



Handbook of Medical Tourism Program Development: Developing Globally Integrated Health Systems

By Maria K. Todd

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Explaining how to develop a patient-centered medical tourism program, the **Handbook of Medical Tourism Development** is the ideal guide for any hospital, clinic, hotel, spa, or ancillary facility wishing to become a medical tourism provider. From high-cost surgery, transplants, diagnostics, and preventive wellness checkups, to medical and wellness spa retreats, patient follow up, and outcomes measurement, this book covers the gamut of related issues.

- Details the elements necessary for a successful system
- Addresses contracting issues likely to arise
- Includes access to additional resources on the book's website

Maria K. Todd prepares readers to build the medical tourism service line, integrate physicians and other service providers, develop a safe and effective quality and patient-centered infrastructure, document processes and workflows, determine pricing, evaluate reimbursement contracts, and measure outcomes. She offers useful nuts-and-bolts guidance on confidentiality, documentation, quality and safety, hospital accreditation schemes, revenue implications, and contracting. Sharing time-tested insights, the book will help readers avoid common pitfalls when working with U.S. and international health insurance companies, case managers, professional facilitators, and multinational employers.

Read a recent press release about the **Handbook of Medical Tourism Program Development**:

<http://www.prlog.org/11757451-medical-tourism-expert-breaks-down-step-by-step-medical-tourism-program-development-for-providers.html>

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Editorial Review

Review

The Medical Tourism Industry has a great but, as of yet, unrealized potential to transform the way global healthcare is delivered. After much press and many start ups, no one has yet developed the ideal system to connect patients and providers on a global basis. Perhaps, had her book been available earlier on, the Medical Travel Industry would look completely different today. Dr. Todd writes with much wit and grace and explains the elements required to succeed in this difficult but essential business. Following her suggestions and implementing her ideas are as important to Medical Tourism as following a detailed recipe is to cake making. In either situation, the end result can be very tasty or a disaster. My experience tells me there are many bad cooks in the Medical Tourism arena. Dr. Todd is the Chef's Chef of this industry. To be a successful Medical Tourism cook, I recommend a short course in her kitchen!

?Armando Baez, FLMI, General Manager – China, Global Benefits Group / "Insurance Without Borders";
Board Member - Self Insurance Institute of America

Maria crafted this hands-on guide from the lessons that she learned and her wide-ranging proficient experiences in both clinical and non-clinical aspects, from the view of a patient, a consumer, a health administrator, and a marketing person. This Handbook, therefore, demonstrates a concrete practical roadmap in developing true 'medical tourism health delivery systems' in the real-world that puts an emphasis on patient safety, quality, service, and accountability.

?Chatree Duangnet, M.D., F.A.A.P., Chief Executive Officer, Bangkok Hospital Medical Center, Bangkok Dusit Medical Services, Plc., Thailand

The Handbook provides the reader with detailed information and practical tools on program development, all conveyed with the author's unique wit. Ms. Todd shows that, if understood and implemented correctly, all stakeholders in international medical travel can have their cake and eat it too.

?Margaret A. Bengzon, Group Head-Strategic Services, The Medical City (TMC), Pasig City, Philippines

About the Author

Maria K. Todd, MHA, PhD, is the CEO of Mercury Healthcare. Dr Todd's background includes postgraduate degrees in Health Administration, and more than 30 years of healthcare industry experience. Her professional experience includes work as a HMO provider relations coordinator, an Independent Practice Association (IPA), Physician Hospital Organization (PHO), and Management Services Organization (MSO) developer and executive director, contract analyst and negotiator, medical group administrator, surgical assistant and EMT, hospital business office manager, health law paralegal and certified mediator. She is the author of the industry's bestselling book, *IPA, PHO MSO Development Strategies: Building Successful Provider Alliances* (1997, McGraw Hill and the HFMA, Chicago).

Dr. Todd has led the project management of more than 150 integrated health delivery systems, many still in successful operation today, and is a highly-regarded international healthcare industry consultant and contract negotiator who authored hundreds of journal articles, several white papers and nine professional trade books. Since 1989, she has presented more than 2700 US and International educational presentations and keynote

addresses on topics ranging from managed care contract analysis, integrated delivery system development, medical tourism, contracted reimbursement, and global healthcare program development.

In her role with Mercury Healthcare, she leads the world's first and only globally integrated health delivery system® making its vast integrated provider network available by contract to a variety of payers of health benefits, including insurers, third party administrators or employers. Mercury also grants access to individual consumers seeking local care and domestic and international health travel for elective healthcare and related services, and manages logistical coordination and medical case management services for clients.

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Daniel Colon:

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