

11th of September 2015

The Medical Tourism Training Short Course

REGISTER NOW!

Find out the price
Registration



All participants will have a chance to win one of Maria's autographed books in a "lucky draw"!



The number of spaces is limited!

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Medical Tourism
www.medtourfactors.com



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THE MEDICAL TOURISM TRAINING SHORT COURSE

The medical tourism training short course – is a professional skills improvement program for medical travel sector specialists. Attending this course will help you to improve your business best practices for medical tourism business based on the adaptation and implementation of global standards for the Russian-speaking market.

Register early to gain the most benefit!

Advance registrants get extra preparation materials via email to prepare for the Practicum!

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ABOUT COURSE INSTRUCTOR

Maria Todd the CEO of Mercury Healthcare International is often called the world's single most knowledgeable adviser on health travel and medical tourism business strategy and management.



Maria Todd is our workshop leader. She has presented two outstanding courses for us here in Ukraine in recent years, and this one will be just like the rest: Packed with information, tools, tips, and best practices to improve your business success in medical tourism.

She generously shares her professional experience and training having worked in the medical tourism industry for more than 30 years!

Maria holds advanced degrees in health administration (MHA) and PhD, with professional work experience as a former surgical nurse and hospital executive.

She brings reality and practical advice to you from her training and the experience she has developed owning a medical tourism facilitator business, and training hospitals, clinics, thermal springs and seaside sanatoria around the world to prepare for accreditation, marketing, social media, patient logistics coordination and international patient department set up.

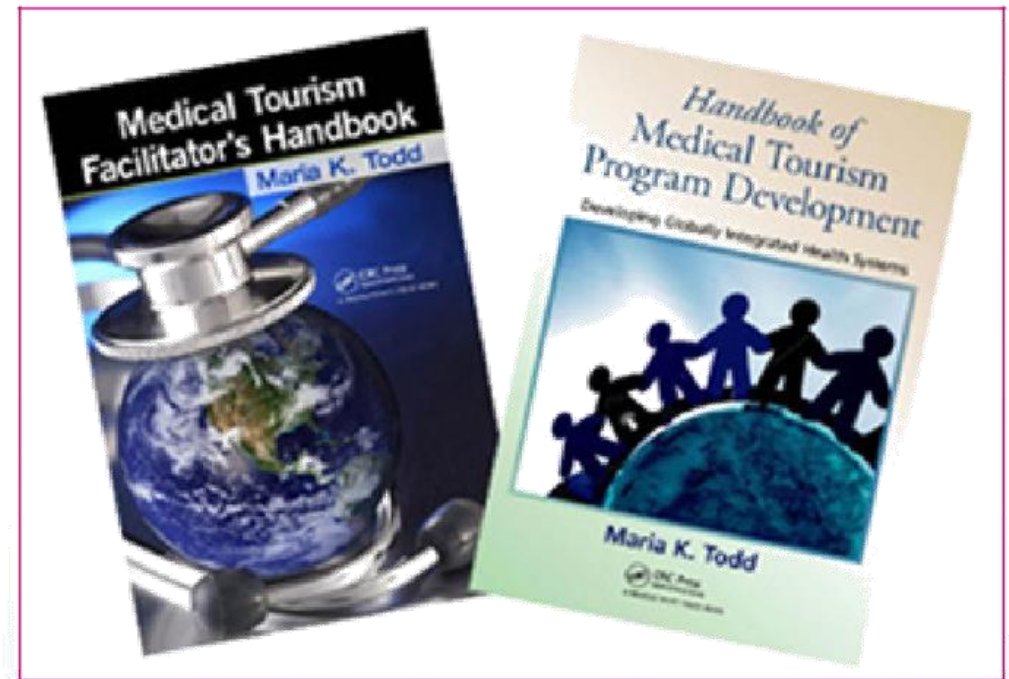
She shares critical comparisons, contrasts, and ideas from working on health tourism national strategies and situation analysis in more than 30 countries on four continents. She shares specific information about what to say, how to say it, how to price your services, how to negotiate with insurance schemes, and how to plan unique strategies that differentiate your medical tourism brand.

Some of her clients have included: major pharmaceutical, international medical device manufacturers, Stem Cell and Infertility Clinics, Cleveland Clinic, Fortress Investment Group, University of Colorado, University of Denver, Emory University, Michigan State University, Kirksville College of Osteopathic Medicine, University of Texas, WHO, GIZ, IMF, ERDB, and foreign government agencies throughout the world.

MARIA'S UNIQUE MEDICAL TOURISM EXPERIENCE WITHOUT COMPARISON

Maria is the author of four technical books on medical tourism, and another ten books on medical business topics including, physician integration, insurance contracting, physician employment contracting, and concierge medical practice design. In 2010, she was awarded a trademark registration for a new term of art used to describe the world's largest globally integrated health delivery system® designed especially to work as a medical tourism provider network and third party administrator (TPA).

Participants in the workshop will have a chance to win one of her books in a “lucky draw” for all who are present. Also, if you already have her books, she will autograph them for you.



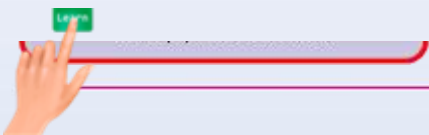
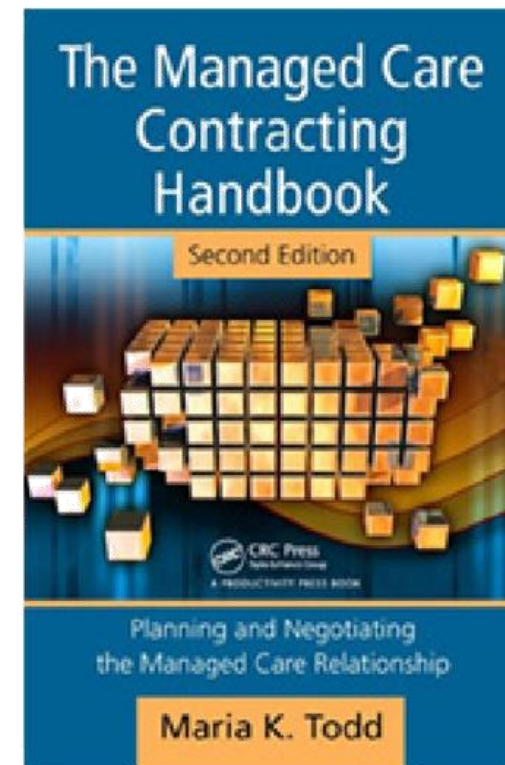
LESSONS LEARNED FROM OTHER MARKETS

We love Maria Todd's classes because of the wealth of knowledge everyone takes home. After the class. She shares with us some of the most relevant information gathered from her past projects in CIS, Europe, Asia, Latin America, the Caribbean, Africa, MENA and the USA. Maria has advised and trained government officials, investors, hospital managers and executives, physicians, hotels and thermal resorts and sanatoria in more than 100 countries.

THE BUSINESS OF INSURANCE CONTRACTS

She has also worked for the insurance companies to develop and manage the provider network as a manager of provider contracting. She is the author of **the leading handbook on contracting with insurance companies** and she shares these insights with us in this class.

She has negotiated with all of the large multi-national health insurance and assistance companies as an advocate for hospitals and clinics. She and her team review and negotiate more than 1000 contracts every year for clients. You will learn about negotiations with insurers, what they require, what is involved, how to set and negotiate prices, how you can best meet their subscribers' needs and how the contract language should be written.



WHO SHOULD ATTEND THIS TRAINING?

- **Medical tourism operators and facilitators** already working in medical tourism who desire to take away valuable advice for process improvement and ideas to attract more clients.
- **Medical centers and clinics** interested to explore medical tourism to attract international patients.
- **Practicing doctors and dentists** who wish to cooperate with the international clinics, to learn the business and marketing skills they need to position their business for success with medical tourism.
- **Travel agents, operators and hoteliers** who wish to expand their business in the direction of medical and health tourism, and those who want to develop unique package deals for their clients.
- **Insurance companies** interested to learn what is involved in adding a medical tourism benefit to their product, how to evaluate and mitigate underwriting risks and how to evaluate potential contracted network providers, facilities and case managers.
- **Private and legal entities and investors** interested to evaluate potential startups or investments in ongoing medical tourism organizations. You will take away ideas for unique market entry and expansion strategies and understand what is involved to execute on the strategies you build.
- **Representatives of state and the government agencies** developing health policies and regulations for medical tourism from EU/EEA markets, how to deal with the EU Cross Border Health Directive to attract patients and how we can be going to create a national health and medical tourism brand for «Ukraine» in the global medical tourism market.

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WHAT YOU WILL LEARN:

- How to create an effective strategy for medical tourism business development – it is so much more than selling empty hospital beds, surgery appointments, diagnostic exams, hotel rooms and airline tickets.
- How to evaluate and promote your offers to target source markets to attract potential clients.
- How to assess what is important to potential medical tourism clients to create relevance for your medical tourism products.
- How best to manage all the moving parts of a medical tourism patient experience and anticipate problems to prevent them before they arise.
- How to plan international insurance contract strategies for international patients.
- How to adapt your product offer, and marketing messages to the international market for brand awareness, differentiation, reputation, and promises.
- How to approach investors to partner and collaborate to grow market share, profits and returns through medical tourism business opportunities.

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THE COURSE IS ORGANIZED AS FOLLOWS:


Module 1. Didactic presentation.

Part 1. Medical tourism business development, operations, and cross-cultural marketing and contracting strategies for:

- Travel agents and operators
- Insurance companies
- Medical tourism operators and facilitators
- Private practicing doctors
- Private hospitals and clinics
- Rehabilitation Centers and Sanatoriums

Part 2. A closer look at contractual relationships and deal making in three key settings:

1. Facilitator & clinics hospitals, doctors, hotels and other tourism partners
2. Travel agent & clinics, hospitals, doctors, hotels and other tourism partners
3. Insurance company & clinics, hospitals, doctors, hotels and other program partners

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Module 2. B2B Practicum

Clinics and medical centers are ready to talk about the latest technologies for the treatment of various diseases. Having a personal contact with the responsible person at the clinic - medical tourism specialist will get a possibility to provide all necessary services in a shortest time.

Participants who register in advance will be sent preliminary information. From this information, you will use it as a guide to prepare for business-to-business (B2B) meetings. You will have the opportunity to practice and apply the lessons taken from the didactic presentations. Maria will be available during the B2B sessions to answer questions and get practical advice as you meet with your counterparts in the B2B meetings.

For effective work of the medical tourism specialist needs to manage processes and logistics for:

- Deciding on the best destinations for medical tourism
- Understanding latest trends and developments in medical science and technology
- Deciding which trading partners are important and how to benefit from working with them
- What you need to know about contractual relationships in medical tourism
- How to spend just a few hours of hard work to prepare for relationships with leading medical centers and clinics so you can offer your best products and services of high quality to clients



Module 3. Closing Remarks and Program Conclusion, Final Exam, and Presentation of Attendance Certificates


Each participant who completes the course will receive Certificate of Attendance, personally signed by Maria Todd to represent their successful completion of the short course.

CELEBRATE WITH US!

Relax and enjoy the fun as we socialize with a fun cocktail party at the end of the course to allow time for networking and making new friends and business connections in an informal setting.

The lucky-draws for an autographed personal copy of Maria's books will occur during the festivities!



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Organizer:



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REGISTER NOW!

I plan to take part as a listener



I plan to take part in the B2B program



I plan to participate as a sponsor



**Find out the price
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Learn

