



**GLOBAL HEALTHCARE  
AC** **ATION®**  
*for* **MEDICAL TRAVEL SERVICES**

**RAISING THE  
STANDARD  
IN MEDICAL  
TRAVEL**

GHA Standards Accredited by ISQua





## Patients Deserve More **BE MORE**

The **GHA Program** sets the **standard** and validates professional norms for medical travel programs.

With a focus on the medical travel care continuum, enhanced patient experience and sustainable business practices, organizations receive added value that impacts performance.

## MEDICAL TRAVEL INDUSTRY

Medical travel is a growing industry yet one that is currently underserved. There is little data regarding healthcare outcomes and patient experience, and oftentimes a lack of understanding by healthcare providers respecting the unique needs and expectations of medical travelers.



## PROVIDER PERSPECTIVE

The GHA accreditation process helps healthcare providers optimize and enhance all touchpoints along the **Medical Travel Care Continuum™** by:

- identifying gaps;
- improving efficiencies;
- fine-tuning performance; and
- sharing best practices.

However, it is not just about demonstrating that a healthcare provider follows processes and a set of standards, it is about self-examination and continuous improvement.

This translates into a better care experience for traveling patients which is linked to better healthcare outcomes and financial performance.



## PATIENT PERSPECTIVE

GHA helps medical travelers navigate an incredibly

Careful attention to the patient experience of care is even more important in the context of medical travel, in that the patient has the added stress of not only being in a hospital environment but a hospital outside of their own country.

Ensuring that we support the physical, emotional and spiritual needs of each patient based on their culture and values is essential to producing the best possible clinical outcomes.

Susan B. Frampton, PhD  
President, Planetree

Employers have many choices in how they design their benefits and the network providers they utilize. In this value-based purchasing environment, a hospital provider needs not only to deliver and document its high quality and costs, but also demonstrate it understands and exceeds the expectations of its customers.

Purchasers are seeking providers who understand the concerns and fears of patients in navigating health care, especially when receiving it outside their community or country.

Larry Boress,  
Former CEO,  
Midwest Business Group  
On Health



## BUYER PERSPECTIVE





## WHAT IS GHA?

The **Global Healthcare Accreditation® (GHA) Program** is an independent accrediting body that seeks to improve the patient experience and excellence of care received by patients who travel for their medical care and treatment, whether within their own country or internationally.

## GHA MISSION STATEMENT:

GHA's goal is to share professional norms and set the standard for organizations serving medical travel patients. With a focus on the entire Medical Travel Care Continuum™, patient experience and sustainable business practices - we seek to provide both short term and long term value to our clients, whom we view as strategic partners.



## KAREN TIMMONS

### CHIEF EXECUTIVE OFFICER

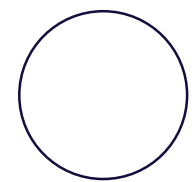
Karen brings exceptional expertise and perspective on the global healthcare industry having previously served as President and CEO of Joint Commission International (JCI), Chief Operating Officer of The Joint Commission, and Global Patient Safety Officer for Det Norske Veritas (DNV). Karen has also served as Chair of the World Health Organization's Collaborating Center for Patient Safety Solutions and Chair of ISQua's Accreditation Council. She is globally recognized for her expertise in developing and building value solutions for sustainable quality improvement, patient safety and patient centered initiatives.

## THE GHA DIFFERENCE

**Focused on the Needs of Medical Travelers**

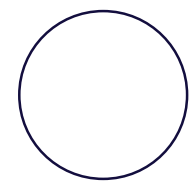
# GHA CORE COMPETENCIES & STANDARDS

## Core Competency 1: The Patient Experience



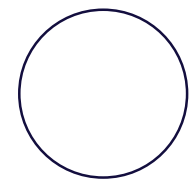
- Cultural Competency (CC)
- Communication & Education (CE)
- Patient Advocacy (PA)
- Physical Environment (PE)
- Travel & Tourism (TT)

## Core Competency 2: Sustainable Business Processes



- Leadership and Risk Management (RM)
- Business Ethics (BE)
- Financial Transactions (FT)
- Marketing (MK)
- Supply Chain Management (CM)

## Core Competency 3: Patient-Focused Clinical Processes



- Care Management (CM)
- Infection Prevention & Control (IC)
- Quality Improvement and Patient Safety (QI)
- Patient Rights (PR)







## ADVISORY & CUSTOM EDUCATION SERVICES

The Global Healthcare Accreditation® (GHA) Program offers advisory and custom education services that expand and strengthen the capabilities and competencies of your medical travel program or destination development program. GHA offers consultative services for start-up medical travel programs and capacity development strategies for organizations and initiatives looking to scale existing programs.

Organizations that seek to prepare adequately for an accreditation site visit can also benefit from services specific to GHA recognized core competencies:

The Patient  
Experience

Sustainable  
Business  
Processes



Patient-Focused  
Clinical Processes

Established in 1985, ISQua is a member-based, not-for-profit community and organization dedicated to promoting quality improvement in health care. It is widely recognized as the “accreditor of accreditors” and the reference point for international healthcare accrediting bodies seeking an external validation of their standards. ISQua’s IEEA accreditation provides assurance that the GHA standards meet the highest international benchmarks for accreditation entities.

“As someone who has worked in the global health insurance industry for over 20 years, I understand the unique challenges patients face when seeking medical care internationally. The Global Healthcare Accreditation (GHA) Program is filling a gap in the accreditation landscape in that it focuses primarily on the enhancement of patient experience and sustainable business practices along the international patient pathway through the healthcare system: before admission, during the stay, and after

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## CERTIFICATION FOR INDIVIDUALS

Delivering an outstanding patient/guest experience on a consistent basis is not something that can be improvised; it requires in-depth knowledge of your customers' needs and expectations.

There are considerations regarding culture and language, care management, travel coordination, risk mitigation and legal and privacy issues.

Whether you work in the healthcare or hospitality fields, as a Certified Medical Travel Professional (CMTF) you will possess the skills and knowledge to facilitate the seamless integration of quality, safety, and service at all touch points along the Medical Travel Care Continuum.



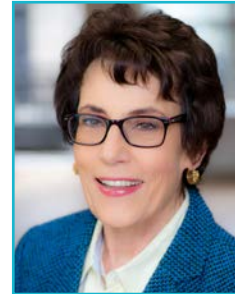
## WHO SHOULD GET CERTIFIED?



## LEADERSHIP



**KAREN TIMMONS**  
CHIEF EXECUTIVE OFFICER



**ANN JACOBSON**  
DIRECTOR OF CLINICAL  
OPERATIONS



**BILL COOK**  
DIRECTOR OF BUSINESS  
DEVELOPMENT AND  
MARKETING



**DR. PAUL VAN OSTENBERG**  
CHAIR, STANDARDS  
DEVELOPMENT COMMITTEE

## ADVISORY BOARD

**DR. NIZAR ZEIN**  
Chairman, Global Patient Services  
CLEVELAND CLINIC

**DR. ERIK FLEISCHMAN**  
International Medical Director  
BUMRUNGRAD INTERNATIONAL  
HOSPITAL

**AILEEN R. KILLEN, RN, PHD, CPPS**  
Head of Casualty Risk Consulting  
AMERICAN INTERNATIONAL  
GROUP (AIG)

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Former CEO  
MIDWEST BUSINESS GROUP

**JAI VERMA**  
Senior Executive Officer & Global Head - B2G  
CIGNA

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Management Population Health Division  
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**PROF. ANAPAM SIBAL**  
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President  
PLANETREE INTERNATIONAL

**LAURENT POCHAT-COTTILLOUX**  
Global Head of Health Reinsurance Partnerships  
AXA

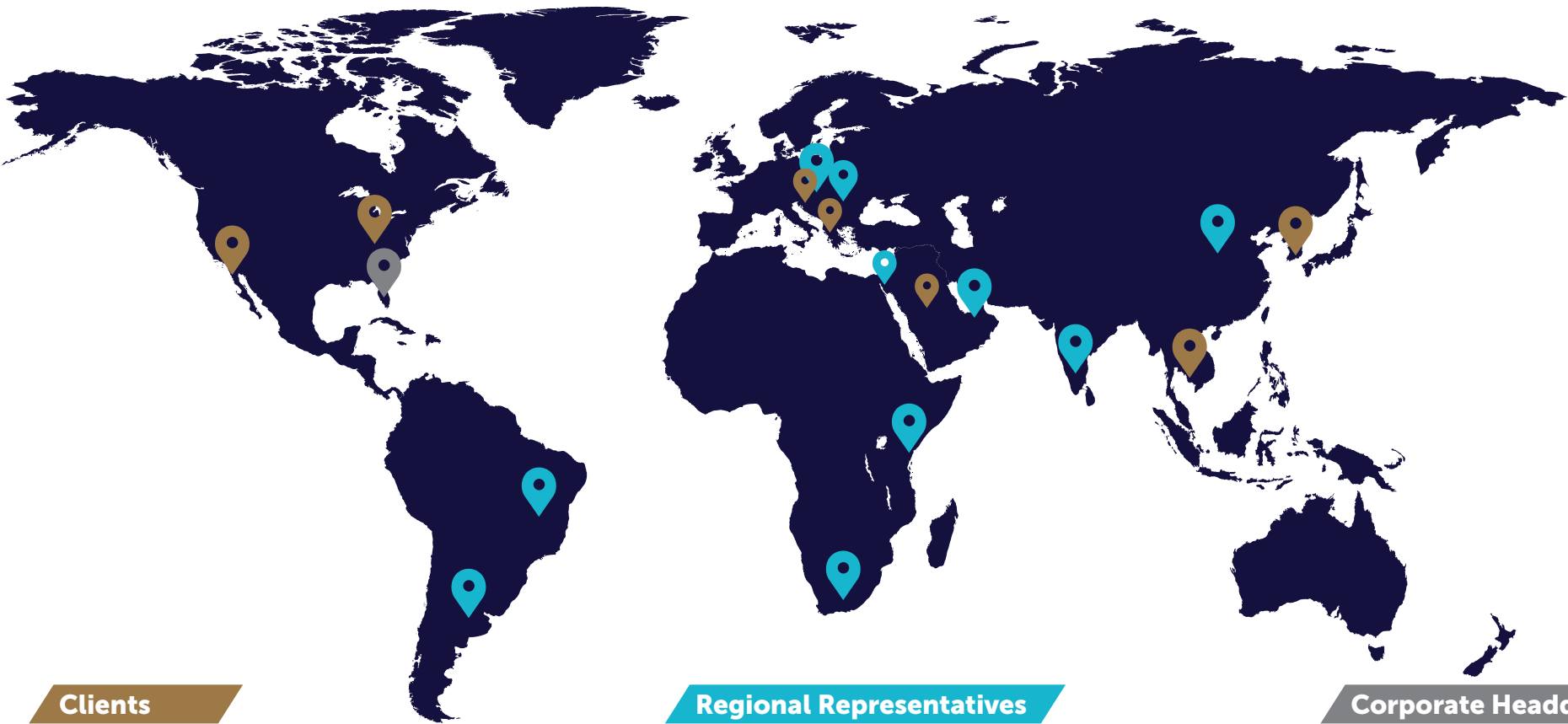
**JOSEPH ZHAO**  
Deputy General Manager  
BEIJING SAINT LUCIA CONSULTING

**MUNA ALMUALLEN**  
Sr. Manager International Benefits  
FLUOR

**AMY VILLALOBOS**  
General Manager  
NIB OPTIONS

# GLOBAL FOOTPRINT

SOME OF GHA'S ACCREDITED  
HEALTHCARE PROVIDERS:



## Clients

- Tijuana, Mexico
- Cleveland Clinic, Ohio
- Zagreb, Croatia
- Bangkok, Thailand
- AlHassa, Saudi Arabia
- Athens, Greece
- Seoul, S. Korea

## Regional Representatives

- Argentina
- Bulgaria
- China
- Hungary
- Brazil
- Jordan
- Kenya
- South Africa
- Thailand
- Turkey

## Corporate Headquarters

Palm Beach Gardens, Florida





GHA AT WORK



Karen Timmons, 6th Medical Director Summit at WMTC, Los Angeles



Bill Cook presenting a workshop on medical travel best practices to hospitals and other stakeholders in Helsinki, Finland



GHA Workshop for senior government representatives of Hainan, China's Tourism Ministry



Karen Timmons speaking at MoU signing with The College of Innovative Business and Accountancy (CIBA) of Dhurakij Pundit University, Bangkok, Thailand



# TESTIMONIALS



"We chose Global Healthcare Accreditation as it conducts a deep review of the entire Medical Travel Care Continuum. Additionally, GHA reviews those sustainable business processes and practices related to medical travel that have helped us identify areas of opportunity to enhance the patient experience and improve operational performance."

**DR. NIZAR ZEIN,**  
Chairman Global Patient Services, **Cleveland Clinic**



"GHA is the only accreditation that has ever looked at all the details in the entire Medical Travel Care Continuum and elevated them to the importance they play in patient satisfaction and successful care. Even a top international hospital like Bumrungrad had much to learn from GHA. We were a great hospital. We are even better now."

**DR. ERIK FLEISCHMAN,**  
Former Medical Director International  
Bumrungrad International Hospital



"The GHA accreditation process taught us many new strategies to improve the patient experience for medical travelers and refine our operational procedures. We are extremely proud to have achieved Global Healthcare Accreditation as it validates our commitment to improving patient care and safety for traveling patients."

**JADRANKA PRIMORAC,**  
COO of **St. Catherine Specialty Hospital**

"GHA has helped prepare our clinic to anticipate medical travelers' needs and expectations, ensuring we provide an exceptional experience before, during and after their visit. By choosing a GHA accredited institution, our patients will find complete clarity of what to expect from their treatments, our medical specialists, and how our staff will deliver the safest and best care experience."

**RAFAEL CARRILLO**  
Rafael Carrillo, Managing Director  
**My Spine Center by Clínica Santa Clarita**




## Achieve the Full Potential of Your Medical Travel Program

As healthcare providers expand their global brand, the medical travel industry will become increasingly more competitive and defined as to consumer choice and preferences. Will organizations be referencing an evidenced-based framework for medical travel?

The Global Healthcare Accreditation (GHA) Program provides the ideal starting point to validate your current processes while focusing specifically on operational excellence and the patient experience, a business strategy that will impact your organization across all services provided.

## CONTACT US

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