



IHTF 2022

المنتدى العالمي للسياحة العلاجية والسفر الصحي

INTERNATIONAL HEALTHCARE TRAVEL FORUM

19th – 21st November 2022

ST. REGIS HOTEL AMMAN, JORDAN

ORGANIZED BY:



Private Hospitals Association - Jordan
جمعية المستشفيات الخاصة - الأردن

How to Excel as a Healthcare Destination

Irving Stackpole, RRT, MEd

Last Update:

Logo





The “Frame”

- Cross Border Trade in Healthcare
 - General Agreement on Trade in Services (GATS)
- Markets - Demand-Side & Supply-Side
 - Where do YOU fit?
- Demand / Supply-side Shocks





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Steps to Excel

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- To “Excel”
- To become the destination of choice
- To move from Opportunistic to Sustainable

1. “Quality”

2. Go Hybrid

–Bring the markets to you



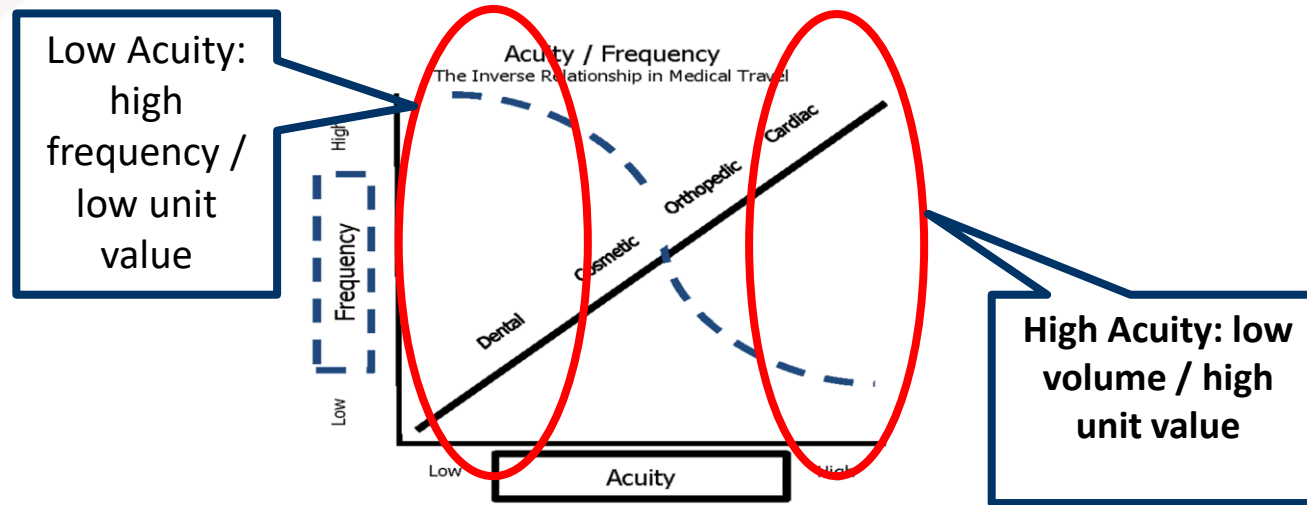
QUALITY

- Quality is NOT
 - A “Feeling” or an “Experience”
- *“The degree to which a service is free of controllable defects.”*
 - W. Edwards Deming
- Quality is *measurable* and at the heart of **excellence**
- Statistical Process Control
- Value-based healthcare



The Markets

- Traditional (Mode 2) segments



There is an inverse relationship between the acuity (complexity) of medical / healthcare service and frequency of utilization in the medical travel markets

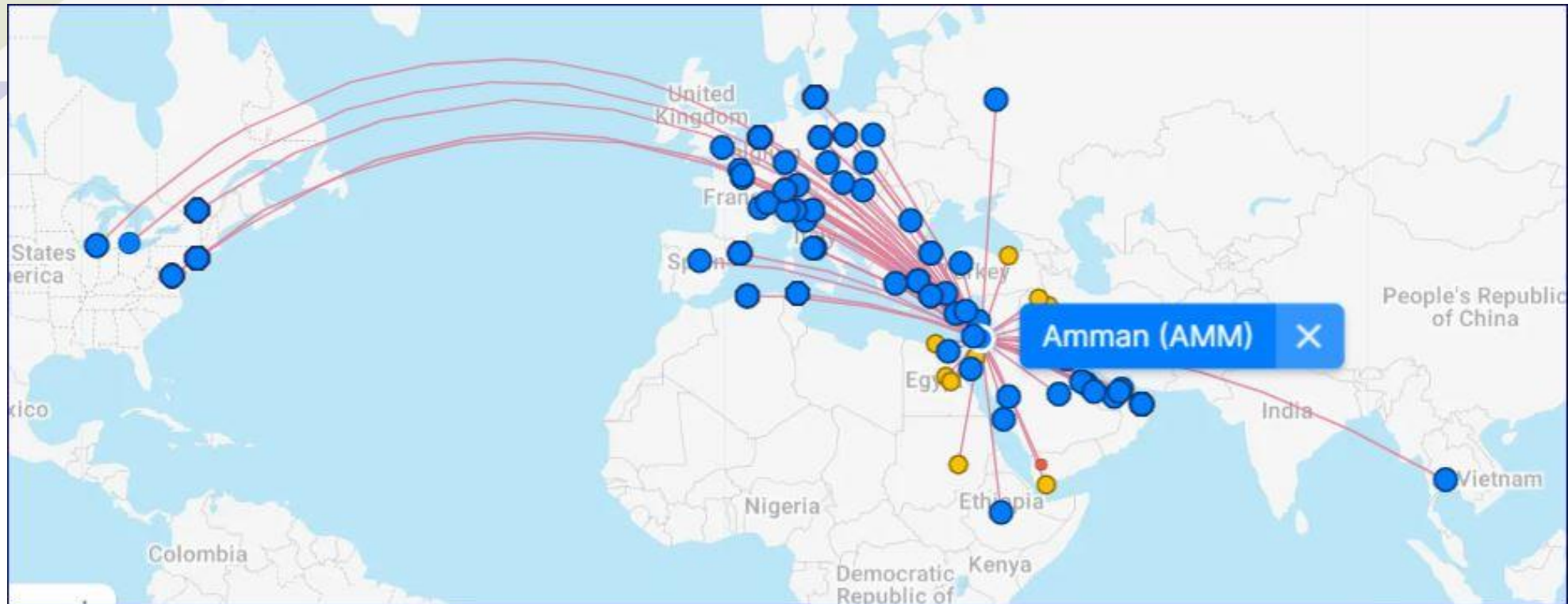
Cross-Border Trade in Healthcare Services: WTO General Agreement in Trade of Services (GATS)

Mode	Type	Trade in healthcare	Examples
Mode 1	Cross border supply of services	Trade across borders through electronic media; shipment of materials; analysis of information	Telemedicine; Transfer of images for evaluation and analysis such as radiology, histology, cardiology, etc.
Mode 2	Consumption abroad	Care for foreign patients in a destination across a border; foreign students attending classes	Consumers traveling across borders for the express purpose of receiving treatment; students from one location traveling to another location for training
Mode 3	Commercial/operational presence	Establishment of foreign operations, subsidiaries or investment for the management or provision of health services	Providers from one country initiating services through an operating entity in another country
Mode 4	Presence of natural persons	Temporary movement or location of health professionals providing services abroad; short-term consulting assignments	Locum tenens across borders; consulting



The Markets

- Traditional (Mode 2) – geographic sources





- New models

General Agreement on Trade in Services (GATS): Modes & Types of Trade			
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ML / AI applications

Telemedicine; Transfer of images for evaluation and analysis such as radiology, histology, cardiology, etc.

Providers from one country initiating services through an operating entity in another country

Temporary movement or location of health professionals providing services abroad; short-term consulting assignments

Multi-national / Hybrid & Risk-bearing

Skills / Knowledge transfer through temporary assignment



Three-legged stool (healthcare)

– Healthcare Quality

- Transparent Data / Outcomes

– Quality Customer / Consumer Experience

- Mapping / Measuring Consumer Journey

– Awareness / Accessible / Safe / Appealing

- Hybrid Modes of Cross-Border Trade



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Thank you!!

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