



**GLOBAL HEALTHCARE  
ACCREDITATION®**

*for* **MEDICAL TRAVEL SERVICES**

**RAISING THE  
STANDARD  
IN MEDICAL  
TRAVEL**

GHA Standards Accredited by ISQua





Patients Deserve More

## BE MORE WITH GHA

The GHA Program sets the **standard** and validates professional norms for medical travel programs.

With a focus on the medical travel care continuum, enhanced patient experience and sustainable business practices, organizations receive added value that impacts performance.

## MEDICAL TRAVEL INDUSTRY

Medical travel is a growing industry yet one that is currently underserved. There is little data regarding healthcare outcomes and patient experience, and oftentimes a lack of understanding by healthcare providers respecting the unique needs and expectations of medical travelers.

**"Since 1917** when the Minimum Standard for Hospitals was implemented, **Accreditation and Certification** have been a valuable predictor for clinical outcomes with hospitals and clinics.

There is clear proof that accreditation programs **improve the quality and process of care provided by healthcare services."**

**Dr. Erik Fleischman,**  
Former Medical Director,  
Bumrungrad  
International Hospital



## PROVIDER PERSPECTIVE

The GHA accreditation process helps healthcare providers optimize and enhance all touchpoints along the **Medical Travel Care Continuum™** by:

- identifying gaps;
- improving efficiencies;
- fine-tuning performance; and
- sharing best practices.

However, it is not just about demonstrating that a healthcare provider follows processes and a set of standards, it is about self-examination and continuous improvement.

This translates into a better care experience for traveling patients which is linked to better healthcare outcomes and financial performance.



## PATIENT PERSPECTIVE

GHA helps medical travelers navigate an incredibly complex system by providing quality hallmarks that help answer the critical question: how do I know if a hospital is as good as it says it is?

Additionally, GHA provides concrete and measurable value to patients by ensuring that the hospital or clinic has instituted processes that are customized to the medical travelers' unique needs and expectations and are constantly monitored for improvement.

"Careful attention to **the patient experience** of care is even more important in the context of **medical travel**, in that the patient has the added stress of not only being in a hospital environment but a hospital outside of their own country.

**Ensuring that we support the physical, emotional and spiritual needs** of each patient based on their culture and values is essential to producing **the best possible clinical outcomes.**"

**Susan B. Frampton, PhD**  
President, Planetree

"Employers have many choices in how they **design their benefits** and the network providers they utilize. In this **value-based** purchasing environment, a hospital provider needs not only to deliver and document its high quality and costs, but also demonstrate it understands and exceeds the expectations of its customers.

Purchasers are seeking providers who **understand the concerns** and fears of patients in **navigating health care**, especially when receiving it outside their community or country."

**Larry Boress,**  
Former CEO,  
Midwest Business Group  
On Health



## BUYER PERSPECTIVE

One of the challenges buyers and referrers face as they expand across borders is identifying high quality healthcare providers for their employees or insured. The GHA Program offers a solution in that it connects buyers to a rapidly growing network of GHA accredited healthcare providers, validating quality and value, while helping to mitigate risk.

Through the establishment of a multidisciplinary board including insurers, employers, clinicians and leaders in the medical travel industry, GHA is keenly aware of the challenges facing traveling patients and has instituted standards that promote a quality patient experience across the entire Medical Travel Care Continuum™.





## WHAT IS GHA?

The **Global Healthcare Accreditation® (GHA) Program** is an independent accrediting body that seeks to improve the patient experience and excellence of care received by patients who travel for their medical care and treatment, whether within their own country or internationally.

## GHA MISSION STATEMENT:

GHA's goal is to share professional norms and set the standard for organizations serving medical travel patients. With a focus on the entire Medical Travel Care Continuum™, patient experience and sustainable business practices - we seek to provide both short term and long term value to our clients, whom we view as strategic partners.



## **KAREN TIMMONS**

### **CHIEF EXECUTIVE OFFICER**

Karen brings exceptional expertise and perspective on the global healthcare industry having previously served as President and CEO of Joint Commission International (JCI), Chief Operating Officer of The Joint Commission, and Global Patient Safety Officer for Det Norske Veritas (DNV). Karen has also served as Chair of the World Health Organization's Collaborating Center for Patient Safety Solutions and Chair of ISQua's Accreditation Council. She is globally recognized for her expertise in developing and building value solutions for sustainable quality improvement, patient safety and patient centered initiatives.

## **THE GHA DIFFERENCE**

### **Focused on the Needs of Medical Travelers**

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.

### **Impacts Your Financial Health**

GHA ensures that organizations receive solutions that impact not just patient outcomes, but business performance and the organization's financial health. Because GHA focuses on the entire Medical Travel Care Continuum™—those business functions within an organization that impact the medical travel program, such as Marketing, Finance, and Technology are included. GHA also identifies ways to enhance the efficiency and effectiveness of the Medical Travel Care Continuum™, while reducing vulnerabilities.

### **GHA Standards are Supported by a Diverse Group of Stakeholders**

Our advisory board includes representatives from leading hospitals and insurance companies, as well as organizations focused on patient experience, risk management, employee benefits, and medical travel facilitation. Additionally, GHA regularly surveys buyers of health services to assure our standards are finely tuned to the needs of traveling patients seeking care under a variety of circumstances.

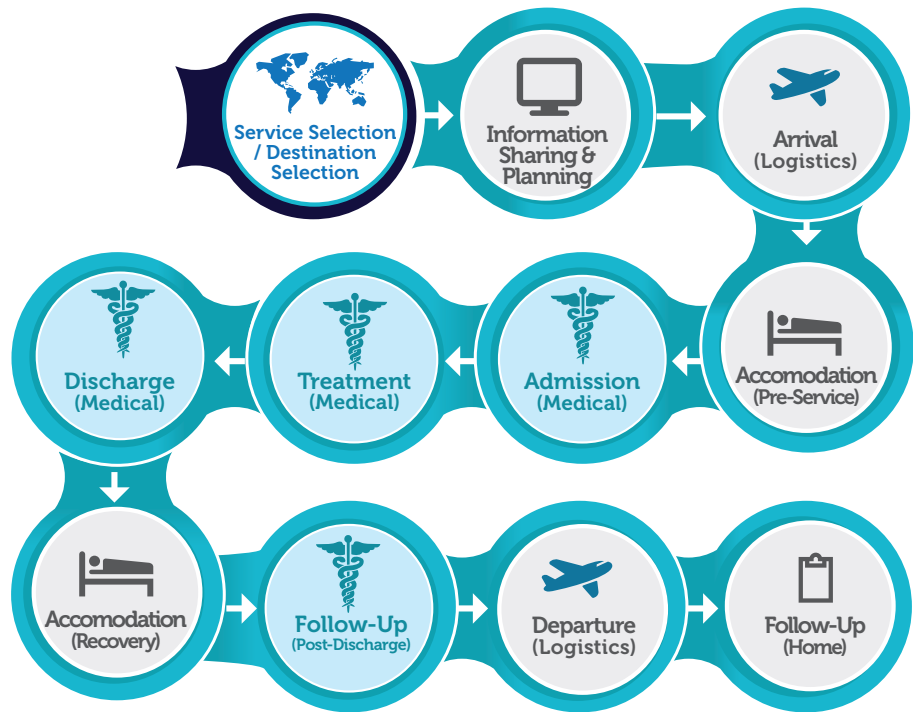
### **Provides Clients with Increased Visibility**

GHA regularly participates in international healthcare events including hosting Medical Director Summits, participating in Ministerial Summits, roundtables and focus groups, while quickly building a growing social media presence. These initiatives and others have allowed us to develop a vast database that benefits our clients through visibility, connectivity, and networking events.

# THE MEDICAL TRAVEL CARE CONTINUUM™

## The Entire Care Continuum

Enhancing patient experience and engagement underpins each touch point of the continuum.



# GHA CORE COMPETENCIES & STANDARDS

## Core Competency 1: The Patient Experience



Cultural Competency (CC)  
Communication & Education (CE)  
Patient Advocacy (PA)  
Physical Environment (PE)  
Travel & Tourism (TT)

## Core Competency 2: Sustainable Business Processes



Leadership and Risk Management (RM)  
Business Ethics (BE)  
Financial Transactions (FT)  
Marketing (MK)  
Supply Chain Management (CM)

## Core Competency 3: Patient-Focused Clinical Processes



Care Management (CM)  
Infection Prevention & Control (IC)  
Quality Improvement and Patient Safety (QI)  
Patient Rights (PR)







# ACCREDITATION SERVICES

Global Healthcare Accreditation® (GHA) standards are the foundation of a systematic and objective evaluation process of an organization’s approach to the management of medical travel services across the entire Medical Travel Care Continuum™.

Each competency is part of a comprehensive framework that creates awareness towards meaningful management and quantifiable performance regarding medical travel services in order for organizations to improve over time. GHA Standards focus on how all steps in the Medical Travel Care Continuum™ contribute to an overall safe, high quality medical travel experience.

# ADVISORY & CUSTOM EDUCATION SERVICES

The Global Healthcare Accreditation® (GHA) Program offers advisory and custom education services that expand and strengthen the capabilities and competencies of your medical travel program or destination development program. GHA offers consultative services for start-up medical travel programs and capacity development strategies for organizations and initiatives looking to scale existing programs.

Organizations that seek to prepare adequately for an accreditation site visit can also benefit from services specific to GHA recognized core competencies:



The Patient Experience



Sustainable Business Processes



Patient-Focused Clinical Processes

## GHA STANDARDS ACCREDITED BY ISQua



Established in 1985, ISQua is a member-based, not-for-profit community and organization dedicated to promoting quality improvement in health care. It is widely recognized as the “accreditor of accreditors” and the reference point for international healthcare accrediting bodies seeking an external validation of their standards. ISQua’s IEEA accreditation provides assurance that the GHA standards meet the highest international benchmarks for accreditation entities.



**Laurent Pochat-Cottilloux,**  
Global Head of Health  
Reinsurance Partnerships  
for **AXA**

“As someone who has worked in the global health insurance industry for over 20 years, I understand the unique challenges patients face when seeking medical care internationally. The Global Healthcare Accreditation (GHA) Program is filling a gap in the accreditation landscape in that it focuses primarily on the enhancement of patient experience and sustainable business practices along the international patient pathway through the healthcare system: before admission, during the stay, and after discharge. Achieving IEEA accreditation for its medical travel standards should provide assurance to traveling patients and payers that GHA accredited organizations are focused on transparency and meet or exceed international best-practices in medical travel.”

## GHA COLLABORATIONS



### **Dr. Peter Angood, President and Chief Executive Officer of The American Association for Physician Leadership (AAPL):**

“GHA, for us, is the primary leader for developing medical travel standards and for assisting organizations with their abilities to enhance the provision of superb medical travel services. AAPL is excited to partner with GHA in our collective efforts to optimize the delivery of care for medical travel patients within a variety of international institutions.”



### **Dr. Essam Masoud, Former Chief Medical Officer of Insurance Company Saudi Enaya:**

“Including GHA accredited organizations in our network is good news for our members, as GHA validates that healthcare providers have policies and procedures in place designed to facilitate a high-quality patient experience across the entire care continuum. GHA aligns well with our ultimate goal to enhance the patient experience, improve health outcomes, and reduce healthcare costs.”



### **Renée-Marie Stephano, Co-Founder & Chief Executive Officer of Global Healthcare Resources:**

“Global Healthcare Accreditation is by far the most disruptive organizations in the medical travel industry, creating accountability and transforming the business of global health through a focus on the patient experience. GHA’s collaborative approach with governments, national accreditation bodies, and medical travel buyers makes them an excellent partner to successfully improve healthcare delivery worldwide.”

## CERTIFICATION FOR INDIVIDUALS

Delivering an outstanding patient/guest experience on a consistent basis is not something that can be improvised; it requires in-depth knowledge of your customers' needs and expectations.

There are considerations regarding culture and language, care management, travel coordination, risk mitigation and legal and privacy issues.

Whether you work in the healthcare or hospitality fields, as a Certified Medical Travel Professional (CMTF) you will possess the skills and knowledge to facilitate the seamless integration of quality, safety, and service at all touch points along the Medical Travel Care Continuum™.



**CERTIFIED MEDICAL TRAVEL PROFESSIONAL®**

## WHO SHOULD GET CERTIFIED?

- Healthcare Management Executives
- Healthcare Practitioners & Professionals
- Travel Agents
- Hospitality Professionals
- Facilitators
- Insurance Agents & Brokers
- Human Resources Executives

## LEARNING OBJECTIVES

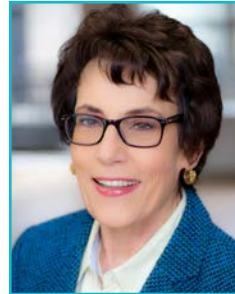
- Understand motivations for medical travel and key stakeholders
- Learn about the unique needs and expectations of medical travelers
- Gain a comprehensive understanding of the Medical Travel Care Continuum
- Learn about payment models, risk mitigation and marketing
- Learn how to deliver an outstanding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



## LEADERSHIP



**KAREN TIMMONS**  
CHIEF EXECUTIVE OFFICER



**ANN JACOBSON**  
DIRECTOR OF CLINICAL  
OPERATIONS



**BILL COOK**  
DIRECTOR OF BUSINESS  
DEVELOPMENT AND  
MARKETING



**DR. PAUL VAN OSTENBERG**  
CHAIR, STANDARDS  
DEVELOPMENT COMMITTEE

## ADVISORY BOARD

**DR. NIZAR ZEIN**  
Chairman, Global Patient Services  
CLEVELAND CLINIC

**DR. ERIK FLEISCHMAN**  
International Medical Director  
BUMRUNGRAD INTERNATIONAL  
HOSPITAL

**AILEEN R. KILLEN, RN, PHD, CPPS**  
Head of Casualty Risk Consulting  
AMERICAN INTERNATIONAL  
GROUP (AIG)

**LARRY BORESS**  
Former CEO  
MIDWEST BUSINESS GROUP

**JAI VERMA**  
Senior Executive Officer & Global Head - B2G  
CIGNA

**DR. OMAR SHALABI**  
Division Head for the Central & Western Regions,  
Management Population Health Division  
JOHNS HOPKINS ARAMCO HEALTHCARE

**NOAM BARUCH**  
Head of Passport to Healthcare  
AETNA INTERNATIONAL

**PROF. ANAPAM SIBAL**  
Group Medical Director  
APOLLO HOSPITALS

**CHIP BURGETT**  
Managing Director  
QUANDARY HEALTHCARE SOLUTIONS

**SUSAN FRAMPTON**  
President  
PLANETREE INTERNATIONAL

**LAURENT POCHAT-COTTILLOUX**  
Global Head of Health Reinsurance Partnerships  
AXA

**JOSEPH ZHAO**  
Deputy General Manager  
BEIJING SAINT LUCIA CONSULTING

**MUNA ALMUALLEN**  
Sr. Manager International Benefits  
FLUOR

**AMY VILLALOBOS**  
General Manager  
NIB OPTIONS

# GLOBAL FOOTPRINT



## Clients

- Tijuana, Mexico
- Cleveland Clinic, Ohio
- Zagreb, Croatia
- Bangkok, Thailand
- AlHassa, Saudi Arabia
- Athens, Greece
- Seoul, S. Korea

## Regional Representatives

- |             |                |
|-------------|----------------|
| • Argentina | • Jordan       |
| • Bulgaria  | • Kenya        |
| • China     | • South Africa |
| • Hungary   | • Thailand     |
| • Brazil    | • Turkey       |

## Corporate Headquarters

Palm Beach Gardens, Florida

## SOME OF GHA'S ACCREDITED HEALTHCARE PROVIDERS:

 Bumrungrad International	 PSCCH
 Cleveland Clinic	 EUROPEAN INTERBALKAN MEDICAL CENTER
 Clínica Santa Clarita	 St. Catherine SPECIALTY HOSPITAL
 VEJTHANI Veithani Hospital	 OBESITY CONTROL CENTER INTERNATIONAL CENTER OF EXCELLENCE
 SNUH SEOUL NATIONAL UNIVERSITY BUNDANG HOSPITAL	



GHA AT WORK



Karen Timmons, 6th Medical Director Summit at WMTC, Los Angeles



Bill Cook presenting a workshop on medical travel best practices to hospitals and other stakeholders in Helsinki, Finland



GHA Workshop for senior government representatives of Hainan, China's Tourism Ministry



Karen Timmons speaking at MoU signing with The College of Innovative Business and Accountancy (CIBA) of Dhurakij Pundit University, Bangkok, Thailand



# 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,**  
Chairman Global Patient Services, **Cleveland Clinic**



"GHA is the only accreditation that has ever looked at all the details in the entire Medical Travel Care Continuum and elevated them to the importance they play in patient satisfaction and successful care. Even a top international hospital like Bumrungrad had much to learn from GHA. We were a great hospital. We are even better now."

**DR. ERIK FLEISCHMAN,**  
Former Medical Director International  
Bumrungrad International Hospital



"The GHA accreditation process taught us many new strategies to improve the patient experience for medical travelers and refine our operational procedures. We are extremely proud to have achieved Global Healthcare Accreditation as it validates our commitment to improving patient care and safety for traveling patients."

**JADRANKA PRIMORAC,**  
COO of **St. Catherine Specialty Hospital**

"GHA has helped prepare our clinic to anticipate medical travelers' needs and expectations, ensuring we provide an exceptional experience before, during and after their visit. By choosing a GHA accredited institution, our patients will find complete clarity of what to expect from their treatments, our medical specialists, and how our staff will deliver the safest and best care experience."

**RAFAEL CARRILLO**  
Rafael Carrillo, Managing Director  
**My Spine Center by Clínica Santa Clarita**



## Achieve the Full Potential of Your **Medical Travel Program**

As healthcare providers expand their global brand, the medical travel industry will become increasingly more competitive and defined as to consumer choice and preferences. Will organizations be referencing an evidenced-based framework for medical travel?

The Global Healthcare Accreditation (GHA) Program provides the ideal starting point to validate your current processes while focusing specifically on operational excellence and the patient experience, a business strategy that will impact your organization across all services provided.

## CONTACT US

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