MEMBERSHIP OPTIONS

Connect to our network of medical tourism buyers and providers, improve your business models, educate your professionals, and grow your bottom line.
About Us

Founded in 2007, Medical Tourism Association® (MTA) is your dedicated partner for businesses seeking to establish a greater global presence in the healthcare, wellness, and tourism industries.

MTA works with global healthcare stakeholders:

• Healthcare providers
• Governments
• Non-Governmental Organizations
• Healthcare clusters
• Insurance companies
• Employers
• Travel companies
• Hotels
• Wellness providers
Some of Our Featured Clients
“We have been with the MTA since the beginning. Being an MTA member has been invaluable. At one of MTA’s events, one meeting led to a partnership that secured us $5 million USD in revenue the following year.”

Brad Cook
International Department Director
Clinica Biblica in Costa Rica
Cincinnati Children’s Hospital and Medical Center (CCHMC)

CCHMC struggled to acquire more than one-off patient referrals and arrivals and failed to understand how to expand reach and connect with referrers in a more reliable and sustainable fashion that would justify investment in a Global Health Program.

The feasibility study and roadmap that MTA conducted, revealed CCHMC had the capacity to expand its reach specifically into Mexico, Brazil, Dominican Republic, Saudi Arabia and Canada, while at the same time increasing the number of patients traveling domestically to Ohio from around the U.S. for advance expertise pediatric services.

Since 2012, the Global Health Program has more than doubled in size and revenues and investment in new healthcare infrastructure to manage the increased volume and enhanced medical services is currently underway.
The Voice of Medical Tourism
Medical Tourism Magazine®
Annual Conferences Around the World

12 Years of World Medical Tourism & Global Healthcare Congress
China Best Quality Service Awards

Held During the World Medical Tourism & Global Healthcare Congress: Abu Dhabi
HE Matar Al Nuaimi, Director General of Abu Dhabi Public Health Centre;

HE Saif Mohamed Al Hajeri, Chairman, Abu Dhabi Department of Economic Development;

HE Sheikh Abdulla Bin Mohamed Al Hamed, Chairman of Department of Health, Abu Dhabi;

Jonathan Edelheit, Chairman & Co-founder, Medical Tourism Association;

HE Mohamed Khalifa Al Mubarak, Chairman of the Department of Culture and Tourism, Abu Dhabi;

HE Saif Saeed Ghobash, Undersecretary of the Department of Culture and Tourism, Abu Dhabi.
Leading Medical Tourism Website

Merging the Leading Medical Tourism Websites into One Website
MedicalTourism.com
MEMBERSHIP OPTIONS
## Membership Options At-a-Glance

<table>
<thead>
<tr>
<th></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>
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<td><strong>Access to Medical Tourism Industry Surveys and Reports</strong></td>
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<td><strong>Evaluation of International Patient Workflow</strong></td>
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<td><strong>Introduction E-Mail to our Global MTA Members</strong></td>
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<td><strong>20% Discount World Medical Tourism Congress Events, Registrations, and Sponsorship</strong></td>
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<td><strong>International Patient Webpage Review and Assessment</strong></td>
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<td><strong>Complimentary Featured Provider Page on MedicalTourism.com</strong></td>
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<td><strong>Speaking Opportunity at One of Our Webinars</strong></td>
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</tbody>
</table>

*Buyers Membership is only for Buyers such as Medical Tourism Facilitators, Healthcare Insurance Companies, or other entities that send 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 USD $3,000.

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>1 Year</th>
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<th>3 Years</th>
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<td>Elite Premium</td>
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<td>$3,000</td>
<td>$5,500</td>
<td>$15,000</td>
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</table>
EDUCATION
Certified Medical Travel Professional® Certification (CMTP) Included per year

Access our Certified Medical Travel Professional® curriculum and exam, online.

We feel it is important for your senior leadership to go through CMTP so they can better understand how to support your international patient office, team and operations. We can help introduce, and describe the benefits of CMTP, to your leadership, as needed.

* Certification must be completed within 60 Days of Joining the MTA.

List of benefits of why get your international patient department CMTP certified:

- 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™
- Discover payment models, risk mitigation and marketing
- Determine how to deliver an outstanding patient/guest experience points along the Medical Travel Care Continuum™
Certification Platform

With the Certified Medical Travel Professional® Certification you will receive access to our Learning Platform where you can study for the certification and have access to our Continuing Education Catalog of 380+ videos, all in one platform.
Membership Portal

With every level of membership you will receive access to all of our scholarly resources, including reports, surveys, articles, videos, and more.
Access to MTA Industry Surveys

Members receive access to all of our scholarly resources, including reports, surveys, articles, videos, and more (value of report and surveys ranges from USD $300-$400).

Examples:
• Medical Tourism Index
• Arabic Destinations Index
• Global Buyers Report
• Medical Tourism Patient Survey
• Medical Tourism Index
The Medical Tourism Index measures and compares the consumer perception of medical tourism among 41 leading destinations.

100+ Pages Report

3 Main Dimensions

- Medical Tourism Industry
- Destination Environment
- Quality of Facilities and Services
Arabic Destinations Index

Arabic MTI measures and compares the consumer perception of medical tourism among Arabic Destinations.

50+ Pages Report

12 Arab Destinations
Global Buyers Report

The Global Healthcare Resources Global Buyer’s Survey allows us a look into the trends and habits of medical travelers.

- What are they interested in?
- What drives them to choose a destination?
- What are their expectations?

This Report will assist a company in identifying the target market, how to recognize its expectations and which direction to take the business. Some other areas we delve into are current industry trends, industry challenges and opportunities and then how each region around the world looks in regard to medical travel.

The methodology of this report included a sampling 1110 prequalified global buyers of services.
OPERATIONS
Global Patient Starter Kit

Sample clauses for your legal documents like patient waivers, tools like world currency charts, and travel preparations like visa letter templates are provided to you in a single kit that helps you enter the global patient market.

Patient Waiver suggested clauses help limit liability and exposure to lawsuits in the patient’s home country.
Choice of Book

You will have a choice between 2 Medical Tourism Association publications:

• **Developing an International Patient Center**

This book provides a fresh approach to getting your global patient program underway; developing streamlines, patient protocols and case management programs to produce better outcomes, cultural consideration and the special needs and expectations of international, expatriate, and traveling patients.

• **The Medical Tourism Facilitator**

This book provides start to finish guidelines and best practices for getting your business started, creating your patient protocols and case management programs, and setting up healthcare networks, effectuating patient communication and education strategies, cultural competency and risk management considerations, marketing to patients, and working with hospitals.
Contract Review for Buyers or Patient

You will have the option to choose from 2 type of contracts for us to review for you: Buyers or Patients Contracts.

Let our expert team review contracts you sign with buyers in medical tourism, such as facilitators, and referrers. Let us make suggestions on edits, changes, additions or clauses and language to remove from, or add to, your contracts.

Don’t have a specific contract for corporate clients for medical tourism? Let us make suggestions of the key contract terms for your legal team to draft it up.
Evaluation of International Patient Workflow

Are you converting enough patient leads into actual patients and increasing your patient revenue month over month?

Let us analyze your processes and flow from initial lead generation to actual patient conversion to your care continuum post discharge.

We will conduct a session with you to analyze your process flow, then provide recommendations for improvements and changes to help you convert leads, increase efficiencies, and offer post care recommendations to ensure you are getting word of mouth referrals from existing patients.

Our recommendations will help you fill gaps and generate greater patient engagement.
BUSINESS DEVELOPMENT / CONSULTING
Medical Tourism Calculator

The Medical Tourism Calculator (MTC) is an adaptable tool used by all industry stakeholders to demonstrate the total economic impact of a medical travel program.

Important factors such as job creation and tax revenues as well as the impact to hospitality and tourism have been less emphasized in medical tourism forecasts.

The Medical Tourism Calculator estimates the economic impact of medical tourism by city, state or country. More importantly, you are able to simulate the overall results of increases in the number of Medical Tourism Travelers.

These changes may be caused by changes in capacity building, promotion, policies or an improved destination for medical tourism. MTC gives you the opportunity to demonstrate your program’s total impact on the local economy.
Introduction E-Mail to our Global MTA Members

We’ll introduce you to our MTA members around the globe.
20% Discount World Medical Tourism Congress Events (WMTC) Registrations and Sponsorship

Receive a 20 percent discount on most sponsorship options and registration for our WMTC events.

The total of the discount may not exceed USD $3,000.
Expert Consulting Engagement

We will provide up to 10 hours of consulting onsite* or offsite in your first 60 days of membership to help maximize your membership and to help execute and boost your membership benefits.

Strategy and Guidance Sessions

• Assistance in execution
• Choose how to best utilize your hours!
• Analyze which buyers you are engaging with now
• Determine which buyers you could be engaging with
• Analyze why certain buyers are not responding to your communication
• Determine if there are partners that could assist your operations and processes
• Up to 5 key introductions of potential partners, customers or clients

Requires airfare, hotel, food, and honorarium for the time spent onsite.
International Patient Communication Review

Reassess your client communication strategies with our professional review of a selection of your emails sent out to healthcare buyers or international patients.

What conversion rate are you getting from your initial emails you are sending out to either international patients or buyers/referrers?

Let us examine these emails and look for wording, content, style and the call to action. We will make recommendations on how you can alter your communication for better closure and conversion.
Corporate Collateral for Buyers – Review and Assessment/Refinement

We will help you adjust your marketing materials to fit the medical tourism marketplace and make your hospital stand out from the others.

Gap – With hundreds of competitors you have one chance to “win” the business. Having a “miss” with your marketing materials can sometimes guarantee a lack of success.

You have only one opportunity to impress and win over buyers/referrers and that is on the first try. Most hospitals don’t put themselves in the shoes of a buyer/referrer and miss the key messaging, branding and content that buyers are looking for. Some hospitals mistakenly think corporate brochures created for the local market or existing business can simply also be used for medical tourism buyers.
Corporate Collateral for Buyers – Review and Assessment/Refinement

We will:
• Analyze your corporate marketing materials for healthcare buyers
• Analyze how they read from the different buyer’s perspectives – facilitators, insurers, governments
• Make recommendations and suggestions on content changes/additions
• Recommend what treatment options you could be focusing on
• Recommend what unique niche your hospital fills in the industry
• Positioning – how does your hospital stack up to others in the industry, in your city? What makes your different?
• Brand - what do patients automatically think of when they see your hospital’s name?
• Key messages needed and content missing – why should buyers send their patients to you instead of another hospital?
• Art/graphical changes
International Patient Webpage Review and Assessment

Most hospitals also miss the mark and have limited content on their website for international patients or buyers/referrers.

Without the right content on your website and the right lead capture forms you will miss out on a lot of medical tourism business. Every website has some content that is missing. How do you make your hospital website for medical tourists “stand out”?

Let us take a look at yours and let you know what you could include that will set you apart.
International Patient Webpage Review and Assessment

We will analyze your key web pages effectiveness for Medical Tourism aimed at international patients and buyers/referrers.

What are you missing?
We will:
• Identify missing content/images and key messages
• Identify key gaps
• Suggested content changes, architecture changes
• Recommendations of lead generation forms
• Identify opportunities – chats, interactive media, etc.

Goal: Higher conversion rates of patients and buyer/referrer partnerships.
Featured Provider Page on MedicalTourism.com

Picture your potential patients seeing your hospital or clinic listed on MedicalTourism.com. When they browse your country, they see your facility. When they browse treatments you specialize in, they see your facility.

Value: $995 USD
Speaking Opportunity

You will have the opportunity to speak at one global event that will be organized by the Medical Tourism Association.
MTA Member Site Listing

When you and your company name are listed in our member’s directory on the MTA website, you’ll have the advantage of international visibility at the virtual crossroads of all medical travel commerce.
Use of the MTA Member Logo on Your Collateral

Get instant credibility and build authority for your brand by affiliating with the MTA.

We will provide graphics and language that you can use on business cards, collateral, websites, and emails.
Article on Medical Tourism Magazine

Get in front of the Medical Tourism industry.

Medical Tourism Association’s publication, Medical Tourism Magazine, will publish your educational articles to an audience consisting of decision makers in the medical travel space.
Speaking Opportunity at One of Our Webinars

Present to an exclusive network of buyers that you wouldn’t be able to reach otherwise.

The MTA hosts webinars inviting its global network of buyers and industry leaders to learn best practices from the experts.

Be positioned as a leader on the industry as a panel speaker on one of the MTA’s webinars.
Thank You

Jonathan Edelheit
Chairman and Co-Founder
Medical Tourism Association

U.S. Headquarters
Tuscany Center, 8845 North Military Trail – Suite 300
Palm Beach Gardens, FL 33410
JEdelheit@GoGHR.com

Kelly Jenkins
VP, Middle East Operations
Medical Tourism Association

Middle East Representation Office
Al Khatem Tower, ADGM Square, Al Maryah Island
Abu Dhabi, UAE
+971 54 350 8505
kjenkins@medicaltourismassociation.com

www.MedicalTourismAssociation.com