

# IMTJ™

2020 MEDICAL  
TRAVEL  
AWARDS

## ENTRY CRITERIA & INSTRUCTIONS

IMTJ™  
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TRAVEL  
AWARDS

ENTER NOW

ENTRY DEADLINE IS  
14 MAY 2020





The [IMTJ Medical Travel Awards 2020](#) celebrate outstanding achievement in the medical travel, medical tourism and health tourism industry worldwide.

There are 20 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 stem cell treatment centre of the year

Awarded to the stem cell treatment centre that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from stem cell 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 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 medical / wellness spa of the year**

Awarded to the medical spa or wellness facility that demonstrates the greatest success in attracting and serving international patients (medical tourists). Entries will be accepted from medical spas and wellness facilities that operate under the full-time, on-site supervision of a licenced health care professional. 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.

### **International health / medical hotel of the year**

Awarded to a hotel (or similar accommodation) that specialises in supporting the needs of health and 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 health and 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.

### **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 travel

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 - just complete the steps outlined below:

1. Review the Award categories and read the entry criteria. Spend some time considering 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. Register as an entrant online
3. Complete the online submission form.
4. Provide any supporting materials, such as charts and illustrations within a single PDF document and upload.
5. Submit your completed entry.
6. 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.

### Eligibility period

Entries for the IMTJ Medical Travel Awards 2020 must relate to projects, products, initiatives or activities carried out between 1st September 2018 and 31st December 2019. 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 **14 May 2020**.

### Entry fees

To enter the IMTJ Medical Travel Awards you will need to pay the entry fee 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.

- €225 per entry

### 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 September 24th 2020 in Madrid, please [book your place](#).

### How to pay

When you complete your IMTJ Medical Travel Awards 2020 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

Entries into the IMTJ Medical Travel Awards must be submitted online at [awards.imtj.com](https://awards.imtj.com). There is a limit of 1,800 words in total plus charts and visuals. A maximum word count is provided for each section, shown below.

### Entry requirements

Your submitted entry and any supporting materials, web sites etc are the basis on which each entry will be voted for by the judges and shortlisted. You will be required to include the following information within your submission form:

- 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
- Project summary (300 words max)
- Aims - what did the organisation, product, service, or the initiative or campaign set out to do? (250 words max)
- Strategy - what strategic thinking came into play to help achieve the aims? (250 words max)
- Innovation/enterprise/creativity (marketing) - what intrepid solutions were employed? (250 words max)
- Implementation - how was the strategy and thinking implemented? (250 words max)
- Feedback summary from users, including most preferred aspects of the activity? (250 words max)
- Outcome, including formal evaluation of results, ROI, accreditation, etc, or in the case of a mobile app, the take up by potential clients/patients (250 words max)

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, charts etc please include images of the material within a single PDF document before you upload it (maximum file size: 5MB).

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

**REMEMBER THE CLOSING DATE** for entries is **14th May, 2020**

### 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 **14th May, 2020**.

### 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 Editor-in-Chief, 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.