

International Patient Services Certifications



- *Higher Patient Satisfaction*
- *Receive More Patients*
- *Become Certified Today!*



PRESENTED BY THE MEDICAL TOURISM ASSOCIATION™

www.MedicalTourismAssociation.com

International Patient Services Certification™



At this very moment there are millions of international patients seeking quality and affordable medical care. Many are seriously considering medical tourism as a way to satisfy this need.

Unfortunately, very few providers possess a clear understanding of the international patient market or how to address the needs and expectations of

international patients, insurance companies or facilitators, regardless of their country of origin.

“One patient with a bad medical tourism experience has the potential to seriously hurt your hospital’s image and ruin years of marketing efforts.”

The international market has unique needs and expectations that must be addressed for your international program to be successful. There are medical and non medical services that must be managed through different stages of the care process including arrival at destination, pre and post-op stages, billing, medical record transfer and aftercare.

JCI, ISQua, DVM, AC and certain other accreditations are good overall indicators of higher medical quality. However, they were not designed to evaluate the specific services, processes and human resources required to ensure an outstanding international patient experience from patient inquiry to continuum of care.

International Patient Services Certification™ (IPSC)

The International Patient Services Certification™ (IPSC) is for hospitals and clinics that have demonstrated that they have the necessary standards, services and protocols in place to adequately address international patient needs, and to generate consistently high international patient satisfaction scores. The Certification is a two year certification.

Organizations will be evaluated in the following areas:

- Corporate transparency
- Operational infrastructure
- Patient management protocols
- Risk management protocols
- Transparency in quality of care
- Post surgical aftercare protocols
- Patient education protocols
- Communication protocols
- Cultural sensitivity
- Marketing practices
- Tourism protocols

INFORMATION

For more information about the International Patient Services Certification™ please contact:

USA 001-561-791-2000
Certify@MedicalTourismAssociation.com
www.MedicalTourismAssociation.com

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International Patient Services Certification™



What does Excellence Certification for International Patient Services™ do for your organization?

- The certification process educates your organization and increases your knowledge of processes and procedures
- Puts the right processes and procedures in place, reduces the likelihood of errors and it promotes positive outcomes
- Helps create “best practices” when dealing with international patients
- Certification can help to improve overall patient safety and outcomes
- Sets your organization apart and creates a competitive edge
- Provides the “Excellence Certification” logo which you can proudly display on your website and marketing materials
- Patients, insurance companies, and employers will look to work with organizations that have been certified by the Medical Tourism Association™
- Creates confidence, trust and credibility for your organization, helping to increase the flow of international patients
- Helps reduce your organization’s risk and liability
- Free featured listing in Medical Tourism Magazine as a certified hospital/clinic
- Free featured listing on MedicalTourism.com as a certified hospital/clinic



Submit requested information to MTA for evaluation

Prepare for site visit and evaluation

Certification is issued or withheld



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Phone: 001.561.791.2000 Fax: 886.756.0811 Email: Certify@MedicalTourismAssociation.com

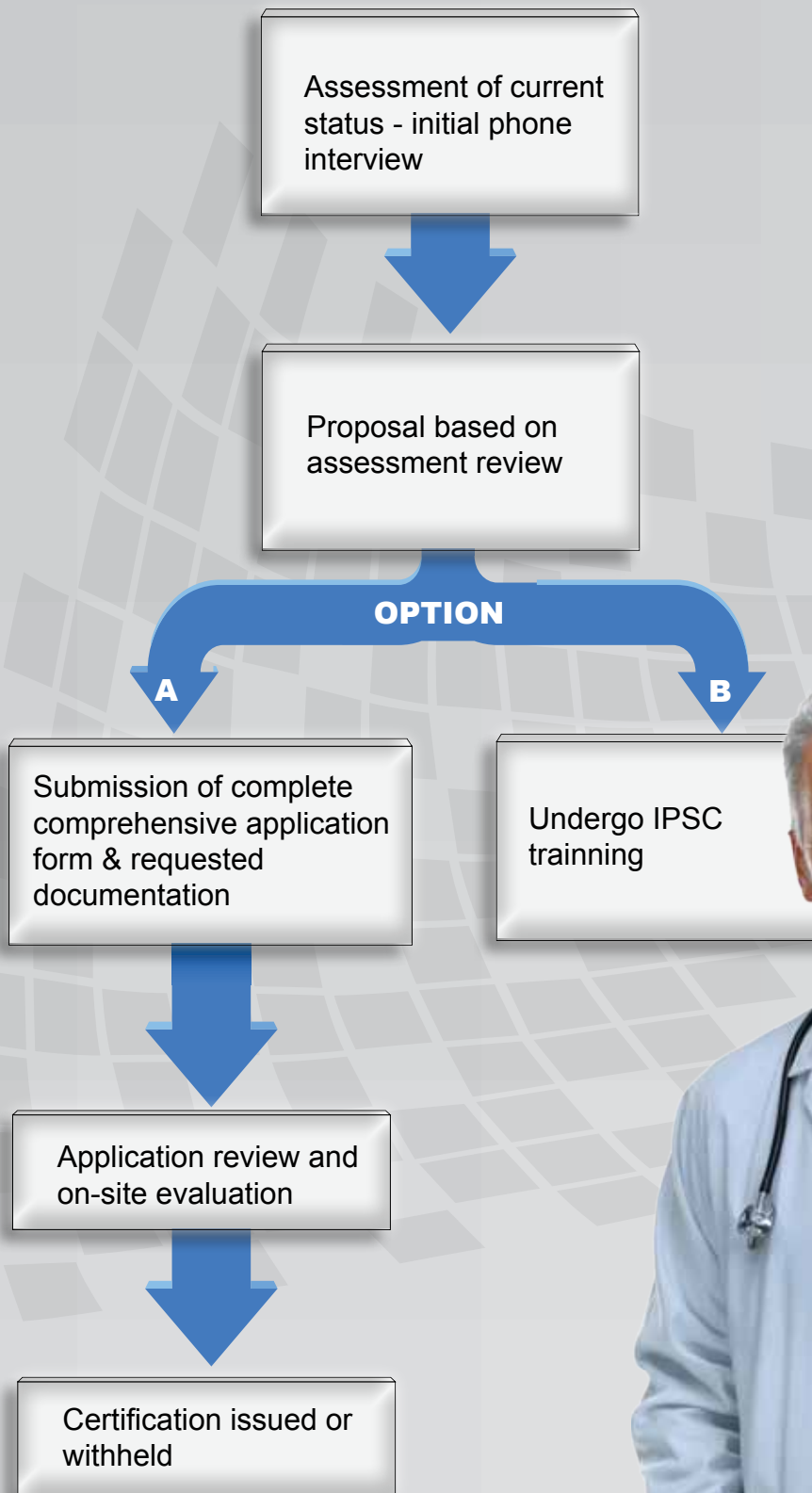
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International Patient Services Certification Flow Chart



CERTIFIED INTERNATIONAL PATIENT SPECIALIST™



International Patient Center Training Program

Not ready for certification at this time?

Prepare your hospital with our International Patient Center Training Program.

Learn How To:

- Identify the key components of a successful international patient program
- Understand the role and purpose of your international patient office
- Enhance your credibility
- Build patient trust and loyalty
- Identify and anticipate international patient needs, wants and expectations
- Use proper communication and sales techniques
- Manage the international patient process
- Understand the importance of cultural competency
- Eliminate the key barriers to an outstanding international patient experience
- Mitigate your risk of non-payment and legal liability
- Leverage your customers for maximum ROI
- Attract and manage facilitator, insurance and agency relationships



Assessment of current status – initial phone interview

Undergo site inspection and start IPCS training 2-3 day period

Comprehensive report provided to hospital identifying opportunities for process optimization and making specific recommendations

Facility implements recommendations

Submission of complete comprehensive application form & requested documentation

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Certified International Patient Specialist™

Over the last decade, increasing numbers of hospitals around the world have begun to focus on medical tourism and providing customized services to international patients. The globalization of healthcare has led to a growing need for qualified and experienced professionals with international patient management skills.

Certified International Patient Specialist™ (CIPS) is a certification of expertise in the International Patient Services field, provided by the Medical Tourism Association™.

The certification for International Patient Specialist was created for:

Healthcare and hospitality professionals seeking the practical training and knowledge to effectively manage the international patient care process.

These include:

- International department staff
- Hospital/Clinic administrators
- Doctors
- Marketing personnel
- Nurses
- Medical tourism facilitators
- Tourism operators
- Hotel staff
- Anyone about to enter the medical tourism/ international patient field

Benefits of becoming a Certified International Patient Specialist™:

- Demonstrates to patients, employers and peers that you practice high international patient management standards
- That you possess the training and knowledge to successfully manage an international patient services program
- Sets yourself apart from the competition and shows colleagues your specialized expertise and commitment to the industry
- Shows that you are up to date with current practices in the international patient services industry through continuing education
- Opportunities for job promotion and career enhancement



CERTIFIED INTERNATIONAL PATIENT SPECIALIST™



Undergo IPSC training

Online Examination

CIPS Certification issued or withheld

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Certified International Patient Specialist™



Individuals who complete the Certified International Patient Specialist's process will have a comprehensive understanding of:

- International patient expectations
- How to develop an International Patient focused Service Package
- The Lead/patient management process
- The International Service Staff and IT requirements for seamless patient management
- Procedure package pricing and bundling
- Risk management protocols (pre-screening patients, complication insurance, waivers, disclaimers)
- Key elements of an Aftercare program and Continuum of Care Strategy

Benefits for hospitals/clinics:

By requiring or recommending certification for your staff, you are ensuring that the most updated industry policies and current best practices are implemented at your hospital or clinic. Certified staff can help your organization maintain a competitive edge by increasing patient satisfaction scores.

The MTA awards CIPS™ certification to international patient professionals who:

- Pass a comprehensive exam
- Meet professional experience requirements
- Meet educational requirements
- Maintain their international patient credentials through continuing education courses required in order to maintain CIPS certification.

Certification Requirements: Attend certification training session, complete written exam, and possess moderate to advanced language skills in target market's language.

▶ The exam

- 75+ multiple choice questions
- 2 essays

▶ Recertification policy

- CIPS certification expires 2 years after date of issue.
- Re-Certification fee valid for 2 years
- 30 total hours of continuing education required per (2 year) recertification period.



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