Medical Tourism Association™
Destination Branding Program

Presented by the Medical Tourism Association™
www.MedicalTourismAssociation.com
In today’s medical tourism marketplace, an increasing number of countries are competing for patients from around the world. As a result, it is crucial to create a global brand and reputation for a city, state or country to stand out as a leader in the medical tourism industry.

The Medical Tourism Association™ (MTA), the leader in the medical tourism industry, has created a destination branding program which will help your destination brand itself internationally and become a predominant leader in the industry. The various components of this program are meant to raise awareness about your destination’s healthcare options among consumers, insurance companies, employers and governments from different parts of the world. We believe your destination is at a particular advantage due to the high level of quality in healthcare and outstanding customer service it provides to local and international patients.

The Medical Tourism Destination Guide is a healthcare & tourism guide that provides an exclusive focus on one destination to present a unique perspective about what sets it apart from others. It is one of the most valuable branding opportunities from which a destination can choose, and the best long-term strategy to increase patient flow to your hospitals. The guide will be available online, at no cost for patients, and also on major websites such as Amazon.com, iTunes, Kindle and Nook.

The Medical Tourism Online Portal is a dedicated website that presents the health and tourism offer of your destination and promotes your region/country as a top medical tourism destination. The portal will be hosted on MedicalTourism.com (ranked #1 in Google searches about medical tourism) and will be supported by the Medical Tourism Association™.

The Medical Tourism Association™ Country Ranking will provide the opportunity for your country to be part of the world’s top medical tourism destinations for international patients and healthcare consumers. The rankings will be based on multiple indicators and a comprehensive methodology.

The 5th World Medical Tourism & Global Healthcare Congress, the MTA’s annual congress, is the largest international networking and educational platform in the industry. You will meet the decision makers from international healthcare providers, governments, employers, insurance companies and other key industry players to network, build strong relationships and increase the ROI for your organization.

In addition to these programs, the Medical Tourism Association™ has developed other programs and initiatives that are targeted to the various industry stakeholders with the goal of providing networking opportunities and an educational platform for the benefit of the global healthcare community as a whole.

We invite you to explore these exciting opportunities. Our ultimate goal is to create a long relationship with you and work together to foster the growth and success of the medical tourism industry in your destination!
ABOUT THE MEDICAL TOURISM ASSOCIATION™

The Medical Tourism Association™ is the Leading Global Organization for International Healthcare

GLOBAL REACH PROGRAMS

• Destination Branding Program
• Medical Tourism Educational Platform
• Certification Programs for Healthcare Providers, Facilitators and Medical Tourism Professionals
• Annual International Medical Tourism Congress
• Research and Development Programs
• Consulting Services

OUR MEMBERS

• U.S. & International Hospitals
• Doctors
• Buyers of Healthcare
• Government Organizations
• Healthcare Clusters
• Tourism Boards
• Medical Tourism Facilitators
• Travel Agencies
• Other key industry players

OUR DISTRIBUTION CHANNELS

• MedicalTourismCity.com
  • Official MTA social networking website
  • 2,000 + members

• Medical Tourism Magazine
  • 120,000 Medical Tourism Magazine subscribers
  • In 100 countries
  • Print and online publication

• MedicalTourism.com
  • #1 in medical tourism Google search
  • Website geared toward the consumer
  • Translated in various languages

• Global Healthcare Newsletter
  • Bi-weekly newsletter distributed to our +30,000 database
  • Posted in our Social Media Groups

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Developing the Las Vegas Medical Tourism Guide has been a rewarding experience that will put Las Vegas at the forefront of the medical tourism industry. Partnering with the Medical Tourism Association™ and the Southern Nevada Medical Industry Coalition has improved our effort to promote medical tourism to the destination. The guide lays a foundation for the LVCVA and our partners in the Las Vegas medical industry to grow our attraction as a medical tourism destination. We are grateful for our partnerships on this project, and we look forward to continuing our relationship with these entities in promoting Southern Nevada’s medical opportunities and facilities. Since the release of the guide, we have received a tremendous amount of local and regional government and accompanying industry support in furthering our initiative to deliver Las Vegas as an international health and wellness destination.

What is the Destination Branding Program?

It is the most comprehensive long-term branding program designed to position your region/country as a top international medical tourism destination, consisting of:

- **Destination Guide**
- **Medical Tourism Online Portal**
- **Medical Tourism Destination Ranking**

**WHY DO YOU NEED THIS PROGRAM TO PROMOTE YOUR DESTINATION?**

- It will promote your destination’s quality of healthcare and infrastructure
- It will generate new business opportunities that expand your marketshare and increase your patient volume

**Destination Guide**

**WHAT IS THE DESTINATION GUIDE?**

- This guide highlights the quality of healthcare and tourism options your destination offers
- It is a powerful tool to show insurance companies and employers that your region/country is a top medical tourism destination
- It positions your destination as a leader in the industry

**WHY DO BUYERS AND CONSUMERS NEED THE GUIDE?**

**Buyers**

- It is a powerful tool to convince employers and insurers to incorporate your destination in their medical tourism programs
- It represents the country’s unification to brand its destination globally

**Consumers**

- It provides reliable information from an independent source
- It discloses details about healthcare and tourism, providing confidence to the consumer about your country’s healthcare and tourism offer
DESTINATION GUIDE GOALS

- Promote values of quality, integrity, hospitality, superior customer service, innovation and transparency
- Present your destination as a leader in:
  - Cardiology
  - Neurology
  - Orthopedics
  - Cosmetics
  - Eye surgery
  - Pediatrics
  - Robotics
  - Spa and wellness
  - Evidence based technology
  - Innovative medical technology
  - Advanced medical training & research
  - Other specialties

DESTINATION GUIDE DISTRIBUTION CHANNELS

Business to Business Channels (B2B)
- Distributed to approximately 2,000 attendees at the annual World Medical Tourism & Global Healthcare Congress
- Distributed at Industry Conferences the MTA attends every year

Business to Consumer Channels (B2C)
- MedicalTourism.com: consumer site ranked #1 in Google searches about medical tourism
- MTA Store

iTunes  |  amazon.com
---|---
kindle  |  nook by Barnes & Noble

MedicalTourism.com (The Medical Tourism Association's™ consumer website)
DESTINATION GUIDE FEATURES

- Table of contents in the front – listing with page number and section names – listing of all facilities
- Detailed information about the quality of healthcare and the healthcare infrastructure found in your destination
- Instant free access for patients – download from MedicalTourism.com, ranked the #1 website on Google searches about medical tourism
- Information on hospitals and outpatient centers
- Information for patients and their companions during their medical and/or wellness stay
- Expectations of patients and companions being treated in your destination
- Full color photos of your healthcare facilities and tourism opportunities in the area
- Up to 150 pages in length
- Book is sized at 8.5” L x 5.5” W (216 mm x 140 mm)
- Worldwide print edition available for purchase by patients, insurance companies, employers and facilitators through Amazon.com and other merchants
- Distributed at international insurance and healthcare conferences

DESTINATION GUIDE COST

The cost for the Medical Tourism Magazine’s Guide to Destination Healthcare is $35,000 USD* for one year. It includes:

- Content and design of the International Healthcare & Medical Tourism Destination Guide
- Free online version available to patients at MedicalTourism.com
- One month feature on MTA website

*Digital version of the Guide. Print version would involve an additional printing and shipping cost.
MEDICAL TOURISM ONLINE PORTAL

DEDICATED HEALTHCARE WEBSITE OF YOUR COUNTRY/REGION

Hosted and maintained by the Medical Tourism Association™, this internet portal will be the main access point for consumers interested in learning about your region’s healthcare.

• Includes listing of hospitals, health & wellness providers, hotels and tour operators of your country/region

• Includes health and wellness map that will serve as a guide to the best that your destination has to offer

• Generates healthcare consumer leads provided to providers in your country

• Hosted on MedicalTourism.com, which is ranked #1 in Google searches about medical tourism

CONSUMERS’ MAIN ACCESS POINT TO HEALTHCARE AND TOURISM OPTIONS
FAMILIARIZATION TRIP

Highlight and Showcase your Destination as “One of the Top Quality Healthcare Destinations in the World and as a Leader in Medical Tourism.”

FAM TRIP OBJECTIVES:

- Highlight the quality of care in your destination
- Show international insurance companies, employers, and facilitators first hand the high quality in healthcare and customer service that your hospitals and clinics have to offer
- The hospital site tours will provide attendees the opportunity to meet the doctors and discuss sending patients to your medical facilities
- Showcase your destination’s history, culture, natural resources and tourism opportunities

FAM TRIP CHECKLIST:

- **Identify Target Market**
  Identify number of buyers, and allocate budget. Depending on the budget allocated for the trip, the MTA recommends to bring five to ten buyers

- **Tourism Day**
  The MTA recommends dedicating the last day of the FAM Trip to tourism activities to showcase the tourism opportunities of your destination

- **Support from Ministry of Health and Tourism**
  The involvement, participation and support of the Ministry of Health and the Ministry of Tourism reinforces the commitment of the country as a top medical tourism destination and increases the success of the FAM Trip

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The Medical Tourism Association™ is ranking countries that are the world's top medical tourism destinations for international patients and healthcare consumers. The ranking will be based on multiple indicators and a comprehensive methodology. Only those Governments that fill out a detailed survey and verify the volume of international patients they are receiving will be allowed to participate in the Medical Tourism Destination Ranking.

**METHODOLOGY**

A country’s ranking depends on several factors outside of the governmental survey and it includes, but is not limited to:

- The number of reported international patients
- Global Reputation
- Quality of Medical Care
- Safety of the destination
- Availability of International Patient Services
- Tourism Infrastructure
- Successful Branding of the Country
- Public Private Partnership (PPP) within the country to support the country’s international patient and healthcare initiatives
- Feedback and Reviews from International Patients and Facilitators
The foundation for any successful international healthcare and patient program is proper training and education. The MTA has spent several years gathering and developing a diverse curriculum of medical tourism training courses that can unlock the potential of your medical tourism initiatives.

MTA training programs are designed to meet your budget, need and time constraints, and include onsite or online medical tourism training. Customized training sessions can range from four hours to one week of intensive medical tourism training.

- Learn Best Practices & Increase your Patient Volume and Programs
- Receive a Certificate of Completion of Medical Tourism or become a Certified Medical Tourism Specialist™

WHO WILL BENEFIT FROM THIS PROGRAM?

- Governments
- Healthcare Clusters
- Hospitals
- Insurance Providers
- Hospitality and other interested parties.

INTERACTIVE TRAINING

MTA training sessions are interactive and are meant to create active collaboration by participants.

The MTA offers a broad range of up to 100 hours of Workshops/Training Globally such as:

- International Patient Services
- International Patient Marketing
- Facilitation of International Patients
- Patient - Cultural Sensitivity
- Legal and Compliance Issues
- Developing International Insurance Company Relationships
- Relationship Development with Self Funded Employers
- Expatriate Patient Development
- Healthcare Cluster Training
- Patient Safety & Quality

HOW DO I REQUEST MTA TRAINING/WORKSHOPS?

To find out more information about planning or scheduling a Medical Tourism Training Program or Workshop for your organization, please contact the MTA at info@medicaltourismassociation.com or call USA 001.561.791.2000.
INTERNATIONAL HEALTHCARE RESEARCH CENTER

The Medical Tourism Association™ is always striving to educate and promote awareness throughout the industry. This is why it has partnered with the International Healthcare Research Center which focuses on market research, trends and analysis and providing actionable intelligence for the Medical Tourism, International Healthcare and International Health Insurance Industry.

TYPES OF RESEARCH

- International patient experiences & outcomes
- Buyers of healthcare research in the area of insurers, employers, governments and facilitators
- Government research
- Patient demographics
- Trends & analysis of international patient care
- Global health insurance research
- Hospital research
- Researching healthcare issues with local populations and understanding health, wellness and population health management that can positively affect the health and wellbeing of individuals

OBJECTIVES

- Increase awareness in medical tourism through our findings and current information
- Distribute research results through Medical Tourism Magazine, the Medical Tourism Association™ website, Health Tourism Magazine, and Medical Tourism City, through published reports and also at global events

2012 RESEARCH AND ANALYSIS

The International Healthcare Research Center has launched a comprehensive research project to help stakeholders in the industry better understand the opportunities, challenges and obstacles. It also provides valuable information to make intelligent decisions in the industry.

RESEARCH PARTICIPANTS

- Hospitals
- Governments
- Medical tourism facilitators
- Insurance companies
- Employers
- Buyers of healthcare
- Providers
- Tour operators and hotels
- Other industry participants
Healthcare Free Zones are Public Private Partnerships (PPPs) that require significant planning, organization, and strategic execution for long-term success. Governments must assess the feasibility of the proposed free healthcare zone or free medical zone and must create a sustainable PPP model between the public and private sectors.

**CHALLENGES**

- Find the right partners that will invest and build in these zones
- Insure success for organizations within the medical zone

**BENEFITS**

- Foster economic development & investment in healthcare infrastructure
- Establish world-class medical clusters of hospitals, life sciences, and medical research and education
- Create a cluster of healthcare facilities
- Foster international standards and excellence
- Serve patients locally, regionally, and internationally

**HOW TO DETERMINE THE FEASIBILITY OF A FREE HEALTHCARE ZONE OR MEDICAL ZONE**

- Identify the vision of the Free Medical or Healthcare Zone
- Estimate the demand of healthcare from local, regional, and international patient populations (including both cash paying patients and insurance companies)
- Find the unique sustainable model that will make the project succeed
- Define how the Medical Zone or Healthcare Zone can be strategically developed
- Conduct financial & funding feasibility
- Identify partners and investors
- Implement schedule
HEALTHCARE FOCUS GROUPS AND FEASIBILITY STUDY

Governments, hospitals, and healthcare providers should perform the proper research and due diligence to make sure a project is sustainable.

HEALTHCARE FEASIBILITY STUDIES AND FOCUS GROUPS ARE DESIGNED FOR ORGANIZATIONS IN THE PROCESS OF:

- Developing a healthcare city, medical zone, or Free Healthcare Zone
- Building and developing a hospital or healthcare facility
- Developing an international patient center or department
- Launching a government medical tourism initiative
- Launching a hospital medical tourism initiative

DIFFERENT TYPES OF FEASIBILITY ASSESSMENTS AND FOCUS GROUPS

- International & regional insurance company focus groups and feasibility assessments
- Facilitator focus groups and feasibility assessments
- Buyer of healthcare focus groups and feasibility assessments
- Patient focus groups and feasibility assessments
- Target patient market feasibility study

HEALTHCARE, GOVERNMENT OR HOSPITAL FEASIBILITY STUDY PURPOSE

- Understand strengths and weaknesses in the international healthcare project
- Determine resources necessary to complete the international healthcare project
- Understand the long term goal of the project and assessing how it will work from start to finish
- Understand the implementation schedule and timelines
- Post project objectives

HEALTHCARE FOCUS GROUP PURPOSES

- Acquire critical information and feedback about international patient services and hospital and healthcare projects
- Obtain important insight and guidance from the ultimate buyer of healthcare
- Determine if the international patient services or hospital development project is sustainable
- Understand different cultures to strategically plan your initiatives