MEDICAL TOURISM ASSOCIATION™
PROGRAM GUIDE
Medical Tourism

Medical Tourism is a coined term referring to patients traveling in search of healthcare, domestically or internationally, depending on their needs. Patients travel for better quality of care, more affordability, better access to care for procedures they cannot receive at home.

- **Inbound** - Patients traveling into one country from other countries in search of advanced technology and innovative research.
- **Domestic** - Patients traveling within their countries to receive medical care outside of their geographic area, typically to a Center of Excellence in another city or state.
- **Outbound** - Patients traveling outside of their countries to receive high quality medical and/or dental care.

Health and Wellness Tourism

Health and Wellness Tourism refers to patients traveling in search of wellness vacations, spa treatments, alternative medicine, preventive health services, diagnostics, domestically or internationally; depending on their needs. This type of travel is generally elective and can be combined with travel and tourism activities.

- A Wellness Vacation in a Spa while enjoying the destinations’ most coveted natural resources.
- Executive Health Physicals can be incorporated into vacation or business travel plans.

The Medical Tourism Association™

The Medical Tourism Association™ also referred to as the Global Healthcare Association, is the first membership based international non-profit trade association for the medical tourism and global healthcare industry made up of the top international hospitals, healthcare providers, medical travel facilitators, insurance companies, and other affiliated companies and members with the common goal of promoting the highest level of quality of healthcare to patients in a global environment. Our Association promotes the interests of its healthcare provider and medical tourism facilitator members. The Medical Tourism Association™ has three tenets: Transparency in Quality and Pricing, Communication and Education.
Medical Tourism Association’s™ Mission

• To educate patients, governments, insurance companies, employers, agents, brokers, consultants, other buyers of healthcare and physicians from around the world about the growth of medical tourism and the globalization of healthcare.

• To raise awareness of the high level of quality healthcare available in various countries.

• To promote positive and stable growth of the medical tourism and the global healthcare industry with a strong focus on Transparency and Communication.

• To serve as one voice to promote and provide a forum for communication and to increase connectivity between patients, healthcare providers, and insurance companies.

• To seek out future affiliated industries and technologies that will allow international healthcare providers to operate more efficiently in the global healthcare industry.

The Medical Tourism Association™ has three tenets:

Communication
The Members of the Medical Tourism Association™ agree that communication is the key to success, particularly with respect to ensuring positive patient outcomes. They have agreed to put competition aside and work together to resolve the issues one by one and to work together to address them as they arise.

Transparency
The Medical Tourism Association™ seeks to provide transparency in both quality of care and pricing. Every day we see more and more that the globalization of healthcare has created a very flat world. We exchange technology, information, communication, physicians and patients.

Education
The Medical Tourism Association™ strives to provide education to anyone with any interest in the medical tourism industry using various means: the media, webinars, conferences, through the Medical Tourism Magazine, Health Tourism Magazine, and MedicalTourism.com.
Why Join the Medical Tourism Association™?

The MTA Membership Program provides an exclusive platform with a strong focus on education about all aspects of the medical tourism industry, including transparency in quality standards and pricing as well as providing a connection to a strong network of industry players. Through the program and its vast benefits, members are able to identify and understand their target markets.

The Medical Tourism Association™ manages MedicalTourism.com, rated the number #1 site for consumers and buyers of healthcare researching the industry. MTA members will have exclusive access to prospective patient inquiries, as well as the ability to submit additional information and topics for the site.

- Quality Patient Referrals
- Unparalleled Visibility and Branding
- Who’s Who MTA Member Directory Listing
- Extraordinary Networking Opportunities
Medical Tourism Association™

PROGRAMS & INITIATIVES
The Medical Tourism Magazine, known as the “voice” of the medical tourism industry, provides MTA members and key industry experts with the opportunity to share important developments, initiatives, themes, topics and trends that make the medical tourism industry the booming market it is today. In both its print edition and online edition, Medical Tourism Magazine is the only magazine dedicated to bringing those involved or interested in the industry the most cutting edge information.

- Average Online Circulation ranging over ninety countries around the world
- Readership is over 120,000 per year
- Printed distribution goes to:
  - Buyers of Healthcare
  - Government Officials Globally
  - Industry Associations and Chambers Worldwide
  - International Hospitals and Clinics
  - International Health Insurance Carriers
  - Healthcare Providers
  - Pharmaceutical and Medical Device Companies
  - Information Health Technology Companies
  - Hotel and Hospitality Executives
  - Travel Industry Leaders
  - Facilitators
  - Travel Insurance Assistance Companies
  - Academics at Prestigious Universities all over the world
  - Consumers and potential medical tourism patients considering going overseas for surgery, and anyone interested in the Industry

Medical Tourism Association™ Destination Guides

The Medical Tourism Association™ Destination Guides feature an exclusive focus on a destination, country or city containing detailed information about the quality of healthcare in the destination and the healthcare infrastructure found in that region brought to life by full color and photos of the opportunities in each destination.

Each guide will include information on:

- Hospitals/Clinics/Medical Spas
- Wellness Centers
- Destination Specific Healthcare
- Culture
- Hotels & Hospitality
- Tourism Activities
The Medical Tourism Facilitator
_A Best Practices Guide to Healthcare Facilitation for International Patients_

**Authors**

Renée-Marie Stephano, Esquire  
President, Medical Tourism Association™

William Cook  
International Department Operations Manager  
Hospital Clinica Bíblica, Costa Rica

A guide for any medical tourism facilitator, international patient coordinator or person considering offering facilitation services to international, expatriates, or traveling patients.

This book provides start to finish guidelines and best practices for getting your business started, creating your patient protocols and case management programs, and setting up healthcare networks, effectuating patient communication and education strategies, cultural competency and risk management considerations, marketing to patients, and working with hospitals. In essence, The Medical Tourism Facilitator allows you to understand the entire international patient process.

- Learn how to develop your business and market
- Understanding Best Practices
- Identifying current and emerging market trends in insurance, corporate benefits and cash paying patient bases

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**Medical Tourism**
_An International Healthcare Guide For Insurers, Employers and Governments_

**Authors**

Renée-Marie Stephano, Esquire  
President Medical Tourism Association™

Jonathan Edelheit  
CEO Medical Tourism Association™

The definitive guide for any international insurance company, multinational employers, health insurance agent or government who is involved with patients and insured who travel to other countries for healthcare.

This book explains why patients are traveling for healthcare, what medical and dental procedures they are traveling for and what countries patients are traveling to. It will provide an understanding of the medical tourism and international healthcare marketplace and teach what you need to understand in order to implement a successful international healthcare plan.

- Understand how and why Insurance Companies, Employers and Governments have Implemented Medical Tourism and Cross Border Healthcare
- Learn the Quality of Care available around the world
- Overview of what Countries are at the Forefront of International Healthcare
Developing an International Patient Center
A Guide to Creating the Best Patient Experience

Authors
Renée-Marie Stephano, Esquire
President, Medical Tourism Association™
William Cook
International Department Operations Manager
Hospital Clinica Bíblica, Costa Rica

A guide for any hospital, medical center, clinic or physician interested in developing an international patient program and attracting patients.

This book provides a fresh approach to getting your global patient program underway; developing streamlines, patient protocols and case management programs to produce better outcomes, cultural consideration and the special needs and expectations of international, expatriate, and traveling patients. Learn how to:

• Create Streamlined Patient Management Protocols
• Effectuate Good Continuum of Care
• Attract the Market Best Suited for Your Business such as Corporate, Insurance, or Governments
• Identify Current and Emerging Market Trends
• Secure Return on Investment
• Manage Global Billing Practices
• Increase Word of Mouth Marketing Through Patient Testimonials and Referrals
• Create Travel Services for Patients to Assist with Visas, Interpretation, Transportation and Companions from Patient Successes

Health Tourism Magazine is a consumer-focused, bi-monthly online publication, completely dedicated to the education and raised awareness of health, prevention, wellness, alternative and medical wellness issues. Each issue of the Health Tourism Magazine explores all areas of health and wellness, which may not only compliment the treatment plans for patients receiving surgical procedures, but also provide the opportunity for an improvement of the quality of life for both the patients and their companions. Topics and Themes include:

• Preventative Medicine
• Wellness
• Homeopathic and Alternative Medicine
• Nutrition and Exercise
• International Destinations Offering Unique Wellness Opportunities
• Corporate Wellness Programs
Medical Tourism City is the official Social Network of the Medical Tourism Association™

With thousands of members from all over the world and growing, Medical Tourism City is the industry’s largest social network. The Social Network connects Hospitals, Doctors, Governments, Buyers of Healthcare, Insurance Companies, Employers, Facilitators and other industry participants online. Take networking to the next level by posting discussions, blogging, adding videos, photos and connecting with potential business partners.

Medical Tourism Association™ Certification Programs

The Medical Tourism Association™ offers five (5) Certification Programs exclusively to MTA members. These Certification Programs are aimed at improving your processes for each organizations’ procedure for handling international patients while reducing their costs and expenses by streamlining and making the processes more efficient.

What Does Medical Tourism Certification Do For Your Organization?

- Increases the flow of international patients
- Creates confidence, trust and credibility for your organization
- Patients, Insurance Companies, and Employers will look to work with organizations that have been certified by the Medical Tourism Association™
- The certification process educates your organization and increases your knowledge of processes and procedures
- Helps create “best practices” when dealing with international patients
- It can help in increasing patient safety
- It can reduce your organization’s risk and liability
- Putting the right processes and procedures in place can reduce the likelihood of errors and it increases the chances of positive outcomes
- Sets your organization apart and creates a competitive edge

MedicalTourismCity.com

Medical Tourism Facilitators
International Patient Departments
Hotel and Hospitality Organizations
Travel and Tour Operators
Global Spas

MedicalTourismAssociation.com
Familiarization “FAM” Trips

The goal of a Familiarization Trip is to highlight the quality of care within a specific region. One of the main reasons is to introduce the region as a destination for medical tourism and to generate an interest from “buyers” to send patients to the hospitals and clinics visited on the tour. The trips are fully funded by the providers or government organizing the tour and so the delegation participating in the tour has no out of pocket costs.

FAM Trip Agenda will include:

- Hospital and Clinic Visits
- Spa and Wellness Facility Visits
- Networking and Meetings with Government Officials
- Roundtable Discussions
- Experiencing the Destination’s Culture
- Unique Tourism Activities to the Destination

Medical Tourism Documentary “Angels Overseas”

The Medical Tourism Documentary is part of the MTA’s endeavor to initiate several educative measures to acquaint the average medical traveler with important aspects of those seeking medical assistance from foreign lands.

The documentary provides insight into:

- High Quality of Healthcare that Americans and traveling patients worldwide can receive when they travel to a foreign country.
- Brings to life the concept of Medical Tourism
- Showcases how Medical Tourism can change a patient’s life

The MTA diligently worked on this project for over a year with the sole goal of making available a patient’s actual experience. We are looking for other destinations to collaborate with for additional series.

Quality of Care Project

The Medical Tourism Association™ launched the Quality of Care Project, which focuses on creating transparency in the quality of care around the world and change global healthcare.

- Work with hospitals and governments around the world to identify a “single methodology” for reporting.
- Allows patients, employers and insurance companies around the world to be able to compare the top international hospitals’ quality of care.
The Elite Level of membership includes all standard membership benefits, plus the following:

- A One-Time Complimentary 1 Page Ad in the Medical Tourism Magazine
- Your Logo in the Medical Tourism Magazine next to your Contact Information in the Directory
- Your Company Listing and Logo Featured at the Top of the Corporate Listings on the MTA website (showcasing you as an Elite Member)
- Half (½) Page Listing in the Medical Tourism Magazine’s WHO’s WHO of the Medical Tourism Directory. In addition, this directory will be distributed at the Annual World Medical Tourism & Global Healthcare Congress.
- VIP Access to MTA Sponsored Conferences
  - Special Private Networking Sessions
  - One Speaking Slot for Panel Presentations
  - Exclusive Access to Round Tables, Luncheons and Cocktails
  - Invitations to VIP Receptions where all the Big Industry Players attend to Network
- Email Announcement Sent Out in our E-Newsletter, reaching over 20,000 People in the industry
- Concierge Service - One-on-One Discussions of your Medical Tourism Goals and the Creation of a Customized Networking Strategy with the MTA Membership Department
MTA’s International Healthcare Trade Missions

The Medical Tourism Association’s™ International Healthcare Trade Missions offer an opportunity for Elite MTA member hospitals and organizations to learn first-hand about global and emerging markets. The MTA will be involved in approximately 10 to 15 trade missions in emerging markets around the world each year.

Elite MTA members participating in the Trade Mission travel together as a delegation where they may attend a briefing on the international healthcare market in that specific destination participate in hospital/clinic site visits, destination-focused workshops, and potentially engage in networking meetings. Elite MTA members who attend the international healthcare trade mission are typically introduced both to important business contacts in the private healthcare sector in a specific country and to well-placed government officials.

Participating in an MTA International Healthcare Trade Mission holds great prestige and provides exclusive access to form part of an official MTA delegation. Trade Missions help hospitals and member organizations open new patient markets, create strategic partnerships and alliances in one place, at one time within a period of just a couple of days.

MTA International Healthcare Trade Missions are available exclusively to Gold, Platinum and Diamond Members. There is no cost to participate in the MTA Trade Mission, however members must cover their own travel and other personal expenses.

A calendar of MTA Healthcare Trade Missions can be provided upon request by emailing the MTA at info@medicaltourismassociation.com
MTA All-Inclusive Membership Benefits

Use of Medical Tourism Association™ Logo on Your Website

Members can use the MTA logo on their own website, when linked properly back to MedicalTourismAssociation.com with language that states the organization is a member of the Medical Tourism Association™.

Contact Information, Corporate Profile & Logo on the MTA Website

Members can submit their corporate profile to be listed as an additional link next to their contact information and logo on the MTA website. Corporate Profile must be one to three (1 to 3) paragraphs and must be approved by the MTA Membership Department prior to upload.

Exclusive Access and Listing on MedicalTourism.com

Ranked as the #1 website by Google for patient referrals and for consumers to obtain information and learn about their options for healthcare anywhere in the world.

Listing in the Medical Tourism Magazine’s Directory of WHO’s WHO in Medical Tourism

MTA Members receive a Basic Listing in the main directory of Industry Leaders. In addition, this directory will be distributed at the annual World Medical Tourism & Global Healthcare Congress.

Categories include:

- Medical Tourism Facilitator
- Hospital/Medical Center
- Specialty Clinic
- Dental Clinic
- Cosmetic Surgery Clinic
- Practicing Physician
- Government Agency
- Healthcare Cluster
- Industry Association
- Consultant
- Technology
- Insurance Company
- Health Insurance Agent/Consultant
- Tourism/Travel Company
- Hotel/Recovery Retreat/Resort

Introductory Networking Email

Existing members will receive an introduction email sent out to our member database that features information about your company, who you wish to network and work with, as well as contact information.

Access to Market Research, Trends & Analyses: Members Only Page

- Your pass to research reports, surveys, academic studies and information available to MTA members only.
- Business to Business Information
- White Papers
Networking

Increased Networking

The contact information for all members is listed on the MTA website, which is easily viewed by thousands of people searching for information on medical tourism. Prospective patients and business opportunities can access member websites directly from our websites.

Marketing Benefits

Building Brand Awareness to International Insurance Companies, Employers, and Patients

By being a prestigious MTA member, you increase international brand awareness and exposure throughout the world.

- Priority to submit Articles in the Medical Tourism Magazine
- The Officers of the MTA speak at all of the major conferences throughout the world to encourage insurance companies and employers to work with MTA Members in their implementation of medical tourism programs.

Marketing Support

Whether you are just starting up your own medical tourism company or have an established business already in medical tourism, the MTA can help you develop and strengthen your marketing plan by providing valuable industry information.

MTA can help educate you about:

- Implementing Best Practices within your Organization
- Support Through the Navigation of your Organization’s Global Initiatives
- Provide Guidance as needed throughout your Membership
- Working together to Strengthen the Industry as a Whole

Media and Press Opportunities

We refer media and press exclusively to our members and provide them with email and phone numbers to contact for articles and publications. The MTA has been featured in hundreds publications throughout the world, including:

- Bloomberg Report
- USA Today
- CNN
- MSN Health & Fitness
- Fox News
- U.S. News and World Report
- CNBC
- The LA Times
- Business Week
- The New York Times
- Journal of the American College of Surgeons
- Miami Herald

As a member of the MTA, your membership is held in high regard when being viewed by members of the media, patients, insurers, and employers.
Membership Benefits

Protecting your Reputation

Through due diligence, our members can separate themselves from others in the industry. As a member of the Medical Tourism Association™, you are dedicated to working with others to promote the industry in a positive direction, thus furthering your reputation as an established and reputable organization.

Discounts at Medical Tourism Conferences throughout the World

The World Medical Tourism and Global Healthcare Congress is the leading event in the medical tourism industry and it gives you the opportunity to become an expert in the medical tourism industry by gaining greater insight on current issues, improving your business model through educational workshops, and pre-scheduled networking meetings throughout the conference with participants from over 87 countries.

As a member of the MTA, you receive 20% off of the registration fee and an exclusive invitation to pre-conference roundtable sessions, workshops and meetings. The MTA member roundtables will allow you to learn more about current issues and discuss the opportunities and challenges you are facing with other leaders in the industry and allow you to have special networking opportunities before the conference starts. You will be able to cultivate valuable relationships with other members from around the world, so that you can work together to move the industry forward.

Some of the Highlights of the Conference

- Up to 1,500 Attendees from over 87 countries
- Up to 10,000 pre-scheduled networking meetings
- 100+ Speakers
- Buyers of Healthcare VIP Program, bringing up to 400 buyers of healthcare to the conference

Pre-Scheduled Networking  Session - Standing Room Only!  Exhibit Hall
Discounts on Advertising in the Medical Tourism Magazine, Health Tourism Magazine and Healthcare Development Magazine

Members receive 20% discount on advertising. Customized packages available for several issues at special rates.

Educational Programs

Educational Webinars

These webinars have been created in part to educate the medical tourism industry and in part to educate employers, insurance companies, and health insurance agents. Presenters include:

- High Ranking International Government Officials
- International Hospital and Clinic Administrators
- International Health Insurance Executives
- World Renowned Surgeons and Healthcare Providers
- Pharmaceutical and Medical Device Executives
- Information Health Technology Executives
- Hotel and Hospitality Executives
- Travel Industry Leaders
- Academics from Prestigious Universities Worldwide
- Buyers of Healthcare

Innovative Workshops

These workshops cover the opportunities and challenges as well as every aspect of the medical tourism industry ranging from International Patient Departments, Tourism and Travel, Hospitality and the importance of Government Support for destinations seeking to attract patients for medical care. Participants include:

- High Ranking International Government Officials
- International Hospital and Clinic Administrators
- International Health Insurance Executives
- World Renowned Surgeons and Healthcare Providers
- Pharmaceutical and Medical Device Executives
- Information Health Technology Executives
- Hotel and Hospitality Executives
- Travel Industry Leaders
- Buyers of Healthcare
What is a Healthcare Cluster?

A healthcare cluster is a collaboration of leading hospitals, clinics, medical providers, hotels and hospitality industry providers, tourism operators and government officials who are working together to promote their services and destination to medical tourists.

Benefits of Creating an MTA Development Healthcare Cluster

An MTA Affiliate Healthcare Cluster provides a substantial set of benefits to its destination by enhancing the quality and development of its healthcare industry, tourism & hospitality industry, economic development and ultimately its local population. Essential government entities collaborate with hospitals, clinics and/or other healthcare providers, all working together to promote the quality and overall image of the destination as the common goal above all else.

- An Increased Operational Budget
- Power in Numbers
- High Quality Standards and Qualifications
- Control of Destination Reputation
- International Organization Support

Among the top benefits of an MTA Affiliate Healthcare Cluster is increased quality, which is a direct effect of the collaboration of high-ranking officials and decision makers in an effort to reach the ultimate goal of establishing and growing an MTA Affiliate Healthcare Cluster. Quality standards are carefully examined and positioned at optimum levels of operation for all cluster members.

Building and strengthening the destination’s brand and awareness creates credibility and demonstrates the investment made by the destination’s healthcare providers and government entities within the medical tourism industry. The Healthcare Cluster operates with a foundation of the internal belief in the quality of care in the destination and setting itself apart.

MTA Healthcare Cluster Development Programs can walk you step by step to ensure your cluster takes a leadership position within the industry on a global platform. Healthcare Clusters are the most successful groups within the medical tourism industry in promoting themselves and obtaining patients through facilitators, employers and even insurance companies.
Medical Tourism Association™ Application Form

Please complete this form for submission to Medical Tourism Association™
Mail: 10130 Northlake Blvd., Suite 214-315 West Palm Beach, Florida 33412
Fax to: (866) 756-0811 or Email to: info@MedicalTourismAssociation.com

ORGANIZATION

Name
Address
Postal Code City State
Country Website
General E-Mail
Main Telephone Direct Telephone

APPLICANT CONTACT

Name Title E-mail
CEO
Billing Contact
Email to Receive All MTA Correspondences

PLEASE CHECK THE APPLICATION LEVEL YOU ARE APPLYING FOR

<table>
<thead>
<tr>
<th>Level</th>
<th>Fee</th>
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<tr>
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<tr>
<td>Platinum Corporate</td>
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<tr>
<td>Corporate Gold (Includes Premier Benefits)</td>
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<td>Governments / Healthcare Clusters / Associations</td>
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<td>Hospital</td>
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<td>Travel / Hospitality Companies / Convention &amp; Visitor Bureau</td>
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<td>Medical Tourism Facilitator</td>
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<td>General Corporate Membership</td>
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* Excludes Hospital Associations

*Must be Pre-Qualified (200 Limit Annually)

*Must Provide Valid License (Website Listing Included)

* Must Provide Valid Active License (Website Listing Not Included)

* These categories exclude professionals with a medical tourism business

Yes, include me on MTA Directory and Website Listing
No, exclude me from MTA Directory Website Listing

If for any reason membership cannot be granted then a refund of the membership dues will be sent to the applicant.

MedicalTourismAssociation.com
Info@MedicalTourismAssociation.com | US (561) 791-2000
Member hereby agrees to the terms below.

Member organization hereby agrees that their membership will become effective upon approval by the Association and receipt of the membership dues. Memberships run automatically for twelve (12) months and renew automatically each year unless the member notifies the association headquarters in writing of its request to terminate in writing at least 60 days prior to renewal. Failure to notify Association of termination of membership within 60 days prior to renewal will result in the Member being responsible for payment of dues. Membership renewal is subject to member paying any annual subscription or dues in full. Member hereby agrees to be bound by the bylaws of the association. Member hereby agrees to provide information as reasonably requested by the Association to allow the Association to provide benchmarks and standards and to disseminate information to the general public to allow educated healthcare selection decisions.

CONFIDENTIALITY
Member acknowledges that Association may provide to member proprietary information not available to the public, which member agrees not to disclose to the public. Members agrees to hold, and that all employees, agents, or third parties to whom the Information is disclosed will hold, all Information in trust and confidence and agree that such Information shall be used only for the contemplated purposes as a member in the association and shall not be used for any other purposes nor disclosed to any third party without the prior written consent of the association. In the event of unlawful use or wrongful disclosure, in addition to any other remedies the association may have at law or in equity, the association shall be entitled to injunctive relief.

Choice of Forum / Choice of Governing Law:
This membership Agreement shall only be interpreted and enforced in accordance with the laws of the State of Florida and the proper venue to resolve any and all disputes arising from the any of the terms, responsibilities, or liabilities under this Agreement shall be in Palm Beach County, State of Florida, USA. This agreement shall be binding upon the parties, its successors, and assignees.

Signature ________________________________ Name ________________________________

Title ________________________________ Date ________________________________

Billing Information
Credit Card # ________________________________ Expiration Date ____ - ____
Type □ Visa □ Mastercard □ American Express □ Discover CVV Code _________
Billing Name ________________________________ Billing Address ________________________________

By submitting this agreement, I am authorizing the Medical Tourism Association™ (MTA) to bill my credit card for my yearly dues. I understand that my credit card will be billed shortly before my membership is set to renew. I understand that I may cancel the automatic membership renewal at any time, so long as my request is received by the MTA no later than one month prior to when my membership is set to renew. By signing below I understand and agree to the terms set forth in this agreement, agree to pay, and specifically authorize the MTA to charge my credit card for my yearly membership dues. MTA will, in turn, provide me with a receipt detailing the charges.

Cardholder’s Signature ________________________________ Date ________________________________
CONNECTING
Patients in Over 90 Countries
to Quality Healthcare
MedicalTourismAssociation.com