

Medical Travel and Building Patient Trust

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Global Healthcare Accreditation®

Global Healthcare Accreditation® (GHA) is a dynamic and innovative accreditation body with specialized focused in medical and wellness travel, safety, and well-being. Founded in September of 2016, GHA's initial purpose as an independent accrediting body centered on improving the patient experience for medical travelers and supporting healthcare providers in validating quality, increasing visibility, and implementing a sustainable business model for medical travel.

Since then, GHA pioneers a variety of programs covering the entire spectrum of the care continuum and offers certification and accreditation for stakeholders in all aspects of health and wellbeing.

RAISING THE STANDARD
IN MEDICAL TRAVEL



Current State of the Industry

Growth of Medical Travel (Pre-Covid)

- **Medical Tourism Association: 100 Billion USD***
**https://medicaltourismassociation.com/userfiles/files/GLOBAL_BUYERS_REPORT_BRIEF.pdf*
- **VISA and Oxford Economics: 45.5 – 72 billion USD and projected to grow up to 25% year-over-year for the next 10 years****
***<https://usa.visa.com/dam/VCOM/global/partner-with-us/documents/global-travel-and-tourism-insights-by-visa.pdf>*
- **Patients Beyond Borders: 65-87.5 billion USD*****
****<https://patientsbeyondborders.com/medical-tourism-statistics-facts>*
- Global medical tourism market size was USD 102.6B in 2020 and projected to hit around USD 286.1 billion by 2030 with expanding growth at a CAGR 10.8% from 2021 to 2030*.(Note Covid presumably impacted these projections)
*Precedence Research <https://www.globenewswire.com/en/search/organization/Precedence%2520Research>

The Impact of COVID-19 on Medical Travel

1. Closing of hospital beds to serve Covid patients resulted in postponement of many elective surgeries and treatments leading to post pandemic increased demand.

2. Travel restrictions and quarantines also impacted willingness of patients to travel.

3. Healthcare providers and facilitators had to adapt to changing conditions with safety protocols, new services, and new target markets

4. This pent-up demand is currently driving the demand for medical travel. Medical travel in late in 2022 and 2023 is approaching pre-pandemic rates in many regions.

Time for a Reset

Many healthcare providers have taken advantage of the past three years to:

- Reassess their strategic business plan for medical travel.
- Strengthen the quality of services and patient experience
- Identify new opportunities
- Implement new services



Pent-up demand for medical travel services post pandemic

A growing number of patients are traveling again...

- Self-funded employers are sending patients domestically and abroad.
- Several prominent hospitals in Asia and the Middle East have noted medical travel patient volume at 80-90% of pre-pandemic levels.
- Several accredited GHA hospitals and ambulatory centers in the US, Latin America and Asia have noted patient volume surpassing pre-pandemic levels.



Destinations and organizations Focused on Strengthening Perception of Quality and Medical Travel Services

GHA is aware of a number of government-supported medical travel destination initiatives that:

- Seek to strengthen clinical quality and patient experience for medical travelers
- Improve training for staff
- Develop a Quality Seal
- Identify top performing hospitals
- Training regional clusters



New Consumer/Patient Trends and Perceptions

- Consumers/patients have more information from smart technology, leading to smarter patients.
- Patients Expect a Certain Level of Quality as well as Excellent Patient Experience (customer satisfaction).
- Perception of safety is critical
- Access and Speed are Very Important.
- Patients seek more options, demand better transparency, quicker responses, and specialization of services.
- Smart and Successful Providers are adjusting and responding to this new consumer behavior by prioritizing customer expectations and delivering excellent patient experience:
 - Business practices transparent and centered on patient needs
 - Mitigate vulnerabilities along Medical Travel Care Continuum

Medical Travel is Growing Again



Keys to Growing Medical Travel Patient Volume

- Differentiate Brand from Increased Competition
- Build Patient Trust in your Services



In order to achieve the above, it's critical to:

A photograph of a person wearing a face mask and sitting on a stool in what appears to be a waiting area or a medical facility. The image is overlaid with a solid blue color. On the left side, there is a thin vertical white line. Overlaid on the right side of the image is the text "Optimize the medical travel patient experience" in a large, white, sans-serif font.

Optimize the medical travel patient experience

Medical Travel Patients: Challenges, risks and vulnerabilities



The Importance of the Patient Experience



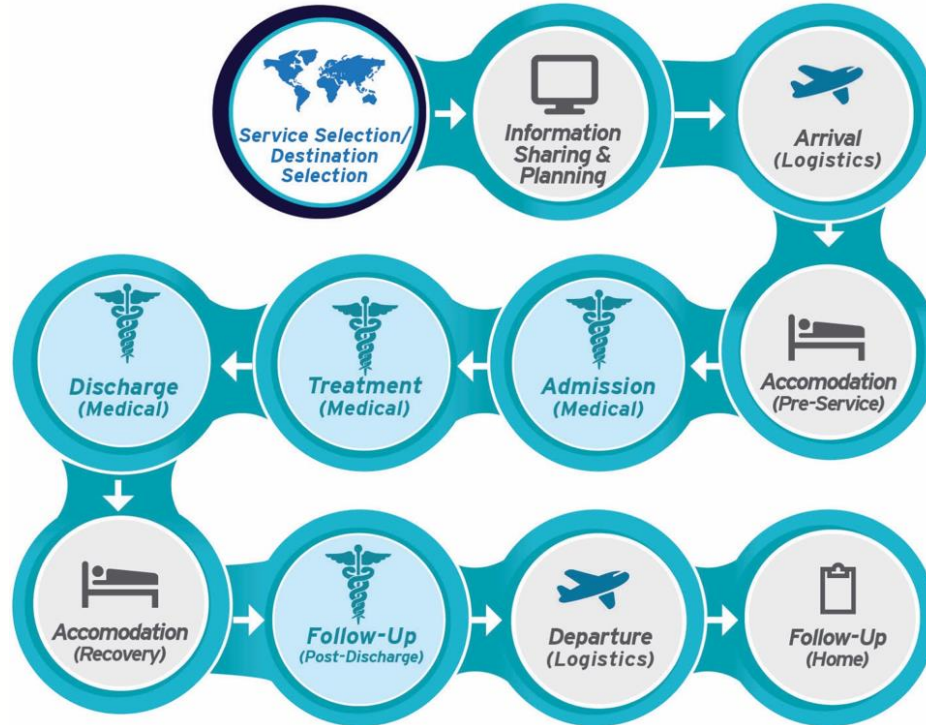
The Patient Experience can be defined as: “The perception that patients/prospects have of their interactions (directly or indirectly) with your organization (staff, services, systems and ancillary service providers).”

The patient experience is made up of hundreds of interactions, and in the context of medical travel, many will be happening outside your clinic or hospital environment.*

*Global Healthcare Accreditation

The Medical Travel Care Continuum

Touch-points along the patient journey.



The Medical Travel Patient Experience



Think of your last flight, you may have arrived at your destination on time but that does not necessarily mean the entire flight experience was pleasant for you or for your family traveling with you.

Why is the Patient Experience Important?

- A positive patient experience has been shown to result in better clinical outcomes.*
- A positive patient experience has been shown to improve financial performance of the organization.**
- A better patient experience builds trust in your services and enhances your brand reputation.
- Ultimately, a strong patient experience will tend to lead to increased patient volume.

**Accenture: Patient Engagement: Happy Patients, Healthy Margins, 2016*

***Deloitte: The Value of Patient Experience: Hospitals with better patient-reported experience perform better financially. 2014.*

The Medical Travel Patient Experience



To deliver a safe and seamless patient experience for medical travelers—you need to be proactive and intentional: You must design a pathway that eliminates barriers that negatively impact the medical travel patient experience.

Definition Medical Travel Program (MTP)

A program or system designed to **facilitate medical/dental care and ancillary services** for medical travel and/or international patients with the **ultimate goal of providing a safe and high-quality care and patient experience.**

This is achieved by **creating standardized processes and procedures, along the Medical Travel Care Continuum™**, that **address the unique needs of traveling patient populations.** By doing so, the organization is removing or reducing barriers and friction points that would normally occur if a traveling patient went through the local patient care pathway.



Examples of Areas that Need to be addressed for Optimal Patient Experience

Communication
& Education

Cultural &
Language
Barriers

Financial
Transactions

Personalized
Care & Support

Travel
Coordination

Standard
Operating
Procedures

It's all about the medical traveler!

- Ensuring an outstanding patient or customer experience on a consistent basis is all about putting the patient's needs front and center.
- It is about achieving the seamless integration of quality, safety and service at all touch points on the continuum of care.





Accreditation and Certification for Medical Travel Services

Building Patient Trust in Your Services

As patients resume travel, evidence suggests they are unlikely to choose organizations they perceive as unsafe.[1]

They are also unlikely to choose or recommend companies that cannot deliver a safe and seamless patient experience across all touch points of the medical travel care continuum.



1. Source: PwC Traveler Sentiment Survey, May 2020

Accreditation Defined

A self-assessment and external peer assessment process used by health care organizations to accurately assess their level of performance in relation to established standards and to implement ways to continuously improve.

Why Accreditation Matters

Accreditation acts as a third-party stamp of approval, demonstrating to patients that a particular healthcare provider follows industry norms and best practices.

But it's not just about boosting your reputation, the accreditation process helps streamline operations, improve the quality of care, and build trust with patients and the community.*

* Source: The impact of Accreditation on Quality in Healthcare.

<https://www.powerdms.com/policy-learning-center/impact-of-accreditation-on-quality-in-healthcare>



Goals of Accreditation

- Aim to continuous quality improvement and patient safety
- To encourage the providers to follow evidence-based practices
- Encourages proper documentation of the processes
- Helps makes processes more integrated
- Enhancement of the healthcare delivery system

<https://www.linkedin.com/pulse/importance-accreditation-hospitals-amrita-umre/>

Medical Travel Accreditation and Building Patient Trust

Global Healthcare Accreditation (GHA) provides a trusted third-party validation that demonstrates to patients and other payers that a healthcare provider's protocols, processes and services meet their unique needs along the entire patient journey and align with international best practices.



GHA Solutions for Medical Travel Stakeholders

**GHA Accreditation for
Medical Travel
Services**
(for hospitals and
ambulatory centers)

**GHA Certification for
Excellence in Medical
Travel Patient
Experience**
(for hospitals and
ambulatory centers)

**Medical Travel
Program Development**
(for hospitals and
ambulatory centers)

**Gap assessment
Services**
(for hospitals and
ambulatory centers)

**Medical Travel
Facilitator
Certification**
(for Facilitator
companies)

**Certified Medical
Travel Professional
(CMTP)**
(for individuals)

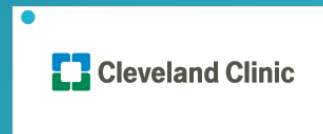
Benefits of GHA Accreditation for Healthcare Providers

- Puts your organization in a position to increase medical travel patient revenue.
- Mitigate risks to medical travel patients and your medical travel program.
- Helps build trust with patients and other international payers.
- Differentiates your brand and provides a competitive edge.
- Enhance the medical travel patient experience across all touch points of your organization's Medical Travel Care Continuum.
- Improve the business performance and operational excellence of your medical travel program.
- Join a prestigious network of GHA Accredited facilities around the globe with opportunities for networking and sharing best practices.

SOME OF GHA'S ACCREDITED AND CERTIFIED CLIENTS

Accredited Healthcare Providers 

COVID-19 Certification of Conformance 



TESTIMONIALS

"We chose Global Healthcare Accreditation as it conducts a deep review of the entire Medical Travel Care Continuum. Additionally, GHA reviews those sustainable business processes and practices related to medical travel that have helped us identify areas of opportunity to enhance the patient experience and improve operational performance."

DR. NIZAR ZEIN,
Former Chairman Global Patient Services



"We are very pleased to have achieved GHA Accreditation with Excellence for the second time, demonstrating our commitment to exceed the needs and expectations of patients and visitor regardless of their nationality. Though Bumrungrad is a high-performing hospital with many years of experience with international patients, the GHA accreditation process has been a valuable experience for us as we continually strive to strengthen the services we provide to international and medical travel patients."

MS. ARTIRAT CHARUKITPIPAT,
Chief Executive Officer



TESTIMONIALS

"Cedars-Sinai's goal is to ensure that all patients have access to high-quality healthcare services, compassionate care and personalized support throughout their healthcare journey. We are very pleased to have achieved GHA accreditation which underscores our commitment to the wellbeing of traveling patients and their companions." "

HEITHAM HASSOUN MD,
Vice President and Medical Director of
Cedars-Sinai International



"GHA not only validated the quality of our medical travel services, but also helped us to identify gaps and opportunities for improvement along PSCC Al Hassa's medical travel care continuum. We are honored to join a select group of GHA accredited healthcare providers from around the globe who have all committed to improve the patient experience for medical travelers." "

DR. KHALID ALKHAMEES
Former Chief Executive Officer



Raising the Standard in Medical Travel

Thank You & Contact us

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[www.GlobalHealthcareAccrditation
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