



Medical Tourism Management Course: International Patient Office, Packages and Aftercare

6 – 10 September 2027

Barcelona - Eixample district four-star



Medical Tourism Management Course: International Patient Office, Packages and Aftercare

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Introduction:

Medical tourism management covering the international patient office, packages and aftercare is a 5-day course for hospital international patient departments, health tourism facilitators and destination agencies, ending with an International Patient Service Model and Marketing Plan for a case hospital. Hospitals lose overseas patients and margin when enquiries wait days for a reply, quotations omit costs, payers delay guarantees and nobody follows the patient after the flight home. Nominees already coordinate international patients or facilitator accounts and learn through case studies on referral files, quotations and discharge records. CoreConcept Training Center delivers this medical tourism management course.

Course Objectives:

- Profile medical tourism demand by procedure segment, source market, language and payer type and rate the readiness of their own international patient department
- Design an international patient office with a service model, staffing structure and enquiry workflow from first contact to confirmed treatment plan
- Price bundled treatment packages and issue written quotations with clear inclusions, exclusions, validity and overrun terms
- Coordinate the cross-border patient journey from remote record review and travel documents through inpatient stay, payer guarantees and fit-to-fly discharge
- Organise post-discharge follow-up, complication contingencies and quality, consent and ethics controls for international patients
- Build an International Patient Service Model and Marketing Plan that sets source markets, facilitator and payer channels and performance indicators

Target Audience:

- Managers who run hospital international patient offices and answer for enquiry conversion and patient satisfaction
 - Supervisors of international patient coordinators, interpreters and case managers who guide overseas patients through treatment
 - Business development managers who contract medical tourism facilitators, insurers and government or employer sponsors
 - Owners and managers of health tourism facilitation agencies who place patients with treating hospitals
 - Managers in destination health tourism agencies who coordinate hospitals, travel partners and promotion to source markets
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Course Outline:

Day 1: Medical Tourism Market, Patient Segments and Readiness Review

- Medical Tourism and Health Tourism Definitions and Scope Boundaries
- Cross-Border Patient Drivers of Price, Waiting Lists and Specialist Access
- Procedure Segments for Elective Surgery, Fertility, Dental and Oncology Opinions
- Source Market Demand Profiling by Language, Payer and Specialty
- International Patient Department Current-State Readiness Checklist

Day 2: International Patient Office Design, Facilitator Channels and Package Pricing

- International Patient Office Service Model and Staffing Structure
- Enquiry Handling Workflow from First Contact to Treatment Plan
- Medical Tourism Facilitator Agreements, Commissions and Referral Rules
- Bundled Episode Package Pricing with Inclusions and Exclusions
- Written Cost Estimate and Quotation Validity with Overrun Clauses

Day 3: Cross-Border Patient Journey, Payer Guarantees and Discharge Coordination

- Remote Medical Record Review and Teleconsultation Before Travel
- Pre-Arrival Checklist for Visa Letters, Flights and Companions
- Interpreter Services, Cultural Preferences and Inpatient Concierge Routines
- Insurer Guarantee of Payment, Deposits and Direct Billing Arrangements
- Fitness-to-Fly Assessment and Discharge Summary for Home Doctors

Day 4: Aftercare, Quality Assurance and Legal and Ethical Risk

- Post-Discharge Follow-Up Calls and Remote Aftercare Protocols
- Complication Management and Repatriation Contingency Planning Matrix
- International Healthcare Accreditation Expectations for Patient Services
- Cross-Border Informed Consent, Medical Liability and Dispute Routes
- Ethics Screening for Circumvention Treatment, Organ Trafficking and Equity

Day 5: Case Study: International Patient Service Model and Source Market Plan

- Case Hospital Source Market Prioritisation and Specialty Selection
 - Package Catalogue and Quotation Template for Case Specialties
 - Patient Journey Blueprint with Aftercare Handover Points
 - Facilitator and Payer Channel Mix with Medical Tourism KPIs
 - International Patient Service Model and Marketing Plan Presentation
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Skills You Will Gain:

- Medical Tourism Demand Profiling
- International Patient Office Design
- Treatment Package Costing
- Facilitator Contract Management
- Payer Guarantee Coordination
- Cross-Border Discharge Planning
- Aftercare Follow-Up Management
- Medical Travel Ethics Screening

Why Attend This Course:

- Deliver an International Patient Service Model and Marketing Plan to the hospital executive and the international patient department head
- Decide which source markets, specialties and facilitators deserve investment and which enquiries to decline
- Avoid unpaid bills, disputed quotations and unmanaged complications caused by missing guarantees, vague package terms and absent follow-up
- Share the enquiry workflow, quotation template and aftercare checklist with coordinators, interpreters and finance colleagues

Conclusion:

Back at work, the participant hands the hospital executive and the international patient department head an International Patient Service Model and Marketing Plan that sets which source markets and specialties to pursue, how enquiries are answered and quoted, which facilitators and payers are contracted and how every patient is followed after discharge. Management uses it to approve staffing, package prices and the promotion budget for the department. After the first quarter of operation under the model, the unit should review enquiry conversion, quotation accuracy, payment delays and aftercare contact rates against the plan.

Frequently Asked Questions FAQ:

What should participants know before the medical tourism management course?

Participants should already handle international patient enquiries, coordinate overseas patients or manage facilitator or payer accounts. No clinical qualification is needed. Bringing anonymised quotations, enquiry logs or discharge letters from their own unit helps them apply the case work to familiar material.

How does medical tourism management differ from a general hospital marketing or tour operator course?

It covers the whole service for patients who cross borders for treatment: the office, packages, payers, travel documents, discharge and aftercare. Hospital marketing courses focus on local referrals and campaigns, and tour operator courses on leisure itineraries rather than clinical journeys.

Why does aftercare matter in medical tourism management?

Aftercare decides whether a patient who flies home recovers safely and recommends the hospital. Without scheduled follow-up, a discharge summary for the home doctor and a plan for complications, problems surface far away, outcomes suffer and the hospital loses referrals.

What do participants take back from the medical tourism management course?

Participants take back an International Patient Service Model and Marketing Plan with prioritised source markets, a package catalogue and quotation template, a patient journey blueprint with aftercare handover points, a facilitator and payer channel mix and performance indicators for the department.
