



Linda Briggs

Coming together is a beginning,
Keeping together is progress,
Working together is success.

Henry Ford (Ford Motor Company)



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The Changing Face of Medical Tourism

How can we get ahead of the game?



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What do we want to achieve?

Creating a trusted and affordable healthcare solution
for Medical Tourists



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How can you provide a trusted healthcare solution?

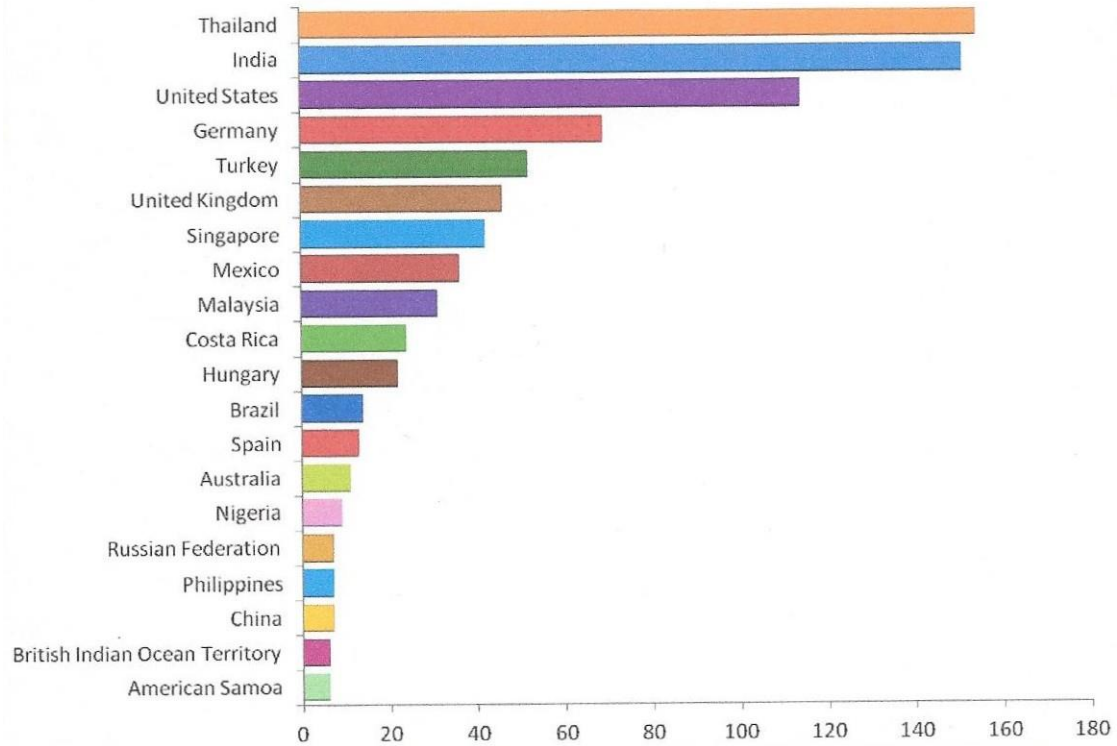
- Give the best service to patients.
- Offer the best treatments and procedures available.
- Make them go back and tell all their friends about you.
- Offer something they cant get elsewhere
- Keep up with the times and trends, including economic trends.
- Take advantage of others misfortunes!



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Which countries are UK patients travelling to and why do these countries change every year?

Which three countries do you think are the leading medical tourism destinations TODAY, in terms of PATIENT NUMBERS?

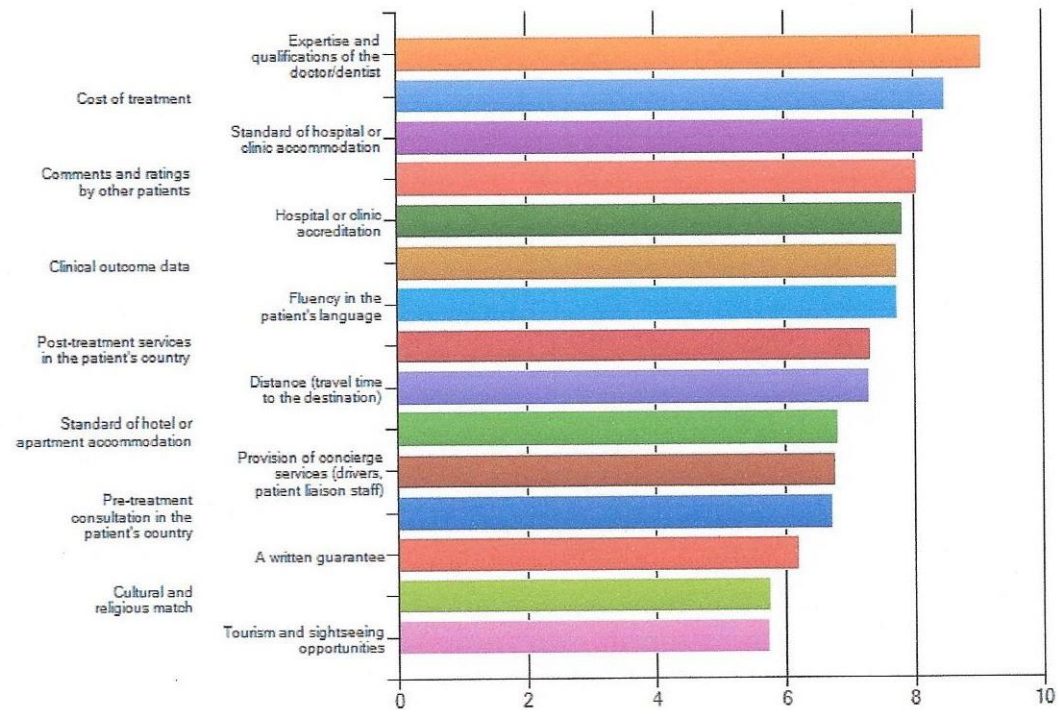




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Deciding factors

What factors do you think are most important to medical tourists when they choose a healthcare facility in a foreign country?

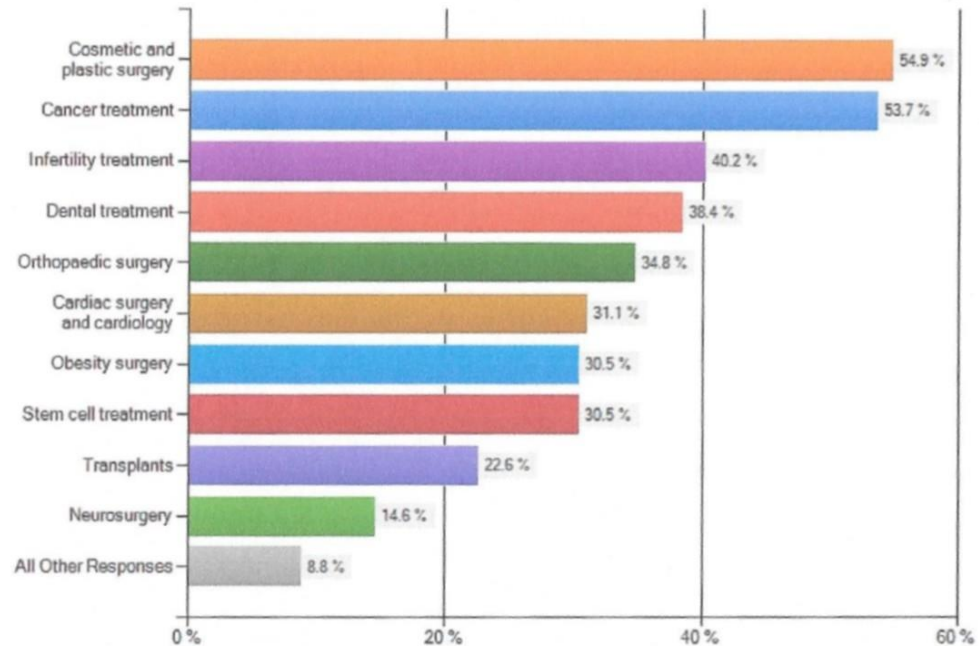




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What services are they looking for?

OVER THE NEXT FIVE YEARS, which of these areas of healthcare will see the greatest increase in international patient numbers? Select the THREE areas that you believe will experience the most growth in patient numbers





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How many are travelling from the UK?

According to The office of National Statistics, 65,000 patients a year go abroad for medical treatment.

- Most popular countries are:-
 - Poland
 - Hungary
 - Thailand
 - Turkey
 - Spain



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How to attract patients to Croatia?

Your questions

“Integrity is the essence of everything successful”.

Richard Buckminster Fuller (Architect and inventor)