



healthCare cybernētics

CEREBRATING INNOVATION
...THROUGH KNOWLEDGE AND ANALYSIS



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CONTEMPORARY MEDICAL TOURISM FACILITATION

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PROGRAM

Izmir, Turkey, 8 December 2016



In collaboration with the Global Healthcare Travel Council



HEALTH TOURISM
BENCHMARK

[a Health Tourism "Benchmarked" service]

This Document is also available OnLine:

www.healthtourismmasterclass.com/Masterclasses/Documents/Contemporary-Medical-Tourism-Facilitation-Masterclass-1-Program.pdf

This is an EMVIO Document

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

Program Outline

13:30 - 14:15 Part 1 (45 minutes)

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

14:15 – 14:45 – Break (30 minutes)

14:45 – 15:30 - Part 2 (45 minutes)

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

Program

13:30 - 14:15 Part 1

A Medical Tourism Primer for the Facilitator

- Medical Tourism at the Macro Level
- Medical Tourism at the Micro Level
- Joining the Industry to address the Market
- The ever-evolving roles of the Facilitator

The Health Consumer Market

- Medical Tourism for the Cost-sensitive Consumer
- Medical Tourism for those who are not primarily Cost-sensitive
- Who (today) needs and wants a Medical Tourism Facilitator – and for what

Segmentation of the Facilitation Profession

- Segmentation of the Facilitation Profession
- Health Tourism Lux Facilitation
- Facilitator Location:
 - Source
 - Destination
 - Neutral Location
- Sending out, bringing in and keeping at home:
 - Inbound
 - Outbound
 - Domestic

Regulation and Legislation

- The role and impact of Medical Tourism Regulation and Legislation on the Medical Tourism Facilitation Profession
- Legitimizing and Formalizing the Profession and the Business Activities of a Facilitator
- Health Consumer Rights
- Criteria for Facility / Provider Recommendations
- Transparency and Disclosure
- Code of Conduct (Ethics and Compliance)
- An industry Representative Body for the Profession – for protecting the interests of the Facilitator and for self-regulation of the Profession

14:15 – 14:45 – Break

14:45 – 15:30 - Part 2

Setting up and Operating the Facilitation “business”

- Establishing the Facilitation Enterprise
- Customer Relationship Management (CRM)
- Setting up a Call Center
- Etiquette
- Allotment and Commitment Agreements
- Agreement Negotiation and Conclusion:
 - With the Provider
 - With the Consumer
- Risk Mitigation
- Professional Indemnity Insurance
- Services Promotion and Marketing
- Dealing with Competition:
 - The Facilitator’s Competitors
 - Making Competition Irrelevant (Blue Ocean Strategy)
- Booking Service vs Conventional Facilitation
- Scope of Services
- Facilitation of:

- Essential Medical Services
- Discretionary Medical Services
- Destination Program Management
- Facilitating beyond Medical Tourism

Education and Training

- The role and value of formal Education and Training
- Internship Programs
- Continuing Education and Training – and Credits
- Use of correct Health Tourism Terminology

Gaining Professional Recognition through Certification

Benchmarking Medical Tourism Facilitation Services – to validate Best Practices

- Benchmarking Good Services
- Validating Best Practices

Some “Neutral Observations”

The “Critique”

Some good – and some bad Practitioners

Characteristics of the Ideal Facilitator