



# IMTJ

2016 MEDICAL  
TRAVEL  
AWARDS

CELEBRATING  
EXCELLENCE

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IN THE MEDICAL  
TRAVEL SECTOR

# WINNERS 2016

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May 24, 2016  
Madrid

**MADRID**  
Tourism Association / Region of Madrid  
**SPAIN**



# CONTENTS

Introduction	4
IMTJ Awards Sponsors	5
Health and medical tourism: destination	6
Health and medical tourism: Cluster	7
Sanjiv Malik Lifetime Achievement Award	8
International Hospital	9
Specialist international patient centre	10
International dental clinic	11
International cosmetic surgery clinic	12
International fertility clinic	13
International dialysis clinic	14
International cancer centre	15
International stem cell treatment centre	16
International hair clinic	17
International eye clinic	18
International thermal medical bath	19
Medical travel agency	21
Best medical travel web site	23
International medical tourism hotel	24
Best marketing initiative	25
Best quality initiative	26
Excellence in customer service	27
Best use of technology in medical tourism	28
Notes	30

# Introduction

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**The IMTJ Medical Travel Awards 2016 celebrate outstanding achievement in the medical travel, medical tourism and health tourism industry worldwide.**

A panel of expert international judges, chosen for their experience in the medical tourism sector, have studied all the entries submitted and rated each submission independently on a predetermined set of criteria. Their combined ratings decide the award winners.

The IMTJ **Medical Travel Awards** are owned, organised and produced by the International Medical Travel Journal (IMTJ).

Established in 2007, **IMTJ** provides insight into the medical travel and medical tourism sector and embraces the themes that challenge healthcare providers across the world – insurance, accreditation, marketing and promotion, quality, patient safety, levels of care and experience in treating international patients.

The internationalisation of healthcare is at the heart of IMTJ. Patients are becoming healthcare consumers and in many countries, patient choice is being extended to surgery and treatment provided by international hospitals and clinics. By sharing expertise, knowledge, and views the health travel industry can ensure that patient expectations are met, and the industry maintains a high reputation.

IMTJ is independent of the associations and special interest groups that have come aboard the medical tourism bandwagon.

Our aim is to create a central focus for information, resources and opinion on medical travel for those involved in the industry, anywhere **in the world**.

# IMTJ Awards Sponsors

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The Awards are generously supported by:

## Platinum Awards Sponsor

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### The Tourism Association of Madrid

Is a private and non-profit association created with the aim to promote the City and the Region of Madrid as an outstanding tourist destination. The association promotes the cooperation between the tourism companies in Madrid, and the private and public sector. The growth of tourism contributes positively to the country's economic development and quality of life.

## Awards Sponsor

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### Quirónsalud

Is the largest hospital group in Spain, the country with the second-longest life expectancy in the world. The group has over 60 years of experience in caring for people's health. They cover all medical specialties in order to offer patients comprehensive care. The group features more than 80 health centers throughout 13 regions of Spain, a highly renowned staff of over 26,000, the most advanced technology, and an inestimable vocation for research and teaching.

## Awards Sponsor

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### Kreativ Dental Clinic

Over 20 years Kreativ Dental Clinic has established a leading position in restorative and cosmetic dental surgery both nationally and internationally. They are dedicated to providing their patients with the highest quality of care and service in a friendly relaxed atmosphere while working within the patient's budget and schedule, whether it's a single crown or a full mouth restoration. Established in 1996, Kreativ Dental Clinic was the first clinic in Budapest to offer advanced dentistry to patients from all over the world, within an organized dental tourism structure.

# Health and medical tourism:

## Destination of the year

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**Awarded** to the health or medical tourism destination that demonstrated unparalleled qualities in service provision and variety for medical or health tourists. Entries were 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 looked for evidence of co-ordinated activity that delivered an increase in medical tourism to the destination, and high levels of patient satisfaction. Judges also looked for evidence of engagement and leadership in working with healthcare providers in that area. Supporting information included verified statistics on the numbers medical tourists served, and year on year growth rates.

### WINNER

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#### Malaysia

Is on a mission to promote global awareness of Malaysian healthcare facilities and services, and its ultimate vision - to be the preferred healthcare travel destination in the world. Throughout 2015, MHTC worked to build upon its already strong proposition - harnessing social media/radio/TV to enhance brand recognition, acting as a

facilitator/coordinator to expand its referral network, building commercial partnerships with insurance companies, banks, airlines and travel agents, continually monitoring the market to understand new strategic opportunities, and organising familiarisation visits for foreign media, visiting specialists and government officials. Malaysia achieved double-digit growth in medical tourism revenue in 2015.

### HIGHLY COMMENDED

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#### Dubai

Offers a world-class infrastructure, a vibrant and welcoming culture, and a number of world-class, JCI accredited medical facilities, making it one of the leading medical tourism destinations in the world. 80% of the hospitals have an International Quality Accreditation, approved by ISQua. In 2015, the **Dubai** Medical Tourism Club (DMTC) was established to facilitate and endorse the medical tourism services offered in Dubai.

# Health and medical tourism:

## Cluster of the year

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**Awarded** to the health or medical tourism cluster or association that demonstrated unparalleled qualities in organizing, managing and stewarding medical or health tourism organizations and enterprises under its umbrella. Entries were 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 looked 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.

### WINNER

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KVARNER  
HEALTH

#### **Kvarner Health Tourism Cluster, Croatia**

The Kvarner Health Tourism Cluster is a young and growing organisation founded in November 2014 which currently has 25 members. The synergy of public and private institutions from three different segments - healthcare, tourism, and science and education - has made the Cluster unique not only in Croatia, but also in Europe. Working together, the Cluster members , aim to promote, develop and improve the provision of health tourism services in the Kvarner region. Online, social media and PR activities have been initiated. Patient information is provided in Croatian, English, Italian, German and Russian. The need for specialisation and training of health tourism experts has been recognised with the design of a postgraduate health tourism study programme through the University of Rijeka. An International Tourism Forum, “Kvarner 365 days of health”, provided a learning experience and opportunity for networking with international experts.

# Sanjiv Malik Lifetime: Achievement Award

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The **Sanjiv Malik Lifetime Award** is 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. This category is open to medical or non-medical individuals with a minimum of 5 years' involvement in medical tourism.

## WINNER

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### **Dr Fawzi Al-Hammouri, Chairman, Private Hospitals Association Jordan**

Dr. Fawzi Al-Hammouri, Chairman of the Private Hospitals Association of Jordan is a respected healthcare leader and has played a major role in improving the quality of healthcare services in his country. He has been a strong advocate of Jordan as an international medical tourism destination, working with colleagues to establish Jordan as the leading medical tourism destination in the MENA region. Dr. Al-Hammouri was recently elected as the President of the Global Healthcare Travel Council (GHTC), and aims to unite the efforts of all medical tourism destinations and increase awareness. He has made a positive impact in increasing the cooperation between healthcare providers in the Arab world, leading to a significant increase in patients traveling between Arab countries, and has received the "Pioneer Leadership Award in Healthcare" from the Arab Ministers of Health League and the Arab Hospitals Federation. Dr. Al-Hammouri has represented Jordan at many conferences and events around the globe. He is one of the founders of the "Hakeem Program"; which is the first national e-Health initiative in Jordan to facilitate the transfer of patient records. He strongly believes in social responsibility for serving both local and international communities. In the Arab Spring of 2011, he led the efforts of Jordanian private hospitals to assist more than 100,000 patients from Libya, Yemen and Syria, without financial guarantees. He is one of the founders of "Operation Smile-Jordan"; which brings volunteers from all over the world to carry out pro bono surgery for hundreds of needy children who suffer from cleft lip and cleft palate from Jordan, Palestine, Iraq, and Yemen.

He has demonstrated through his actions his significant contribution to the development of medical travel and medical tourism over many years in the MENA region.

# International Hospital of the year

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This **Award** goes to the international **hospital** that has demonstrated the greatest success in attracting and serving international patients. Entries were accepted from hospitals and hospital groups that provide in-patient and diagnostics facilities and have an international patient department. Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of international patients treated and country of origin; plus evidence of range of services for international patients, service quality and patient satisfaction.

## WINNER

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### Sunway Medical Centre, Malaysia

Sunway Medical Centre (SunMed) is committed to becoming ASEAN'S leading healthcare provider, creating an attractive destination for health travellers and providing them with health services that are of international standard and quality, at a reasonable cost. SunMed embarked on a 5-point strategy to achieve its aims incorporating organisation leadership and commitment, creative and innovative marketing communications, a focus on quality of service, delivery beyond patient expectations and building alliances with partners and stakeholders. SunMed grew its international patient numbers by 30% and revenue by 42% in 2015. Patient satisfaction levels achieved outstanding levels.

## HIGHLY COMMENDED

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### Gleneagles Kuala Lumpur, Malaysia

Gleneagles Kuala Lumpur is a 330-bedded tertiary and acute care hospital which is passionate about providing world class medical and health care services through cutting-edge medical technology and a team of highly qualified medical and health professionals. International patients and visitors can relax and indulge themselves in the new Club Lounge and dedicated Club Floor, providing prestigious suites and spacious accommodation. International patient visits have grown by more than 25% in 2015.

# Specialist international patient centre of the year

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This category **award** goes to the specialist centre that has demonstrated the greatest success in attracting and serving international patients. Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information needed to include statistics on numbers of medical tourists treated and their country of origin, plus evidence of the range of specialist services, service quality and patient satisfaction.

## WINNER

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للجراحة المتطورة  
for Advanced Surgery

A unit of VPS Healthcare

### **Burjeel Hospital for Advanced Surgery, UAE**

Burjeel Hospital for Advanced Surgery (BHAS) in Dubai welcomes international patients from all over the world for orthopaedic surgery. BHAS is committed to providing expert orthopaedic and joint care, utilising advanced technology to improve mobility and quality of life with compassion, dignity and hospitality. The hospital has established many initiatives to ensure patient safety and maximise patient satisfaction on both a clinical and non-clinical level. Underlying its success are its “Five pillars of Excellence” - Patients and Community, Human Capital and Learning, Quality and Excellence, Productivity and Efficiency and Revenue and Growth. Inpatient satisfaction levels exceeded 97% throughout 2015. 60% of joint replacement patients are international.

## HIGHLY COMMENDED

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### **MEMORIAL**

### **Memorial Neuro-oncology Center, Turkey**

Memorial Healthcare Group’s Neuro-oncology Center in Istanbul serves patients from all over the world, for a range of advanced treatment options for adults and children with brain tumours and spinal cord tumours. In-hospital experts cover a multiple disciplines to provide comprehensive approaches to the treatment of brain and spinal tumours. Around one in three patients come from outside Turkey.

# International dental clinic of the year

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

## WINNER

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### Imperial Dental Specialist Centre, Malaysia

Imperial Dental Specialist Centre is driven by a strong passion and motivation to excel in every aspect of dentistry from quality control, customer service, marketing strategy to website development. The Centre ensures that patient satisfaction is regularly and stringently evaluated in every aspect of quality control and delivers a unique "Imperial 5 star customer service". The "Imperial Ambassador Programme" ensures that satisfied customers spread the word to potential patients through word of mouth and social media. 35% of its patient throughput and revenue is derived from international patients. In their own words... "Excellence is the result of always striving to get better and that is what makes Imperial stand out among its peers".

# International cosmetic surgery clinic of the year

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**Awarded** to the cosmetic surgery clinic that has demonstrated the greatest success in attracting and serving international patients. Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical tourists treated and country of origin; plus evidence of the range of cosmetic surgery services offered, service quality and patient satisfaction.

## WINNER

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### **Beverly Wilshire Medical Centre, Malaysia**

Beverly Wilshire Medical Centre is a leading integrated beauty medical centre, specialising in cosmetic surgery, hair transplant, aesthetic medicine (non-surgical and laser treatments) and healthy ageing (wellness and cell therapy) in Kuala Lumpur. The Centre works closely with Malaysia Healthcare Travel Council to promote Malaysian medical facilities and create partnerships with other hospitals, TPAs and insurance companies around the world. The Centre has invested heavily in growing its reputation through digital marketing and social media. Patient numbers grew by more than one third in 2015.

# International fertility clinic of the year

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**Awarded** to the infertility clinic that demonstrated the greatest success in attracting and serving international patients. Entries were accepted from infertility clinics (either standalone or part of a hospital or hospital group). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on Numbers of medical tourists treated and country of origin; plus evidence of range of infertility services, service quality, success rate and patient satisfaction.

## WINNER

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### **TMC Fertility & Women's Specialist Centre, Malaysia**

The TMC Fertility & Women's Specialist Centre is a centre of excellence within the Tropicana Medical Centre (TMC) in Kuala Lumpur. To date, the centre has produced more than 3,800 IVF babies and the number continues to grow. A "Going Global" project was initiated to consistently deliver and exceed medical tourists' expectations and improve patient engagement by providing a greater experience. This required changes within the organisation and giving priority to the patient experience, patient satisfaction and service excellence. 98% of patients now recommend the Centre to others. Marketing efforts have been focused on building brand awareness and positioning TMC Fertility Centre as a preferred centre, globally. Online patient enquiries have increased by almost 70% (of which half are from outside of Malaysia).

## HIGHLY COMMENDED

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### **ProcreaTec, Spain**

ProcreaTec International Fertility Center has helped thousands of patients from all over the world become parents, and is a pioneer in Spain in blastocyst culture and transfer, achieving exceptional pregnancy rates with this technique. In 2015, the Center treated more than a thousand couples, of which close to 50% were international. Patient satisfaction levels are exemplary.

# International dialysis clinic of the year

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

## WINNER

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### Diaverum, Germany

Diaverum treats more than 29,000 renal insufficient patients in its 250 kidney centres, spread across 20 countries in the world. The patient is in the centre of Diaverum's model of care. Diaverum excels in the quality of treatment it delivers. This is measured by its CPM (clinical performance measurement) scores on 11 parameters, assessing the quality of the medical outcome of dialysis and is recorded every month for each of the 29,000 Diaverum patients. Diaverum leads the way with its "Competence in Practice", a training programme for nurses and its exclusive "d.ACADEMY" programme for training dialysis patients. 40,000 treatments are delivered to more than 10,000 dialysis patients who travel for a holiday, supported by a local Diaverum centre.

# International cancer centre of the year

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**Awarded** to the cancer centre that demonstrated the greatest success in attracting and serving international patients (medical tourists). Entries were accepted from cancer treatment centres (either standalone or part of a hospital). Judges looked 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.

## WINNER

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**HCA Healthcare UK** **HCA Healthcare UK, United Kingdom**  
HCA's Cancer Network delivers a unique "end-to-end" cancer pathway: including screening, diagnostics, genetic testing, surgery, chemotherapy/radiotherapy, survivorship programmes and palliative care. Through continued investment of over £60m in cancer services since 2008, HCA diagnoses and treats all cancers in patients of all ages and provides easy access, choice and a consistent experience throughout the patient journey; In 2015, HCA set out to grow volume and enhance its cancer services and ensure continued delivery of excellent quality of care to international patients. The strategy involved investment in facilities, partnerships, innovative technology, service expansion and resources. International patient volumes and net revenue have more than doubled in the past five years showing year-on-year growth; and in 2015 one in four of HCA's overseas patients selected HCA for cancer treatment.

# International stem cell treatment centre of the year

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**Awarded** to the stem cell treatment centre that demonstrated the greatest success in attracting and serving international patients (medical tourists). Entries were accepted from stem cell treatment centres (either standalone or part of a hospital). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

## WINNER

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### **Apollo Hospitals, Chennai, India**

Apollo Hospitals aims to make its revolutionary lifesaving stem cell transplant program accessible to patients across the world through a multidisciplinary medical team that works together to determine the best treatment option for the patient. Affordability of treatment has been key to the success of the programme. The Apollo stem cell transplant programme is complemented with a clinically and research aligned academic programme. Several milestones stand as strong testimony to Apollo's expertise in the field of stem cell transplant. - the first sibling cord transplant in India, the first unrelated transplant in India, over 50 unrelated transplants from international registries and over 800 blood and bone marrow transplants in total.

# International hair clinic of the year

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

## WINNER

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### Advanced Hair Clinics, Greece

Despite the financial crisis that has affected Greece, Advanced Hair Clinics in Athens has managed to establish itself as a leading, international hair transplantation clinic, building a strong, recognisable brand name and a positive reputation. Marketing materials were created in English, German, French, Italian, Spanish, Russian, Albanian and Arabian to communicate the message. A dedicated YouTube channel proved to be a vital tool for the multilingual promotion of the clinic's results. Local consultation offices were founded, staffed by appropriately trained medical advisors, and relationships established with agents in Norway, Turkey, Italy, Denmark, Cyprus and Morocco. Now, around 65% of customers choose Advanced Hair Clinics due to a friend's or relative's recommendation, and 37% of patients are drawn from the international market.

## HIGHLY COMMENDED

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### Clínicas Ceta, Spain

Clínicas Ceta developed a strategic plan with the goal of attracting patients from European countries, such as France, Switzerland, Sweden, Norway, Ireland, the United Kingdom, and Germany, offering the patient the opportunity to combine his/her hair restoration surgery with an all-inclusive trip to Madrid. A multilingual web site and investment in online marketing has delivered results. The plan has attracted over 100 hundred new international patients from as far afield as China and Russia.

# International eye clinic of the year

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

## WINNER

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### Moorfields Eye Hospital Dubai, UAE

Moorfields Eye Hospital Dubai is the first overseas branch of the Moorfields Eye Hospital NHS Foundation Trust, London. The full spectrum of eye care related services from basic screening to complex eye surgeries, is managed through a resident team of Consultant Ophthalmologists. The hospital has replicated the excellent standards of its “parent facility” in London with regard to clinical care, training, teaching, as well as research. Clinical KPI’s are benchmarked with Moor-

fields London, and Moorfields Eye Hospital Dubai meets and at times exceeds these, while applying an approach to patient care that revolves around exceeding patient expectations and a customized VIP service. Over 8 successful years of operation in Dubai, Moorfields has treated almost 50,000 patients, many from the GCC and wider Middle East region.

## HIGHLY COMMENDED

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### Oftalvist, Spain

Oftalvist is an ophthalmic group with 20 years of experience and over 20 clinics, coordinated in Alicante and equipped with the latest technology. A multilingual website (Spanish, English, French, Russian and German).

Investment in offline and online marketing has driven its international patient business. Their specialists regularly perform “pro bono” cataract surgery as part of their international humanitarian programme with a special focus on the African continent. The group provides consultations to over 5,000 international patients per year.

# International thermal medical bath of the year

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**Awarded** to the medical bath which bases its medical interventions on natural thermal water attracting domestic as well as international patients. Entries were accepted from baths which provided evidence-based medical treatments with the supervision of physicians and medical personnel. Judges looked 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 included numbers of medical tourists treated, country of origin, plus evidence of range of services, service quality and patient satisfaction.

## WINNER

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**SZÉCHENYI**

### **Széchenyi Thermal Baths and Swimming Pool, Hungary**

Széchenyi Thermal Baths and Swimming Pool, winner of the Hungarian Quality Product Award is one of the largest bath complexes of its kind in Europe. The complex treats degenerative diseases of the joints, chronic and semi-chronic articular inflammation, orthopaedic and post-accident rehabilitation. Treatments include balneotherapy, mud treatment a weight bath, a carbon-dioxide bath, medical massage, underwater jet massage and underwater curative gymnastics. The Thermal Bath is increasing the number of international visitors especially from Eastern Europe (Russia, Ukraine, Turkey, Kazakhstan), and maintaining the number of visitors from Western Europe, such as France, Italy, Spain and the United Kingdom. 95% of daily visitors are international.

# Welcome to the first medical group in Spain

Put your trust in the largest hospital group in Spain, the country with the second-longest life expectancy in the world\*.

\*According to the 2015 OECD report.



<http://www.quironsalud.es/international>

 **quirónsalud**  
Spanish Medical Care

# Medical travel agency of the year

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## Awarded by



Awarded to the medical travel agency or facilitator that has demonstrated innovation, excellence and success in serving the needs of medical tourists. Entries were accepted from medical travel agencies and facilitators. The judges looked 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 included 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.

## WINNER

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### Caremondo, Germany



Caremondo was founded in Munich in 2014 and is a full-service medical travel company associated with the highest international standards and patient satisfaction ratings. Caremondo covers each area of the value chain and medical journey and only cooperates with top quality, reputable hospital partners. Caremondo offers assistance and a comprehensive personalised service as well as transparency on treatments and costs for the patient. Caremondo's comprehensive, easy to use website and the great service provided by its multilingual team has served over 5,000 patients from all over the world. The website is offered in English, German, and Russian with landing pages also available in Chinese and Arabic, and the agency works with 110+ accredited quality partner hospitals worldwide.

## HIGHLY COMMENDED

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### Malaysia Healthcare Travel Council, Malaysia

The Malaysia Healthcare Travel Council (MHTC) functions as the coordinating authority for the overall development of the healthcare travel industry in Malaysia. Malaysia's establishment of a dedicated healthcare tourism agency ensures strong coordination among all players within the value chain – from immigration to hospitals and hospitality providers. Thus MHTC can deliver a holistic end-to-end service from the home country to a wide range of health and travel providers, and ensure a high quality experience for healthcare travellers.



**MADRID**  
Tourism Association / Region of Madrid **SPAIN**

# Best medical travel web site

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## Awarded by



This category rewards websites that provide excellent information and assistance for medical tourists. Both standalone sites and specific sections of wider hospital websites were entered. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. The judges looked 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 included information about web usage (e.g. unique visitors, registrations, downloads, enquiries etc.).

## WINNER

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### Caremondo, Germany

Caremondo's website solves the challenges surrounding medical tourism: the uncertainties regarding quality, transparency and trip organisation and offers a comprehensive yet easy to use solution for the medical journey. Users can easily search in their language by treatment, hospital, country, etc. Caremondo assists every step of the process, from quality accredited hospital selection worldwide, to easy booking and a personalised service with visa processing, hotel and flight reservations. The website features only reputable healthcare providers based on strict selection criteria and incorporates a flexible 'smart-search' function with a helpful suggestive feature.

## HIGHLY COMMENDED

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### Doctour, Spain

Doctour has developed a website aimed at senior patients, giving fast easy access and affordable surgical solutions to the over 50's. The site covers surgical interventions for this age group, carried out by leading surgeons from the hospital network in Murcia, Spain. Already a well-known holiday destination served by two airports Doctour can offer scheduled and budget airline connections from across Europe. The website aims to reflect the medical experience and expertise required when dealing with problems associated with older patients, the warm Mediterranean climate and tailor-made recovery programmes, as a viable combination and option for senior patients considering cross-border surgery.

# International medical tourism hotel of the year

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**Awarded** to a hotel (or similar accommodation) that specialises in supporting the needs of medical tourists and provides evidence of its medical tourism friendly services. Entries were accepted from hotels (or similar accommodation). Judges looked for evidence of number and type of patient guests catered for, quality and range of services provided for medical tourists. Supporting information included numbers of medical tourism guests catered for, country of origin, plus evidence of range of services, service quality and guest satisfaction and guest reviews.

## WINNER

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### **Danubius Health Spa Resort Margitsziget, Hungary**

Danubius Health Spa Resorts is Europe's leading health spa resort chain with four and five star hotels spread across Hungary, Slovakia, the Czech Republic and Romania. The resorts are situated in tranquil settings, boasting natural resources such as thermal water, mineral mud, mineral drinking water and CO2 natural gas. Danubius Health Spa Resort Margitsziget is situated on Margaret Island - an island park in the middle of Budapest - the 'city of spas'. Its therapy and wellness centre offers balneotherapy and hydrotherapy, physiotherapy, electrotherapy, phototherapy, magnetic therapy, inhalation, rehabilitation pool and traction, individual nutrition and lifestyle advice. 90% of guest nights at the hotel are for international guests.

## HIGHLY COMMENDED

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### **Helvetic Clinics' 12 Revay Hotel, Hungary**

The words 'dental treatment' and 'comfort' are, understandably, rarely combined. However, at Helvetic Clinics' 12 Revay Hotel, a revolutionary clinic-lab-hotel concept, they are on a mission to change that. Identifying a clear gap in the medical tourism market, they have created a place where patients can wait for a consultation in a stylish bar, or immediately recover from treatment by taking the lift up to their own comfortable hotel room. Situated in a prime tourist spot within Budapest, patients can combine top-quality care with some sightseeing. 90% of patients who come for a free initial consultation decide to start treatment immediately.

# Best marketing initiative

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The **award** recognises the most effective use of marketing to promote medical travel to prospective medical travellers. Entries were 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 included evidence of the success of the marketing initiative in terms of awareness, enquiries, patient numbers, web visitors etc.

## WINNER

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**Gleneagles™**  
KUALA LUMPUR

### Gleneagles Kuala Lumpur, Malaysia

Gleneagles Kuala Lumpur (GKL) ran a five month Orthopaedic Campaign with the theme “Don’t Ignore the Pain” to educate the public that sometimes, ignoring the pain does not pay off. It helped patients to determine their orthopaedic health and identify long term solutions to help manage their conditions. GKL hosted a wide range of interactive activities to engage the public in getting better educated about their health - educational road shows at corporate offices and international exhibitions, and an interactive microsite ([www.dontignorethepain.com](http://www.dontignorethepain.com)) to help patients determine if aches and pains are indicative of a more serious condition. The site aims to provide visitors with objective clues on their orthopaedic health in the comfort of their own home. In turn, visitors are more motivated to speak with a specialist upon knowing that their condition can be treated in the long term. The campaign far exceeded its objectives for web activity, social media engagement and lead generation.

## HIGHLY COMMENDED

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**FRANCE SURGERY**  
Come to France for your Healthcare

### France Surgery, France

In 2015, France Surgery created and developed “Your Recovery Path by France Surgery”, under the umbrella of France Surgery. This innovative offer aims to cover global wellness and healthcare management dedicated to international patients who want to spend their recovery stay in an exclusive tourist destination. The pre and post operative range of services are focused on a patient’s recovery and wellness, linking the company’s medical “savoir-faire” and expertise, with renowned hotels in France and their offers. The offering, located in France for the moment, aims to become a global platform dedicated to recovery travel.

# Best quality initiative

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This award is for the initiative that delivers a significant improvement in quality of service for medical tourists. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. The judges looked for objective evidence of an improvement in quality that can be attributed to the initiative.

## WINNER

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**ISMETT** *Istituto di Ricovero  
e Cura a Carattere  
Scientifico*

**ISMETT (Istituto Mediterraneo per i Trapianti e Terapie ad Alta Specializzazione), Italy**

Within the specialist area of organ donation and transplantation, ISMETT set out to provide patients with a quality model of medical travel. While the number of patients needing an organ transplant is increasing over time, the number of patients who can be transplanted is very limited due to the low number of organs available resulting in a high mortality on the waiting list. The situation is even more difficult for international patients since quotas and limitations are established to protect national borders. A shared ethical and quality oriented model of cross-border health care was created between ISMETT and the Maltese health system to offer a solution to organ shortage in Sicily and a transplantation option to Maltese patients suffering from end stage respiratory diseases.

## HIGHLY COMMENDED

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**Imperial**   
Dental Specialist Centre  
御企牙醫專科中心

**Imperial Dental Specialist Centre, Malaysia**

Imperial Dental introduced a number of initiatives to drive quality across the organisation including a target based incentive scheme for staff, a “Five Star customer care” programme, protocols for waiting times for consultation, treatment and settlement of bill queries, a complaints process, material quality and working environment standards and a patient feedback system.

# Excellence in customer service

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The **Award** goes to the organisation that demonstrates all round excellence in customer service to the international patient. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies and facilitators. The judges looked for evidence of quality at all stages of patient engagement – from initial enquiry to follow-up, and complaint handling.

## WINNER

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**CLEMENCEAU MEDICAL CENTER**

AFFILIATED WITH **JOHNS HOPKINS** INTERNATIONAL

### **Clemenceau Medical Center, Lebanon**

Food served in hospitals has been found to be one of the major influences on overall patient satisfaction during a patient's hospital stay. Patients believe they do not have control over anything during their hospitalisation. Food choice is one important area where patients may seek to have greater control. Clemenceau Medical Center adopted a customer service oriented approach by implementing hospitality services that provided a five star service, exceeding patient expectations and increasing their satisfaction. Data on patient preferences and expectations was gathered and KPI targets were established for patient satisfaction, turnaround of food orders and food sales.

## HIGHLY COMMENDED

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### **Imperial Dental Specialist Centre, Malaysia**

Imperial Dental Specialist Centre (IDSC) places special emphasis on not only the care provided by the dental surgeon in the clinic, but also on pre-treatment and after treatment care. It's "five star hospitality" programme embraces four core principles of patient-centred care - making patients feel special, resolving issues immediately, ensuring sincerity, friendliness and personal attention and delivering value for money through its customer loyalty programme.

# Best use of technology in medical tourism

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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 were accepted from clinics, hospitals, hospital groups, medical travel agencies and facilitators, and organisations providing technology services to the medical travel industry. The judges looked for objective evidence of success that can be attributed to the initiative. Supporting information included evidence of the benefits provided to the medical travel sector.

## WINNER

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### IMED Hospitales, Spain

IMED Hospitals have developed their own in-house technology in order to provide an effective, efficient and differentiated system to improve quality and service for patients and for internal and external collaborators. Their use of new technologies responds to both the current and future needs of modern medicine and international patients. A patient can access their records free of charge, 24 hours a day all year round, from anywhere in the world. Processes are automated to reduce the risk of manual errors, centralising information, reporting, records and accounting. A smart phone app is available in Spanish, German, Norwegian, English, and Dutch. Patients are offered multimedia medical pads for their use while in hospital. 32,769 patients have requested their login details to access their records online, and 1,700 have registered to use the app.

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