

MARIA K TODD

Author

The Handbook of Medical Tourism Program Development

10 Basic Steps to Medical Tourism Startup

MEDICAL TOURISM MONOGRAPHS™
From Maria Todd

USA \$1.95

© 2019. Maria Todd. All international rights reserved.

Copyright © 2019. Maria K Todd

All rights reserved. No part of this Work may be reproduced in any form or by any electronic or mechanical means, including information storage retrieval systems, without permission in writing from the publisher, except by reviewers, who may quote brief passages in a review.

Medical Tourism Monographs from Maria Todd content is provided for informational purposes only; it is not legal advice and may not be relied upon as such. Maria Todd makes no representations as to the accuracy, completeness, suitability, or validity of any information on Maria Todd and will not be liable for any errors or omissions in them for delays in publication of information, or for any losses, injuries, or damages arising from the display or use for any other reason whatsoever. All information is provided on an as-is basis.

You should not act or refrain from acting on the basis of any content included in this site without seeking legal or other professional advice. The contents of this Work contain general information and may not reflect current industry developments or address your situation. We disclaim all liability for actions you take or fail to take based on any content in this Work.

Published by Maria Todd
St George, Utah 84770

MariaTodd.com
+1.800.727.4160

Keywords: *#MedicalTourism #HealthTravel #MedicalTravel
#AskMariaTodd*

Get Your Copy

Handbook of Medical Tourism Program Development

Developing Globally Integrated Health Systems



Maria K. Todd

 **CRC Press**
Taylor & Francis Group
A PRODUCTIVITY PRESS BOOK

Available worldwide from your
favorite retail or online bookseller

The Jigsaw Puzzle Pieces That Comprise the 10 Basic Steps of Medical Tourism Startup

Every medical tourism market entrant (hospital, clinic, doctor, consulting specialist, dentist, rehabilitation center, spa, wellness center, thalasso or balneology center, and referral agency or facilitator, among others) faces many decisions that must be made and tactics and strategies to be developed that far exceed most clinicians' or facilitators' professional training and experience to launch and make a profit from a medical tourism service or product startup.

The 10 basic steps of medical tourism startup include:

1. Finding a product or service niche orientation you want to develop
2. Developing the idea into a tangible, marketable product with a cost index and a price
3. Targeting a distinct group of consumers would need and would be willing and able to buy what you sell
4. Growing your preferred clinical and non-clinical provider/supplier/partner network into a unique "product" differentiated from all relevant competitors
5. Building the service delivery administrative infrastructure including choosing the purpose-built software that will support the user experience and logistics, follow up and outcomes measurement
6. Designing the user experience into a describable product with a predictable and quotable price
7. Designing the marketing strategy and unique campaigns with compelling messages, measurable results and effective calls to action
8. Building the marketing and advertising tools, collateral, graphics, images, videos, slogans and tag lines, mission, vision, and value statements and customer testimonials that describe and support your unique brand
9. Certifying your quality and service and risk-based thinking by achieving ISO 9001-2015 certification which is globally recognized and highly applicable to health tourism business development
10. Scaling your sales of medical tourism / health travel and wellness travel packages to achieve profitability.

How will you prepare for these 10 basic steps to medical tourism startup?

What assistance will you need to get your project from ideation to sustainable profitability?

Your first step may be to do a little reading on the subject.

You'll save thousands of dollars on consulting fees and startup assistance by reading this book - first for an overview to the business of medical tourism and health travel, and a second read with a pen and paper in hand as you jot down all the questions you have that you need to source answers from experts ready to assist you. In fact, do yourself a favor and streamline the process even more as you enter your notes in a spreadsheet tool you can make yourself:

Column A: Your question or concern

Column B: Who will be assigned to research the answer or solution?

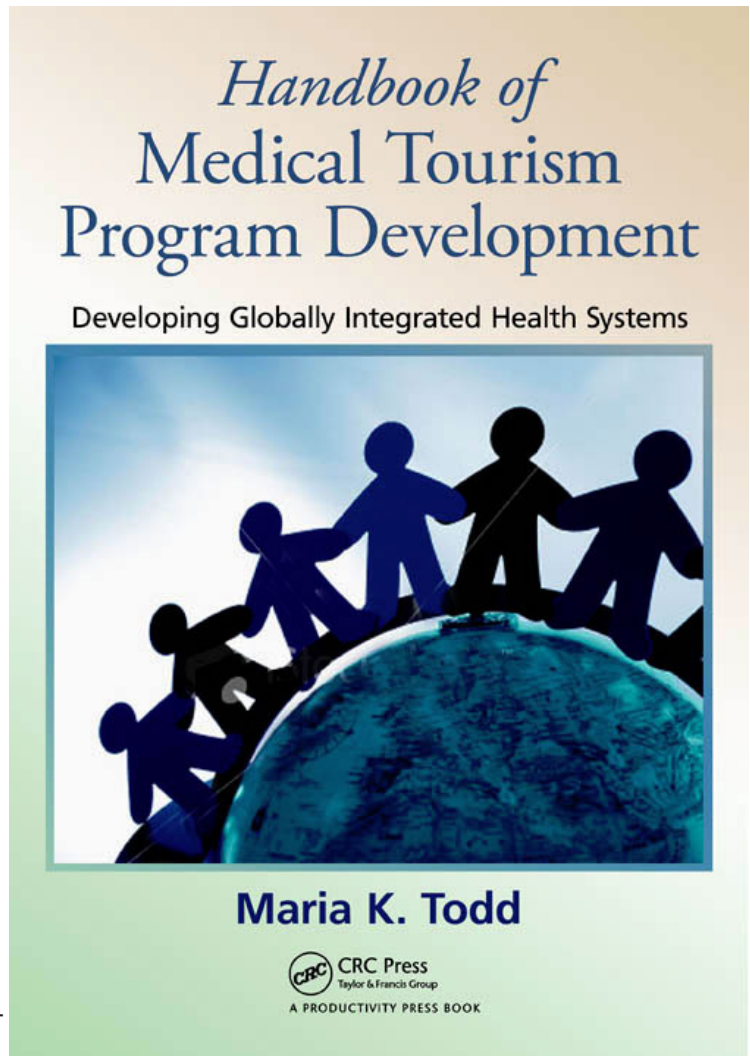
Column C: What expert might provide you with the answer or solution tailored to your specific requirement?

Column D: The expert's contact details and information about the fees they charge for consultation.

Once you've determined these four things, use the ease of re-prioritizing each row on your spreadsheet. When you do this, you'll notice how easy it is to create you a customized, linear technical assistance plan that aligns your unique priorities and requirements to better use the time and budget you have available.

Next, start crossing off the items on your list as you achieve them, complete research or talk with an expert to gain insight. That way, you will also be better equipped to commit resources of money and time to the professional assistance you believe you need rather than accepting a consultant's proposal for what they want to sell you. That doesn't make you into a less valuable client in my book. It turns you from a challenging and perhaps difficult client to the kind of client I really enjoy working with: One that is prepared and focused.

When you do this, you'll also gain the control of your business development into your own hands, right from the start. You also benefit by better project scoping because you can inform the consultant "This is what I want assistance with at this time and this is the deliverable you are meant to produce. No more; no less." And when you get what you want and it helps you succeed, the trust factor between client and consultant is enriched organically.



Avoiding expensive lessons learned in medical tourism startup

So often, the root cause of what I find in failed or distressed medical tourism startups is that the client was sold on renting a stand at a medical tourism event prematurely, renting stands at the wrong events (where there were no customers present or walking by the stands), and wasting time and money that should have been invested in business development and service design first, and marketing the product they've created to a targeted audience second. Trade shows and event marketing have their place in the strategy and time line. It just isn't where most exhibit stand and sponsorship buyers believe it belongs.

The most frequently encountered problem I face as a medical tourism startup expert and business development coach is that the client reduced the business of medical tourism down to an oversimplified approach. They jumped from ideation to execution without developing a product.

Their rationalization for renting the stand is that they've found what appears to be the perfect solution that aligns with this flawed thinking. Many tell me that their thinking was as follows:

"I have an empty operating theater and surgeon appointment availability I'd like to convert to revenues. All I need to do is let the world know that we have it and that it is cheaper than what they have in their country and they will beat a path to my door to buy it."

So with that in mind, it is no wonder that they can be vulnerably "plugged in" to a conference organizer's easy solution of renting a stand at a medical tourism industry event to let the world know of their existence. The stand itself isn't "expensive" to rent - as long as the strategy works. But when their anticipated results are not achieved, they realize they've wasted money, time and opportunity. Hindsight reveals that what they thought would be an easy and affordable solution was instead, the most "expensive" lesson learned in medical tourism startup.

Many medical tourism startups never recover from this devastating and costly mistake because the capital they set aside for the startup and launch into medical tourism is exhausted and they have nothing to show for it. Others were under-capitalized from the very beginning because they didn't finish the first of the 10 steps I listed above.

As a result of their inexperience, they jumped from ideation to advertising. It is likely they didn't even know there were 10 steps to medical tourism startup.

About the Author



Maria Todd specializes in health travel business strategy, market penetration and private sector and public sector advisory services and destination development.

As a healthcare management consultant, she leverages clinical, administrative, health law paralegal and health plan work experience to the benefits of her clients.

With decades of hands-on experience on strategic planning, go-to-market strategy, bundled pricing initiatives, and negotiating direct-with employer relationships, she works with hospitals, ASCs and medical groups on unique, innovative projects that boost brand recognition, positioning and drive revenues up.

She helps clients prepare for contracting with insurance plans and self-funded / self-insured employer health benefit plans through direct-deals between healthcare providers and plan administrators.

As the former CEO of Mercury Healthcare International, she recently downsized her firm to work independently as consultant to healthcare organizations. She's fearless, but seasoned when asked to implement new ideas and concepts. Now she has more time for projects that interest her and can usually make time for a quick call or a brief consultation.

Maria is the author of 20 internationally-published books on healthcare business administration covering managed care and physician employment contracting, physician-hospital-health plan integration, business development, and healthcare marketing. She's published thousands of blog articles and is frequently interviewed for industry journals, magazine & news media.

She holds 1 registered trademark, 22 copyrights, and a U.S. patent pending. She has presented 2900+ speaking engagements in 117 countries on a variety of healthcare business topics to improve revenues, quality and curtail risks. She loves teaching and shares insights, tools, tips and tactics with workshop participants.

Maria's favorite health tourism assignments focus on destination development and cultivating Centers of Excellence. She can bring value and accelerate program development and launch in any aspect of medical travel and health tourism business development.

She resides in St George, Utah with her husband and cats.

She is available to consult to healthcare organizations, self-funded employers, regulators, the media, the investor community, insurers, and pharma and medical device manufacturers. Contact her at (800) 727.4160.

CLIENT BRIEF *AskMariaTodd*TM

Do you have a short project you'd like to run past Maria Todd to request a little help? Please complete this brief questionnaire and send it to Maria@MariaTodd.com or call +1 (800) 727.4160.

NAME:

TITLE:

ORGANIZATION:

LOCATION:

EMAIL:

TELEPHONE:

I would like to discuss:

- Medical Tourism Department Development
- Medical Tourism Package Development
- Medical Tourism Marketing Strategy
- Getting New Contracts with Payers
- Source Market Targeting Strategies
- U.S. Domestic Medical Tourism Development
- International Insurance Contracting
- Help to Review International Insurance Contracts
- International Insurance Contract Readiness
- International Contract Negotiation Assistance
- International Insurance Collections
- Denied Claims Appeals
- Package Pricing Assistance
- Direct-with-Employer Contracts
- Delegated Credentialing Agreement
- Medical Tourism Facilitator Contracts
- Accreditation / Re-Accreditation Guidance
- Medical Tourism Destination Marketing and Branding
- Medical Tourism Cluster Development
- Medical Tourism Staff Training
- Other: _____

I am:

- Ready to engage your assistance
- Shopping for a consultant

This project is:

- One-time only
- Ongoing
- Intermittent, as needed

I prefer to work with you

- in-person at your location
- In-person at my location
- Remotely as much as possible

State date: _____

PLEASE NOTE:

- I do not refer patients to medical tourism facilities or practitioners.
- I work exclusively B2B client practitioners, facilities, facilitators, software designers, pharma, hospitality, airlines, travel agents, investors, insurers, employers, and government authorities and ancillary services providers.

My policy: I offer a complimentary 15-minute introductory discussion to discover how I may be able to help you. Afterward, for advice and quick consults, I charge for my time in 15-minute increments. If travel is required, I charge actual expenses and bill daily flat rates.