



Dubai International Airport



MTQUA

GUIDE TO MEDICAL TOURISM CERTIFICATION

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MTQUA.ORG



Medical tourists are not ordinary patients.

Medical tourism is more than a traveler locating a hospital or facilitator to arrange extras like hotel bookings, transportation services and special foods.

Traveling for medical treatment to a foreign land is not a vacation. Medical travelers should understand that treatment in a foreign hospital is not like a visit to their local hospital back home. Unfortunately, many health care and service providers treat international traveling patients as casual tourists who they expect to never see again.

Medical travel creates risks for most patients that are greater or different from the risks of having treatment at home, yet these greater or different risks should not be the reason for them to avoid traveling for medical treatment.

But it is a reason for those of us who treat, care for, and manage these patients to become smarter and better about understanding the problems, lowering the risks, and getting better outcomes for them. It is our responsibility.

What Is Medical Tourism Certification?

Medical Tourism Certification from MTQUA is the only certification available anywhere that certifies your hospital, clinic, treatment center, facilitator service, etc. for excellence in your medical tourism operations and results. It is the only certification in the world that assures medical travelers you will give them a high standard of quality in treatment, care and services.



Certification helps you

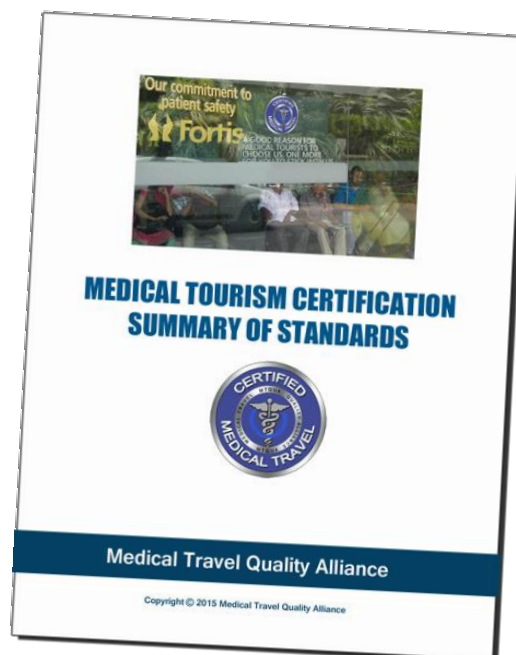
- to better understand the problems and risks that medical tourists experience,
- to conduct your health care, business and service operations in a way that better supports good treatment outcomes,
- to apply international standards of excellence for care and services that have been shown to improve the quality and good outcomes of treatment for medical tourists, and
- to increase your share of medical travelers who seek out better quality and higher standards of treatment and care.

Medical Tourism Certification from MTQUA is a review and evaluation of your non-clinical processes and services related to treatment, care, and services for medical travelers and international patients.

Your business or facility becomes certified when an MTQUA evaluator determines you are following practices and processes that meet the international standard of excellence in quality of care and services for medical tourists.

These standards have been shown to result in better results not only for medical tourists, but all patients.

Apply for Medical Tourism Certification here <https://www.mtqua.org/application-form-certification/> to receive more details. For a copy of the Medical Tourism Certification Summary of Standards, please email caroline@mtqua.org.





MTQQA Medical Tourism Certification



... assures medical tourists
they get the quality of care and services they need
for the best outcomes possible
and for continuing healing and health
after they return home.



Certification That Fits Your Needs

Medical tourism certification shows health care consumers that your medical tourism processes, services and operations meet the international standard of excellence for care and services to international patients and medical tourists.

If You Are A Health Care Organization, A Business, Or Self-Employed ...

... and want international recognition or verification of the quality of the care and services you provide to medical tourists, you need certification that reviews related operations, activities, and processes.

Certification for this is provided only by MTQUA worldwide, and applies only to non-clinical operations.

As you go through the certification process, you will be asked about your services and activities in some business, marketing and service areas.

You may be asked to provide copies of business documents and to describe specific procedures.

You may be required to make changes to certain services or activities in order to meet the conditions for certification.

All providers of medical tourism related services may apply for certification.

Once your facility or business is certified, you may use the silver-and-blue certification seal in your marketing materials. When used on a website, the seal links back to the page on the mtqua.org site that verifies your current certification status.

If You Are An Individual ...

... and are looking for education or training in order to be better informed when working with medical tourists or international patients or to be better qualified for employment in medical tourism related areas.

These individuals may take education programs available from several groups through workshops, seminars or online courses. After completing the required courses, participants take tests or exams, often multiple choice questions administered online.

Individual certification is not intended to demonstrate an organization's suitability as a "certified" entity, but only that the individual has received independent training or education related to medical tourism.

Caution: Seals, emblems or certificates issued for individual certification should not be used as symbols on a company's website or marketing materials suggesting the company itself is certified.

For medical facilities:

Medical tourism certification is NOT an evaluation or review of clinical process.

It is complementary to – not a replacement for – JCI, QHA Trent, Accreditation Canada International or similar accreditations.



What Businesses Can Be Certified?

The MTQUA silver-and-blue seal of certification is awarded worldwide to

- Hospitals
- Clinics, ambulatory centers, rehabilitation facilities
- Medical tourism companies/facilitators
- Physician practices
- Specialty treatment centers
- Alternative health centers
- Recovery resorts
- Wellness and spa resorts
- Travel agencies and other medical travel related services

Why Is It Important?

• *You Are Trusted*

By certifying the non-clinical operations, processes and protocols of your hospital, clinic or service, you are declaring to patients around the world they can trust you to provide the high quality services and care management that promote good results.

Bonus benefit for hospitals

Because medical tourists are independent, engaged patients, their treatment and care often requires a more patient-centered approach by nurses, doctors and staff.

Medical tourism certification supports and reinforces your institutional goals related to the growth of a customer service or consumer oriented hospital culture.

• *You Are Preferred*

Insurance providers, assistance companies and referring physicians seek out medical tourism certified businesses to be their “preferred” providers, knowing they can expect their patients and clients to receive a specific high level of care management and services.

Hospitals look for certified facilitators and service providers.

Facilitators want to work with certified hospitals, clinics and specialty treatment centers.

Insurance companies and corporations want to work with certified entities because of their commitment to excellence and industry best practices.

• *You Are Recognized*

Medical tourism certification is independent third party recognition that your hospital, clinic or service meets the international standard of excellence in quality of care and services for international patients and medical tourists.



- ***You Have An International Brand Of Excellence***

Consumers and referrers anywhere in the world can easily identify and compare service providers worldwide that have been approved for their quality of treatment and care services against a rigorous international standard.

- ***Your Operations Are Best Practices***

Certification helps identify the strengths and improve the weaknesses in your operations. Throughout the evaluation process, you receive practical suggestions and useful tools that will enrich the overall patient experience and benchmark your business processes against other medical tourism service providers around the world.

Certification educates your organization. If you are just starting out in medical tourism, the time for your business to become certified is now.

Instead of spending time, money and effort to create procedures, a marketing plan, a website, documentation, checklists, etc., and to build a network of hospitals, clinics and agents, you learn through the evaluation process what you need, what to do, how to do it, and where to turn to next. It gives you immediate access to the highest quality network of medical and service providers in your region and around the world.

- ***Yours Is A Safer Organization***

Putting tried and tested processes and procedures to work for you reduces the likelihood of errors and problems with patients and increases their opportunity for positive outcomes. Patients understand that safety and quality risks are reduced when they are in the hands of a certified service provider.

- ***You Are More Competitive***

Your brand is stronger and set apart from your competitors as an industry specialist. Your organization is listed on our website Directory of Certified Providers.

Patients have less worries about taking care of all the large and small items in planning and managing their care because they know you can do this better for them.

- ***Your Operations Are More Transparent***

Patients have a clearer understanding of what they can expect from you, and what you expect from them.



MTQQA Medical Tourism Certification



... assures providers of health care
that they are following
international best practices
in care and services for medical tourists
that are mindful of their unique needs.



Why Medical Tourism Certification From MTQUA?

1. Medical Tourism Certification from MTQUA is the first and only medical tourism certification program in the world.

MTQUA certification is the only program with an evaluation team that conducts comprehensive and detailed reviews. Each health care facility or service business is thoroughly evaluated on its non-clinical operations, processes and policies in care, services, marketing and other areas that influence how medical tourists choose their medical and service providers and the results they can expect.

2. The certification program was developed by leading medical tourism professionals who understand the medical tourist's journey before, during and after treatment and care.

MTQUA certification is the only evaluation process in medical tourism led by medical travel and health care professionals who have experienced all sides of medical tourism:

- **As medical tourists and international patients**

Over 30 years, as medical tourists and international patients themselves, they and their family members have personally undergone many episodes of care across a broad range of medical travel situations including major surgery as inpatients and outpatients, elective procedures, fertility treatments, dental treatments, alternative therapies, etc.

- **As medical travel facilitators**

This certification program was initiated by Julie Munro, a leading medical tourism facilitator and founder of a pioneering medical travel company, Cosmetic Surgery Travel. Since 2003, the company handled more than 10,000 inquiries and 2,000 clients. She has personally managed the care and services for more than a thousand clients. In 2008, she authored the ground-breaking medical tourism publication, *Care And Management Of Traveling International Patients*.

Through her work and professional activities, Ms. Munro has wide-ranging connections to facilitators, hospital executives, and medical professionals around the world through which she keeps in touch with developments and issues across the spectrum of medical tourism.

- **As hospital directors and as managers of international patient departments**

This certification program is directed by Sandra J. Millar, an international health care specialist with more than 30 years experience in health care practice, marketing, international patient care and services, and tourism program development in Saudi Arabia, Jordan, Viet Nam and Thailand.



Mrs. Millar has a long and outstanding hospital management career in Thailand. She was C.O.O. of a licensed hospital for addiction treatment of medical tourists for 4 years. She established the international patient department at a leading JCI-accredited hospital, where for 8 years she engaged in strategic planning, international marketing, policy and operational protocols, patient consultations, legal and insurance resolution, end-of-life family counseling and patient safety issues, and participated in preparation for JCI accreditation. For 2 years she was head of the international division at a Johns Hopkins-affiliated hospital.

In Canada, she was Senior Disciplinary Judge and board member of the Ontario College of Nurses and ad hoc advisor to the Ontario College of Physicians and Surgeons for 7 years, making judgments on cases that included issues of patient harm, professional discipline and medical ethics.

3. Standards are consumer-centered.

MTQUA certification is review of the non-clinical aspects of treatment and care. It is consumer- and patient-centered and guided by principles aimed at helping each medical tourist get the best possible outcome in a way that is respectful of each one's privacy, safety, culture, religion and income.

It complements an organization's or practitioner's clinical operations and supports the provision of consistent, world-class medical treatment and care management in medical tourism.

“We see this being necessary and I'm very ready and willing to step up as a medical travel company that is certified in international standards for high quality.

Medical travel company, UK

4. Standards are evidence-based.

MTQUA offers the first evidence-based certification program built on the collective hands-on practical experience of pioneering medical tourism practitioners.

You benefit from actual cases, events and incidents of leading medical professionals and international patient specialists who developed the MTQUA certification program. Their knowledge and experience is the foundation of international standards that guide the certification process and helps you meet your medical tourism objectives and improve upon your medical tourism goals.

5. MTQUA is an international organization recognized around the world for its pursuit of quality in medical tourism.

The mission of MTQUA is to advance safety and quality in treatment and care for medical tourists. Since its founding in 2009, MTQUA has been actively advocating, developing and supporting professional standards and practices, quality in medical tourist care management, and awareness of the unique needs of medical travelers.



With offices in the United States, Middle East, Europe, and Asia, we understand the complex issues in medical tourism and patient care that determine better care and better outcomes across borders and across cultures.

6. MTQUA is a trusted organization.

MTQUA is a leading advocate for professional standards in medical tourism around the world. We issue an annual list of the World's Best Hospitals for Medical Tourists, promote an International Patients' Bill of Rights, publish the Best Practices in Medical Tourism series to help guide those in the medical tourism industry toward higher standards, and write and speak about the practice of medical tourism.

7. MTQUA is a transparent organization.

From its founding in 2009, MTQUA has always operated in an open, transparent way. All our activities and programs are kept to the highest standards of practice with no conflict of interest of any kind within the organization or between the organization and those it supports or promotes.

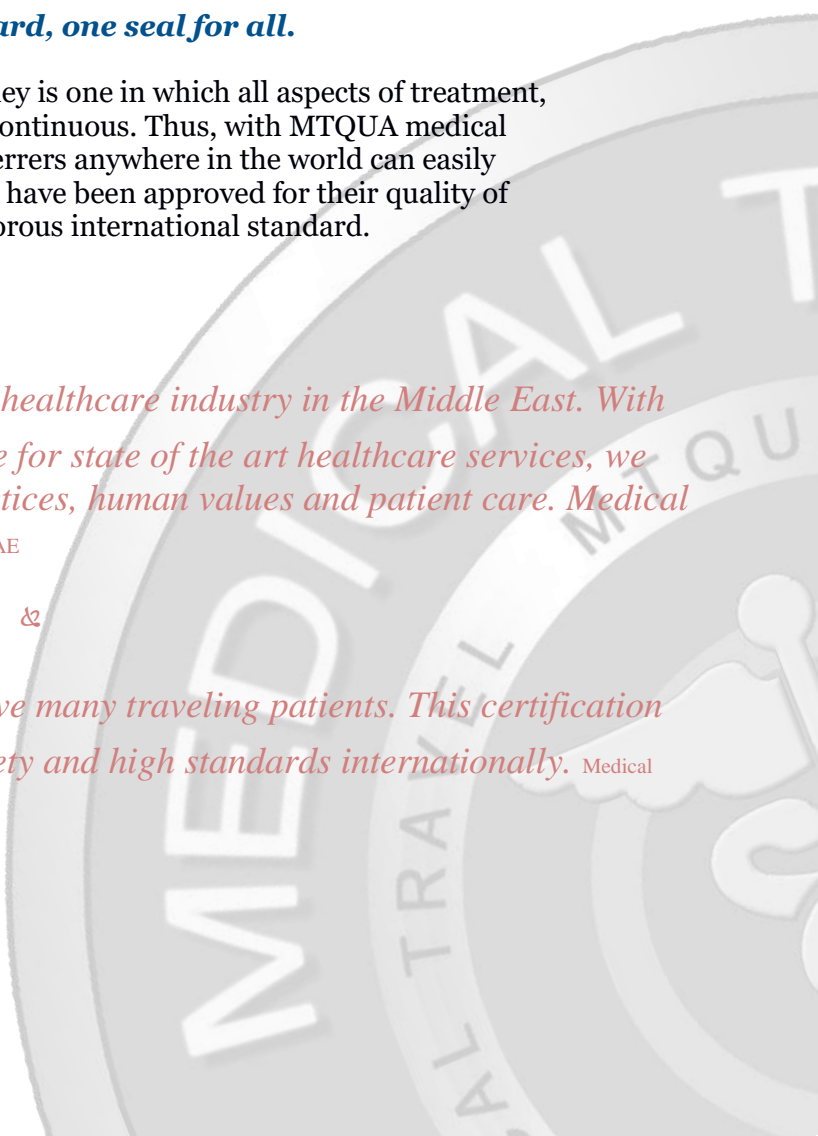
8. One certification, one standard, one seal for all.

In our view, the best medical travel journey is one in which all aspects of treatment, care, and planning are coordinated and continuous. Thus, with MTQUA medical tourism certification, consumers and referrers anywhere in the world can easily identify service providers worldwide that have been approved for their quality of treatment and care services against a rigorous international standard.

“Our hospital is a leader in the private healthcare industry in the Middle East. With our vision of being the center of excellence for state of the art healthcare services, we build our practice on evidence-based practices, human values and patient care. Medical tourism certification supports this.” Hospital, UAE

&

“We are in a tourist community and have many traveling patients. This certification will keep us on the forefront of patient safety and high standards internationally.” Medical Clinic, Portugal





MTQQA Medical Tourism Certification







... assures agents and facilitators
they are providing the appropriate care and services
that ensures their clients and customers
get the best possible outcomes
in a safe and responsible environment.



Your checklist to

Medical Tourism Certification from MTQUA

		<p><i>Download the Guide To Medical Tourism Certification.</i></p>
		<p><i>Complete the online application at https://www.mtqua.org/application-form-certification/</i></p>
		<p><i>Pay fees and schedule the first interviews.</i></p>
		<p><i>Complete the evaluation.</i></p>
		<p><i>Congratulations! Your facility or company has achieved Medical Tourism Certification.</i></p>



What Is The Process For Getting Certified?

- ***Getting Started***

You may apply for Medical Travel Certification by completing the form on the MTQUA website at <https://www.mtqua.org/application-form-certification/> After we receive your application, we will issue an invoice for payment. When payment is received, we will place you on the schedule of our evaluation team.

- ***Guidelines And Standards***

Medical tourism is a consumer-driven movement. Consumers expect that the treatment and care they receive as medical tourists will be of a high standard and result in a good outcome.

Medical tourists are not ordinary patients. Caring for medical tourists and international patients requires more skill, intuition, and insight than the practices and protocols measured by the traditional clinical accreditation process. MTQUA has published a series of white papers describing best practices for delivering a high standard of care that result in a good outcome. Medical tourism certification guidelines draw on these best practices.

- ***Timeframe***

Evaluation is usually completed within two to three weeks after we receive your information. Clinics and hospitals may take longer than this because information from several departments needs to be collected and coordinated.

- ***Evaluation***



The evaluation is a collaborative process. It is as much a review of operations and procedures as it is an opportunity for an information exchange, discovering your superior practices and areas for improvement, and learning from best practices of other organizations.

The evaluation team appraises your operations and processes through telephone interviews, document verification, a questionnaire that reviews your medical tourism-related activities, policies and procedures, and other practical indicators of the medical tourism related services you provide.



The examination of activities and procedures is conducted primarily through an extensive questionnaire asking for detailed information in certain areas of operations.

The evaluation team reviews the information you present and may follow up with requests for additional information or recommendations for certain changes or improvements. It may require that certain documents be notarized or otherwise verified, and that evidence of current licenses or accreditations be presented.

We may require an on-site review in certain cases.

Our evaluators review information you provide about:

- Medical tourism administration
- Facilities
- Marketing of your services
- Website and online activities
- Privacy, disclosures, disclaimers, safety, security
- Transparency of practices, costs
- Business practices
- Business services
- Care management
- Internal teamwork, external partnerships and alliances

• Granting Of Certification

Once your facility or business has satisfactorily completed the review process, it is deemed to have met the criteria for Medical Tourism Certification. The seal designating your facility or business as Medical Travel Certified will be issued and is granted for a period of not more than one year. MTQUA may withhold or cancel certification with due cause.

“Certification will help me to improve the quality of service delivery offered to my patients in accordance with International Standards.

Dental Clinic, Costa Rica



MTQQA Medical Tourism Certification



... assures buyers and referrers
their clients are receiving
care and services that meet
industry international standards of excellence.



Frequently Asked Questions

- ***If my hospital is JCI accredited, do we also need international Medical Tourism Certification from MTQUA?***

JCI or similar accreditation is not applicable to medical tourism.

Medical tourism certification is a review of non-clinical operations and processes, whereas accreditation, as offered by JCI, QHA Trent, Accreditation Canada International and others, is an evaluation of clinical processes.

A hospital that wishes to measure the way it conducts treatment for all its patients against certain international standards can seek JCI accreditation.

If a hospital, clinic or service wants to measure the way it conducts treatment, care and services for traveling international patients (medical tourists), Medical Tourism Certification from MTQUA is the only international program that does so.

“*I think we need to have certification for all medical tourism agencies. The industry is growing rapidly and the ‘cowboys’ need to be weeded out.*”

Medical Travel Company, USA

- ***Will medical tourism certification result in more business?***

The silver-and-blue medical tourism certification seal is a mark of quality and excellence that medical travelers and international patients trust.

They understand this means they are likely to receive better overall care and better results of treatment from certified providers than those who are not certified.

- ***What’s the difference between MTQUA certification and others out there?***

It’s not surprising that people are confused over the many certification programs being promoted for the medical tourism industry these days.

If you operate a business (hospital, clinic, wellness center, medical tourism company, etc.) that serves medical tourists, the goal of your certification should be to give you the assurance that your operations and procedures follow best practices and meet certain international standards of excellence in medical tourism.

Medical Tourism Certification from MTQUA is the only program that does this.

It is the only certification developed by medical tourism practitioners and based on actual medical tourism practices, experiences and operations. It is not a program developed by insurance companies, associations, lawyers, research firms or marketing agencies.



- ***The medical tourism association of our country certifies us. Do we also need international Medical Tourism Certification from MTQUA?***

The goal of a national association is usually to promote the growth of medical tourism for that country, not necessarily to promote better quality of outcomes and safety for all medical tourists.

Countries that have their own medical tourism associations are typically funded by their government tourism departments. Their purpose is to attract medical tourists by promoting their country's health and wellness providers. They generally have a policy of "everyone welcome" into their associations so as to encourage many providers and businesses to join.

- ***We do not speak English and most of our business in another language. Can we still be certified?***

Yes. On request, the evaluation interview may be conducted in your language of business. You may be required to provide translation of certain documents.

- ***We are a medical tourism company. Are we evaluated the same way as a hospital or clinic?***

One of the guiding principles of the Medical Travel Quality Alliance is that the best outcomes for medical tourists are obtained when all who contribute to their treatment and care work in harmony to achieve optimal results.

All facilities and businesses are evaluated against the same international standards of care-related services and management. These standards are applied according to the type of business or facility you operate.

For example, care management and services that a hospital provides a medical tourist are different from those a facilitator provides. Likewise, a clinic, a travel agency and a specialty treatment center provide different services.

The evaluation process begins with an in-depth interview that gives the evaluator a clear understanding of the type of business or facility you are, how the standards are best applied for your business or facility and what practices best meet these standards.

- ***Is there a handbook of "standards"?***

There are guidelines and certain requirements to meet the standards for medical tourism certification. There are no specific clinical protocols like JCI or other clinical accreditation organizations.

The focus of certification is not to change how you conduct your business but to review how your existing services, communications, marketing program, business



operations and processes, and client support, promote best practices in care and treatment management for medical tourists.

From the initial contact through the inpatient event and the follow-up, the evaluation team reviews and assesses what you do now and suggests improvements or specific changes, where needed, to meet our guidelines and criteria for certification.

“We would like to certify the quality of service provided by us so that international patient can use our services without any fear of travelling into a different country.

Hospital, Turkey

- ***Is there a written examination?***

There is no written examination or test.

MTQUA certification is not a test of individual knowledge that can be measured by an exam.

It is an evaluation of the operations, policies and procedures of your facility or company as you apply them to your medical tourism services or business.

Evaluation includes formal and informal questions about your operations and processes in 9 or more areas or departments.

- ***Can we fail an evaluation?***

You cannot fail an evaluation. The purpose of medical tourism certification from MTQUA is to help you become a better provider of care and services to medical tourists. If your business or facility does not initially meet the criteria for evaluation, you receive a report from our evaluation team with recommendations on how to improve your operations in order to meet the certification standards.

Once these recommendations are incorporated into your operations or processes, you will be certified. You may withdraw from certification at any time with the assurance your withdrawal will not be disclosed. All information you provide throughout the evaluation process is kept completely confidential at all times.

How Much Does It Cost?

To apply for certification, email Caroline Bodanis at caroline@mtqua.org or apply via [our website](https://www.mtqua.org/application-form-certification/) online at <https://www.mtqua.org/application-form-certification/>.

Certification review is conducted every two years.



Schedule of Fees

Fees (US\$)	CERTIFICATION FEE (paid <u>every 2 years</u> at time of review)
Hospital or clinic (with in-patient services):	
Less than 50 beds	\$1,800
51 – 200 beds	\$2,500
201 – 350 beds	\$3,300
351 – 550 beds	\$4,300
551 – 750 beds	\$5,500
751 – 1,000 beds	\$6,800
1,000+ beds	\$7,900 and up
Clinic (no in-patient services), including medical, dental, or specialty treatment center with 2 or less practicing doctors	\$1,800
Other medical, dental clinic or specialty treatment center	\$2,400 – \$3,900
Hospitalist or sole physician practice*	\$1,500
Medical travel services company** (more than one year in business)	\$1,200 – \$1,800
Medical travel services company** (new, less than one year in business)	\$1,800***
Hotel or resort	\$1,200
Travel agency	\$1,200
Spa or wellness center	\$1,200 and up
Other service provider	Request quote
<p>This schedule of fees is effective October 1, 2017. Costs and fees are subject to review and change without prior notice.</p> <p>Additional costs apply if an on-site evaluation is required, or if translation is required.</p> <p>*Doctors or surgeons whose practice is hospital-based or independent practitioners.</p> <p>**Includes facilitation, brokerage, agency, other business whose primary service is to medical tourists.</p> <p>***For new medical travel service companies, fee is higher for first evaluation period, and includes exclusive focused consulting/training/assistance. When renewing, standard fees apply.</p>	



To apply for medical tourism certification,
please submit a completed application form
on the MTQUA website at
<https://www.mtqua.org/application-form-certification/>

For more information about medical tourism certification
or other MTQUA products and services,
visit our website [mtqua.org](https://www.mtqua.org)
or contact Caroline Bodanis at caroline@mtqua.org

Download these Best Practices titles from MTQUA:

- *The Care And Management Of The International Traveling Patient*
- *GREAT EVERY TIME! Delivering Great Patient Experience By Managing Critical Patient Touchpoints in Medical Tourism*
- *What Is Medical Tourism?*
- *Building Trust and Credibility: Medical Tourism Website and Internet Best Practices*

[mtqua.org](https://www.mtqua.org)

