



MEDICAL TRAVEL
AWARDS 2017



WINNERS 2017



OPATIJA
CROATIA

April 26,
2017

CELEBRATING
EXCELLENCE
in the medical travel sector



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2017 MEDICAL
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AWARDS



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Introduction

The IMTJ Medical Travel Awards 2017

In 2014, IMTJ established the first credible Awards programme in the medical travel sector. The IMTJ Medical Travel Awards celebrate outstanding achievement in the medical travel, medical tourism and health tourism industry worldwide.



A panel of expert international judges, who together have hundreds' of years of experience, and are chosen for their experience in the medical tourism sector, have studied all the entries submitted and have 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.



International Medical Travel Journal
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR

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◆ IMTJ Awards sponsor

The 2017 Awards are generously supported by Primorje-Gorski Kotar County



“The Green and the Blue” - this is what we like to call our County in the Primorje and Gorski Kotar, for there are but a few places in this world that give you the chance to capture in a single glance a landscape embraced by the sea and protected by the mountains.

At the point where the Northern Adriatic meets the mountains of North-West Croatia, millennia have left traces of Mediterranean and Central European cultures bearing witness of monumental historical changes.

With almost 300,000 inhabitants in its 546 settlements, and 1,000 kilometres of coastline, Primorje-Gorski Kotar County is classified as one of the most developed Croatian counties, and, we would dare add, the most beautiful.

Maybe the best way of describing this region is to call it diverse. Be it natural, cultural, historical, ethnical or even gastronomical – diversity is what truly defines who we are. As many as 520 cultural monuments ranging from palaces and castles to ethnographic and historic monuments located in the County, all form part of the Register of Immovable Cultural Goods of the Republic of Croatia.

This is the region where Croatian literacy was born and Croatian legislation conceived. Our flagship destination Opatija, the cradle of Croatian tourism, still today leads the way thanks to the ever more attractive tourist offer enriched by spa centres and modern hotels, enabling our County to keep pace with the world’s leading tourist destinations.

These are merely some of the treasures we are proudly committed to preserve. Take one step in the Green and Blue county and you will find that our rich tradition, warm, hardworking and generous people always embrace new friends.

Welcome!

◆ Health and medical tourism: Destination of the year

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

Malaysia



Malaysia Healthcare Travel Council (MHTC)'s mission is to promote global awareness and facilitate continuous industry development, enabling global market penetration. Its vision is to be a top-of-mind healthcare destination for the world. Their strategy is to maintain the successful growth trajectory, and in 2016 initiatives to encourage long-term industry sustainability were introduced through three key tenets: industry facilitation, digital marketing optimisation and sustainable growth. The healthcare travel sector flourished, recording a preliminary year-on-year growth of 23% in 2016 with an estimated 900,000 health travellers and MYR 1.12 billion (USD 280 million) in hospital revenues. Malaysia overachieved on its objectives, strengthening global presence as well as increased visitor numbers and revenues.

"This country has consistently been improving its already great healthcare services. The number of patient arrivals has seen significant growth. The quality of care, reasonable costs and ease of reaching their facilities make them stand out as a leader among other notable locations. Their numerous awards are added proof of their eligibility for this award"

IMTJ Medical Travel Awards Judge

◆ Health and medical tourism: Cluster of the year

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

Malaysia Healthcare Travel Council



Healthcare travel in Malaysia faced numerous challenges through 2016. At the forefront of these challenges were the systemic conditions inherent in the healthcare industry such as the fee-for-service relationship between private hospitals and specialists, coupled with slow economic growth and rising inflation. As the facilitating agency, Malaysian Healthcare Travel Council (MHTC) responded by adopting a combination of low-investment high-impact differentiation strategies, keeping in line with the overall goals for 2020. Malaysia Healthcare also sought to expand its markets beyond the traditionally Indonesia-dominant share. To be more effective, MHTC shifted its focus in June 2016 to aggressively pursue healthcare travel market share in Indonesia, Myanmar, Vietnam and China. This has successfully resulted in significant growth in traveller numbers and healthcare revenues recorded from these markets throughout 2016.

"A well established and successful cluster providing services and support to the hospitals they promote. They have great strategies moving forward in partnership with the stakeholders."

IMTJ Medical Travel Awards Judge

◆ Sanjiv Malik lifetime achievement award

In celebration of the life and achievements of Dr Sanjiv Malik, this 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

Dr Claudia Mika, Founder & CEO, Temos International GmbH, Germany



Dr Claudia Mika is the founder and CEO of Temos International GmbH, a spin-off of the German Aerospace Center DLR, a German governmental research organization. Since 2004 she has been working on the Temos certification systems, assessing hospitals, rehabilitation centers, reproductive care centers, and dental clinics worldwide according to the Temos quality criteria for international patient management that were developed together with leading travel health insurances and assistance companies.

Due to the Temos quality certifications of internationally oriented medical institutions and supported by Dr. Mika's consultancy work for the implementation of international patient departments in medical facilities all over the world she is very well grounded in medical tourism's topics.

She has been working with more than 100 hospitals and medical facilities worldwide from Brazil to the Philippines. Dr. Mika has been regularly invited to international medical tourism conferences and advises associations and governmental institutions regarding medical tourism issues. She developed the guideline "International Patients Department Processes" for the Turkish Ministry of Health.

In 2011, Dr. Mika received the "High Potential Company Award 2011" for Temos, funded by the European Union. She is the Vice Chairwoman of the Diplomatic Council Healthcare Forum and a member of the Global Healthcare Travel Council (GHTC) advisory board, responsible for quality, training, education and ethics.

Dr Sanjiv Malik (1962-2013)



Sanjiv Malik was an international figure, an eminent eye surgeon, a teacher, an administrator, a marketer, an editor, a conference speaker and a leader with a worldwide reputation in medical travel and medical tourism. His pioneering approach, results-oriented focus, and tireless efforts contributed significantly to the growth, profitability and stability of the organisations he managed.

◆ International hospital of the year

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

Sunway Medical Centre, Malaysia



Sunway Medical Centre (SunMed) continues to embark on a 5-point strategy to achieve its aims incorporating organisation leadership and commitment, expansion of physical capacity and enhancement of technology, innovative marketing and promotions, focus on service quality and

building relationships with partners and stakeholders. In 2016, Sunmed opened the new Cancer & Radiosurgery Centre and Nuclear Medicine Centre. The addition of this new centre equipped with the latest state-of-the-art technology has set SunMed as one of Malaysia's leading one-stop cancer care and treatment centre, where complete cancer services are available. Despite a tough economic climate SunMed grew its international patient numbers by 8% and revenue by 18% in 2016.

"Excellent submission. This is a best-in-class application. The strategy is clear and compelling, the focus seems appropriate and the information complete. This is the best application this judge has seen this year! Well done and congratulations."

IMTJ Medical Travel Awards Judge

◆ Specialist international patient centre

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

St. Catherine Specialty Hospital, Croatia



St. Catherine

ORTHOPEDICS, SURGERY, INTERNAL MEDICINE,
NEUROLOGY AND PHYSICAL MEDICINE
AND REHABILITATION SPECIALTY HOSPITAL



THE LEADING HOSPITALS
OF THE WORLD

St. Catherine Hospital is a European centre of excellence for advanced diagnostics, orthopaedic procedures and spine surgery, pain management, sport medicine as well as in the implementation of innovative diagnostics methods and personalized treatment strategies. The concept of integral healthcare is what underlines the uniqueness of St. Catherine Specialty Hospital. The hospital was awarded National Champion for Republic of Croatia

2016/2017 in The European Business Awards. In 2016, St Catherine Hospital treated more than 15,000 international patients, a growth of 20% from 2015.

◆ International dental clinic of the year

Presented by Primorje-Gorski Kotar County



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

Dental Clinic Rident, Croatia

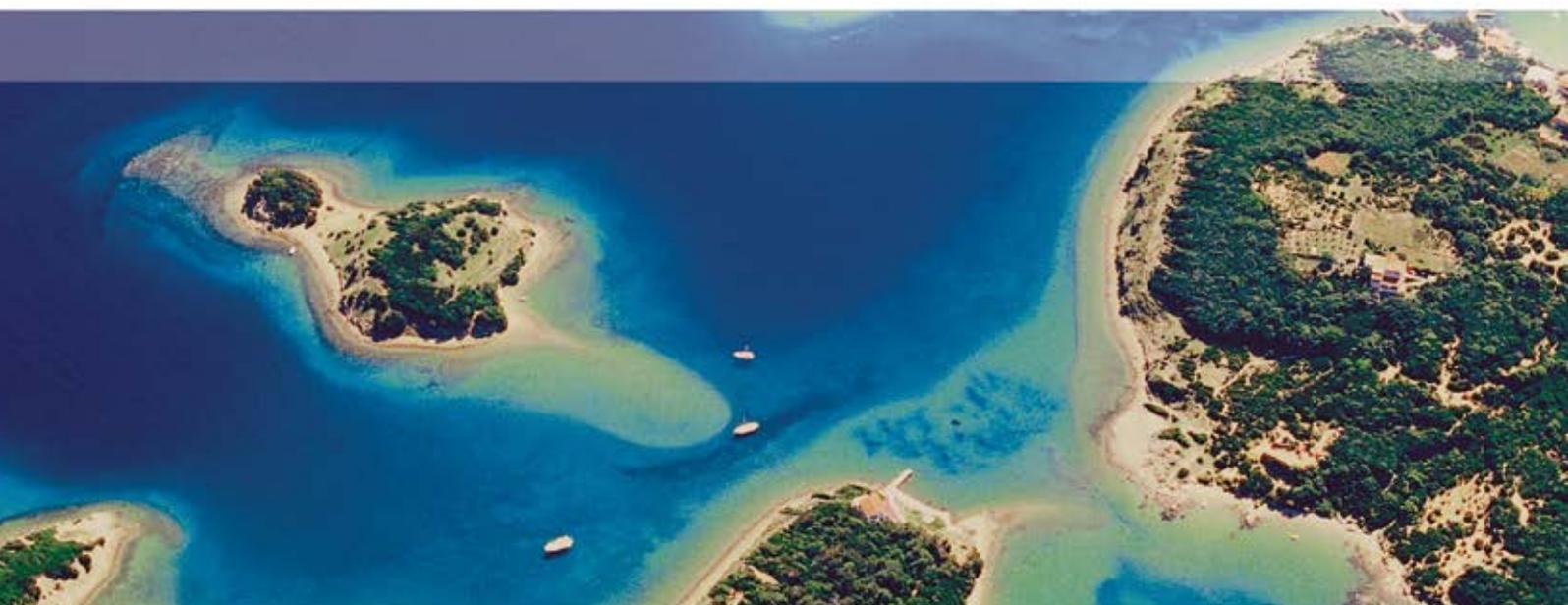


From modest beginnings with only six offices, today Dental Clinic Rident has grown into one of the largest and most successful regional private dental clinics, employing more than 200 staff in two separate centres. For 2016, Rident set out to increase patient

satisfaction, grow the number of patients in comparison to 2015, and increase the number of patients from Italy and neighbouring countries. Rident employs 25 multi lingual communication assistants who are constantly in touch with patients through all communication channels. 195 written reviews on Facebook have generated an average score of 4.5. Promotion at 66 tourism fairs in Italy, Switzerland and Slovenia has increased patient numbers by 20% compared to 2015.



What do you get when you combine 55 islands, 1000 kilometers of coastline and the thickest forests in Croatia?
A perfect blend of the Green and Blue.



primorje county
gorski kotar
www.pgz.hr

Friends are always welcome.

◆ International cosmetic surgery clinic of the year

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

Poliklinika Bagatin, Croatia



Bagatin Clinic provides cosmetic surgery to patients from Bosnia, Switzerland, Slovenia, Austria, Germany and Belgium, among others. In 2016, Bosnia, Belgium and Germany experienced its greatest year on year growth with percentage increases of 63%, 100%, and 100% respectively. On average, the clinic's foreign patients and clients spend approximately 40% more than the domestic

ones. Poliklinika Bagatin created a unique value proposition under the slogan "Croatia: Full of Health", with the support of Croatian governmental institutions. This has proved to be an effective strategy in setting up a base for gaining international exposure for the clinic as the regional and international plastic surgery premiere provider. Bagatin Clinic also partnered with some regional and Croatian celebrities that serve as brand ambassadors. Each of their most popular plastic surgery procedures is accompanied by a comprehensive online guide with a description of the procedure, necessary preoperative tests, outcomes, suggestions to enhance the final results, postoperative process and frequently asked questions.

HIGHLY COMMENDED

Cirumed Clinic Marbella, Spain



Cirumed Clinic's aim was to create an attractive destination for medical travel based on unique expertise with aesthetic buttock surgery, a surgery that receives intense public attention, but is still not a widely available procedure in Europe. In 2016 the clinic's director, Dr. Aslani, lectured and performed live demonstration

surgeries for their "star product", body-contouring involving buttock augmentation, in Spain, France, Germany, the United States, Russia and Jamaica. At their 4th live surgery course in 2016, they welcomed participants from 5 different countries, who travelled to Marbella to learn about Buttock Augmentation. Over 30 doctors and medical graduates visited the clinic in 2016. Patient care has been greatly improved by introducing a clinic owned transport facility, as well as providing high quality post-operative care including, lasers, shockwave treatment and the expansion vibration lipofilling technique.

◆ International fertility clinic of the year

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

TMC Fertility & Women's Specialist Centre, Malaysia



**TMC FERTILITY
CENTRE**

Amidst the challenging global economic landscape, TMC Fertility Centre has crafted various internal and external strategies in 2016 to drive expansion and growth at local and regional level and to provide added value to patients, resulting in an increase in international patients and positive feedback. In 2016, TMC Fertility

Centre expanded its clinical team to include three new fertility specialists and three new embryologists to cater better to patient need. Patient satisfaction was high, increasing from 92% in 2015 to 93% in 2016. Initiatives throughout the year resulted in various favourable outcomes, including penetration into new markets and an increase in international patients by 43.6%.

"Excellent application. Clear, compelling and realistic strategy. excellent data about quality, and about patient satisfaction. Clear focus on building international patient capacity through training and human resource development. Congratulations - this is an excellent example of what the international medical travel market should strive to achieve. Well done!"

IMTJ Medical Travel Awards Judge

◆ International dialysis clinic of the year

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

IMED Hospitales, Spain



IMED Levante hospital wanted to fill a service gap of offering holiday haemodialysis to patients who wanted to travel to a major tourist destination where there were insufficient facilities to do so. The hospital reached an agreement in 2016 with the Spanish social security to be

able to offer patients with European Health Insurance Cards (EHIC) access to dialysis in a private unit. Patient numbers increased by 14% between 2015 and 2016, with 85% of patients treated arriving from overseas from countries including Belgium, UK, Holland, Germany and Norway.

"Very good overall application. Excellent, clear strategy. Very good market / marketing positioning"

IMTJ Medical Travel Awards Judge

◆ International cancer centre of the year

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

CMC Cancer Center, Lebanon



CLEMENCEAU MEDICAL CENTER

AFFILIATED WITH **JOHNS HOPKINS** INTERNATIONAL

BEIRUT - LEBANON

CMC Cancer Center is a unique private medical centre that combines luxury and technology by integrating avant-garde treatment and technology, 5-star luxury setting, a healing environment, a medium for continuous medical education and knowledge transfer, experienced and specialised top professionals, all under one roof. It is the first and only medical centre in the Middle East to offer the most advanced Radiation Therapy w/Varian Truebeam and Brainlab Robotic Couch to its patients, as well as being the only training site in the region for this technologically advanced medical service. International patients admissions grew by 6% in 2016, and 24% of all patients treated are international.

“Excellent application. This appears to be an outstanding centre for oncology treatments. Excellent emphasis on human resources and training. The promotions for treatments, and the marketing communications about the treatment centre’s technology were well done”

IMTJ Medical Travel Awards Judge

◆ International hair clinic of the year

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

Advanced Hair Clinics, Greece



Despite being daily challenged by a fierce financial crisis, Advanced Hair Clinics, a specialised hair transplantation clinic based in Athens, Greece, managed to enhance its global presence in the highly demanding field of male and female hair restoration services. In 2016 the organisation saw an astonishing 150% rise in global demand. Around 72% of patients chose Advanced Hair Clinics due to a friend's or relative's recommendation. 45% of all patients treated in 2016 were international; the majority of patients were Europeans (52%). A noticeable statistic is that Americans (19%), Asians (16%), Oceanians (9%) and Africans (4%) ignored the fact that there was no geographical proximity and travelled to Athens for their hair transplant session.

"High quality of service offered in combination of high expertise and low cost. Excellent use of expertise, without compromising quality."

IMTJ Medical Travel Awards Judge

◆ International eye clinic of the year

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

Moorfields Eye Hospital Dubai, UAE



Moorfield
Eye Hospital Dub
A BRANCH OF MOORFIELDS LOND

Moorfields Eye Hospital Dubai is the first overseas branch of Moorfields Eye Hospital NHS Foundation Trust, London. With over 200 years' experience in specialty eye care, they are the oldest and largest centre of teaching, research, training and treatment in ophthalmology worldwide. The full

spectrum of eye care related services from basic screenings, to complex eye surgeries, can be managed through our resident team of Consultant Ophthalmologists. The top countries for overseas patients are the GCC countries and Africa. 2016 has been an exceptional year for Moorfields Eye Hospital Dubai as they have successfully opened a new facility in the UAE, the Moorfields Eye Hospital Centre Abu Dhabi.

◆ International thermal medical bath of the year

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

Danubius Health Spa Resort Irma, Hungary

Classic Collection
DANUBIUS
HEALTH SPA RESORT

THERMIA PALACE

The Danubius Health Spa Resort Thermia Palace is an Art Nouveau gem situated on the Piestany Spa Island - an oasis of peace and relaxation. It boasts an entertainment centre, 9-hole golf course and outdoor thermal swimming pool with tennis courts and beach volleyball courts. The Thermia Palace spa (called the Irma) encompasses a huge complex of rehabilitation treatments, managed by first class doctors and medical professionals. Its mud pool, under a beautiful early 20th century dome, is situated right over the thermal spring itself, making it the most unique thermal bathing experience in Europe. Visitors to the Spa come from a wide range of countries including from within Europe, North America and Asia.

◆ Medical travel agency of the year

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

Junomedical, Germany

JUNOMEDICAL Junomedical is a curated medical tourism platform helping patients to book medical procedures abroad. Their vision is to fundamentally transform how patients access and experience healthcare by leveraging smart technology and codifying expert knowledge based on medical facts and data. Junomedical have developed a proprietary hospital scoring system which currently evaluates around 60-80 different quality criteria. This scorecard enables the company to only work with hospitals which at least score above a certain predefined amount. Staff speak English, German, Chinese, Spanish, Portuguese, Italian, Norwegian and patients primarily come from UK, US, Ireland, Germany Australia and Austria.

◆ Best medical travel web site

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

FMS Dental Hospitals, India



FMS Dental Hospitals have been involved in dental tourism providing dental treatment for foreigners and expats for more than a decade. Today FMS Dental has a GCR (Global Clinic Rating) Quality Score of 4.5, rated as the best dental clinic in India and 5th in the world. In 2016, FMS launched an exclusive state-of-the-art International Dental Centre for expats and foreign patients to provide dental care to global standards. A new multi lingual dental website exclusively aimed at promoting dental tourism was launched in September 2016. Visitor numbers have grown steadily through search engine optimised content. The dynamic nature of the website makes it easier to respond to any queries, calls, e-consultations etc., from any part of the world. Long distance clinical and radiographical examination of the patient is made possible through a video conferencing facility.

Best marketing initiative

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

Sunway Medical Centre, Malaysia



To distinguish itself from others, Sunway Medical Centre has positioned itself as a one-stop centre, providing a whole spectrum of targeted, integrated and customer-centric approaches to cater to the needs of each and every patient who walks through the hospital's door. In 2016,

Sunway undertook range of targeted marketing initiatives aimed at different markets and treatments. These initiatives included integrated packages offering healthcare and leisure combined, attractive health screening packages combined with best rate hotel offers aimed at budget travellers, and free fertility screening for 5 couples every month for international travellers.

"A very strong application with consideration to all the marketing 4Ps, their target audience and clear evaluation results."

IMTJ Medical Travel Awards Judge

HIGHLY COMMENDED

Quirónsalud, Spain



Quirónsalud's strategy is to reach their target by providing relevant content of social interest, that is useful, informative and of value. Their solution? "HOPE. Medical

advances that will change our lives": a documentary that talks about the latest techniques and advances in the world of medicine, from a perspective of utility for the public and with high emotional value. HOPE has 4 key ingredients: the doctors; the patients; the stories; a production quality equal to that of BBC documentaries. To promote the documentary Quirón implemented a multi channel marketing campaign including TV, radio, cinema, print advertising, a microsite, download on WeTransfer, social media, and outdoor advertising. #HOPEdocumental was a trending topic within 2 hours; there were 11,635 on demand video downloads; 244,500 cinema viewers and almost 16,000 direct viewers of the online documentary.

"Love the investment in images, personal stories communicated in a way that patients can connect to. Great to see and very inspiring! Happy to see true innovation in marketing."

IMTJ Medical Travel Awards Judge

Best quality initiative

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

Clemenceau Medical Center, Lebanon



CLEMENCEAU MEDICAL CENTER

AFFILIATED WITH **JOHNS HOPKINS** INTERNATIONAL

BEIRUT - LEBANON

Clemenceau Medical Center's Patient Safety Leadership WalkRounds is a simple but rigorous management tool designed to assist hospital leaders in implementing mechanisms for promoting safety, learning about and hearing the concerns of front-line providers, supporting appropriate accountability concepts, and allocating resources to areas of greatest risk. Senior

leaders are encouraged to use weekly WalkRounds to demonstrate their organization's commitment to building a culture of safety. WalkRounds are conducted in patient care departments (such as the emergency department, operating rooms, radiology), the pharmacy, and laboratories. They provide an informal method for leaders to talk with front-line staff about safety issues in the organisation and show their support for staff-reported errors. Leaders who focus solely on safety during these rounds are more successful at creating a culture of safety than those who use them as an opportunity to discuss a variety of topics such as budgets, patient satisfaction, and the like.

HIGHLY COMMENDED

Sunway Medical Centre, Malaysia



"Quality for All" – Sunway Medical Centre has been pursuing excellence in quality and safety in healthcare, not just locally (MSQH) but also internationally-recognised standards (ACHS) as quality in healthcare encompasses every aspect of service and staff level within an organisation. In May 2016,

a periodic review by ACHS surveyors from Hong Kong and Australia was performed; the hospital was awarded Extensive Achievements in Medication Management and Credentialing and Privileging delineation system. SunMed's Quality Resources Committee involves healthcare professionals from multi-disciplines who contribute heavily towards surveillance, promotion, prevention and dissemination of knowledge to doctors, staff and patients.

◆ Excellence in customer service

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

Clemenceau Medical Center, Lebanon



CLEMENCEAU MEDICAL CENTER

AFFILIATED WITH **JOHNS HOPKINS** INTERNATIONAL

BEIRUT - LEBANON

In 2015, Clemenceau Medical Center identified an increased number of “concierge” requests (taxi, florist, store guide, laundry, hair dresser, beauty lounge, IT, catering etc) to which they were unable to attend. Their response to this was to introduce a 5 star concierge service, the aim of which was to improve patient satisfaction, build loyal customers, reduce stress for

both staff and patients and drive positive cultural change. A team of trained concierges / information officers was created and made available to patients, visitors, employees, doctors and physicians. The implementation of this specialised team has seen patient satisfaction with the concierge service grow from 10% in 2015 to 100% in 2016.

“Not only covers a need for patients and families, but also helps treatment teams to focus on their clinical responsibilities. Great way of implementing the service. Direct improvement especially for international patients and medical tourism.”

IMTJ Medical Travel Awards Judge

◆ 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 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

France Surgery, France



FRANCE SURGERY
Come to France for your Healthcare

France Surgery identified a need for the medical travel sector to use specific tools to make medical travel far more secure, effective and productive, and to develop, manage and secure the flow of international patients,

improving their access to healthcare overall.

ePatient Kit™ provides a totally secure connected Health platform, which allows the process to be fully automated, allowing for easier connection to patients, therefore optimising their global experience. The product connects doctors, hospitals and clinics and patients, as well as every other actor in the medical travel market, via a totally secure web platform and application.

IMTJ™

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celebrate outstanding achievement in
the medical travel, medical tourism
and health tourism industry worldwide.

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