

The Future of Medical Tourism and Opportunities for Growth



**MEDICAL TOURISM
ASSOCIATION**

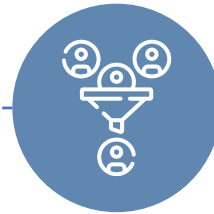
Biggest Challenges All Providers Have:



Visibility



Access to More
Patients



Better Conversion
of Leads to
Customers



Affordable Ways
to Get More
Patients



Market Opportunity

\$100 billion

13+ million consumers traveling globally for medical procedures.
Growing at 15% to 25% annually.





Do you know what's
working for your
organization?

Do you know what needs to
be **improved** inside or what
needs to be **fixed**?





Trust

is the **#1 Factor** of
how patients choose

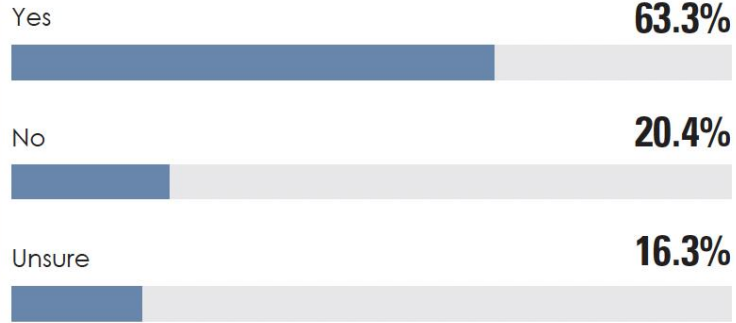
Almost **50%** patients who inquired
to go to you for medical treatment:

- They don't think they will get the medical outcome you promised
- Hidden fees and Money being stolen



Insights on the Influence of Accreditation in Decision-Making:

If yes, did the accreditation influence your decision to choose that healthcare provider?



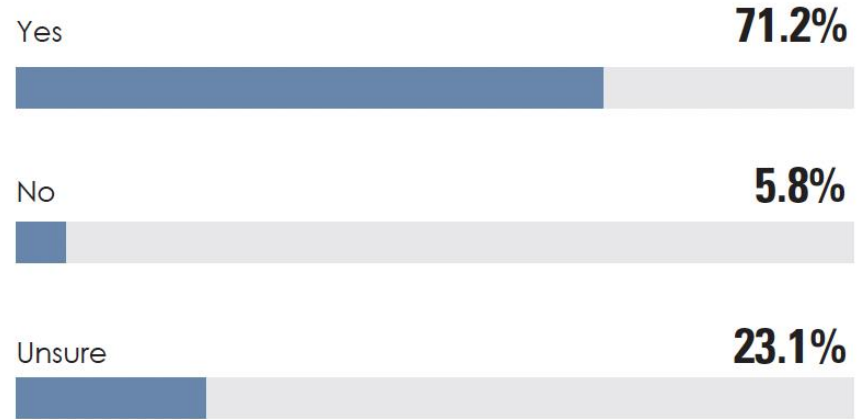
6 out of 10

medical tourists place a high importance on accreditation, indicating its critical role in their decision-making process.

Source: 2024 Medical Tourism Patient Survey

The Importance of Accreditation and Trust

Did your healthcare provider abroad have an internationally recognized accreditation?



Source: 2024 Medical Tourism Patient Survey



What are you doing to solve these problems if you want to increase your patient conversion?

If you are losing **500 patients a year** at **\$5,000 USD**

USD = \$2.5 million USD annually





Accreditation

- Are you moving to accreditation?



- Does this accreditation mean anything to patients in your target markets?
- Are you doing it solely to get international patients?





How do you separate yourselves from the bad players in the industry that have ***bad outcomes***, ***steal money*** and have ***hidden fees***?

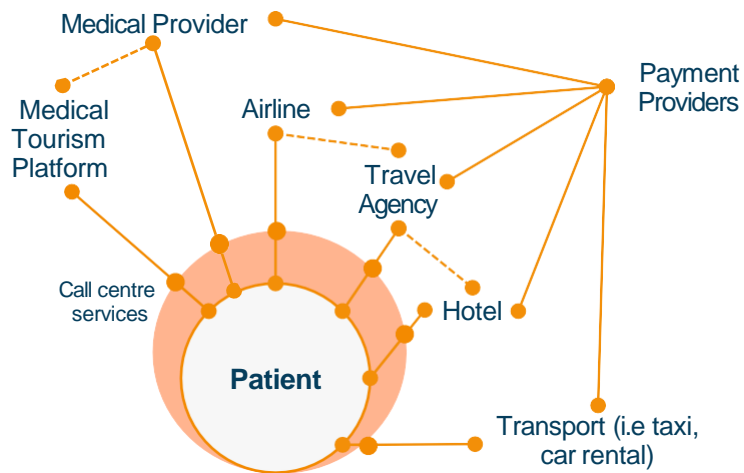
The industry today is Fragmented



This is how all of you are doing business today?

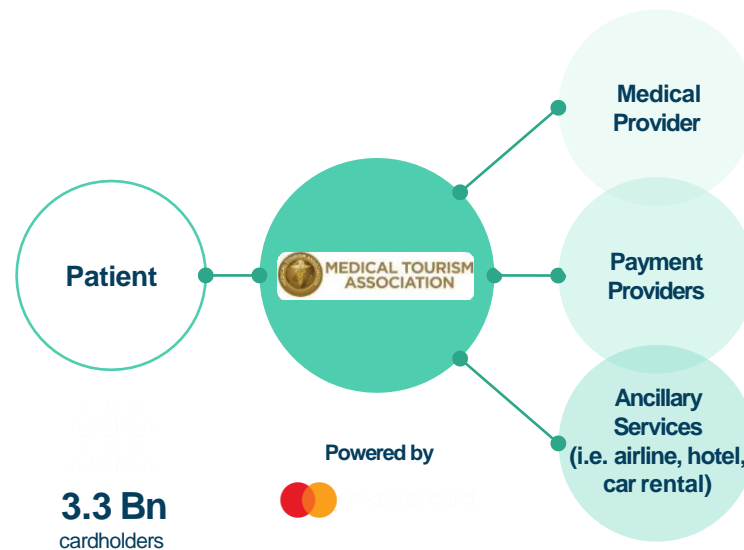
Current Model

- Concierge facilitates treatment but not payment
- Requires all participants to 'assume' a level of trust, rather than trust by design in the process
- Poor consumer & provider experience



Enhanced Model

- Concierge receives payment from the patient
- Patient has scheme guarantee over payment, provider has confirmation of booking & payment assurance
- Concierge makes payment to provider on service delivery





The industry today is Fragmented

This is how all of you are doing business today?

Google Ads are too expensive, not sustainable.

Social media advertising doesn't work for you...





Facilitator **referrals**
aren't growing?

Partnerships
with website lead
generation sites aren't
scaling for you?

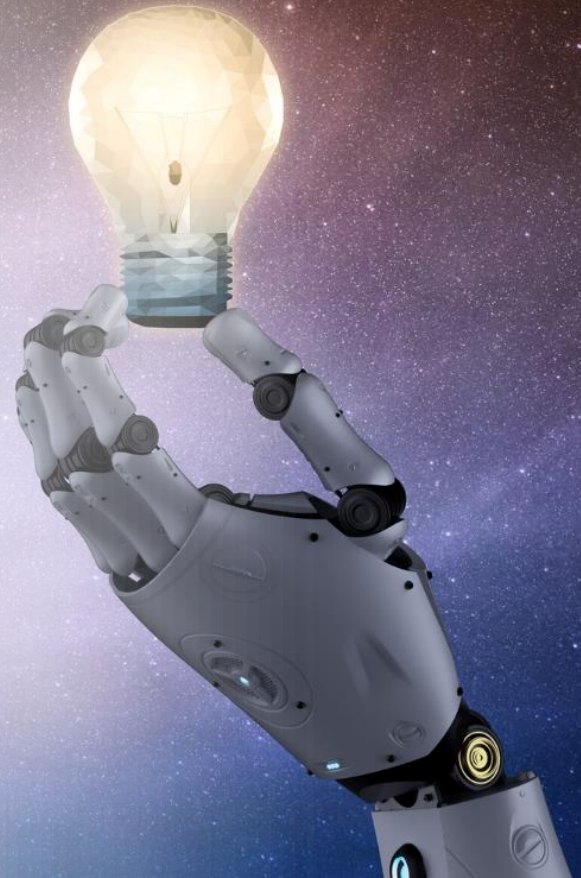




Don't waste money hiring management consultants to try to grow your business.

Be Innovative

Step outside your
box and do
things different



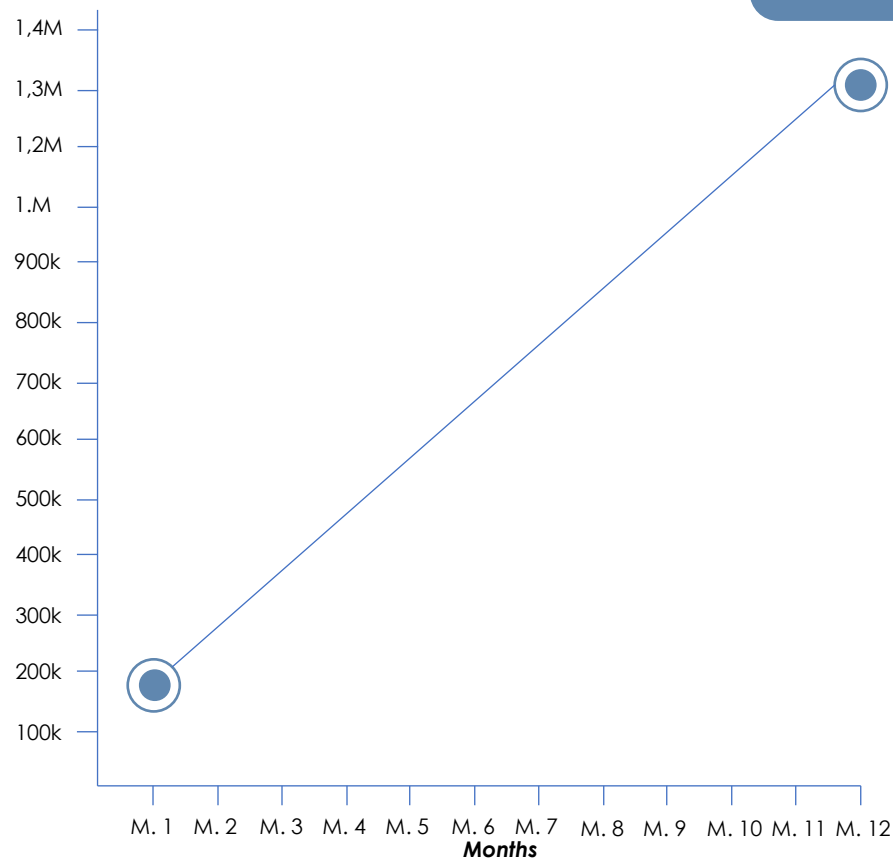


TAKE RISKS

MTA invested in AI in 2022 – DarwinAI - We went from **180,000** international patients coming to our website to **1.3 million** in 12 months. Patient Leads **13X** in 12 months.

One of our clients had **60,000** patients read their articles on their specialties in 6 months

Patients on Website





Difficulty Growing medical tourism to Cali? **It isn't your fault**

The Medical Tourism industry is stuck in *20-year-old thinking* of how the industry should be run.

1.

Establish trust

2.

Access New
Patient Channel
Paths

3.

Make it easy for
them to pay





Dear Patient

We received your inquiry!

It's all antiquated

Outdated Marketing, Outdated trust building, outdated concepts of how to convert the patient.



Do you realize when they're contacting you, they're contacting 3 to 5 other competitors?

You are losing 50% of your clients because every patient is asking...

Is the doctor/clinic good?

What are the hidden fees they're going to charge me?

Are they going to steal my money?

Can I really trust them?



Telling patients “Trust me”
isn't an answer



What if there was a trusted brand like **Airbnb, TripAdvisor or Expedia** in medical tourism?

What if payment solutions made it **safe, transparent, and easy** for patients to pay?

What if there was **flexible payments, patient financing**?



better



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There is now.

Mastercard who has **3.3 billion global customers** entered into a long-term partnership with MTA to launch Better by MTA – a new platform for all stakeholders.





Medical Tourism Is Only
going to get **better**

Think Differently,
Throw away all your old
strategies and old ways
of thinking.

***Approach
medical tourism
differently in 2025***



It's Only Going to Get **better**

Global Medical Tourism Summit
February 24-25th, 2025 | Florida U.S.



GLOBAL MEDICAL TOURISM SUMMIT
February 24-25, 2025 | Florida, U.S.





**MEDICAL TOURISM
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Thank you!

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