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This book takes inventory of and evaluates the available resources for the development of alternative tourism in Turkey. It examines the role of alternative tourism in future tourism development plans and proposes public policies necessary to assure sustainability. Although tourism started later in Turkey than in the Western Mediterranean countries it has grown very rapidly during the last three decades and today the country ranks among the top ten countries in the world in terms of both arrivals and receipts. However, most of the tourism development has been in the mass tourism sector or the so-called sun-sea-sand tourism. While crucial for the economic development of Turkey, mass tourism, in the absence of proper planning, has happened in a haphazard manner leading to numerous environmental and socio-cultural problems. This book argues that, in order to mitigate these problems, Turkey should encourage the development of alternative forms of tourism. Although it may seem a recent phenomenon, tourism has long been associated with improved health and spa tourism has its roots in antiquity. With the

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emergence of activities such as bushwalking and meditation, and with increasing numbers of people travelling abroad for medical or cosmetic procedures, medical tourism is now a growing niche in the tourism market. This book looks at the background and rise of health tourism, new emerging facets of the sector, and examines how health related travel fits into a tourism framework. It is suitable for undergraduate and postgraduate students.

Although health equity and diversity-focussed research has begun to gain momentum, there is still a paucity of research from health geographers that explicitly explores how geographic factors, such as place, space, scale, community, and location, inform multiple axes of difference. Such axes can include residential location, age, sex, gender, race/ethnicity, culture, religion, socio-economic status, marital status, sexual orientation, education level, and immigration status. Specifically focussing on Canada's rapidly changing society, which is becoming increasingly pluralized and diverse, this book examines the place-health-diversity intersection in this national context. Health geographers are well positioned to offer a valuable contribution to diversity-focussed research because place is inextricably linked to differential experiences of health. For example, access to health care and health promoting services and resources is largely

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influenced by where one is physically and socially situated within the web of diversity. Furthermore, applying geographic concepts like place, in both the physical and social sense, allows researchers to explore multiple axes of difference simultaneously. Such geographic perspectives, as presented in this book, offer new insights into what makes diverse people, in diverse places, with access to diverse resources (un)healthy in different ways in Canada and beyond.

Medical Tourism Facilitator's HandbookCRC Press
The Routledge Handbook of Health Tourism provides a comprehensive and cutting-edge overview of the philosophical, conceptual and managerial issues in the field of health tourism with contributions from more than 30 expert academics and practitioners from around the world. Terms that are used frequently when defining health tourism, such as wellbeing, wellness, holistic, medical and spiritual, are analysed and explored, as is the role that health and health tourism play in quality-of-life enhancement, wellbeing, life satisfaction and happiness. An overview is provided of health tourism facilities such as thermal waters, spas, retreats and wellness hotels and the various challenges inherent in managing these profitably and sustainably. Typologies are given not only of subsectors of health tourism and related activities but also of destinations, such as natural landscapes, historic townscapes or

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individual resources or attractions around which whole infrastructures have been developed. Attention is paid to some of the lifestyle changes that are taking place in societies which influence consumer behaviour, motivations and demand for health tourism, including government policies, regulations and ethical considerations. This significant volume offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text is international in focus, encouraging dialogue across disciplinary boundaries and areas of study and will be an invaluable resource for all those with an interest in health tourism.

This concise, reader-friendly, introductory healthcare management text covers a wide variety of healthcare settings, from hospitals to nursing homes and clinics. Filled with examples to engage the reader's imagination, the important issues in healthcare management, such as ethics, cost management, strategic planning and marketing, information technology, and human resources, are all thoroughly covered.

This book examines the global influence and scope of medical tourism with an emphasis on the city of Kolkata in Eastern India as an emerging destination at the regional scale. Through a geographical research perspective, the book discusses the importance of the phenomenon of medical tourism

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including recent trends, policies, and scale studies to develop sustainable strategies for medical tourism at particular micro destinations. In nine chapters, readers will become familiar with the multi-billion dollar industry of medical tourism and the problems currently associated with medical tourism at multiple scales. The trends of medical tourism in and around the city of Kolkata are used to demonstrate the roles of infrastructure and stakeholders in implementing feasible and sustainable medical tourism in an emerging destination. The first two chapters of the book provide an introduction to medical tourism and the methodologies of this study. Then chapters three through nine focus on medical tourism in the case of Kolkata to discuss the regional applications and developments of medical tourism. Topics addressed include medical tourism facilities, stakeholders and tourists, guest-host relationships, an assessment of development versus risk, and an evaluation of strategies to manage rising medical tourism in Kolkata. The concluding chapter discusses future strategies that could be used to implement the potentialities of a metropolitan city as a medical tourism destination, based on studies done in Kolkata. Readers who will find this work of interest include students, practitioners, geographers, and researchers and policymakers engaged in the medical tourism industry.

This book hopes to stimulate discussion about how

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entrepreneurship and innovation contribute to growing inequalities in territories. This will help bridge the gap between research and practice on the role of territory dynamics and regional development. The book begins by examining the growing inequality in regions, which has resulted in lagging economic development. The need to shift current economic policy towards spatial inequality through harnessing the innovative capabilities of regions is examined. The book puts forth a case for reversing the inequality that is evident in lagging regions as a way to reinvigorate territories. The book should appeal to researchers, policy makers, business leaders and the general public interested in territorial dynamics and development.

Quality of life (QOL) research in tourism has gained much momentum over the last two decades. Academics working in this area research issues related to tourists and host communities. Practitioners are becoming increasingly interested in understanding the science that allows them to develop better marketing and managerial programs designed to enhance the quality of life of tourists. Tourism bureaus and government agencies are increasingly interested in issues of sustainable tourism, specifically in understanding and measuring the impact of tourism on the quality of life of the residents of the host communities. This handbook covers all relevant topics and is divided into two parts: research relating to travelers/tourists, and research relating to the residents of host communities. It is the only state-of-the-art

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reference book in its field and will prove invaluable to academics interested in QOL research, as well as tourism practitioners interested in applying the science of QOL in the tourism industry.

Historically organised at a local or national scale, the fields of medicine and healthcare are being radically transformed by new communication, transport and biotechnologies creating, in the process, a genuinely globalised sphere of biomedical production and consumption. This emerging market is characterised by the circulation of bodily materials (tissues, organs and bio-information), patients and expertise across what traditionally have been relatively secure ontological and geographical borders. Crossing both disciplinary and geographical boundaries, this volume draws together a number of important contributions from acknowledged leaders in three respective fields: the trade in bodily commodities, biomedical tourism and migration of health care professionals. It explores and maps out the key characteristics of this emerging, although as yet poorly researched global trade, questioning how, where and why bodies cross borders, whether this exacerbates existing health inequalities and how these circulations impact on healthcare services. Considered together, the chapters in this volume invite comparisons of the ways in which body parts, patients and medical professionals cross national borders, elucidating common themes, concerns and issues. Contributors also pose important questions about the ethical and legal implications of the circulation of bodies across borders and evaluate current and future strategies for regulation.

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Changes within the travel industry, such as globalization, consumerism, and advancements in technology, have transformed travel agencies into highly competitive businesses. To remain successful, new business approaches and models must be created in the global tourism and hospitality industry. Travel companies continue to expand their businesses in different countries and seek to collaborate with international entrepreneurs, developing the need for cross-cultural strategies and policies. As travel agencies flourish, identifying these business practices is necessary for these organizations to obtain a competitive management model at the global level. The Handbook of Research on International Travel Agency and Tour Operation Management gathers the latest methodologies, tools, models, and theories regarding tourism development and sustainability into one comprehensive reference source in order to promote, manage, and maximize the profitability potential of travel agencies and tour operation services. Featuring research on topics such as e-marketing, medical tourism, and online travel, this book provides travel agents, managers, industry professionals, researchers, academics, and students with the necessary resources to effectively develop and implement organizational strategies and models. "This book focuses on the current state of the global healthcare and medical tourism sector. It explores recent trends and issues impacting healthcare services, healthcare service providers, government policies and initiatives for health reforms, emerging medical tourism destinations, world class health services, health

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insurance, medical visas, chartered flights, cashless treatment, and technological advancements"--Provided by publisher.

Explaining how to develop a patient-centered medical tourism program, the Handbook of Medical Tourism Development is the ideal guide for any hospital, clinic, hotel, spa, or ancillary facility wishing to become a medical tourism provider. From high-cost surgery, transplants, diagnostics, and preventive wellness checkups, to medical and wellness spa retreats, patient follow up, and outcomes measurement, this book covers the gamut of related issues. Details the elements necessary for a successful system Addresses contracting issues likely to arise Includes access to additional resources on the book's website Maria K. Todd prepares readers to build the medical tourism service line, integrate physicians and other service providers, develop a safe and effective quality and patient-centered infrastructure, document processes and workflows, determine pricing, evaluate reimbursement contracts, and measure outcomes. She offers useful nuts-and-bolts guidance on confidentiality, documentation, quality and safety, hospital accreditation schemes, revenue implications, and contracting. Sharing time-tested insights, the book will help readers avoid common pitfalls when working with U.S. and international health insurance companies, case managers, professional facilitators, and multinational employers. Read a recent a href="http://www.prlog.org/11757451-medical-tourism-expert-breaks-down-step-by-step-medical-tourism-program-development-for-providers.html " press release about the

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Handbook of Medical Tourism Program Development: <http://www.prlog.org/11757451-medical-tourism-expert-breaks-down-step-by-step-medical-tourism-program-development-for-providers.html>

Western patients are increasingly travelling to developing countries for health care and developing countries are increasingly offering their skills and facilities to paying foreign customers. The potential and implications of this international trade in medical services is explored in this book through analysis of the market.

Focuses on patients traveling for cardiac bypass and other legal services to places like India, Thailand and Mexico, and analyzes issues of quality of care, disease transmission, liability, private and public health insurance and the effects of this trade on foreign health care systems.

This Guidebook will take you on an inside tour of some of the most amazing health and wellness retreats around the world from mountain resorts, to exclusive islands, jungles and safaris. Discover the world's top wellness destinations across five continents and let your wellness vacation unfold before your eyes. Planning a Wellness Vacation should be the beginning of your journey to taking care of "You." 100 Exotic Wellness retreats provides up to date contact information, features and photography which will make planning your trip a breeze. Choose Your Own Wellness Adventure Purpose. Whether it is Alternative, Homeopathic, or Indigenous Medicine, Improvement of Mind, Body and Soul, Medical Spas, Lifestyle Changes, Relaxation or Immersion in Nature, there is a retreat available for you. Location,

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Location, Location. Choose a culture, climate and environment that is right for you to achieve your purpose.

"This book offers in-depth perspectives on the influence of Islam on consumer behavior, the travel industry, product development, and the promotion of goods and services, focusing on current trends and tools, comprehensive interviews, questionnaires, and emerging research"--Provided by publisher.

This book is a compilation of important contributions from noted scholars, articles derived from JAMPROs Jamaica Investment Forum 2015 written by members of the UWI Mona, WJC faculty as well as significant presentations from the policy makers who form the government of Jamaica. Importantly, this work focuses on examining the centrality of policies coupled with innovation in the transformation of Jamaica as the place to live, raise families and do business as espoused by the Vision 2030 national development plan. This joint work highlights the fundamental role that JAMPRO as the key agency for promoting Foreign Direct Investment in Jamaica plays in the thrust for economic growth and development. Importantly, we highlight some key contributors to the progress we have made in Jamaica through cases of home-grown multinationals such as the Grace Kennedy and Company Limited, LASCO, Kingston Wharves Limited, Sandals (ATL Group), while further noting areas that, with continued thrust and the right policies can fast-track our transformation. The key areas identified are Logistics, Agriculture, ICT/BPO (outsourcing) and Manufacturing. This book provides a valuable contribution to the literature on economic transformation, examining the history, current and new paradigms for the future in order to fast-track the economic transformation of Jamaica.

Healthcare economics is a topic of increasing importance due

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to the substantial changes that are expected to radically alter the way Americans obtain and finance healthcare.

Understanding Healthcare Economics, 2nd Edition provides an evidence-based framework to help practitioners comprehend the changes already underway in our nation's healthcare system. It presents important economic facts and explains the economic concepts needed to understand the implications of these facts. It also summarizes the results of recent empirical studies on access, cost, and quality problems in today's healthcare system. The material is presented in two sections. Section 1 focuses on the healthcare access, cost and quality issues that create pressures for change in health policy. The first edition was completed just as the Patient Protection and Affordable Care Act (PPACA) was debated and passed. This new edition updates the information about access, cost, and quality issues. It also discusses the pressure for change that led to the passage of the PPACA, evidence that shaped the construction of the act, evidence on the impacts of the PPACA, and evidence on the pressures for future changes. Section 2 focuses on changes that are underway including: changes in the Medicare payment system; new types of healthcare delivery organizations such as ACOs and patient-centered medical homes. It also discusses the current efforts to help patients build health such as wellness programs and disease management programs. And finally, health information technology will be discussed. The new edition will maintain the current structure; however each chapter will be updated to discuss post-PPACA evidence on each type of type. In addition to the updates previously mentioned, the authors will present a series of data explorations to several chapters. Most of the new data explorations present summarized statistical information based on de-identified data from one hospital electronic data system. These data

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explorations serve two purposes. First, they illustrate the impacts of the pressures for change – and some of the changes – on healthcare providers. For example, the data illustrates the financial impact of pre-PPACA uncompensated care. Second, explanation of the data will require explanations of standard coding systems that are used nationwide (DRGs, CPT, ICD) codes. Other data explorations provide detail about other sources of data useful for health policy analysis, and for healthcare providers and insurers.

Health, Tourism and Hospitality: Spas, Wellness and Medical Travel, 2nd Edition takes an in-depth and comprehensive look at the growing health, wellness and medical tourism sectors in a global context. The book analyses the history and development of the industries, the way in which they are managed and organised, the expanding range of new and innovative products and trends, and the marketing of destinations, products and services. The only book to offer a complete overview and introduction to health, tourism and hospitality this 2nd Edition has been updated to include:

- Expanded coverage to the hospitality sector with a particular focus on spa management.
- New content on medical tourism throughout the book, to reflect the worldwide growth in medical travel with more and more countries entering this competitive market.
- Updated content to reflect recent issues and trends including: ageing population, governments encouraging preventative health, consumer use of contemporary and alternative therapies, self-help market, impacts of economic recession, spa management and customer loyalty.
- New case studies taken from a range of different countries and contexts, and focusing on established or new destinations, products and services such as: conventional medicine, complementary and alternative therapies, lifestyle-based wellness, beauty and cosmetics, healthy nutrition, longevity and anti (or active)-ageing,

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amongst others. Written in a user friendly style, this is essential reading for students studying health, tourism and hospitality.

The growth of international travel for purposes of medical treatment has been accompanied by increased academic research and analysis. This Handbook explores the emergence of medical travel and patient mobility and the implications for patients and health

The era of globalization allows for more connectivity between nations and cultures. This increase in international association gives citizens the ability to take advantage of opportunities in other nations, such as medical assistance and accompanying services. Medical Tourism: Breakthroughs in Research and Practice is a comprehensive reference source for the latest scholarly material on trends, practices, and emerging phenomena of international travel by patients for medical treatment and examines the benefits and challenges of these services. Highlighting a range of pertinent topics such as hospitality management, reproductive medicine, and ethical considerations, this multi-volume book is ideally designed for the needs of healthcare providers, nonprofit organizations, students, and medical professionals seeking relevant research on the relationship between global travel and access to healthcare.

"Describes the three sets of institutions that deliver healthcare services in India, finance these services, and manufacture the products used in these services"--Provided by publisher.

This Handbook covers major topics in global health economics and public policy and provides a timely, systematic review of the field. Edited by Richard M Scheffler, Distinguished Professor of Health Economics and Public Policy and Director of the Global Center for Health Economics and Policy Research at the University of California, Berkeley, the Handbook features academics and practitioners from

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more than a dozen countries. Contributors are from the London School of Economics and Political Science, Pompeu Fabra University in Barcelona, University of York, University of Oslo, London School of Hygiene and Tropical Medicine, University of California - Berkeley, Stanford University, Johns Hopkins University, University of Toronto, University of Oxford, Harvard Medical School, OECD, the World Health Organization and the World Bank, many of whom have also acted as economic and policy advisors to government and non-governmental organizations across the world. Experts in these areas who provide critical analyses and relevant data for further exploration and research include: Thomas E Getzen, Executive Director of the International Health Economics Association (iHEA); Douglas E Hough, Associate Scientist and Associate Director of the Master in Healthcare Management programme at the Bloomberg School of Public Health of John Hopkins University; Guillem López-Casasnovas, former President of iHEA and member of the Advisory Council of the Spanish Health and Social Welfare Ministry and of the Advisory Council of the Catalan Health Ministry since 1984; Alistair McGuire, Professor of Health Economics at the London School of Economics and Political and advisor to a number of governments and governmental bodies across Europe; Tor Iversen, Research Director at the Health Economics Research Programme at the University of Oslo and former member of the iHEA Arrow Award Committee 2007-2011; William H Dow, Professor and Associate Dean for Research at University of California ,Berkeley and former Senior Economist for the Council of Economic Advisors (White House); Audrey Laporte, the Director of the Canadian Centre for Health Economics; Alexander S Preker, President and CEO of Health Investment & Financing Corporation; Ayda Yurekli, who initiated and developed the World Health Organization TaXSiM simulation

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model that has been used by many Ministries of Finance around the world for the development of tax policies; Marko Vujicic, Managing Vice President of the Health Policy Resources Center at the American Dental Association; Mark Sculpher, Director of the Programme on Economic Evaluation and Health Technology Assessment at the University of York and former President of the International Society of Pharmacoeconomics and Outcomes Research (ISPOR) (2011-2012); and Peter Berman, who has had almost 40 years of experience in global health and was formerly a Lead Health Economist at the World Bank. The Handbook spans across three volumes. The chapters deal with key global issues in health economics, are evidence-based, and offer innovative policy alternatives and solutions. The Handbook's approach toward global health economics and public policy will make it a useful resource for health economists, policymakers, private sector companies, NGOs, government decision-makers and those who manage healthcare systems. Medical and health tourism is a significant area of growth in the export of medical, health and tourism services. Although spas and improved well-being have long been part of the tourist experience, health tourism now includes travel for medical purposes ranging from cosmetic and dental surgery through to transplants and infertility treatment. Many countries including China, Cuba, Hungary, India, Thailand, Malaysia and Singapore actively promote and compete for the medical tourist dollar, while many developed countries also provide niche private services. However, the field of medical tourism is increasingly being subject to scrutiny and debate, particularly as a result of concerns over regulatory, ethical and wider health issues. Drawing on a

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range of theoretical and methodological perspectives, this book is one of the first to critically address the substantial political, philosophical and ethical issues that arise out of the transnational practices of medical tourism. Through a series of chapters the book engages with key issues such as the role of regulatory and policy structures in influencing medical and health tourism related mobilities. These issues are investigated by considering range of developing and developed countries, medical systems and health economic perspectives. The book adopts a multi-layered perspective to not only investigate the business and marketing practices of medical and health tourism but places these within a broader framework of contemporary globalisation, policy and practice. By doing so it opens up debate of the ethical space in which medical and health tourism operates as well as reinforce the wide ranging perspectives that exist on the subject in both the public and academic imagination. This significant contribution will be of interest to students, academics in tourism and medical policy, trade and economic development fields.

Knowledge is a valuable resource that must be managed well for any organization to thrive. Proper knowledge management practices can improve business processes by creating value, however, the available tools meant to aid in the creation, collection, and storage of information have drastically changed since the emergence of social media. By using this collaborative online application for engaging with information, organizations are able to precisely disseminate knowledge to the correct

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audience. *Harnessing Social Media as a Knowledge Management Tool* explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits, opportunities and challenges that are encountered in using and implementing social media. This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective. This book elucidates emerging strategies perfect for policy makers, managers, advertisers, academics, students, and organizations who wish to effectively manage knowledge through social media.

"A multidisciplinary international team examines the safety, ethics, and health implications of the emerging global market for health care, and the issues that arise when patients cross borders for medical procedures they cannot afford or access at home, from liposuction to kidney transplants"--Provided by publisher.

Despite the development of environmental initiatives, healthcare, and cultural assimilation in today's global market, significant problems in these areas remain throughout various regions of the world. As countries continue to transition into the modern age, areas across Asia and Africa have begun implementing modern solutions in order to benefit their individual societies and keep pace with the surrounding world. Significant research is needed in order to understand current issues that persist across the globe and what is being done to solve them. *Global Issues and Innovative Solutions in Healthcare, Culture, and the Environment* is an essential

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reference source that discusses worldwide conflicts within healthcare and environmental development as well as modern resolutions that are being implemented. Featuring research on topics such as health insurance reform, sanitation development, and cultural freedom, this book is ideally designed for researchers, policymakers, physicians, government officials, sociologists, environmentalists, anthropologists, academicians, practitioners, and students seeking coverage on global societal challenges in the modern age.

Medical Tourism and Wellness: Hospitality Bridging Healthcare (H2H) takes a systems approach to examining the growing field of medical tourism, one of the field's hottest niches, with billions of dollars spent each year. This important book fills the need for a modern management book that looks at medical tourism in depth from a medical and hospitality operational management perspective. Growing numbers of people are going abroad to find affordable quality medical care for both necessary and cosmetic medical services. When they require surgery or dental work, they combine it with a trip to the Taj Mahal, a photo safari on the African veldt, or a stay at a luxury hotel—or at a hospital that feels like one—all at bargain-basement prices. The book takes a comprehensive look at medical tourism, covering such topics as: The history of medical tourism Why patients/tourists decide to travel for medical care The role of professional facilitators of medical tourism Key countries and medical disciplines in medical tourism Transportation, food, entertainment, and hotel/hospitality

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services Hotel and spa designs for medical tourism Best practices in medical tourism Patient follow-up after medical discharge Future trends in medical tourism Careers in medical tourism With the inclusion of case studies, the book provides a comprehensive look into this growing trend and will be valuable to upper-level undergraduate and graduate students in health care administration and those pursuing MBAs in healthcare, medical students pursuing a management focus, and students in hospitality management. It will also be a must-have resource for professionals working in hotels and in health care.

The era of globalization allows for more connectivity between nations and cultures. This increase in international association gives citizens more availability to take advantage of opportunities in other nations, such as medical assistance and accompanying services. *Current Issues and Emerging Trends in Medical Tourism* focuses on the emerging phenomena of international travel by patients in search of improved healthcare services and treatment, wellness programs, and complementary recreational activities. Including extensive coverage and case studies focusing on patient mobility and new opportunities for health services across borders, this authoritative reference source is essential to the needs of healthcare providers, nonprofit organizations, students, and medical professionals seeking relevant research on the relationship between global travel and access to healthcare. This publication features innovative, research-based chapters spanning the spectrum of medical travel issues including, but not

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limited to, customer perceptions, ethical considerations, reproductive medicine, social media use, family caregivers, organ transplants, human trafficking, and surrogacy concerns.

This book examines the drivers of inbound medical tourism in Germany. In light of growing international trade of medical services, it provides a quantitative analysis of the determinants of international patients' choice of destination. It develops coherent definitions of medical tourism and medical travel, and presents multiple unique data sets to identify inbound medical travelers in Germany. Further, it introduces an empirical modeling framework for investigating and quantifying the drivers and effects of a patient's choice of destination at the national, hospital and individual level. A particular focus of the analysis lies on cultural proximity and personal networks as key channels to convey trust in a destination's service. In addition, real consideration sets of international patients are presented. The findings presented are embedded in a global context and will help inform future empirical investigations and modeling. From exotic spa treatments to euthanasia, this book examines the background and social context of medical tourism—the practice of traveling for health care. This work also documents how this industry is reshaping the face of medicine worldwide for individuals, local communities, and national health care systems. * A timeline of important historical and contemporary events in history of medical tourism * An extensive bibliography to assist readers toward additional resources for further research

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An information-packed how-to guide for individuals and employers seeking to learn about health and wellness opportunities in Taiwan. As a rising medical tourism star, Taiwan beckons medical travelers with cutting-edge medical technology, affordable prices and a culture of service second to none. From health check-ups to organ transplants and most everything in-between, Taiwan has firmly established itself as a leading medical tourism destination. Medical tourism offers an exciting new world of possibilities for individuals and companies to lower their healthcare costs! ? Discover what makes Taiwan a great medical tourism destination ? Find out how much you should budget for your medical trip to Taiwan ? Important tips for planning your Taiwan medical trip ? Learn which are the best medical facilities for your procedure or treatment

New Year, New Possibilities Happy 2015! Time really ? ies and we're already on our ? fth issue of the easyuni.com Ultimate University Guidebook. The start of every year is a time ? lled with optimism, hopes and aspirations. It's when plans and resolutions are made to achieve new breakthroughs and success. What's sad though is most people fail to realize their goals - by giving up, not working hard enough, or even not having the courage to see through hard times. For the most part though, it's due to not being 100% absolutely clear on your goals and knowing what to do to achieve them. That's why easyuni.com was born to help students make the best possible decision for possibly the most important decision in their life - knowing what and where to study. We're super excited with our ? rst issue of 2015 and hope it gets you pumped up to achieve your goals, face new challenges head-on, grow and discover just how awesome you are! In this issue, you de? nitely want to check these out:

- Music fans can check out how to be a superstar music teacher
- College life stressing you out? Read up some cool

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and creative ways to stay stressfree and kick-butt in college • See how being a hero online-gamer can possibly earn you some serious moolah (Yeah, we're awesome like that - to go out of our way to give you best advice to have a rocking college life). And many more cool stuffs on school scholarships and some cool tips on how to ace your classes. Psst... We're cooking something super top-secret and exciting for April's issue, and because we love our student readers so much, here's a tiny teaser - it's bloody ace, mate and gonna be epic! (hint: note the colloquialism and you may have an idea!) Wishing you a rocking 2015 and hoping you enjoy this issue! Edwin Tay CEO

An invaluable handbook for navigating the complexity of health travel benefit programming, written specifically for the group health benefit plan administrator

Tourism is a global phenomenon. Because it is an important, even vital, source of income for many countries in the world. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations and its indirect effects on the development of allied industries like transport, hotel etc.". Medical Tourism is one form of tourism and which means a journey that patients take from one country to another country to get cost effective and efficient medical treatment, followed by a great vacation at some of the most beautiful locations. India is one of the major players in this industry. Currently, it hosts about 1.27 million medical tourists from industrialized countries like UK, USA and Canada and from its neighboring countries such as Bangladesh, Sri Lanka, and China. Its foreign exchange earnings from medical tourism are estimated to be around US \$ 1.8 billion. The estimated number of medical tourists in India in 2015

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would be between 1.21 million and 2.78 million. The estimated revenue would lie between US \$ 1719 million to US \$ 3964 million in 2015. Medical tourism industry in India has potential to contribute around 25 percent to the country's Gross Domestic Product in the next five years, if fully tapped. The present book titled Sociology of Medical Tourism highlights various dimensions, identifies different issues and suggests further development of this multimillion dollar industry in India in an in-depth manner. Medical Tourism is one of the most important trust areas which emerge in the past century and because of its multiple level of use it also become subject matter of research in various subjects including Sociology. It is hoped that this book, with its wide-ranging and in-depth content, critical insights and detailed analysis of the concept, prove to be immensely resourceful to the readers. I also assure that this book should be proven an informative referral for those who are working and doing research in the field of medical tourism.

In addition to coordinating health travel logistics and gathering medical records, medical tourism facilitators play the role of travel agent, appointment setter, concierge, hotel reservationist, tour operator, and hand-holder to clients seeking health services domestically and abroad. Addressing the issues that are likely to emerge as clients travel, the Medical Tourism Facilitator's Handbook is a must-have resource of hard-to-find tools, checklists, terminology, and other helpful information for hospital-based, lay facilitators, travel agents, and even retired physicians and nurses. Supplying the advice of a recognized expert in global healthcare, the book provides a detailed and empathic understanding of patient needs and expectations. It covers the full range of best and worst case scenarios that can occur when clients travel to obtain health services. Using a conversational tone, it includes coverage of international

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travel logistics, where to find answers to immigration concerns, confidentiality/privacy issues, and unanticipated care in transit in the event of complications or missed connections. The book delivers a fast-moving presentation of useful information and teaches readers how to decode the language, what to look for in terms of safety and quality, how to decode hospital facilitator agent agreements, and how to anticipate clients' needs and expectations. It also includes access to a regularly updated website with helpful worksheets and reference material so you will be prepared to handle any scenario that might present itself when your clients travel. Although spas and improved well-being have long been part of the tourist experience, health tourism now includes travel for medical purposes ranging from cosmetic and dental surgery through to transplants and infertility treatment. Drawing on a range of theoretical and methodological perspectives, this book is one of the first to critically address the substantial political, philosophical and ethical issues that arise out of the transnational practices of medical tourism. Through a series of chapters the book engages with key issues such as the role of regulatory and policy structures in influencing medical and health tourism related mobilities. Through a series of chapters the book engages with key issues such as the role of regulatory and policy structures in influencing medical and health tourism related mobilities. These issues are investigated by considering range of developing and developed countries, medical systems and health economic perspectives. The book adopts a multi-layered perspective to not only investigate the business and marketing practices of medical and health tourism but places these within a broader framework of contemporary globalisation, policy and practice.

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