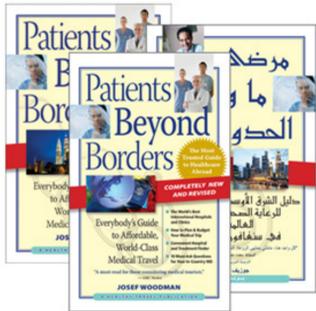




Patients Beyond Borders

FOCUS ON: SERIES



Since publication of the first edition in 2007, *Patients Beyond Borders* has introduced patients and healthcare consumers around the world to contemporary medical tourism and health travel. Seven editions later, *Patients Beyond Borders* has become the world's best-selling and most authoritative source of consumer information on medical tourism, with over 140 million print and broadcast impressions from the best-known, most influential media sources. Now, *Patients Beyond Borders* is teaming up with Medeguide.com to offer select hospitals a new integrated marketing tool called FOCUS ON:

What is it?

Focus ON: is a digital brochure about your hospital featuring searchable, dynamic content and providing a direct connection to Medeguide's doctor search engine. With a visually-rich format and patient stories, FOCUS ON: is presented in an engaging, consumer-friendly PDF format. You get:

- ✔ A full-color, high-resolution Adobe Acrobat PDF file, suitable for printing.
- ✔ A full-color, low-resolution Adobe Acrobat PDF file, for posting online.

Editorial content includes:

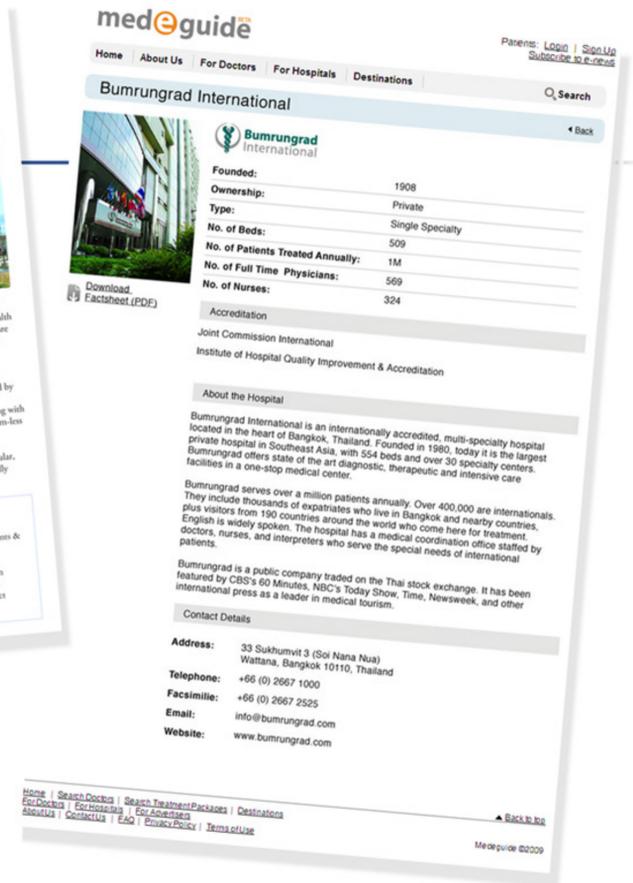
- ✔ An introduction to your hospital, penned by *Patients Beyond Borders* author Josef Woodman
- ✔ General information about your facility, including history, services and more
- ✔ Profiles showcasing your:
 - ▶ Executive management team
 - ▶ Accreditation and other quality assurance achievements
 - ▶ Key specialties and procedures
 - ▶ Top doctors and surgeons, with a direct link to Medeguide
 - ▶ Technology
 - ▶ "Signature Services," including International Patient Center, accommodations, special patient services and more
- ✔ Patient case studies
- ✔ Basic traveler information, including transportation, nearby hotels and restaurants
- ✔ International Patient Center contact information

PLUS:

- ✔ Up to 20 color images showcasing your facility, including the exterior, lobby, visitor areas, patient wards, instrumentation, restaurants and more
- ✔ Searchable content with bookmarking capabilities for quick reference
- ✔ Mobile device and eBook-friendly versions
- ✔ Integrated links to your hospital's most important online resources, including international patient tools, and more

Use FOCUS ON:

- ✔ Your website
- ✔ Third party websites
- ✔ As an online brochure
- ✔ As a printed brochure
- ✔ For electronic distribution
- ✔ On social media sites



Benefits:

- ✔ Multi-purpose marketing tool you can use online or offline
- ✔ Appears on multiple high-traffic websites
- ✔ Produced by an independent, credible third party source
- ✔ Showcases your key doctors and procedures
- ✔ Actionable—generates qualified queries that go directly to you

Special Offer

Patients Beyond Borders and Medeguide are offering a special introductory rate that includes:

- ✔ Creation of FOCUS ON: YOUR HOSPITAL with three free updates up to one year after publication
- ✔ Profiles of 30 doctors and 15 treatment packages
- ✔ Special Medeguide splash page for your hospital

USD \$7,500

For more information, please contact:

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