

Submission for
Best Medical Travel Web Site
IMTJ Medical Travel Awards 2017

THE ONLINE GUIDE TO MEDICAL TOURISM

HELPING YOU MAKE THE RIGHT CHOICE





Category: **Best Medical Travel Web Site**
Title of activity: **Treatment Abroad**
Entering company: **Intuition Communication**
Web: **www.treatmentabroad.com**

About Intuition Communication

Intuition Communication provides online media, intelligence and solutions for the international medical travel sector and the private healthcare sector in the UK.

Media – We manage consumer portals for medical travel (including [TreatmentAbroad](#) and [DoctorInternet](#)) and for private healthcare in the UK (including [Private Healthcare UK](#), and [HarleyStreet.com](#)). We publish IMTJ – [International Medical Travel Journal](#) – a business to business resource for the medical travel sector. And we also run the [IMTJ Medical Travel Awards](#) and the [IMTJ Medical Travel Summit](#).

Intelligence – We conduct bespoke research, collect and publish market data and provide business consultancy, for the UK private healthcare and international medical travel sectors. We have undertaken bespoke research into the European outbound medical tourism market for the Korean Tourism Board, research into perceptions of Dubai as a health tourism destination for Dubai Health Authority, and a market feasibility study for an international patient hotel in London for a property development company. We also undertake research into the medical tourism market such as the [Treatment Abroad Medical Tourism Survey](#) and into the UK private healthcare market such as the [Private Healthcare UK Self-Pay Market Study 2015](#).

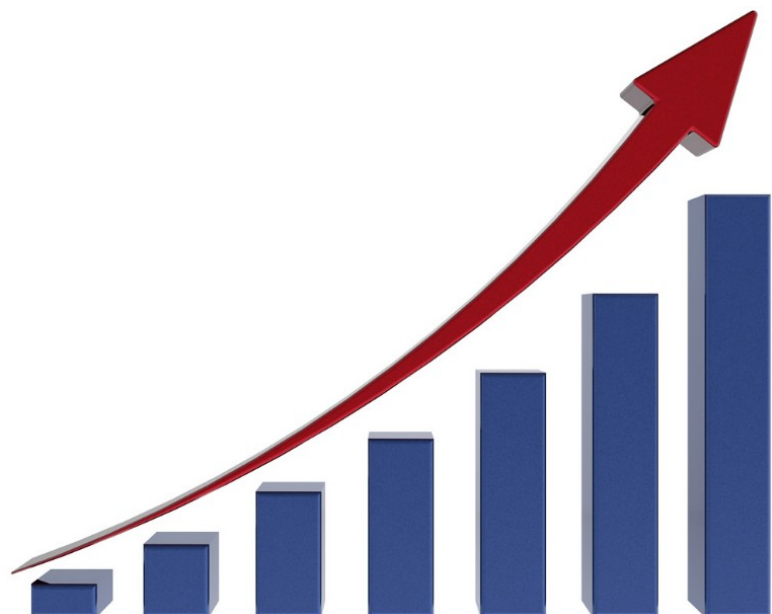
Solutions – We provide tailored content and publishing solutions for healthcare clients – online, in print, and face to face. A bespoke solution may embrace editorial content, website development, mobile apps, treatment and destination guides, video and digital content, live events and workshops. We have delivered an online advertising campaign for the Lisbon Tourism Board, in country medical tourism workshops for hospitals and clinics in Poland, an inbound medical tourism strategy for a group of Greek hospitals and clinics and medical tourism seminars for countries such as Latvia and Cyprus. We have also created the online presence for UK clients such as [Royal Free Hospital](#), [London General Practice](#) and [UKS Medical](#).

Aims

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Strategy

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The screenshot shows the Treatment Abroad website interface. At the top is a green navigation bar with the logo and tagline, and a search bar with a 'GO' button. Below this is a horizontal menu with categories: ABOUT MEDICAL TRAVEL, OPERATIONS AND PROCEDURES, HOSPITALS AND CLINICS, AGENCIES, MEDICAL TRAVEL SERVICES, POPULAR DESTINATIONS, COSTS, PATIENT STORIES, and GUIDES. The main content area features a search flow diagram with 'SEARCH', 'COMPARE', and 'ENQUIRE' steps. The search form includes:

- 'I want a:' section with dropdowns for 'Select treatment area' and 'Select treatment'.
- 'In the following countries:' section with a list of countries (Afghanistan, Albania, Argentina, Armenia, Australia) and a 'Select all' option.
- 'Compare country costs' section with a radio button and a description: 'Compare the average cost of treatment, flights, accommodation & insurance'.
- 'Include medical travel agencies?' section with 'Yes' and 'No' radio buttons.
- A prominent orange 'SEARCH' button.

 On the right side of the search form is a partial image of a woman's face looking upwards.

Innovation/enterprise/creativity

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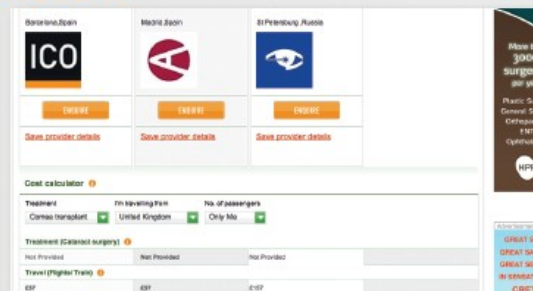
MAKING IT EASIER TO SEARCH AND COMPARE...

SEARCH.



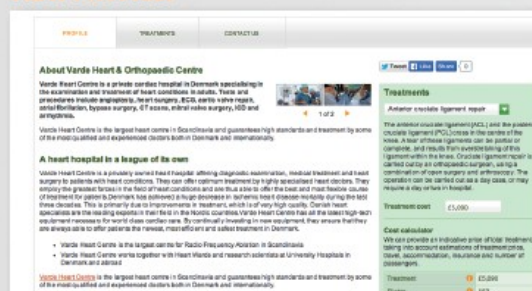
Visitors can search a database covering over 2,000 hospitals, clinics and agencies, across 95 countries.

COMPARE.



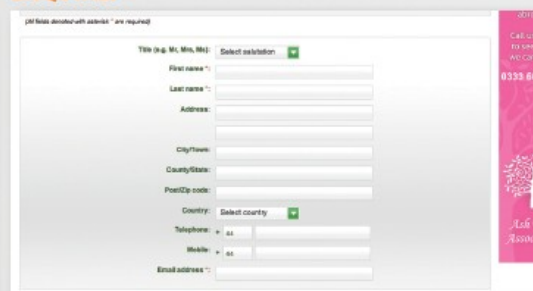
Treatment price, travel, accommodation and insurance costs are built in to create a realistic comparison tool.

VIEW PROFILE.



A comprehensive profile enables hospitals and clinics to "stand out from the crowd".

ENQUIRE.



Visitors can submit their enquiry direct to the hospital, clinic or agency.

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Implementation

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INFORMING THE PATIENT...

Treatment Abroad is not just another "Find a clinic" web site. We provide the information that patients need to make the right decision about medical travel.



MEDICAL TOURISM GUIDES.

Get your message across to potential patients by sponsoring one of our specialist medical tourism guides... to Cosmetic Surgery Abroad, Dental Treatment Abroad, Obesity Treatment Abroad and Infertility Treatment Abroad.



PATIENT STORIES, FEATURE ARTICLES.

Enhance your presence with patient stories, feature articles and news items edited by our in-house content team.



HINTS AND TIPS.

Our medical tourism fact sheets provide the help the patient needs to make the right choice of destination and healthcare provider.


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Feedback from users

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Treatment Abroad Reviews

Sort reviews by

"Lorem ipsum dolor" by Mr H 
Submitted on: 25 Jun 2016


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[Read more](#)

" Pulvinar commodo " by Grnhj 
Submitted on: 25 May 2016

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[Read more](#)

" eleifend libero egestas " by Howid 
Submitted on: 20 Feb 2016

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Outcome

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1 million

patients

...visited Treatment Abroad and DoctorInternet in the last 12 months



36%

growth in traffic

...in past two years



4,000

patient phone calls

...generated on client profiles on Treatment Abroad in the last 12 months



5,000

patient enquiries

...generated through the international enquiry forwarding service in the last 12 months



Best Medical Travel Web Site



Treatment Abroad
www.treatmentabroad.com

Intuition Communication
3 Churchgates, Wilderness, Berkhamsted, Hertfordshire, HP4 2UB, UK

+44 1442 817817

www.intuition-communication.co.uk | www.treatmentabroad.com