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Workshop on Medical Tourism Educates Industry Players on How to Rise Above Adversity and Be Globally Competitive

Medical tourism is fast becoming a buzz word in healthcare. It has transformed into one of the fastest growing segments in the tourism industry despite the global economic downturn. High cost of treatments in developed countries, such as the US, UK, Australia, Japan and the Middle East, have brought patients from such regions to seek healthcare in Asian destinations like the Philippines.

“With the enormous potential for future growth and development of medical tourism in the country, the challenge for healthcare facilities and providers is in presenting and portraying the Philippines as a global destination for health and wellness,” said Undersecretary Cynthia Carrion of the Department of Tourism’s Office of Sports and Wellness.

To address this challenge, a Workshop on “Creating and Marketing a Successful Brand for Medical Tourism” was held on October 6, 2009 at the Makati Shangri-La Hotel. The well-attended Workshop educated and equipped players in the medical and wellness tourism industry on how to face international competition most especially given these difficult times.

Key officials and high-level executives of hospitals, clinics, spas and government offices participated in the Workshop. It was an opportunity to strengthen the Philippines’ healthcare system and forge partnerships among various business industries that medical and wellness tourism covers.

The Workshop was expertly conducted by Dr. Sanjiv Malik, known worldwide as a guru in international healthcare travel. He is currently the Executive Director of the MMR Eye Institute, a topnotch eye care clinic in India, and the President of Anand & Anand Associates, a leading IPR law firm in Asia. A highly sought-after speaker in international conferences, Dr. Malik is a keen communicator who has demonstrated excellent business acumen.

Topics covered by Dr, Malik include: Key Drivers of Medical Travel, Building your Brand in Medical Tourism; Accreditation; Setting Up an International Patient Department; Providing Seamless Service; Communicating your Brand; Recession- and Crisis-Proof Marketing Tools that Work; and other useful subjects that helped hospitals, clinics, spas, health insurance companies, and other providers of health and tourism services to rise above adversity and become globally competitive.

“This Workshop on Medical Tourism is very timely,” said Joyce Alumno, Chairperson of the event. “The fact that many people showed great interest and attention about the event is proof of the Filipinos’ resilience to difficulties. The Philippines will certainly rise above any calamity and become a shining ray of light in medical tourism and global healthcare travel.”

This event was organized by HIM Communications in partnership with the Department of Tourism. The 1st Asian Business Forum on Medical & Wellness Tourism and Retirement is being planned, showcasing the Philippines and Southeast Asia as a prime region for investments in international healthcare travel. For inquiries please call HIM Communications, Inc. at (+632) 910.8030, 468.9999, 0917.8918998 or email info@himcommunications.com.

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