



healthCare cybernētics

CEREBRATING INNOVATION  
...THROUGH KNOWLEDGE AND ANALYSIS



[www.healthtourismmasterclass.com](http://www.healthtourismmasterclass.com)

## CONTEMPORARY MEDICAL TOURISM FACILITATION

Instructor: Dr. Constantine Constantinides, M.D., Ph.D.

## ABOUT THE MASTERCLASS

Izmir, Turkey, 8 December 2016



In collaboration with the Global Healthcare Travel Council



HEALTH TOURISM  
BENCHMARK

[a Health Tourism "Benchmarked" service]

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This Document is also available OnLine:

[www.healthtourismmasterclass.com/Masterclasses/Documents/Contemporary-Medical-Tourism-Facilitation-Masterclass-1-About.pdf](http://www.healthtourismmasterclass.com/Masterclasses/Documents/Contemporary-Medical-Tourism-Facilitation-Masterclass-1-About.pdf)

This is an EMVIO Document

See: <http://www.healthcarecybernetics.com/EMVIO/Documents/About-EMVIO-Entities.pdf>

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## About the Masterclass

This Masterclass is benchmarked – meaning it has been compared with masterclasses, seminars and workshops on Medical Tourism Facilitation offered by other organizations – and designed to be assessed and validated as “Best Practice”.

The Masterclass is complemented by:

- Lecture Notes
- Supporting Literature
- Copy of the Global Healthcare Travel Council “Ethical Standards and Code of Conduct” Handbook

## Health Tourism Continuing Education Units

Participants of the Masterclass will be credited with 0.15 Health Tourism “Continuing Education Units” (CEUs).

One CEU equals ten contact hours of participation in organized continuing education classes and / or training conducted by a qualified instructor.

A contact hour is equivalent to one 60-minute interaction between an instructor and the participant.

The “Continuing Education Units” scheme is administered by the International Health Tourism Academy - and is part of its Continuing Education and Professional Development Agenda.

The Scheme will be supervised by the Global Healthcare Travel Council.

## Training Aims

This Masterclass has been designed to provide the essential knowledge and understanding – and practical guidelines - for operating a successful, sustainable and resilient Contemporary Medical Tourism Facilitation Business.

## Content

- A Medical Tourism Primer for the Travel Agent and Facilitator
- The International Health Consumer Market
- Segmentation of the Facilitation Profession
- The Role and Impact of Regulation and Legislation
- Setting up and Operating the Facilitation “business”
- Education and Training
- Gaining Professional Recognition through Certification
- Benchmarking Medical Tourism Facilitation Services – to validate Best Practices

- Some “Neutral Observations”
- The “Critique”
- Some good and some bad Practitioners
- Characteristics of the Ideal Facilitator

## Learning Outcomes

Participants will:

- Learn and understand the practical guiding principles involved in setting up and operating a successful, sustainable and resilient Medical Tourism Facilitation Business – in its contemporary context
- Learn how to render competition irrelevant