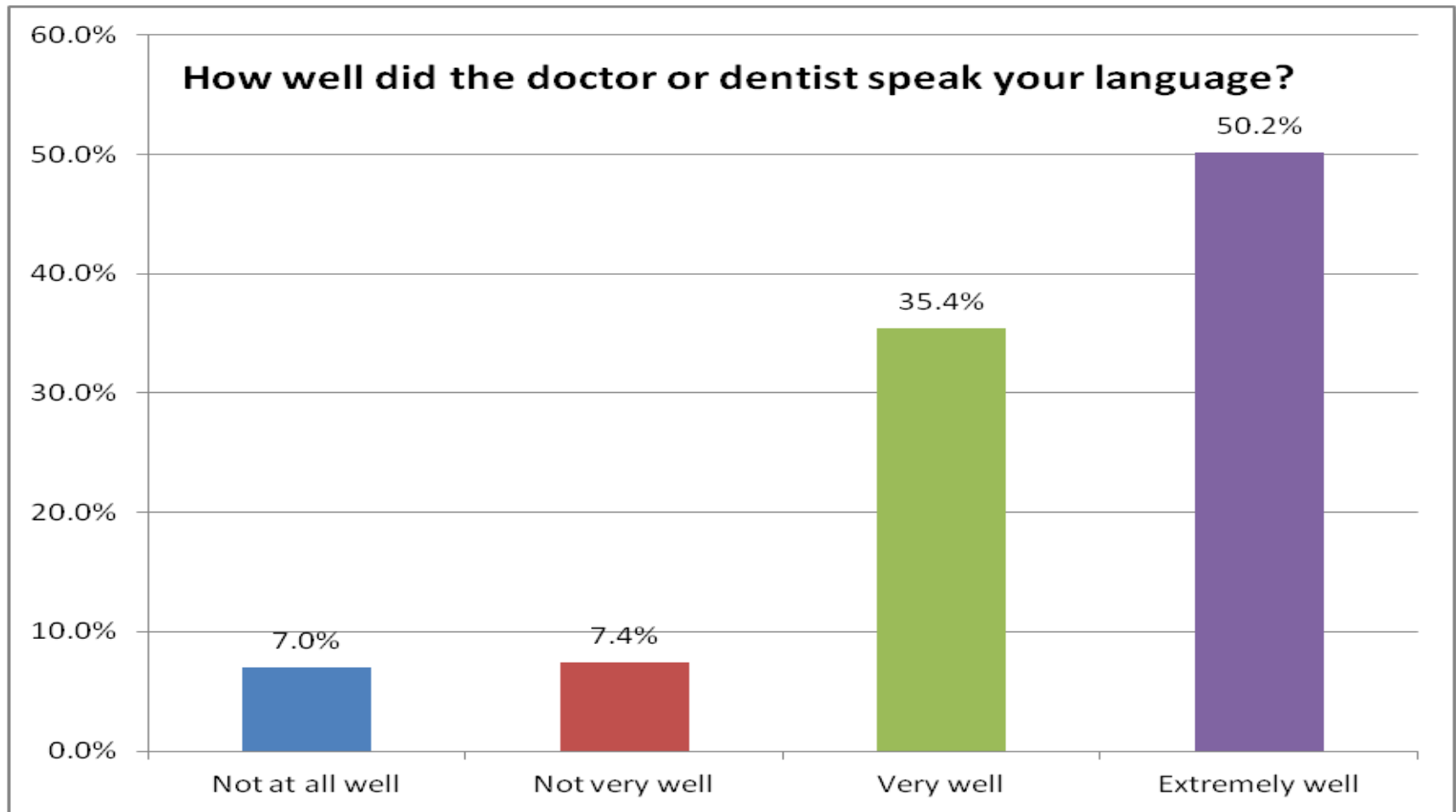
- Be transparent
- Be sincere

Meeting the needs of the medical traveller

The lowest rating always goes to communication



If they can't understand you....

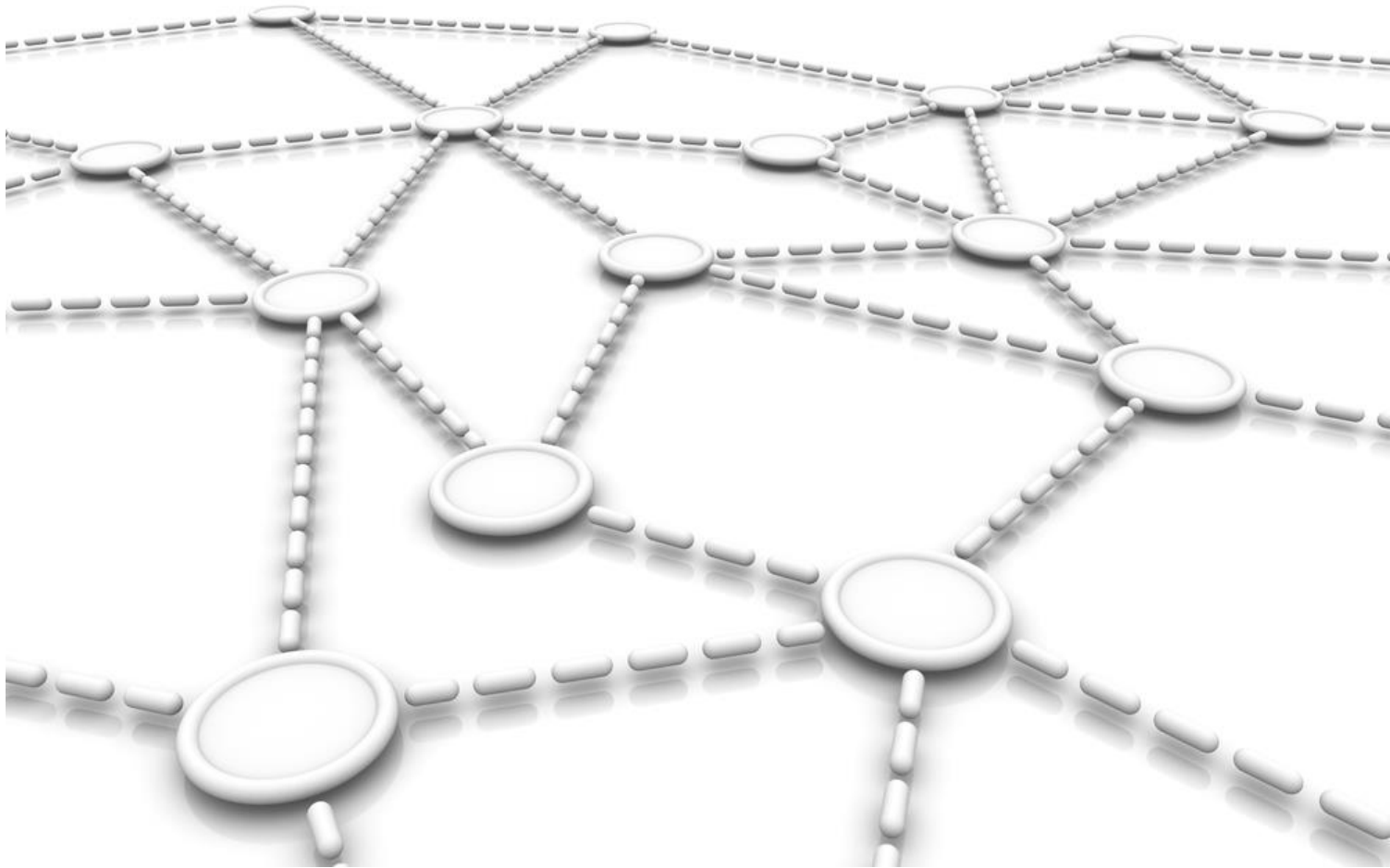


Source: Treatment Abroad Medical Tourism Survey 2017

Safety.....



The medical travel market



Meeting the needs of the medical traveller

- Understanding ethical, cultural and religious differences.
- Making life easy for the patient!
- Being by their side

When things go wrong...

Clinical and non-clinical errors:

- Acknowledge.
- Apologise.
- Act!
 - Remedy the situation.
 - Learn from your mistakes.

What about staff morale?

Gifts from patients...

- To get or not to get....!



What happens after the operation?



The patient journey

RESEARCH

EVALUATE

DECIDE

RE-
EVALUATE

EXPERIENCE

FORM
OPINION

“After care”



Meeting the needs of the medical traveller

Listen to your
customers
...again!



Patient relationship management



It does not end here!



Patient relationship management



What can I say to my past patients?



Reputation management



Developing a training plan

Why?

- **Solve issues** related to poor customer service
- **Engage** people in finding ways to maximise revenues or minimise expenses

Developing a training plan

Why?

- Support employees' skills and improve weaknesses to **enhance productivity.**
- Develop a reasonable **budget**

Employees

- Employees understand that that they are valued
- Employees change and see work as their career rather than a simple job

Training in action

- Identify needs. (What do we want to accomplish?)
- Develop the training plan.
- Implement training.
- **Measure and evaluate** the training outcome.

Measuring the results

- Team building
- Less need for supervision/less conflicts
- Better employee performance
- Increased staff engagement

Measuring the results

- Increase in revenue
- Higher conversion rate
- patient safety Improvement
- Better patient satisfaction survey results
- Reduction in expenditure/cost savings

And ultimately...

- More patients...
- More positive reviews...
- More promoters...
- More business!



When does training end?

It doesn't!

- Retraining (full – partial)
- Training repetition
- Targeted training (per team)
- Follow up following training

Remember...

Staff training should be considered as a **continuous ongoing process**, strongly connected with a healthcare organisation's **measurable goals**.

Want to know more?

- **INTERNATIONAL MEDICAL TRAVEL JOURNAL**

www.imtj.com

- **TREATMENT ABROAD**

www.treatmentabroad.com



IMTJ MEDICAL TRAVEL SUMMIT AND AWARDS ATHENS

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