The Medical Tourism Association®

The Medical Tourism Association® (MTA) was born in Florida in 2007 with international regional representative offices branching out into 15 different countries on five continents. It is the largest nonprofit organization of its kind in the world and the global voice of the Medical Tourism profession. In all, MTA’s outreach covers over 100 countries.

The MTA is a global non-profit trade association for the international and domestic medical tourism and travel industries with a focus on delivering the best experience for the health and wellness seeker. The MTA works with healthcare providers, governments, NGO’s, healthcare clusters, associations, insurance companies, employers and other buyers of healthcare - in the development of medical tourism, international patient, healthcare and hospitality initiatives - with a focus on providing the highest quality health and wellness services to consumers crossing borders. The MTA is committed to raising consumer awareness of international healthcare options, and has specific initiatives designed to educate and increase the number of consumers who travel for healthcare. A summary of some of these initiatives is outlined below.

Initially formed to serve the needs of international healthcare providers and medical tourism facilitators, MTA has evolved into an international membership association that represents a broad based constituency of healthcare and travel professionals across the globe with the goals of promoting transparency in the quality and pricing of healthcare services, education and communication. MTA is a diverse international organization dedicated to the life cycle of healthcare and travel projects from inception to delivery. From the review of benchmarked results to the development of improvement mechanisms developed through proven customer experience techniques and measured outcomes, MTA is the dedicated partner for new businesses and old seeking to establish a greater global presence in the healthcare, wellness and tourism industries. In order to expand our outreach and accomplish our mission to “Think Global act Local”, the Medical Tourism Association launched its MTA Chapter Affiliation Program in 2013.
Creating Value through our International Distribution Channels

It is vital for organizations who wish to build an international brand to realize that the choice of distribution channel is crucial for future success and growth. Distribution builds stable competitive advantages.

The Medical Tourism Association offers your organization visibility and access to the following international distribution channels.

- **MTA Destination Guides**
  - Print and online
  - MedicalTourism.com
  - iTunes
  - Kindle
  - nook

- **Medical Tourism Magazine**
  - 130,000+ Medical Tourism Magazine subscribers
  - In 100 countries
  - Print and online publication

- **Community.MedicalTourism.com**
  - Official MTA social networking website
  - 2,000+ members

- **MedicalTourism.com**
  - Top ranked in medical tourism Google search
  - Website geared toward the consumer
  - Translated in various languages

- **Global Healthcare Newsletter**
  - Bi-weekly newsletter distributed to our
  - Posted in our Social Media Groups
Global International Healthcare Initiatives

The MTA works with Global hospitals, healthcare clusters, cities and CVB’s to develop domestic and international patient initiatives and programs. Foreign governments, health authorities, and insurance companies are spending billions of dollars each year sending patients overseas.

Every year the MTA organizes one of the only Ministerial Summits in the world, bringing together Ministers of Health, Health authorities, Ministries of Tourism, and Economic Development. Whether you have an existing program in place or you are looking to increase patient volume by cultivating new relationships with governments and global payers - or you are developing a new international patient program - the MTA can assist you.

With these relationships and through our Chapter development program, familiarization tours and educational workshops, MTA utilizes its relationships to bring trade missions throughout the global providing Elite MTA Members access to the right stakeholders in each target market and to create visibility and networking opportunities for its members. Elite Members are entitled to travel with the MTA on its trade missions to meet with governments, healthcare, hospitality and potential partners to develop strategic business relationships and exchanges which result in better returns on investment & more opportunities to increase revenue.

US Inbound & Domestic Medical Tourism Initiatives

The MTA works with inbound patients coming to the US, domestic Medical Tourism Initiatives, and hospitals to attract employers and insurance companies from within the US to utilize their hospitals services as a center of excellence. Direct contracting is at the crux of these initiatives and through US nationwide workshops, MTA educates employers about the benefits of working directly with hospitals to provide the right diagnosis and treatment plan for employees the first time around. The company Lowe’s has partnered with the Cleveland Clinic - and Pepsi has partnered with Johns Hopkins. We have created a Domestic Medical Travel Council specifically to work on this initiative.

Global Benefits & Global Medical Network

The MTA has direct access to and relationships with many of the health authorities, Ministers of Health, and global insurance companies involved in sending patients abroad. Working with governments and insurers in identifying centers of excellence, MTA’s partnership with the Global Benefits Association in the development of a Global Medical Network are reducing this current challenge and producing ease of measurement and identification moving forward. Healthcare providers can dedicate their efforts to providing service lines in those areas of medical expertise that provide best outcomes, can be provided with greatest efficiency, meet the international demand and offer the best profitability. Outcomes based super specialization is the trend in healthcare which creates sustainability in a local and international healthcare program.

Global Physician Exchange Network

Participate in the MTA’s Global Physician Exchange network and collaborate with physicians and hospitals from around the world in the area of training, clinical development, patient safety and quality, and the exchange of physicians for short or long term stays. Join the MTA in Fellowships, affiliations and patient referral as we break down global boundaries. Physicians and healthcare providers from MTA Chapters, membership and regional divisions can utilize the MTA’s platform to access a world of options.
MTA Healthcare Cluster Development Programs

Medical tourism lies at the crossroads of tourism with healthcare, export investment, economic development, and public policy protection. At this crossroad is the inherent responsibility of all stakeholders to prioritize public health and local issues. MTA Advisors are available to provide the practical solutions to research, design and implementation needs.

As an MTA Affiliate Chapter, take advantage of the MTA Healthcare Cluster Development Program utilizing resources from members and associates of the MTA to build the healthcare cluster from the ground up. This includes installing the basic corporate framework and identification of stakeholders to delivery of services into target markets. Healthcare clusters may evolve into an effective means of delivering best practices in service development, brand equity development, and service delivery in the selected target markets when properly planned and risks mitigated.

Benefits of a MTA Healthcare Cluster

An MTA Healthcare Cluster Chapter receives valuable benefits to its members by enhancing and showcasing the high quality and ongoing development of its healthcare industry, tourism & hospitality industries, economic development and ultimately the positive impact on 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. Other benefits that come with the formation of a healthcare cluster include an increased operational budget, power in numbers, high quality standards and qualifications, control of destination reputation and international organization support.

These benefits include:

- Increased and improved quality standards through training and certification programs
- Brand awareness on an international level with increased visibility
- Access to distribution channels worldwide
- Credibility of the service offerings and overall patient experience
- Increased budget availability through local, national and/or international sources
- Opportunities for outside international organization support and networks
- Unified marketing strategy and increased marketing effectiveness in selected target markets
- One Voice, One Mission

The Healthcare Cluster operates with a foundation of the belief in the quality of care offered by providers in the destination. By setting itself apart as an MTA Affiliate Chapter and a dedication towards transparency, education and communication, chapters can better position themselves in global marketplace. Healthcare Clusters are positioning themselves to be the most successful groups within the medical tourism industry in promoting themselves and obtaining patients through facilitators, employers and even insurance companies utilizing a collecting purchasing and distribution approach.
Discover All the Benefits Available to you as a Member of the Medical Tourism Association

Promote your International Brand

- MTA Member logo use on website and marketing materials
- Member listing on MedicalTourism.com and MedicalTourismAssociation.com
- Brand opportunity on digital version of MedicalTourismMagazine.com
- Visibility via MTA member blog posts
- Presentation to all members via customized introductory email
- Published interview in Medical Tourism Magazine Newsletter
- Published press releases in Medical Tourism Magazine Newsletter or blog post

Expand your Business Connections

- Network with industry stakeholders
- Access qualified customer leads through MedicalTourism.com, ranked #1 on Google searches about medical tourism.
- “Travel with the MTA” - invitation to conferences, workshops and familiarization trips related to healthcare, travel and medical tourism at discounted or complimentary registration fees
- Access MTA member platform to connect and network with industry leaders
- 20% discount on social media campaigns

Value for Money Benefits

- Either 20-percent individual discount or 2-for-1 on annual conference attendance
- 20-percent discount on advertising in Medical Tourism Magazine™ (cannot be combined with conference discounts)
- $1,500 credit toward exhibition fees
- 20-percent discount on Certified Medical Tourism Specialist Certification (CMTS®) program with any business membership
- 20-percent discount on branding sponsorships at WMTC Global Congress (not combined with any other discounted promotions)

Access our MTA Online Resource Center

- Access MTA legal resources – recommended contract language, clauses and patient waivers
- Access educational videos, webcasts and whitepapers
- Access complete MTA surveys, market research and reports through the resource center

Join the MTA Today! Contact Us
Delivering Value through Customized Solutions

With a global approach to program development and service delivery, the Medical Tourism Association responds to organizations’ complex business challenges with strategic programs and solutions that are targeted to the various industry stakeholders.

Above all, we are committed to providing high-quality services that are tailored to your needs.
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:

1. Health & Wellness Destination Guide
3. Medical Tourism Online Portal
4. 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

Health and Wellness 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?
• It is a powerful tool to convince employers and insurers to incorporate your destination in tourism programs
• It represents the country’s unification to brand its destination globally
• 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

DID YOU KNOW?

80%

A recent Medical Tourism Association™ survey found that almost 80% of medical tourists researched their information on medical tourism online.

“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.”

Chris Meyer
Vice President of Sales
Las Vegas Convention and Visitors Authority
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 Top Ranking Website

Medical Tourism Destination Ranking™

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
Feasibility Study and Healthcare Focus Groups

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

Scope Of A Feasibility Study:
- Healthcare facility industry and target market assessment
- Competitive analysis and positioning. Evaluation of strengths and weaknesses in the international healthcare project
- Customer value proposition
- Report on various operating models including their pros and cons
- Profit and loss templates. Implementation schedule and timelines.
- Post project objectives

Who Would Benefit From Conducting A Feasibility Study
- Organizations involved in developing a healthcare city, medical zone, or Free Healthcare Zone
- Investors building and developing a hospital or healthcare facility
- Hospitals developing an international patient center or department
- Governments launching a medical tourism initiative
- Healthcare providers launching a hospital medical tourism initiative

Why Conduct A Focus Group?
Understanding your target markets is essential to communicating with them effectively. Focus groups are a great method for getting to know your target. Conducting a healthcare focus group would provide your organization with the critical information and feedback from international providers, buyers of healthcare and patients including a feasibility assessment of your projects in order to build a successful business plan.

Focus Groups Types:
- International & regional insurance company focus groups
- Facilitator focus groups
- Buyer of healthcare focus groups
- Target patient focus groups
Research, Industry Data Analysis & Benchmarking

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.

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.

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

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

Research Participants
• Hospitals
• Governments
• Medical tourism facilitators
• Insurance companies
• Employers
• Buyers of healthcare
• Providers
• Tour operators and hotels
• Other industry participants
Medical Tourism is a growing industry globally estimated at $60 billion dollars annually. Travel Agents, Healthcare Providers, Facilitators, Insurance Agents & Brokers, Human Resource Professionals, Hospital and Tourism Professionals are looking to receive advanced education in medical tourism as more insurance companies and employers implement medical tourism and more patients travel globally for care.

Certified Medical Tourism Professional™ (CMTP) and Certified Medical Tourism Specialist® (CMTS) are certifications of expertise within the Medical Tourism field, provided by the Medical Tourism Association®.

The purpose of the International Patient Services Training and Certification Program is to provide specific improvements in the protocols and services that impact the international patient experience, particularly, but not exclusively, from a non-clinical perspective. It provides a framework for good practice that covers the various situations that healthcare providers may face in managing.

Certified Medical Tourism Professional™ (CMTP) and Certified Medical Tourism Specialist® (CMTS) are certifications of expertise within the Medical Tourism field, provided by the Medical Tourism Association®.

The Medical Tourism Association® has established an industrywide designation for marketing professionals – Medical Tourism Marketing Professional™ and Medical Tourism Marketing Specialist™. These certifications of expertise are valid two years and represent validation of the skills and practical knowledge to develop and effectuate medical tourism marketing plans and strategies. MTMP™ designation is for professional new to medical tourism and MTMS™ is for those having at least three years practical experience in medical tourism marketing.

MTMP™ and MTMS™ will allow you to expand your career and become a more valuable asset to your organization through core curriculum courses such as Healthcare Consumer Marketing, Business to Business Marketing, Online Marketing and Social Media, Word of Mouth Marketing, Advertising and News Media, Integrated Branding and Research & Analytics - Customer Insights.
Regional Workshops and Seminars

The MTA organizes workshops through the world to help destinations bring stakeholders together with the goal to promote medical tourism and increase economic growth for the region. Our regional workshops showcase synergies, operational practices and experiences gathered with a view to upcoming initiatives in the host region.

Who Will Benefit From These Workshops?

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

Workshop Outline

- Introduction to Medical Tourism
- Inbound vs. Outbound Medical Tourism
- Government involvement in Medical Tourism
- Free Healthcare Zones and Healthcare cluster Development
- Wellness Tourism
- Travel Agent Role in Medical Tourism
- Best Practices in International Patient Management and Quality Improvement
- Destination Opportunities and Challenges
- Advanced Medical Tourism Practices
- Medical Tourism Marketing
Overview of The MTA Chapter Network

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. However each region of the world has peculiarities and differences in the ways of working and the needs of its stakeholders. Those characteristics are better known by the representatives and stakeholders working right in each region. Therefore, local stakeholder involvement in program development, networking effectiveness and consumer market penetration is crucial to fulfill MTA's objectives globally. MTA has always had a chapter vision which relies heavily on a volunteer leadership structure.

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. MTA will develop regional Chapters to provide networking, program development services and emphasize collaboration on specific research projects which will be executed in collaboration with the International Healthcare Research Center (IHRC).

Each MTA Affiliate Chapter unites stakeholders of the region from a certain geographical region with the aim is to support the implementation of MTA's mission to raise awareness of the high level of quality health and wellness services available in various countries.

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 Chapter Network Value Chain

A. Connect to the Network
There is no better time than the present to expand your network. When you develop an MTA Chapter, you bring together all of the stakeholders in your region for the purpose of developing a strong and sustainable health and wellness program. Companies and individuals belonging to the Chapter strengthen their position to work collaboratively towards the common goal of excellent customer experience. Members of the Chapter share experiences, challenges and successes at every stage of developing their medical tourism program with new distribution channels of buyers.

B. Learn to Excel
Every resource counts in today’s economic environment. MTA Chapters provide a wide variety of educational programs and events close to home which are customized to the special needs of the region and which are adaptable to the cultural and language requirements of each Chapter’s target markets. The programs are custom fit to the professional development goals, schedule and budget of the participating membership base. Recommendations for education to the local Chapter assist in a cost-effective and efficient method of information delivery.

C. Advance to Exceed
Whether your members are new to the industry or pioneers, local MTA Chapters are here to assist. Take advantage of the career development programs for each stakeholder and utilize local resources to advance your members to the next level. As the medical tourism industry continues to grow and competition rises, it is essential that professionals continue to raise the bar of service delivery and to assure that services offered meet the demand and new lines of services develop. Advancing opportunities within the industry is essential to build a sustainable program in the future.

D. Lead for Tomorrow
Making an offer to a customer across the globe means, every prospect counts. Service delivery is at the utmost importance of good outcomes and future referrals. Taking on a leadership role in health and tourism means you have to stand out from the rest and assure your value proposition exceeds that of your competitors. MTA Chapters are here to provide visibility, boost brand recognition and assist in the global position of your region. MTA Chapter members may serve on chapter, regional chapter or global committees and task forces, advisory boards, and other leadership opportunities to advance the goals of health and tourism professionals worldwide. Bring international recognition to your company and your chapter by participating in exclusive projects which have direct impact on health and tourism in the future.

E. Establish Sustainable Growth
Developing a sustainable medical tourism program first and foremost, is not something that can be done overnight. It is not something that can be established and forgotten about either. Making your program sustainable will take time, and must be monitored and examined regularly for success. Sustainability begins with the culture of your organization; everyone involved must be on the same page of providing excellent quality. It is having a reputation of excellence that will attract patients.
Medical Tourism Annual Congress

World Medical Tourism Congress at a Glance
» Over 1,500 attendees
» 90 countries represented
» Up to 100 expert speakers

The 6th World Medical Tourism & Global Healthcare Congress is the World Cup of the industry. This event will attract key industry players from around the globe to discuss the latest trends and to develop business relationships. Don’t miss this opportunity to meet face to face with the professionals that will benefit your organization for years to come!

1. Business Opportunities: Discover new prospective clients
2. Network with existing customers and develop strong relationships
3. Learn best practices and future trends
4. Get certified as an expert in the industry by attending our certification workshops offered at the congress
5. Gain expert advise on medical tourism by attending our educational sessions and workshops
Event Highlights

» Executive Summits
» Ministerial Summit
» Medical Director Summit
» Roundtable discussions
» Up to 200 exhibitors and sponsors
» Over 1,000 meetings took place during the Congress scheduled through our Networking Software
» Certification Workshops: Certified Medical Tourism Specialist (CMTS)

Attendees Will Have the Opportunity to:

» Learn about the latest trends that help streamline processes and the most current information from top thought leaders in the industry.
» Mingle with representatives from major U.S. and international employers and insurance companies who attend our integrated conferences.
» Network and collaborate with experts in the industry and share insights and best practices.
Ministerial Summit
Network with Ministers of Health, Tourism and Economic Development, Trade Commissioners and Health Attachés from all over the world.

Given the challenges that most countries and global industries are facing with the economic crisis, medical tourism is more important than ever before, creating more economically viable healthcare solutions. Ministers of Health, Tourism, Economic Development, Trade Commissioners, Consul Generals, Chief Medical Officers and Health Attachés will be able to participate in this exclusive event to discuss common challenges and best industry practices.

Medical Directors Summit
Given the challenges that most countries and global industries are facing with the economic crisis, medical tourism is more important than ever before, creating more economically viable healthcare solutions. Ministers of Health, Tourism, Economic Development, Trade Commissioners, Consul Generals, Chief Medical Officers and Health Attachés will be able to participate in this exclusive event to discuss common challenges and best industry practices.

Global Medical Directors Network Summit
The Global Medical Network Director Summit brings together Medical Network Directors for International Insurance Companies, Multinational Employers and Governments who have assets deployed throughout the world. As the world globalizes more individuals and expats are deployed throughout the world and more insurance companies provide global insurance policies providing employees global choices of care for treatment. This Summit will bring together the most senior leaders from across the Globe to share their insights, case studies and best practices.

Medical Tourism Research Summit
Academic Organizations, teachers and professors play an important role in mobilizing and enhancing the strengths and resources of the academic global healthcare industry in health professions, education, patient care and research. The Summit is hosted by the International Healthcare Research Summit a 501c(3) non-profit organization

Women’s Healthcare & Insurance Leadership Summit
In an ever changing fast-paced healthcare & insurance environment, we believe it is important to recognize those leaders who are dedicated to advancing women in healthcare and insurance professions, influencing policy and impact across the globe while contributing to healthcare and insurance in our communities. These inspiring women leaders holding titles such as: CEO, CFO, CMO, president, administrator, and more will come together to share their experiences in launching and managing programs and in expanding their leadership skill set. This summit is dedicated to the business of women’s health and insurance and will serve as a commitment and vision to share ideas, opportunities and means to overcoming obstacles inherent in the delivery of care and benefits locally and abroad.