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The Medical Tourism Association® 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, the Medical Tourism Association® is the dedicated partner for businesses seeking to establish a greater global presence in the healthcare, wellness and tourism industries.

Over the ten years, as a global non-profit professional development and trade association for the Medical Tourism and Wellness Travel industries, we focus on delivering the best experience for the health and wellness seeker. The Medical Tourism Association® works with healthcare providers, governments, healthcare clusters, hotels, travel agents, associations, insurance companies, employers and other buyers of healthcare in the development of medical travel, tourism and hospitality initiatives. We excel in promoting the highest level of quality to consumers in a global environment. Our online presence ranks at the top of Google searches.

Our education programs are developed by industry leaders and adaptable to address the needs of any region irrespective of the stage or level of development. These programs foster the tools to support international health and wellness program development which is premised upon best practices and sustainability.

The medical travel, medical tourism and Wellness Travel industries are where they are today, in large part, due to ground-breaking decisions and efforts made by healthcare providers, doctors, facilitators, and forward-thinking business leaders of the MTA. The good news is that there are now experienced professionals who are available to convey their expertise and provide advanced education and training by way of tailored medical tourism education and certification programs, all through the MTA.

About the MTA
Our Mission

To provide the world’s leading educational resources for the medical travel, medical tourism and wellness tourism industries. Our faculty is constantly incorporating the realities and needs of various markets around the world. The educational platform provides the most unique results of today’s thought leaders and training experts in the medical travel, medical tourism and wellness tourism industries.
MEMBERSHIP

BENEFITS
Growing to meet our member’s needs

As a global member-based organization, the MTA is committed to achieving the goals of its members. As membership has grown both in numbers and diversity, we have become more acutely aware of evolving needs in the industry as a whole. Some of the more urgent needs which we are currently addressing include:

- Developing continuum of care networks in countries of origin in order to improve patient safety and outcomes
- Identifying centers of excellence in order to provide buyers of healthcare with clear choices for high quality medical care
- Improving patient engagement and experience
- Encouraging physician engagement in provider and referral nations in order to improve the continuum of care
- Encouraging collaboration amongst stakeholders and standardization of best practices
- Promoting long-term strategy development and sustainability
- Encouraging greater use of telemedicine, telehealth, mhealth, ehealth and telepresence technologies
- Promoting authenticity and transparency in service delivery and marketing

Most of these needs are related to improving healthcare access, delivery and the unique continuum of care elements that characterize the medical travel process. It is the goal of the MTA and its stakeholders to look at innovative ways to solve these issues and improve the quality of care available in all regions of the world.
2015-2016 Highlights
Industry Awareness

2015-2017 Medical Tourism Index
Healthcare seekers contemplating an affordable treatment overseas and looking for just the right destination should know that Canada, the United Kingdom, Israel, Singapore and Costa Rica have been ranked as the most attractive destinations for medical tourism in 2015-2017, according to the International Healthcare Research Center, a data-gathering and analysis instrument of the Medical Tourism Association*.

The Medical Tourism Index concluded that Canada topped the lists for “Country Environment” and “Medical Tourism Costs”; Israel for “Destination Attractiveness”; and Israel and Germany for “Medical Facility and Service.”

The 2015-2017 Medical Tourism Index considered 41 countries -- about 60 percent of the world’s population -- from Africa, Asia, Central America, Middle East, South America and North America.

Definition
The Medical Tourism Index (MTI) is a global metric and a new type of destination-based performance measure of the attractiveness of a destination as a medical tourist destination.

Conceptualization
The MTI considers 34 criteria and groups them into three dimensions in terms of overall destination environment, medical tourism industry, and quality of facilities and services.

Medical Tourism Index includes a full global report and also 4 Regional Reports: Asia, Europe, Americas and MENA region.

Learn more at:
www.MedicalTourismIndex.com
Industry Awareness

2015 Patient Survey/Report
According to the 2015 Medical Tourism Survey/Report, 69 percent of respondents expressed an interest in traveling overseas for healthcare purposes. The investigation also found, that despite the best intentions of the Affordable Care Act to increase the ranks of insured Americans, 65 percent of the respondents who traveled for medical treatment did not have health coverage.

Among the findings of the 2015 Medical Tourism Survey/Report:
- Cosmetic, dental and orthopedic were procedures most in demand;
- Mexico, the United States, and Costa Rica were leading destinations of choice;
- And savings from $4,900-$8,600 were enough of an influence to spur a decision to travel for healthcare.

2016-2017 Global Buyers Survey
The Global Healthcare Resources Global Buyer’s Survey allows us a look into the trends and habits of medical travelers. What are they interested in? What drives them to choose a destination? What are their expectations? Out of the results of this survey and our previous surveys conducted as part of client feasibility studies comes the GHR Global Buyer’s Report.

This Report will assist your company in identifying your target market, how to recognize its expectations and which direction to take your business. Some other areas we delve into are current industry trends, industry challenges and opportunities and then how each region around the world looks in regards to medical travel. Some of the more industrious countries are even highlighted and discussed in order to give you inspiration and encouragement.
Global Events

Asia-Pacific 2015
Chinese healthcare companies -- expected to be engines of future growth for the country’s economy in the form of medical tourism, biotechnology and pharmaceuticals, digital fitness devices, senior care and hospitality and travel dollars - were the focus of three B2B/B2G trade missions/conferences in 2015-2016 to key cities in China including Guilin, Boao and Haikou. Coordinated by the Medical Tourism Association®, the most recent trade mission was held in conjunction with the World Medical Tourism & Global Healthcare Congress - Asia-Pacific 2016, Nov. 16-21, 2016, in Guilin, China, which served as a platform for multinational healthcare interests to connect with local companies to tap into markets that address among others, China’s aging population and to develop technologies for chronic ailments including heart disease and diabetes that could prolong and improve lives. China’s outbound medical travel market is also growing with an estimated 500,000 patients in 2015 seeking healthcare services in Southeast Asia, the U.S. and Europe.

CMTP Workshops
Some 200 doctors, hospital staff, patient specialists and health and wellness marketing professionals also took advantage of Certified Medical Tourism Professional® workshops held in Croatia, Dominican Republic, Jordan, Puerto Rico and Shanghai, China.

Asia-Pacific Boao China 2016
Hailed as a resounding success by attendees, the Medical Tourism Association® organized the World Medical Tourism and Global Healthcare Congress Boao, China held June 28-30th in Boao, Hainan province, China. Co-organized by the MTA in partnership with the Hainan government and Beijing Great-Idea Business Resources Company Ltd., the conference brought together over 600 top-tier attendees from China and around the world for three days of intense networking and educational sessions.

International attendees included representatives from the Cleveland Clinic, Johns Hopkins, Deloitte, the Croatian Chamber of Economy, and the government of Hungary, while China’s government and private sectors included the vice governor of Hainan, the China Ministry of Health, the China Healthcare Association, Luneng Group Commerce and Tourism Management Co., and First Investment Group, among many other distinguished delegates.
Global Events

**Orlando, Florida 2015**
The Sunshine State, seeking to capitalize on the health and wellness industry, hosted more than 2,000 delegates to the 8th World Medical Tourism & Global Healthcare Congress, Sept. 27-30, in Orlando, where Scott Hamilton -- Olympic gold-medalist in figure skating, international television commentator and cancer survivor -- delivered the keynote address.

**Washington DC, 2016**
The World Medical Tourism Congress 2016 was hosted in Washington DC, September 25-28, to network and learn from the leading experts in medical tourism. Highlights from the congress:

- Arianna Huffington keynote address.
- 10,000+ Networking Meetings
- Up to 200 Qualified Buyers of Healthcare
- Industry Forums & Executive Summits
Training and Education 2015-2016

**International Patient Services®**
Looking to show the world that the Dominican Republic is more than a beach paradise in the Caribbean, Hospital General de la Plaza de la Salud has achieved International Patient Services Certification® (IPSC) - the first healthcare provider in the nation to do so - through the Medical Tourism Association®.

Following training and education, Hospital General de la Plaza de la Salud was evaluated and audited in the areas of corporate transparency, operational infrastructure, quality and safety of health services, risk management and international patient services including post-surgical education and communication, cultural sensitivity, and accommodation and coordination of continuity of care.

**WellHotel®**
In response to the unique needs and expectations of medical travel patients, the Medical Tourism Association® works closely with the international healthcare community to offer a training curriculum and accompanying certification program for the hospitality industry.

WellHotel® standards provide a framework for good practice, which covers the various situations that hospitality providers may face in managing guests traveling for medical purposes or those that may incur medical services while abroad. Standards include such factors of physical environment, communication, financial transactions, marketing, customer management, risk management, cultural competence and other factors which are measured under key performance indicators (KPIs).

The hospitality industry in Puerto Rico took a significant step toward positioning the island as a prime destination for health and wellness travel when the Caribe Hilton and Condado Plaza Hilton were certified as a WellHotel™ after completing the intensive training and evaluation program that ensured their services were responsive to medical guests from safety requirements and interpersonal communication to cultural sensitivity protocols and disease prevention practices.
Chapter Programs

Europe
As measures that parallel the countries’ sustained economic growth, heightened exposure to international markets, and the European Directive on cross-border healthcare, the Medical Tourism Association® established joint Chapter Programs in Hungary and Portugal to raise awareness of the high level of health and wellness services available in two of Europe’s most attractive destinations.

The Medical Tourism Association® is working specifically with MTA Hungary and MTA Portugal to provide strategic, operational and educational support to develop certificate and training programs for hospitals, patient specialists and medical tourism marketing professionals.

MTA has a regional representative in Eastern Europe promoting developmental support to governments to build sustainable medical and wellness travel programs.
Marketing

Visit Lisboa
Lisbon, “Europe’s coolest city,” is expected to see medical travel increase revenues in five percent annual increases following an aggressive social media campaign coordinated through the Medical Tourism Association® and the Lisbon Tourism Board, an arm of the Visitors and Convention Bureau.

Destination Guides
Destination guides were published for the Provision Center for Proton Therapy, a member of Provision Health Alliance and one of just 14 proton therapy treatment centers in the United States; and the Dominican Republic, which has embarked on a campaign to spotlight the Caribbean nation’s growth opportunities in specialty procedures, medical device development, pharmaceutical, and health and wellness spa facilities. The most recent in a series of reference publications includes detailed information about the quality of healthcare in the destination and the healthcare infrastructure found in that region.

“Dominican Republic Health & Tourism Destination Guide” features the top hospitals, hotels, airports recovery and wellness centers, financial institutions and investment opportunities on an island that boasts the largest economy in both the Caribbean and Central America. (https://flipflashpages.uniflip.com/2/62614/357477/pub/html5.html#page/1)

“Provision Healthcare Health & Wellness Destination Guide” informs current and prospective patients about Provision, proton therapy and available activities and amenities in Knoxville and the surrounding region. (http://provision.medicaltourism.com/html5.html)
New Destination Guides

**Poliklinika Bagatin Health and Wellness Destination Guide**
Located in the heart of Zagreb, one of Europe’s most enchanting cities, Poliklinika Bagatin beckons medical travelers with cutting-edge medical and dental technology, affordable prices and a culture of service second to none. From dental treatments to plastic surgery and dermatology, Poliklinika Bagatin has established itself as one of the premier aesthetic clinics in the region. In this guide you will:

- Discover what makes Poliklinika Bagatin and Croatia such a great medical tourism destination
- Learn about the qualifications and experience of the clinic’s doctors
- Find out how to keep safe when traveling abroad for care
- Important tips for planning your medical trip to Croatia

**Lošinj-Island of Vitality Health and Wellness Destination Guide**
Renowned for its clean air, refreshing climate and spectacular natural and historical attractions, Croatia’s island of Lošinj has been captivating health and wellness visitors for over 125 years. This guide will help you:

- Discover what makes the island of Lošinj such an attractive health and wellness destination
- Learn about the many health and wellness programs available on the island
- Find out when to go, what to take and where to visit to make the most of your wellness vacation
- Learn important tips for planning your health and wellness trip to Lošinj
STRATEGIC PARTNERSHIPS
Partnership Means Business

The MTA forges partnerships that raise awareness about the medical tourism industry and facilitate opportunities for members including:

**Health Flights Solutions – Global Patient System**
A partnership with U.S.-based Health Flights Solutions incorporates a technology to manage the entire international patient process – from lead generation to aftercare. Constructed from the ground up incorporating proprietary technology and input from medical tourism stakeholders, the Global Patient System (GPS) automates business processes including multiple collaborations, patient leads, work-flows, price quotes, and more in compliance with current security/privacy regulations. GPS is an end to end ecosystem providing the ultimate solution in care continuum management and measurement technology.

**Global Healthcare Accreditation (GHA)**
In September 2016 MTA partnered with Global Healthcare Accreditation to replace the IPSC program with an independent third party accreditation company, the first in medical Travel. The GHA Program provides value-added benefits for any individual organization. Advanced management skills are obtained to ensure an organization can track data, benchmark data and create meaningful goals.

**HR Professionals Association (HRPA)**
The partnership connects human resource managers from around the world to international healthcare and hospitality providers at the annual World Medical Tourism & Global Healthcare Congress.

**International Healthcare Research Center (IHRC)**
The IHRC partnership provides opportunities with MTA to conduct medical tourism, global healthcare and wellness research full time. The recent Medical Tourism Index is a result of that partnership. The newly launched Well-Being Institute will be developing the essential pillars of wellness and well-being at the employer level to develop benchmarking reports and a Well-Being Index for employers to use as a metric for improvement of programs to influence employee well-being and sustainable programs in the workplace.

**International Luxury Hotel Association (ILHA)**
An exclusive partnership with the International Luxury Hotel Association (ILHA) links representatives from the sophisticated hospitality industry to healthcare providers and the purchasers of their services at the annual World Medical Tourism & Global Healthcare Congress and through ILHA’s distribution channels. ILHA is the top influencer in the luxury hospitality and travel space on LinkedIn.
STRATEGIC GOALS FOR 2017
GOAL 1
Expand MTA Chapter Network
MTA chapters promote medical tourism to destinations across the globe while building upon the strengths of local stakeholders to enhance visibility, forge public/private partnerships, address public policy, foster economic development and raise patient satisfaction levels.

Steps:
• Unite regional stakeholders
• Build networking platforms
• Support industry studies in collaboration with the International Healthcare Research Center (IHRC) http://www.healthcareresearchcenter.org/
• Study and build destination exposure in conjunction with initiatives of the Medical Tourism Index (http://www.medicaltourismindex.com/)
• Establish protocols that integrate MTA credit and non-credit programs into the curriculum at regional universities

GOAL 2
Expand Professional Development Programs
The training and certification initiative for healthcare professionals and related entities addresses the needs of the medical tourism community irrespective of region or stage or level of development.

Steps:
• Establish academic partnerships with key institutions in Europe and across the globe
• Review and evaluate Continuing Education (CE) and Continuing Medical Education (CME) objectives including programs and credits
• Conduct CME workshops at appropriate healthcare conference worldwide
• Expand hospitality-specific content that emphasizes wellness in collaboration with the International Luxury Hotel Association

GOAL 3
Destination Brand
Raise profile of international destinations and the medical tourism products and services they offer.

Steps:
• World Medical Tourism & Global Healthcare Congress
• Medical Tourism Destination Guides
• Medical Tourism Magazine
• MedicalTourism.Com
• Healthcare Cluster development

GOAL 4
Expand Research
Conduct studies and incorporate strategies that deliver reliable data that serves transparency, quality, access and positive outcomes.

Steps:
• Align with public/private sectors to monitor trends related to destinations, procedures, performance, population health management and patient/provider demographics and mobility
• Expanded surveys and reports in partnership with International Healthcare Research Center and Well-Being Institute.
MTA 2015-2016
FINANCIAL STATEMENT

INCOME

- **28%** Membership
- **48%** Training/Certification
- **9%** Marketing Income
- **15%** Research and Development

EXPENSE

- **50%** Training/Certification
- **20%** Operating Expense
- **11%** Research Expense
- **8%** Marketing
- **7%** Legal Expense
- **3%** Lobbying Expenses
- **1%** Contract Labor