



Introducing the IMTJ Medical Travel Awards 2014

Rewarding innovation, improvement and excellence in medical travel



The **IMTJ Medical Travel Awards 2014** celebrate the very best in innovation, improvement and excellence in the medical travel, medical tourism and health tourism industry.

Based on the rigorous assessment of an independent panel of medical travel experts, the inaugural Awards will be presented before an audience of global medical travel and tourism leaders in Dubai on **5th March 2014**.

The winners and finalists of the IMTJ Medical Travel Awards will receive independent recognition that they are among the global leaders in medical tourism.

The awards programme has been created by Intuition Communication, the publisher of *International Medical Travel Journal* (IMTJ). A year of work has gone into researching the expectations of entrants, establishing the ambitions of sponsors, and defining categories that recognise outstanding achievement by international healthcare providers, agencies, destinations and individuals.

IMTJ is proud to be the official journal partner of IMTEC 2014, the international medical travel exhibition and conference, and is delighted to announce that the awards ceremony will take place at a gala reception sponsored by Dubai Convention Bureau.

Now is your chance to get involved

- Submit your entries online at www.imtj.com/awards by **31st December 2013**.
- Support the Awards as a sponsor and benefit from all the brand exposure it can bring.
- Plan your days at IMTEC to include the Awards ceremony on **5th March 2014**.

About the Awards



The **IMTJ Medical Travel Awards** are owned, organised and produced by the **International Medical Travel Journal (IMTJ)** publishing and editorial team. IMTJ is proud to be hosting the 2014 awards ceremony in conjunction with the **IMTEC 2014** medical travel exhibition and conference, which takes place in Dubai on March 5th-6th, 2014.

About IMTJ

IMTJ provides independent insight into the medical travel and medical tourism sector. Our aim is to create a central focus for information, resources and opinion on medical travel for those involved in the industry, anywhere in the world.

IMTJ is owned and managed by Intuition Communication, a UK based online publishing business. The company also operates Treatment Abroad - a website for patients who are seeking advice and information on medical tourism.

About IMTEC 2014

The 2nd edition of the **International Medical Travel Exhibition & Conference (IMTEC)** takes place in Dubai on 5th-6th March 2014. It is the perfect platform for the medical travel world to meet, network, do business and discuss industry trends. By bringing together the entire global healthcare travel market under one roof, IMTEC will challenge the traditional method of travelling from domestic show to domestic show, saving you time, effort and money.

IMTEC is produced by the Life Sciences division of Informa Exhibitions, which runs the healthcare portfolio of products including exhibitions, magazines, conferences and event management.



Choose which category to enter

	Categories	Category description	Eligible to enter	Other information
	Healthcare providers and agencies			
1	International hospital of the year	Awarded to the international hospital that demonstrates the greatest success in attracting and serving international patients (medical tourists). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.	Hospitals and hospital groups (which provide in-patient and diagnostics facilities, and have an international patient department).	Supporting information should include statistics on numbers of international patients treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.
2	International specialist patient centre of the year (e.g. orthopaedic, heart, spine, liver)	Awarded to the specialist centre that demonstrates the greatest success in attracting and serving international patients (medical tourists). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.	Specialist clinics and centres (either standalone or part of a hospital or hospital group)	Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.
3	International dental clinic of the year	Awarded to the dental clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.	Dental clinics (either standalone or located within a hospital or polyclinic)	Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.
4	International cosmetic surgery clinic of the year	Awarded to the cosmetic surgery clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.	Cosmetic surgery clinics (either standalone or part of a hospital or hospital group)	Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

	Categories	Category description	Eligible to enter	Other information
5	International fertility clinic of the year	Awarded to the infertility clinic that demonstrates the greatest success in attracting and serving international patients (medical tourists). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.	Infertility clinics (either standalone or part of a hospital or hospital group)	Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.
6	Medical spa of the year	Awarded to the medical spa or wellness facility that demonstrates the greatest success in attracting and serving international patients (medical tourists). Judges will be looking for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction.	Medical spas or wellness facilities that operate under the full-time, on-site supervision of a licensed health care professional	Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.
7	Medical travel agency of the year	Awarded to the medical travel agency or facilitator that demonstrates innovation, excellence and success in serving the needs of medical tourists. The judges will be looking for evidence of the range and quality of services provided, plus customer satisfaction as well as growth in the numbers of international patients served.	Medical travel agencies and facilitators	Supporting information should include statistics on numbers of international patients served by the agency and the countries of origin and destination; the range and quality of services provided, plus customer satisfaction.

	Categories	Category description	Eligible to enter	Other information
	Marketing			
8	Best medical travel web site	This category rewards websites which provide excellent information and assistance for medical tourists. Both standalone sites and specific sections of wider hospital websites may be entered. The judges will be looking at the range, quality and appropriateness of the information provided, as well as ease of use, overall design and functionality, and performance in driving traffic and interaction with patients.	Clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism board.	Supporting material should include information about web usage eg. unique visitors, registrations, downloads, enquiries etc..
9	Best marketing initiative	This award recognises the most effective use of marketing to promote medical travel to prospective medical travellers. Entries may comprise a single campaign or initiative or the overall marketing activity on behalf of the organisation.	Clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards	Supporting information should include evidence of the success of the marketing initiative in terms of awareness, enquiries, patient numbers, web visitors etc.
	Quality and service			
10	Best quality initiative	Awarded for the initiative which delivers a significant improvement in quality of service for medical tourists. The judges will be looking for objective evidence of an improvement in quality that can be attributed to the initiative.	Clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards	Supporting information should include evidence of quality improvement.
11	Excellence in customer service	Awarded to the organisation that demonstrates all round excellence in customer service to the international patient. The judges will be looking for evidence of quality at all stages of patient engagement – from initial enquiry to follow-up, and complaint handling.	Clinics, hospitals, hospital groups, medical travel agencies and facilitators	Supporting information should include measures of customer service and satisfaction.

	Categories	Category description	Eligible to enter	Other information
	General			
12	Destination of the year	Awarded for all round excellence and success in promoting inbound medical tourism to a region, country, city or area - involving more than one healthcare provider. The judges will be looking for evidence of co-ordinated activity that delivered an increase in medical tourism to the destination, and high levels of patient satisfaction. Judges will also look for evidence of engagement and leadership in working with healthcare providers in that area.	National or regional medical tourism boards, healthcare clusters	Supporting information should include verified statistics on the numbers medical tourists served, and year on year growth rates.
13	Sanjiv Malik Lifetime Achievement Award (individual)	Awarded to an individual who, in the opinion of the judges, has made a significant contribution to the development of medical travel and medical tourism over many years. Individuals may enter themselves directly or be nominated.	Medical or non-medical individuals with a minimum of 5 years involvement in medical tourism	

Find out more about the **IMTJ Medical Travel Awards 2014**

Please call or email the awards team if you have any questions or visit the awards website at www.imtj.com/awards.

How to contact us

Awards categories and judging

Keith Pollard (KeithPollard@privatehealth.co.uk)

Partners and sponsorship packages

Justin Heron (JustinHeron@treatmentabroad.com)

Event director

Matthew Davies (Matthew.Davies@sectorevents.com)

+44 (0)1442 817817

IMTJ Medical Travel Awards
3 Churchgates
Wilderness
Berkhamsted
United Kingdom
HP4 2UB