



The [IMTJ Medical Travel Awards 2017](#) celebrate outstanding achievement in the medical travel, medical tourism and health tourism industry worldwide.

There are 19 categories available for you to [enter](#). Please read through the following category descriptions carefully in order to decide which categories are the most appropriate for you. You may enter as many categories as you wish, subject to the eligibility criteria for the category entered.

Healthcare provider and agency categories

International hospital of the year

Awarded to the international hospital that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from hospitals and hospital groups that provide in-patient and diagnostics facilities, and have an international patient department.

Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of international patients treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

Specialist international patient centre (e.g. orthopaedic, heart, spine, liver)

Awarded to the specialist centre that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from specialist clinics and centres (either standalone or part of a hospital or hospital group). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International dental clinic of the year

Awarded to the dental clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from dental clinics (either standalone or located within a hospital or polyclinic). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International cosmetic surgery clinic of the year

Awarded to the cosmetic surgery clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from cosmetic surgery clinics (either standalone or part of a hospital or hospital group). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.

Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International fertility clinic of the year

Awarded to the fertility clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from fertility clinics (either standalone or part of a hospital or hospital group). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International dialysis provider of the year

Awarded to the dialysis clinic or dialysis provider that demonstrates the greatest success in attracting and serving international patients who require dialysis whilst on holiday or on business. Entries will be accepted from dialysis clinics (either standalone or part of a hospital) and from businesses that facilitate dialysis for travellers. Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of international patients treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International cancer centre of the year

Awarded to the cancer centre that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from cancer treatment centres (either standalone or part of a hospital). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International hair clinic of the year

Awarded to the hair clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from hair clinics (either standalone or part of a hospital). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International eye clinic of the year

Awarded to the eye clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from eye clinics (either standalone or part of a hospital). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

International thermal / medical spa of the year

Awarded to the medical spa or bath which bases its medical interventions mainly on natural resources (e.g. thermal water) attracting domestic as well as international patients. Entries will be accepted from spas/baths which provide evidence-based medical treatments with the supervision of physicians and medical personnel. Judges will be looking for evidence of the number and type of patients treated, quality and range of services as well as clinical trial information (regarding the evidence-based therapies). Supporting information should include numbers of medical tourists treated, country of origin, plus evidence of range of services, service quality and patient satisfaction.

Medical travel agency of the year

Awarded to the medical travel agency or facilitator that demonstrates innovation, excellence and success in serving the needs of medical tourists. Entries will be accepted from medical travel agencies and facilitators. The judges will be looking for evidence of the range and quality of services provided, plus customer satisfaction as well as growth in the numbers of international patients

served. Supporting information should include statistics on numbers of international patients served by the agency and the countries of origin and destination; the range and quality of services provided, plus customer satisfaction.

Marketing categories

Best medical travel web site

This category rewards websites which provide excellent information and assistance for medical tourists. Both standalone sites and specific sections of wider hospital websites may be entered. Entries will be accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. The judges will be looking at the range, quality and appropriateness of the information provided, as well as ease of use, overall design and functionality, and performance in driving traffic and interaction with patients. Supporting material should include information about web usage (eg. unique visitors, registrations, downloads, enquiries etc.).

Best marketing initiative

This award recognises the most effective use of marketing to promote medical travel to prospective medical travellers. Entries will be accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. Entries may relate to a single campaign or initiative or the overall marketing activity on behalf of the organisation. Supporting information should include evidence of the success of the marketing initiative in terms of awareness, enquiries, patient numbers, web visitors etc.

Quality and service categories

Best quality initiative

Awarded for the initiative which delivers a significant improvement in quality of service for medical tourists. Entries will be accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. The judges will be looking for objective evidence of an improvement in quality that can be attributed to the initiative. Supporting information should include evidence of quality improvement.

Excellence in customer service

Awarded to the organisation that demonstrates all round excellence in customer service to the international patient. Entries will be accepted from clinics, hospitals, hospital groups, medical travel agencies and facilitators. The judges will be looking for evidence of quality at all stages of patient engagement – from initial enquiry to follow-up, and complaint handling. Supporting information should include measures of customer service and satisfaction.

Technology category

Best use of technology in medical tourism

Awarded to an organisation that has developed or demonstrated innovative technology in healthcare enabling technology or applications, or for the innovative use of existing technology in health management to the benefit of the international patient. Entries will be accepted from clinics, hospitals, hospital groups, medical travel agencies and facilitators, and organisations providing technology services to the medical travel industry. The judges will be looking for objective evidence of success that can be attributed to the initiative. Supporting information should include evidence of the benefits provided to the medical travel sector.

Overall achievement categories

Health and medical tourism: Destination of the year

Awarded to the health or medical tourism destination that demonstrates unparalleled qualities in service provision and variety for medical or health tourists. Entries will be accepted from a city, municipality, area or country that hosts specialist health and medical tourism services providers (e.g. clinics, hospitals, medical bath). The judges will be looking for evidence of co-ordinated activity that delivered an increase in medical tourism to the destination, and high levels of patient satisfaction. Judges will also look for evidence of engagement and leadership in working with healthcare providers in that area. Supporting information should include verified statistics on the numbers medical tourists served, and year on year growth rates.

Health and medical tourism cluster of the year

Awarded to the health or medical tourism cluster or association that demonstrates unparalleled qualities in organizing, managing and stewarding medical or health tourism organizations and enterprises under its umbrella. Entries will be accepted from a registered association or cluster that has medical/health tourism and related service providers as well as organizations (e.g. research bodies, schools, governmental organizations) within its membership. Judges will be looking for evidence of how the organization was organizing, governing and stewarding its members, the evidence the organization could promote its members to inbound medical and health tourists. Supporting information should include numbers of medical tourists treated, country of origin, plus evidence of range of services, service quality and patient satisfaction.

Sanjiv Malik Lifetime Award (individual)

Awarded to an individual who, in the opinion of the judges, has made a significant contribution to the development of medical travel and medical tourism over many years. Individuals may enter themselves directly or be nominated. This category is open to medical or non-medical individuals with a minimum of 5 years' involvement in medical tourism.

HOW TO ENTER

Overview of the entry process

The IMTJ Medical Travel Awards are simple to enter, but you need to understand the entry process. This is straightforward if you complete the steps outlined below:

1. Prepare a document outlining why you should be considered for an award. Only you can tell your story well and make the judges take notice of your entry. See below for further guidance on preparing your entry.
2. Complete the online entry form.
3. Upload your submission (prepared in advance, offline).
4. Submit your completed entry.
5. **Pay the entry fee.**

Who can enter?

The IMTJ Medical Travel Awards are open to any organisation or individuals involved in medical travel and tourism in any part of the world, no matter how large or small the scale of operation. Details of which specific types of organisation and individuals are eligible to enter each of the categories are set out in the [category descriptions](#).

Where appropriate agencies and suppliers (eg. digital, marketing, PR or advertising agency or technical suppliers) may also submit an entry on behalf of a client – provided that both the client and the project presented meets the entry criteria for the category. In such cases, any winner's trophy or certificate will be presented jointly to the entering company and their client. Intermediaries and agencies may therefore wish to attend the presentation ceremony to receive the award and share the credit with their client.

Eligibility period

Entries for the IMTJ Medical Travel Awards 2017 must relate to projects, products, initiatives or activities carried out between 1st January 2016 and 15th January 2017. You can refer to prior periods, if it helps the judges to understand the activity in context, but entries will not be judged on past glories.

Entry deadline

The closing date for entries is **15 January 2017**.

Entry fees

To enter the IMTJ Medical Travel Awards you will need to pay the entry fee (€175 incl VAT) for each entry you make. You will pay for your entries online at the time of entry and you will be taken to the payment page when you click the Submit button at the foot of the entry form. This may take a few seconds, so please be patient.

What does the entry fee cover?

The entry fee covers the administrative costs involved in checking entries and the bona fides of the organisations that enter; collating all entries; convening the judging panels; supervising the judging process and events; administering the voting procedure; compiling the shortlist of finalists and the awards presentation materials. Each entry must be paid for separately and will incur a fee. **Please note**, this is an administrative fee ONLY. If you wish to attend the Awards Ceremony and Dinner, taking place on April 26th 2017, please [book your place](#).

How to pay

When you complete your IMTJ Medical Travel Awards 2017 entry you will be taken to the payment page, where you will be able to pay for your entries using any internationally recognised credit or debit card, or if you have an account via PayPal.

Multiple entries

Entrants may submit an entry or entries into as many categories as they wish, subject to the eligibility criteria for the category entered. Each submission should be tailored to fit the category into which it is being entered.

Entrants may also submit multiple separate entries into a single category where they have more than one project or initiative they wish to be considered.

Duplicate entries into one category will be rejected however. If you submit a duplicate entry by accident or in error, we will process each entry before a decision about their duplication can be made. Regrettably, any entry fee relating to duplicate or ineligible entries cannot be refunded.

Guidance notes for preparing entries

Please read the following notes carefully.

Entries into the IMTJ Medical Travel Awards must be submitted online. Your written entry must be no more than 1,500 words in English (12 point type, single line spacing) saved in PDF format (10MB maximum file size to include the 1,500 words and any embedded pictures or illustrations), uploaded from your desktop to the IMTJ Medical Travel Awards' website. All entries should be uploaded following the template sections listed below. The Judges will automatically vote lower any entries exceeding the word count. At the same time, the judges appreciate the brevity of an entry. There is no need to use the full word count. Please adhere to these basic rules of entry, together with any other specific criteria described below

Entry requirements

Your URL and your written entry are the basis on which

each entry will be voted for by the judges and shortlisted. Your written document should show how your activity met its aims, employed innovative techniques, was enjoyed by clients/patients, and delivered the required results, whether in terms of patient satisfaction, or return on investment. At the beginning of your document the **following information must be listed**:

- Category entered
- Title of activity (product or service name, brand name, initiative name, campaign name, etc)
- Entering company (client and/or their agency/provider)
- Any relevant URL that may help the judges

Within your submission you **must use the following as sub-headings** under which you clearly provide your explanation for the judges:

- Aims – what did the organisation, product, service, or the initiative or campaign set out to do?
- Strategy – what strategic thinking came into play to help achieve the aims?
- Innovation/enterprise/creativity (marketing) – what intrepid solutions were employed?
- Implementation – how was the strategy and thinking implemented?
- Feedback summary from users, including most preferred aspects of the activity?
- Outcome, including formal evaluation of results, ROI, accreditation, etc, or in the case of a mobile app, the take up by potential clients/patients

Remember: it is always helpful to include independent evaluation of your activity, if available, whether unsolicited patient testimonials or professionally audited financial results.

Supporting material

If you need to supply additional information, such as marketing materials or printed matter, please include images of the material as small thumbnail photos or illustrations within your PDF document before you upload it. If your entry is declared a finalist, you will be asked to send copies of the supporting material to the UK, using WeTransfer, YouSendIt, DropBox or some other service for transmission of large files online.

If you need further help or assistance in preparing your entry, visit www.boost-marketing.co.uk.

Finally, we wish you the very best of luck with your entries.

REMEMBER THE CLOSING DATE for entries is 15th January, 2017.

Publication of entries

The organisers reserve the right to retain entries for subsequent publication, both on – and offline in ways that enhance the standing of entrants, supporting partners and the IMTJ Medical Travel Awards themselves. Descriptions of submissions from winners and runners-up will be published in connection with the IMTJ Medical Travel Awards and may be used as examples of excellence in IMTJ editorial or reports and at future IMTJ conferences.

Entrants may mark certain sensitive parts of their entry ‘not for publication’ (such as exact data, etc.), provided such restrictions are not used unreasonably.

REMEMBER THE CLOSING DATE for entries is 15th January, 2017.

HOW THE IMTJ MEDICAL TRAVEL AWARDS WILL BE JUDGED

A panel of expert international judges, chosen for their experience in the medical tourism sector, will study all the entries submitted and rate each submission independently on a predetermined set of criteria. Their combined ratings will decide the award winner. In the case of a tie, the chairman of the judges will have a casting vote to decide the winner. The entries will be judged by an independent panel, chaired by IMTJ Managing Editor, Keith Pollard.

Judges are grouped according to expertise. Some judging groups may judge more than one category, because their expertise is broad enough, or because the category criteria are similar. Other groups may judge only one category, but it will probably be a larger category, with more entries. The judges’ decisions will be arrived at independently and will be final. No correspondence will be entered into concerning the judges’ decisions.

Confidentiality

All judges will sign non-disclosure agreements before being given access to any entry. IMTJ will maintain the highest levels of confidentiality in handling the information contained in awards entries. Summaries of the winning entries will be published online and in the IMTJ awards ‘book of the night’ publication. If an entrant would prefer parts of the information contained in the entry not to be published because of its commercial sensitivity, then provided the material is clearly marked as confidential it will not be published.