MEMBERSHIP + PROGRAMS GUIDE

A Decade of Inspiring Global Excellence
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ABOUT THE MEDICAL TOURISM ASSOCIATION®

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.

OUR VALUE PROPOSITION

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.

Certification sets industry professionals apart from international competitors and communicates to the consumer and buyer of services a specialized expertise and commitment to sound and trusted practices. Certification helps coordinate and secure positive experiences for providers and health and wellness seekers.
**BENEFITS OF OUR PROGRAMS**

**MEDICAL TOURISM ASSOCIATION VALUE CHAIN DIAGRAM**

The Medical Tourism Association® is a member-based organization of certified stakeholders including professionals from hospitals and clinics to doctors and clinicians, healthcare administrators, governments and influential policy makers, employers, insurance companies and executives, medical tourism facilitators, travel industry professionals, hospitality, and tourism related interests who provide a consolidated voice for the industry. It is the only organization of its kind with a global outreach to more than 100 countries. As of 2017, all MTA Members are committed to being certified.

**DISCOVER ALL THE BENEFITS AVAILABLE TO YOU**

*By registering for any individual or organizational membership program, you automatically receive a designated number of individual educational programs available to you. The more professionals in your company earning designations, the more benefits available to you. Membership is annual. When you renew your membership your continuing education courses for certification (value USD $750 annually are free.*

**Sample Membership Benefits:**

- Networking and connectivity
- Registration discounts for World Medical Tourism & Global Healthcare Congress and Medical Tourism Association® events
- Medical Tourism Magazine® advertisement discounts
- Listing in Medical Tourism Magazine® member directory
- Discounts to Global Patient System™ Software by Health Flights Solutions
- Discounts on consumer marketing campaigns offered by Medical Tourism Media
- Discounts on marketing packages and subscriptions offered by Global Healthcare Resources
- Industry surveys and reports updated
- Medical tourism destination guidebooks for additional charge
- B2B and patient contract assistance
- Use of MTA logo in marketing materials
- Introductory email to MTA database in excess of 40,000 industry professionals
- Speaking opportunities at MTA-sponsored trade missions, workshops and conferences

*Restrictions apply: call 561.791.2000 for more details on membership

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*"The MTA provides 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."*

**Renée-Marie Stephano**

President, Medical Tourism Association
GLOBAL EDUCATION NETWORK

Workshops
Our global education workshops can be customized or packaged to include introductory, intermediate and advanced courses in medical tourism or wellness travel. We work to expand our global footprint in emerging and developed markets.

Universities
The MTA works with universities and colleges all over the world in many countries. Whether developing curriculums, creating co-branded programs, or providing guest lectures, we educate all levels of students for professional development.

Strategic Partners
We have strategic partners all over the world that share our mission and vision in providing and continuously developing leading education programs for healthcare, travel and hospitality professionals.
As a buyer, you know that there is one thing, and one thing only, that makes all the difference in your success. Relationships are what drive your business. Relationships are what you offer – they are your stock in trade. They are the difference between long term success and constant struggle. As a member of the Medical Tourism Association® Buyer Loyalty Program, you have every tool to create those vital connections and keep them. From government to policy leaders, from emerging markets to medical tourism facilitators or travel agents seeking references for clients, our Loyalty Program will put you on the path to success and keep you there year after year.

Buyers of healthcare are individuals and organizations who currently send patients overseas to receive healthcare services or are interested in doing so. They may also be industry influencers, policy influencer’s and involved in investments and capacity building in healthcare. They are the core of the medical tourism industry. Whether they send patients to receive services for lower costs, or simply because those quality services are not available in their home countries, buyers work interchangeably with providers of healthcare globally in general, and in their market areas in particular.
Joining the MTA Buyers Loyalty Membership Program aids in every aspect of planning, development and promotion of your services for offering to a global market of providers, clients, and partners. Some business support services are listed below by being part of the network.

**Buyers Loyalty Membership | $1,500.00 Annually**

- Certified Medical Travel Professional® Certification (CMTP) Included per year
- 20% Discount for CMTP Certification for Additional Individuals in Your Organization
- Featured Article in Magazine
- Free Pass to Annual Global MTA Event

**Buyers Loyalty Gold Membership | $5,500.00 Annually**

All the benefits of the Basic Buyers Loyalty Program, Plus:

- Patient Waiver Contract/B2B Contracts /New Member Manual
- Participation in Healthcare Trade Mission
- A Speaking Opportunity MTA Event
- 1 Hour Consulting Call with MTA Expert

*Buyers must be prequalified to join. Complete the application and submit for approval to info@MedicalTourismAssociation.com*
WHO SHOULD GET CERTIFIED?

HEALTHCARE PROFESSIONALS
CMTP

GOVERNMENT ORGANIZATIONS
CMTP/CWTP

TRAVEL AGENTS
CMTP/CWTP

MEDICAL TOURISM FACILITATORS
CMTP/CWTP

WELLNESS/ HOSPITALITY
CWTP/WELLHOTEL®

INSURANCE PROFESSIONALS
CMTP

GLOBAL BENEFITS PROFESSIONALS
CMTP
To remain competitive, today’s medical travel professionals must be knowledgeable in many areas including the patient/guest experience, medical travel business models, case management, travel coordination, marketing, risk mitigation, and legal and privacy issues. The Certified Medical Travel Professional (CMTP) Program contains a comprehensive body of knowledge that covers topics ranging from the required core competencies of individual professionals to the advanced specializations within the medical travel industry. Through the CMTP program, GHA is committed to ensuring medical travel professionals have the skills and knowledge to facilitate the seamless integration of quality, safety and service, at all touch points along the Medical Travel Care Continuum™.

WHO SHOULD GET CERTIFIED?
- Healthcare Management Executives
- Healthcare Practitioners & Professionals
- Travel Agents
- Facilitators
- Insurance Agents & Brokers
- Human Resources Executives

LEARNING OBJECTIVES
- Understand motivations for medical travel and key stakeholders
- Learn about the unique needs and expectations of medical travelers
- Gain a comprehensive understanding of the Medical Travel Care Continuum
- Learn about payment models, risk mitigation and marketing
- Learn how to deliver an outstanding patient/guest experience

CERTIFICATION PROCESS
- Participate in the training workshop held annually at the World Medical Tourism & Global Healthcare Congress, workshops held at international sites or take the online course or Virtual Classroom at MedicalTourismCertification.com
- Pass online exam – 75 percent or above

CMTP: CERTIFIED MEDICAL TRAVEL PROFESSIONAL®
CMTP IS NOW PART OF THE GLOBAL HEALTHCARE ACCREDITATION (GHA) PROGRAM FOR MEDICAL TRAVEL SERVICES

BENEFITS
- Access to Online Continuing Education Resources
- Gain Credibility Among Your Peers
- Offer A Higher Level of Knowledge & Experience to Your Clients & Employer
- Certified Professionals will be Listed in the Certified Medical Travel Professional Directory

INVESTMENT
- Introductory Education Program Participate: $715 USD
- Automatic online subscription to the catalog of continuing education course
  - Continuing Education Subscription Plan Annual Fee $215.00 USD
  - Continuing Education Subscription Plan Monthly Fee $33.00 USD
- You will be automatically enrolled in a continuing education subscription plan
- Renewal cycle depends of the payment plan chosen

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CURRICULUM DEVELOPMENT & PARTNERSHIPS
The Medical Tourism Association® works with educational institutions to provide expertise in integration of important industry or required skills to be successful in the medical travel or medical tourism industry.

Educational leaders with the Medical Tourism Association® provide insight into the development all levels of targeted learner, whether for a graduate level audience, executive education or non-credit short course framework. We have experience in working with Medical schools, Business schools, Undergraduate programs, Executive education programs, Hospitality programs, schools of Public Health and other allied professional schools.

The key value delivered to any educational partner is the ability to work with a partner that will truly integrate foundational topics and current trends with any curriculum strategy around the world.

CONTINUING EDUCATION (CE)/ADVANCED MODULES
Medical Tourism Association® maintains a catalogue of continuing education, also called advanced modules as part of the Individual Education Program framework. This catalogue contributes to the availability of resources to all MTA recognized professionals designations, including CMTP, CWTP.

LEVEL 1
Courses found in Level 1 are typically 1-2 hours in length and associated with a foundational topic as it relates to understand the core operational and business concepts in the medical travel and medical tourism industry.

LEVEL 2
Courses found in Level 2 are typically 1-2 hours in length and associated with more advanced topics or a deeper understanding of foundational topics as it relates to understand the core operational and business concepts in the medical travel and medical tourism industry.
CUSTOMIZED TRAINING & EDUCATION CONSULTING

Healthcare organizations around the globe and related stakeholders in the medical travel and medical tourism industries are constantly facing challenges to remain competitive or in how to ensure the medical travel cycle or overall patient experience is managed in a way that produces high quality service and great outcomes.

The Medical Tourism Association® and the Medical Tourism Association® are the world’s leaders in providing the most current and valuable education products and services to clients or students.

TARGETED FOR YOUR NEEDS

We work with your organization to create custom programs designed specifically for your needs. We follow a collaborative process with our clients to ensure our programs and services achieve the desired objectives and meet the educational needs of a particular audience.

CULTURALLY RELEVANT

We consider our programs unique because for every market around the world, we ensure we consider cultural needs, developmental conditions and social norms that ensure the educational experience, product and/or service provided truly applies to the best learning environment for an audience.

ADULT-LEARNING

All programs, products and services are designed with the most current and effective techniques in adult learning programs. We always want to ensure there is a tangible and applicable return for any audience.

SAMPLE TOPICS OR PROGRAMS

• Quality Management for Medical Travel
• Patient Centered Care for Medical Travel
• Enhanced Marketing & Branding Strategies
• Advanced Risk Mitigation Strategies
• Patient Safety for Medical Travel
HOST A WORKSHOP TODAY!
CUSTOM EDUCATION AND CERTIFICATION WORKSHOPS

The Medical Tourism Association®, in partnership with governments, NGOs and stakeholders, provides educational workshops in medical tourism throughout the world to promote international collaboration. These workshops educate local hospitals, CEOs, doctors, health and wellness professionals, government agencies, travel agents, and hospitality interests about the benefits of medical tourism. Training can be structured in 1, 2 or 3 day workshops.

Educational workshops are developed with leading industry professionals throughout the world. The Medical Tourism Association® optimizes “Best-in-Class Processes” and a worldwide network to make your transition into the medical tourism and medical travel marketplace successful.

Regional Workshops and Conferences
Our regional workshops showcase synergies, operational practices and experiences gathered with a view to upcoming initiatives in the host region.

Who Will Benefit From These Workshops?
• Governments
• Healthcare Clusters
• Hospitals
• Insurance Providers
• Hospitality and other interested parties
GLOBAL HEALTHCARE ACCREDITATION®
RAISING THE STANDARD IN MEDICAL TRAVEL

Global Healthcare Accreditation (GHA) For Medical Travel Services is an independent accrediting body that validates patient experience and excellence of care received by patients /consumers who travel for medical and wellness services whether domestically or internationally.

The GHA program complements existing national and international clinical accreditation programs. While these programs traditionally focus on the clinical aspects of care for the entire organization, GHA conducts a deep review of the International or Global Patient Services program, or the entity within an organization that serves the medical travel patient.

What Services Does GHA Offer?
GHA encompasses accreditation, certification, training and advisory services for:
- Hospitals
- Ambulatory centers
- Individuals

UNIQUE VALUE DELIVERED BY GHA
- The GHA accreditation process helps healthcare providers optimize and enhance all touchpoints along the Medical Travel Care Continuum™ including the pre-arrival and post discharge phases.
- Impacts your organization’s financial bottom line by improving performance and operational efficiencies within the medical travel program.
- Increases the visibility of your medical travel program to buyers of healthcare services
- Provides third-party validation regarding the quality of your medical travel services

Is Your Medical Travel Program Ready for GHA Accreditation?
Call +1. 561.228.4014 or email info@ghaccreditation.com to schedule a free consultation.

Take Full Advantage of Unique Business Solutions

“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,
Chairman Global Patient Services, Cleveland Clinic
WELLHOTEL® TRAINING AND CERTIFICATION

WellHotel® is a certification program designed with the purpose of establishing wellness standard operating procedures (SOP’s) that impact the guest experience, while enhancing the capacity of staff, service offerings and daily wellness operations. The standards of the program train hospitality providers on how to best meet the unique needs and expectations of wellness and medical tourists through a high-quality guest experience.

WHY GET CERTIFIED?

• Attract new niche markets
• Improve the wellness qualities and offerings at your property
• Gain a competitive advantage over your competition
• Streamline operating processes that will improve guest satisfaction
• Validation of expertise

CERTIFICATION PROCESS

• Complete an application
• Review & sign proposal agreement
• Prepare to comply with WellHotel standards
• On-site evaluation
• Report is provided with certification decision

BENEFITS

• Renews annually
• Listing in the WellHotel Directory
• Access to Online Continuing Education Resources
• Gain Credibility In the Wellness Travel Industry
• Offer A Higher Level of Knowledge & Experience to Your Staff & Guests

INVESTMENT

Packages available for certification, Brand Enhancement, Public Relations

Minimal Investment for a Boost in Revenue & Credibility in the Wellness Travel Industry!
## MTA Annual Membership Value

<table>
<thead>
<tr>
<th>Education</th>
<th>Buyers</th>
<th>Corporate</th>
<th>Gold</th>
<th>Elite</th>
<th>Elite Premium</th>
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<tbody>
<tr>
<td><strong>Certified Medical Travel Professional® Certification (CMTP) Included per year</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>5</td>
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<td><strong>Access to Medical Tourism Industry Surveys and Reports</strong></td>
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<table>
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<th>Operations</th>
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<td><strong>Global Patient Starter Kit</strong></td>
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<td>✗</td>
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<td>✗</td>
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<tr>
<td><strong>Choice of Either Book: Developing an International Patient Center or The Medical Tourism Facilitator</strong></td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td><strong>Contract Review for Buyers or Patients</strong></td>
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<tr>
<td><strong>Evaluation of International Patient Workflow</strong></td>
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<table>
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<tr>
<th>Business Development / Consulting</th>
<th>Buyers</th>
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<tr>
<td><strong>Introduction E-Mail to our Global MTA Members</strong></td>
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<td>✗</td>
<td>✗</td>
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<tr>
<td><strong>20% Discount World Medical Tourism Congress Events, Registrations, and Sponsorship</strong></td>
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<tr>
<td><strong>Expert Consulting - Strategy &amp; Guidance Sessions</strong></td>
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<tr>
<td><strong>Key Introductions of Potential Partners, Customers, or Clients</strong></td>
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<tr>
<td><strong>Complimentary Medical Tourism Calculator (Economic Impact) Access</strong></td>
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<td>✓</td>
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<td>✗</td>
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<tr>
<td><strong>Corporate Collateral for Buyers – Review and Assessment/Refinement</strong></td>
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<td><strong>International Patient Webpage Review and Assessment</strong></td>
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<th>Gold</th>
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<th>Elite Premium</th>
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<tbody>
<tr>
<td><strong>Featured Provider or Facilitator Page on MedicalTourism.com</strong></td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Speaking Opportunity at 1 Medical Tourism Association Event</strong></td>
<td>✗</td>
<td>✗</td>
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<tr>
<td><strong>MTA Member Site Listing</strong></td>
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<td>✓</td>
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<tr>
<td><strong>Use of the MTA Member Logo on your Website</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td><strong>Featured Article on the Medical Tourism Magazine</strong></td>
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<td><strong>Speaking Opportunity at One of Our Webinars</strong></td>
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### Pricing

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<th><strong>US$ / YEAR</strong></th>
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<th>Elite</th>
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<td><strong>$3,000</strong></td>
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<td><strong>$5,500</strong></td>
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<td><strong>$15,000</strong></td>
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<td><strong>$25,000</strong></td>
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</table>

*Buyers Membership is only for Buyers such as Medical Tourism Facilitators, Healthcare Insurance Companies, or other entities that sends travelers abroad for medical services. Hospitals and Healthcare Providers who are selling medical tourism services do not qualify as buyers.

**The total of the discount may not exceed $3000.**

### Get Started Today | +1.561.791.2000

Certified Medical Travel Professional® certification must remain in current active status and in good standing for membership to be valid. Failure to do so will result in termination of membership.

Certified Medical Travel Professional® certification must be completed in 60 Days in order to receive all of the MTA Membership Benefits. Buyers must be prequalified to join.

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Top 5 Destinations

<table>
<thead>
<tr>
<th>Overall Rank</th>
<th>Destination</th>
<th>Medical Tourism Industry</th>
<th>Quality of Facilities &amp; Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Canada</td>
<td>78.69</td>
<td>1. India 75.94</td>
<td>1. Israel 81.60</td>
</tr>
<tr>
<td>2. UK</td>
<td>77.30</td>
<td>2. Colombia 74.96</td>
<td>2. Germany 77.88</td>
</tr>
<tr>
<td>3. Israel</td>
<td>73.91</td>
<td>3. Mexico 74.17</td>
<td>3. India 77.10</td>
</tr>
<tr>
<td>4. Singapore</td>
<td>73.56</td>
<td>4. Canada 74.13</td>
<td>4. Canada 77.02</td>
</tr>
<tr>
<td>5. India</td>
<td>72.10</td>
<td>5. Dominican Republic 73.85</td>
<td>5. UK 76.94</td>
</tr>
</tbody>
</table>

Medical Tourism Publications

The International Healthcare Research Center in partnership with Global Healthcare Resources indexes the leading destinations that are the world’s top medical tourism destinations for international patients and healthcare consumers. The MTI is based on multiple indicators and a comprehensive methodology.

Methodology
A destination’s index depends on 34 criteria includes, but is not limited to:
- Global Reputation
- Quality of Medical Care
- Safety of the destination
- Availability of International Patient Services
- Tourism Infrastructure
- Successful Branding

MTA DESTINATION GUIDES
- Print and online
- MedicalTourism.com
- iTunes
- iKindle
- nook

MEDICAL TOURISM MAGAZINE
- 300,000+ Medical Tourism Magazine readers
- In 100 countries
- Print and online publication