

*“It’s all about the patients. I think that is the centerpiece.*

*From that, you get a sense of the privilege of looking after people and the responsibility that goes with it.”*

*— Delos Cosgrove, MD  
Cleveland Clinic CEO*



## Washington, District of Columbia International Medical and Health Tourism Center

### Optimal Medical Tourism Ecosystem Comprised of DC Centers of Excellence

*an FY14 Priority for the D.C. Department of Health*

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*Foreword...*

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## **1.0 Project Profile: The Story of Medical Tourism**

### **1.1 Market Definition of Medical Tourism Around the World**

### **Medical Tourism**

Medical tourism describes the act of people making health choices and accessing health treatments across borders and often in combination with the desire to visit key destinations and integrate that with their medical care. The term “*medical tourism*” has come to embrace all facets of consumers seeking treatment, improvement or change through medical or wellness practices – provided they cross and international border to do so. Included in the “supply chain” therefore, would include transportation, hospitality, event planners, and of course, health care professionals, hospitals and research facilities. *Patients Beyond Borders'* editors define a medical traveler as “anyone who travels across international borders for the purpose of receiving

medical care. We do not count in-country expatriates, tourists in need of emergency medical care, companions accompanying medical travelers, or multiple patient episodes that occur over the course of one medical visit.”

For government planners, economists and academics, medical tourism is data: population movements and the value they bring or leave in their wake. This definition serves a need to put an economic value on movement of travelers, but the economic definition is not sufficient or useful for those “on the ground” who provide the goods and services for this population (Munroe, p.5)

Medical professionals, health care providers, and medical travel service companies need a useful and practical definition that guides them in caring for traveling international patients.

Researchers, economists and government statisticians have a need for one kind of definition of medical tourism. However, medical professionals, health care providers, medical travel service providers and wellness companies have a need for a different kind of definition. All must understand the role each plays in the medical tourism “supply chain” and by doing so, create a safer and better treatment and care environment for patients.

The global medical tourism market was valued at \$10.5 billion USD in 2012 (Transparency Market Research). The market value is forecasted to reach 32.5 billion USD in 2019. Annual growth of 17.9 % is expected from 2013-2019. Keeping a fluid definition is therefore practical.

### ***1.2 Models Currently Internationally Successful***

<b>TOP 15 PROVIDER COUNTRIES IN 2012</b>	
<b>COUNTRY</b>	<b>NUMBER IN -THOUSANDS</b>
THAILAND	2000
HUNGARY	1500
INDIA	1000
SINGAPORE	1000
MALAYSIA	550
POLAND	500
PHILIPPINES	400
USA	250
COSTA RICA	250
BRAZIL	150
MEXICO	100
SOUTH KOREA	100
COLOMBIA	80
BELGIUM	60
TURKEY	60

[Type a quote from the document or the summary of an interesting point. You can position the text box anywhere in the document. Use the Text Box Tools tab to change the formatting of the pull quote text box.]

**Figure 1**

Some claim that the medical tourism market is growing very fast everywhere. The research as a whole, however, suggests that although some growth is measurable, it is variable: some countries are increasing business, while others are static and still others are seeing less business.

Medical Tourism is more a *regional* initiative, and there is a significant move away from price competition to competition on quality, niches and even luxury. The global price-driven model is replaced by a regional one based on culture, quality, and availability. It is proposed that DC would focus on developing a regional three-part model including not only services to companies, foreign and domestic governments, and corporations, but an ecosystem model with DC as an International Center of Excellence for chosen specialties, as well as a hub of world-class research and training/education opportunities.

Some of the first successful initiatives date back to the mid 20<sup>th</sup> century, when American women often traveled to different cities within the U.S. or in Mexico or Canada. on the pretense of taking a well-deserved rest or vacation. These women - unknowingly and in an attempt to keep

their cosmetic surgery confidential - became the pioneers of what is now a growing trend called "medical tourism." Instead of vacationing, the women (often accompanied by several friends) would undergo cosmetic procedures, usually a facelift in a faraway hospital. After recovering and thoroughly healed, they returned home, magically looking more youthful and "rested" than before their departure.

*The Patients Beyond Borders* founder and CEO, Josef Woodman of Chapel Hill, N.C said the Joint Commission International, the overseas arm of the U.S. hospital accreditation Joint Commission, was formed in 2001. By 2006, 36 offshore hospitals had been accredited. Eight years later, more than 600 foreign hospitals were certified as being in compliance with JCI standards.

As another example, Woodman said Bangkok, Thailand's Bumrungrad International Hospital, founded in 1980, is internationally accredited and sees 25,000 patients from U.S. and more than 400,000 patients from around the world. English is spoken widely, and the 563-bed hospital has 30 specialty centers as well as state-of-the-art diagnostic, therapeutic and intensive care facilities.

Malaysia, Thailand and South Korea are examples of countries where government support has proved very successful at increasing business year after year, while places like India where governments have done little have seen numbers fall.

War, revolution, natural disasters and changing travel habits make the medical tourism industry of 2014 far different from what it was in 2008 and very unlike its portrayal in much of the media readily available. (Thompson)

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offshore hospitals had been accredited. Eight years later, more than 600 foreign hospitals were certified as being in compliance with JCI standards.

As yet another example, Bangkok, Thailand's Bumrungrad International Hospital, founded in 1980, is internationally accredited and sees 25,000 patients from U.S. and more than 400,000 patients from around the world. English is spoken widely, and the 563-bed hospital has 30 specialty centers as well as state-of-the-art diagnostic, therapeutic and intensive care facilities. (<http://www.patientsbeyondborders.com/>)

**Note to Reader:**

Please see section 2.2 for a collection of case studies that serve as medical tourism success stories from all over the world, each with important insights to lift in the creation of D.C.'s program.

A market challenge DC will face is the higher cost of many procedures stateside--far greater than by comparison to other nations. For example, a knee replacement costs 34K in the United States and only 7K in India. Quality of care is not necessarily reflected in price—Turkey has 41,000 US -accredited hospitals and Thailand employs over 200 board-certified doctors. As many as 1.2 million Americans will go abroad for healthcare this year, spending an estimated 55 billion dollars. (Bloomberg, 2014). Figure 2 from the Medical Tourism Association shows the most common procedures and how the price differs in several countries developing medical tourism as a national industry.

Surgery	USA	Colombia	Costa Rica	India
Heart Bypass	\$144,000	\$14,802	\$25,000	\$5,200
Angioplasty	\$57,000	\$4,500	\$13,000	\$3,300
Heart Valve Replacement	\$170,000	\$18,000	\$30,000	\$5,500
Hip Replacement	\$50,000	\$6,500	\$12,500	\$7,000
Hip Resurfacing	\$50,000	\$10,500	\$12,500	\$7,000
Knee Replacement	\$50,000	\$6,500	\$11,500	\$6,200
Spinal Fusion	\$100,000	Not Provided	\$11,500	\$6,500
Dental Implant	\$2,800	\$1,750	\$900	\$1,000
Gastric Sleeve	\$28,700	\$7,200	\$10,500	\$5,000
Gastric Bypass	\$32,927	\$9,900	\$12,500	\$5,000
Lap Band	\$30,000	\$9,900	\$8,500	\$3,000
Liposuction	\$9,000	\$2,500	\$3,900	\$2,800
Tummy Tuck	\$9,750	\$3,500	\$5,300	\$3,000
Breast Implants	\$10,000	\$2,500	\$3,800	\$3,500
Rhinoplasty	\$8,000	\$2,500	\$4,500	\$4,000
Face Lift	\$15,000	\$5,000	\$6,000	\$4,000
Hysterectomy	\$15,000	Not Provided	\$5,700	\$2,500
Lasik (both eyes)	\$4,400	\$2,000	\$1,800	\$500
Cornea (both eyes)	Not Provided	Not Provided	\$4,200	Not Provided
Retina	Not Provided	Not Provided	\$4,500	\$850

ex © Medical Tourism Association

Figure 2

This chart by itself would suggest that D.C. cannot compete in price, and given the extraordinary cost of malpractice insurance to protect against American litigious consumers, and the investment the US has already made overseas to the benefit of countries whose price point for care is lower,

[Elyce Kirchner](#), [Jeremy Carroll](#) and [Kevin Nious](#)

What will be the American approach and niche market be within medical tourism? Why come to the US, and particularly to Washington DC from outside or even inside the country for medical care? While the cost of American health care is more expensive, much of the added cost is designed to protect patients if something goes wrong and that doctors in the U.S. undergo more scrutiny and more oversight.

What do we offer that's particular to our nation's capital and the international populations of the city? **The value proposition for the consumer is even more important than the value proposition for the city, but examining both in sections 1.3 and 2.3 respectively will help us see where we need to connect the dots.**

### **1.3 Why Washington D.C. as the International Medical and Health Center?**

With cost of care often being less expensive abroad, the strategic business plan adopted for growing not only medical tourism in D.C., but for distinguishing it in the market, will need to be well-researched and strategically planned. Several reasons support why the world's health care consumers might choose D.C are as diverse as the city itself. Here is a draft list of items that could be significant in developing the value proposition for the consumer. Please see section 2.3 for more on the value proposition for city and how the business case can be made. For the patient:

- **We don't compete on price—we compete on quality of the entire experience.** This model works well for some corporations who proudly claim they don't attempt to be the "cheapest"; they strive to be the best.
- **Better access to care:** Pursue Europeans, as the draw is new and different treatments that often get tied up in regulations or extended approval periods in their home countries are much more accessible here or at least it's perceived as such, so they care they need. This life-altering timing difference is a major determiner in medical travel. This makes Europeans a potential target market for the Washington, DC medical tourism industry (HealthcareDesign.com).
- **Domestic Medical Travel.** Partnerships with other nations can help American healthcare become "leaner" and more competitive in the *national*

U.S. market. “The Potential of Domestic US Medical Travel “is the first major independent research report into this subject. The report looks at all aspects of the history, current activity and future potential of the subject. It looks at how organized domestic medical travel has risen from other attempts at insurer and employer paid outbound medical tourism; cross-border schemes; and why hospitals may find domestic medical travel more attractive than inbound medical travel. .

(International Medical Travel Journal)

### What It Costs Here — And There

American hospitals charge vastly different sums for the same medical procedures. The cost of treating chronic obstructive pulmonary disease, for example, varies greatly from hospital to hospital throughout the New York area. At Bayonne Hospital Center in New Jersey, the average amount charged per patient is a staggering \$99,690, compared to an average of just \$7,044 per patient at Lincoln Medical and Mental Health Center in the Bronx.



- **Infrastructure, Infrastructure, Infrastructure!** So much less trepidation occurs when you are assured of proper lodging, transportation and hospitality. Most medical travelers wouldn't put these things at risk to save money on a procedure. D.C. is "the whole package and can be illustrated as such in marketing materials, public affair campaigns and press releases.
- **Executive Physicals.** While traveling abroad for a physical might be perceived as lengthy and indulgent, traveling domestically offers an enormous number of luxurious options for the C-suites of U.S. corporations.

## 2.1 The Proposal: The Business Case for Medical Tourism in DC

### 2.1 *The Health Travel Market: What's in it for Us? Robust Service Demand Domestically & Internationally*

No matter the source, all data conflate to prove that not only is tourism increasing dramatically worldwide, but medical tourism can be a hugely lucrative industry that impacts the economy in countless ways from job creation to hospitality and transportation profits—and aside from the tangibles, medical tourism also offers international and domestic exposure for American healthcare systems, as well as academic communities by increasing research opportunities, advancing visibility for DC universities and establishing a foreign workforce who will need medical and healthcare-associated training.

"Consider the fact that medical tourism is a \$100 billion industry, and growing. Now add to that by the year 2017, at least \$228 billion in medical care is predicted to leave the United States for foreign markets.<sup>2</sup> That figure has been forecast to grow at 35 percent each year. Those numbers alone make medical tourism an attractive field to bite into. Now add to that by the year 2017, at least \$228 billion in medical care is predicted to leave the United States for foreign markets.<sup>2</sup>

That figure has been forecast to grow at 35 percent each year. Those numbers alone make medical tourism an attractive field to bite into. No wonder the industry is attracting hundreds to pursue careers in medical tourism each day. But, it might come as an even greater surprise that medical tourism facilitators can usually profit 20-40 percent of the total cost of a procedure. In some cases, a medical facilitator can earn more than a surgeon in some countries.”

*~ Deloitte Center for Health Solutions; 2009*

An effective medical tourism industry will be a catalyst for increasing the overall tourism in DC, including those seeking bio-medical or life science research as well as technology training related to the healthcare industry.

People, who need care the most, but have fewer assets and provisions will seek out newly amplified social and health services, as DC endeavors to add clinical services and trials to indigent populations. Consumers (primarily DC residents) will also be drawn to the district in search of new education and training that will be ancillary to medical tourism opportunities since the supply chain includes several layers of needs from entry level to senior management, healthcare to information technology.

Mindful that the average visitor to DC spends 1,885 \$ per person per visit, the Washington D.C. Department of Commerce forecasts increase of tourism to the US by 3 upcoming economies by 2016 including Brazil (276%), China (135%) and India (50%).

1. With these variables in mind, we believe the market size is USD 38.5-55 billion, based on approximately eleven million cross-border patients worldwide spending an average of USD 3,500-5,000 per visit, including all medically-related costs, cross-border and local transport, inpatient stay and accommodations. We estimate some 1,200,000 Americans will travel outside the US for medical care this year (2014). Cost and healthcare price

aside, reciprocal relationship between the tourism and health sectors and forging strategic linkages provides opportunities for job creation—particularly for women and young people. Increased research opportunities and visibility for DC universities will mean a greater foreign workforce and greater strength in partnerships for accreditation purposes and board certification.

## **2.2 Case Studies: What Best Practices Have Emerged?**

Once considered a fringe option reserved for the most desperate patients, medical tourism is gaining mainstream acceptance, transforming into a billion-dollar industry attracting both patients and healthcare providers alike. Some argue it could be the answer to Obamacare. Medical tourism is a growing industry, enticing millions of Americans to travel abroad in search of cheaper healthcare.

According to the Center for Disease Control and Prevention, up to 750,000 Americans travel abroad each year for healthcare. It's a trend the world is looking to take advantage of, and much has been documented about both best practices and risks associated with medical tourism. Read the case studies, and look for what follows: the risks described along with the best practices across nations.

### ***Florida: A Model to Consider*** (Steve Miller, Associated Press)

TALLAHASSEE, FL—Alongside Walt Disney World, Kennedy Space Center, South Beach and the Florida Keys, Sen. Aaron Bean wants to give visitors another reason to come to the state: to get some doctoring. Bean has proposed legislation to require Visit Florida, the public–private partnership charged with attracting tourism to the state, to market Florida as a health care destination.

The measure would require that a minimum of \$5 million annually, including \$1.5 million in matching grants, be used from Visit Florida funds and suggests travel packages that would include transportation, food and hotel.

For more than a decade, U.S. residents have been pitched on the merits of overseas medical procedures, starting with lower costs that dovetail into a family vacation at a specially developed medical resort in a tropical climate. Exotic locales including Istanbul, Bahrain, Bangkok and Curacao actively pursue patients from all over the globe. Print ads for a clinic in Okinawa, Japan, promote coral reefs, marine animals and a “dreamlike world.”

Bean thinks palm trees and beaches, as well as prime medical facilities, could pull in patients and families from South Dakota to St. Lucia. “We want to attract visitors both domestic and overseas,” said Bean, R-Jacksonville. “That’s part of what can be decided in the marketing plan, and we want them to do whatever works. It would become part of the mission of Visit Florida.” The measure has cleared two Senate committees and has one left.

Bean noted that the plan is finite: four years, and then a re-evaluation of its performance. If a success, the endeavor could see more state tourism funding, mirroring the support found in governments in other countries and a couple of U.S. cities. “Some of these other places have dedicated a lot of money toward promoting their areas,” said Renee-Marie Stephano, president of the Medical Tourism Association, a trade group based in Palm Beach Gardens. The association has worked with local convention and visitor bureaus in several U.S. cities, including Las Vegas and Seattle, where public dollars have been matched by private money, Stephano said. Although Florida has a reputation as a medical destination in some areas, particularly Europe, Canada and South America, “no other states have had any legislation that would create a tourism effort,” Stephano said.

A bolstered marketing campaign for medical tourism would benefit the state's newest model for upscale health care, the former Metropolitan Hospital of Miami. It was purchased earlier this year by Nueterra Healthcare, a Kansas-based consulting and management firm and member of the Medical Tourism Association.

## **Case Study 2**

### **2.3 Insurance Providers Come up to Speed**

US companies, such as Anthem Blue Cross and Blue Shield and United Group Programs, are now exploring the idea of including medical tourism as a part of their coverage. But as the industry grows in popularity, critics warn that the cheap price can come at a much greater cost. For example, some members of Blue Cross and Blue Shield who chose to access this international option will have a dedicated case manager, who will coordinate all medical arrangements, including scheduling and concierge travel service. All travel arrangements will be booked and paid for, for both the member and a travel companion. The case manager will also help make arrangements for any necessary post-operative care upon the member's return to the United States.

### **2.4 Risks of Medical Tourism**

While the cost of American health care is more expensive, supporters argue that much of the added cost is designed to protect patients if something goes wrong and that doctors in the U.S. undergo more scrutiny and more oversight. If they don't pay anything for malpractice insurance take that as a warning sign

Supporters of medical argue that if you do your homework and make sure you are in trusted hands, the price tag for global medicine is worth the risk.

For those considering medical tourism, the Centers for Disease Control and Prevention warns that the added complication of travel opens patients up to other dangers including blood clots, infections, and crime if traveling to a country with a travel warning. "The first step in transparency is for a hospital to invite review by a reputable, third party accreditor like the Joint Commission International. JCI surveyors look behind the scenes to evaluate what patients cannot. When Bumrungrad Hospital first invited a JCI survey in 2002, no other Asian hospital had JCI accreditation. Now there are many, attesting to the importance of third party review."

-- IMTJ, May 2014

### **3.0**

## Resources, Links, Works Cited

### **Affordable Health Care You Won't Find in the U.S.**

Bloomberg TV, 23 May 2014

"Rising medical costs in the U.S. are driving Americans overseas. Procedures like hip replacements and bypass surgeries are up to 90 percent cheaper in other countries. Here's a look at the numbers behind the booming business of medical tourism." [Watch now](#)

### **Medical Tourism: An Evolving Market That's Ripe For Growth And Opportunity**

*Healthcare Design*, 15 May 2014

"More than 1 million Americans are expected to travel outside the U.S. for medical care in 2014, according to Patients Beyond Borders, a consumer medical tourism resource. Globally, approximately 11 million patients go abroad for medical treatment, with top healthcare destinations spanning the globe from Brazil and Costa Rica to India and Singapore." [Read more](#)

### **More patients going abroad for medical procedures**

*Houston Chronicle*, 9 May 2014

"After researching, talking to friends and reading Patients Beyond Borders guides, Greta found Dr. Vijay Bose (VJ Bose) at Apollo Chennai Specialty Hospital in India." [Read more](#)

### **Transparency and trust in medical tourism**

IMTJ, May 2014

[Read more](#)

### **Medical tourism broker Jens Raun seeks financial lifeline for comparison website**

*The Sydney Morning Herald*, 30 April 2014

"It's high time the healthcare sector began to conduct itself with greater responsibility, including responsiveness to a competitive environment. Countries where competition is encouraged among providers generally have more efficient healthcare systems." [Read more](#)

### **The rise of medical tourism in the UAE**

*Gulf News*, 28 April 2014

"According to medical travel website Patients Beyond Borders, Thailand is still the most popular destination for cosmetic surgery tourists followed closely by Malaysia, both offering services at half or even a third of developed country costs." [Read more](#)

### **Malaysia fast becoming a preferred value destination for medical tourism**

Business Circle, 25 April 2014

"Patient Beyond Borders, which publishes medical tourism guidebooks of the same name, has already published a book on Malaysia in 2009. It is going to publish a second edition on

Malaysia in September this year for international distribution. 'Singapore's costs for out-of-pocket care have risen 30% to 45% over the past five years, flattening that country's rate of regional growth, particularly amongst price-sensitive Indonesian patients, driving Malaysia's inbound patient numbers to record highs," [Read more](#)

### **170 pounds lighter: Ben Lomond woman shares her story**

*Santa Cruz Sentinel*, 21 April 2014

"The wake-up call for Sara Keenan came two years ago when she was hospitalized for pneumonia the day after her father's funeral. She had left her job as a paralegal working for the Santa Cruz County Superior Court after being deemed permanently disabled. Caring for her father who had Alzheimer's, she had gained 100 pounds after lap band surgery, living on ice cream and white chocolate mochas." [Read more](#)

### **The Flourishing Medical Tourism Business in America**

HealthLeaders Media, 16 April 2014

"Yet as many hospital executives know, the United States is a leading destination for medical tourists—the third-most popular healthcare destination worldwide in 2012, with 800,000 international patients flying in to seek care, according to Patients Beyond Borders, an informational publisher for medical tourists." [Read more](#)

### **Are You Considering Retirement Abroad? What You Need to Know**

WealthManagement.com, 11 April 2014

"Woodman urges retirees to locate near a western-style hospital that has been accredited by the Joint Commission International, and preferably one built in the past ten to 15 years. 'The good news is, most Americans aren't retiring in the hinterlands—they're going to be within striking distance of a larger city, and chances are good that there will be an excellent facility within a couple hours of anywhere you'd want to retire.'" [Read more](#)

### **Florida Is Trying To Attract Foreign Patients Instead Of Extending Insurance To Its Own Residents**

Think Progress, 19 March 2014

"Medical tourism usually brings to mind the hundreds of thousands of Americans — both insured and uninsured — who go to other countries such as Costa Rica, Mexico, India, Thailand, and Brazil to seek treatment because medical care in the United States can be prohibitively expensive. But according to Patients Beyond Borders, between 600,000 and 800,000 foreign patients came to the U.S. for health services in 2013 despite the relatively high costs of care here." [Read more](#)

### **Top destinations for health tourism**

CNBC, 14 March 2014

"Medical tourism—where patients struggling to afford or find the right treatment at home head overseas—is booming, with many countries jostling to offer high-quality health care at a good price. In 2013, around 900,000 Americans traveled overseas for treatment, according to Patients Beyond Borders, a provider of medical travel information." [Read more](#)

### **Medical Tourism: Crossing Borders for Healthcare**

Nursing School Hub, 12 March 2014

"Why do 8 million people worldwide cross borders for healthcare?" [Read more](#)

### **Bali Medical Tourism Wants To Join Asia Action on Medical Tourism Scene**

Travelers Today, 11 March 2014

"Though prospects of the hospital prospering in on Bali medical tourism seems fair game, breaking into a regional industry that already has some of the world's top international hospitals will be tough, says Josef Woodman, CEO of U.S.-based medical travel consumer guide Patients Beyond Borders (PBB)." [Read more](#)

### **Thailand offers tourists chance to win a new face**

CNN Travel, 5 March 2014

"Josef Woodman, CEO of U.S.-based medical travel consumer guide Patients Beyond Borders

(PBB), tells CNN an estimated 920,000 to 1.2 million medical tourists came to Thailand in 2013, which represents around 10% of the worldwide patient flow for international medical travel." [Read more](#)

### **Malaysia aims to break into medical tourism market in big way**

*New Straits Times*, 2 March 2014

"Malaysia, for example, is eyeing the medical tourism sector which is inherent with considerable revenue-generating potential as patients in developed western countries, particularly in the United States, are looking for good quality but low-cost sites which offer not only medical services but also have attractive tourism attributes." [Read more](#)

### **Indian Healthcare Services**

JP Morgan, March 2014

"India is gradually emerging as a destination for elective and critical treatment with growth of 25% in medical tourism over the medium term given quality healthcare services, specialized treatment options, post-care quality and cost saving vs. developed countries. ASSOCHAM expects the healthcare tourism market to touch ~Rs120bn by 2015 as inflow of medical tourist increases." [Read more](#)

### **Club Med**

*Mentor*, March 2014

"Still, for those who have researched and planned carefully, a dental vacation can yield positive outcomes, as Chapel Hill, North Carolina-based author Josef Woodman notes. Woodman recalls being surprised and a bit mystified a decade ago when his aging father announced he was headed to palmy Puerto Vallarta, Mexico, for a mouthful of new teeth." [Read more](#)

### **What is the Future of Medical Tourism?**

CCTV America, 27 February 2014

"CCTV's Mike Walters interviews Josef Woodman, CEO of Patients Beyond Borders, on the future of medical tourism." [Watch now](#)

### **The Dream of Moving Abroad in Later Life, With Good Health Care**

*The New York Times*, 21 February 2014

"Josef D. Woodman, author of 'Patients Beyond Borders,' a book that guides people on finding affordable health care outside of the United States, said that a few countries allow retirees who have established residency to participate in their national health plans. But gaining access to these plans can entail the use of public hospitals and lengthy waits for non-emergency services, he said." [Read more](#)

### **Médecine avec frontières**

*The Economist*, 15 February 2014

"Patients Beyond Borders estimates that as many as 12m people globally now travel for care, perhaps 1m of them Americans." [Read more](#)

### **En el turismo de salud en México, hospitales ligados a firmas de EU**

*Vanguardia*, 10 February 2014

"México, DF. Grandes hospitales asociados a corporativos de Estados Unidos, pero también pequeñas clínicas familiares fundadas por médicos de allá, concentran la industria del turismo de salud en México, detalla Patients Beyond Borders (PBB) o Pacientes sin fronteras, considerada la guía de investigación más completa sobre el tema, ya que ha analizado 200 centros médicos de 35 naciones por la calidad de sus servicios, lo que los pacientes se ahorran y la infraestructura tanto hospitalaria como turística de cada país." [Read more](#)

### **Editorial: Medical tourism**

*The Financial Express*, 9 February 2014

"The total addressable global health tourism market, according to the Apollo Group chairman Prathap Reddy, is around \$150 billion, yet India gets barely a billion or so. As per data from *Patients Beyond Borders*, a guidebook for medical tourism, India got just 3.5 lakh medical tourists in 2012 as compared to 6.1 lakh in Singapore and 1.2 million in Thailand." [Read more](#)

### **Medical Tourism Continues to Flourish as U.S. Patients Seek Lower Cost Healthcare in Overseas Countries**

Dark Daily, 7 February 2014

Medical Tourism Continues to Flourish as U.S. Patients Seek Lower Cost Healthcare in Overseas Countries

"And the best international in vitro fertilization (IVF) clinics have proven success rates that equal or exceed the averages achieved in the U.S., U.K., and Europe,' according to a blog post published by Patients Beyond Borders (PBB), a resource for medical travelers. This blog cited, for example, the Barbados Fertility Centre, which is accredited by the Joint Commission International (JCI) and Chaim Sheba Medical Center in Israel, as examples of facilities that offer IVF services with success rates similar to U.S. and Western European facilities." [Read more](#)

### **Paying Less for the Best**

*Delta Sky Magazine*, February 2014

Patients Beyond Borders' latest comparative costs for medical procedures abroad are published in February's *Delta Sky Magazine*. [Read more](#)

### **Some with Alzheimer's find care in far-off nations**

AP, 14 January 2014

"Spouses and relatives in Western nations are increasingly confronting Kuratli's dilemma as the number of Alzheimer's patients and costs rise, and the supply of qualified nurses and facilities struggles to keep up. Faraway countries are offering cheaper, and to some minds better, care for those suffering from the irreversible loss of memory." [Read more](#)

### **Medical tourism on the rise despite warnings**

*The Sydney Morning Herald*, 13 January 2014

"No official statistics are available on the number of Australians leaving the country for surgery, but Patients Beyond Borders, which publishes guides for such tourists, estimates that globally about 8 million patients go overseas for medical care—and that figure is growing about 15 to 25 per cent a year." [Read more](#)

### **Patients Beyond Borders CEO Interviewed on Financial Safari**

Financial Safari, 11 January 2014

The Financial Safari's Peter D'Arruda interviews Patients Beyond Borders CEO, Josef Woodman, for his weekly radio show. [Listen](#)

### **Taking an I.V.F. Journey to Israel**

*The New York Times*, 6 January 2014

"A number of countries around the world provide fertility treatments at a lower cost than the United States, ranging from \$2,600 to \$6,000 in places such as Brazil, Spain, Russia, South Africa and Israel.'The best international I.V.F. clinics have proven success rates that equal or exceed the averages achieved in the U.S., U.K., and Europe,' according to Patients Beyond Borders, a resource for medical tourism." [Read more](#)

### **Profiting from Health Care Tourism**

Investing Daily, 6 January 2014

"Patients Beyond Borders, an organization that provides information about medical tourism, estimates that patients from most developed countries can save between 25 percent and 40 percent by seeking care in Brazil, 40 percent and 65 percent in Mexico and as much as 70 percent by traveling to Thailand." [Read more](#)

### **Some With Alzheimer's Find Care in Far-Off Nations**

*The New York Times*, 29 December 2013

"Their homeland treats the elderly as well as any nation on Earth, but Ulrich Kuratli says the care here in northern Thailand is not only less expensive but more personal. In Switzerland, 'You have a cold, old lady who gives you pills and tells you to go to bed,' he says." [Read more](#)

### **Tips For Overseas Surgery**

*Outside Magazine*, 14 November 2013

"Headed around the world for some cheaper medical care? Follow these rules." [Read more](#)

### **Using a passport to cut the costs of surgery**

*MarketWatch*, 13 November 2013

"The savings on medical procedures can be considerable, ranging from 25% to as much as 90%, depending on the procedure and location. In one example, Josef Woodman, CEO of Patients Beyond Borders, said that a patient needing extensive dental work who was quoted \$60,000 for a mouthful of new teeth in the U.S. was charged \$17,000 for the same work in Costa Rica." [Read more](#)

### **Seeking Cure Abroad Growing Number of Ethiopians Look for Medical Solutions in Foreign Lands**

*Ethiopian Business Review*, 13 November 2013

"In Ethiopia, there is only one qualified doctor for every 35,000 people and until now, there is no medical center accredited for the international standard." [Read more](#)

### **More and more vacationers becoming 'well' traveled**

*New York Post*, 12 November 2013

"As for notable wellness-focused destinations, 'Thailand is a hotspot right now,' says author and medical travel expert Josef Woodman, CEO of Patients Beyond Borders. 'Thailand is a huge center for spas, obviously, and wellness is already built into its culture. It's a slam dunk, organically blending wellness and medicine.'" [Read more](#)

### **Some Brits Find A Way To Make Cosmetic Surgery Part Of Their Vacation**

*Huff Post Travel*, 8 November 2013

"Make sure you're in the hands of the best possible physician. 'If you're going for a heart bypass,' says Josef Woodman, CEO of Patients Beyond Borders, 'you want to know that particular doctor's done 300 of them instead of 20 and that that procedure has a 98.2 percent success rate,' roughly comparable to the rate in the States." [Read more](#)

### **Debunking the 'myths' of global medical tourism**

*MNT*, 6 November 2013

"Patients Beyond Borders, which claims to be 'the world's most trusted source of consumer information about international medical and health travel,' estimates there are 8 million cross-border patients worldwide, spending on average between \$3,000 to \$5,000." [Read more](#)

### **Dental Tourism: Traveling to Another Country Could Save 70 Percent**

*Travelers Today*, 6 November 2013

"Visiting a dentist in another country could save travelers over 70 percent on major dental procedures such as crowns and root canals, according to data from Patients Beyond Borders, a medical publisher. This type of procedure can be very expensive in the United States, even for those with dental insurance." [Read more](#)

### **Give Me Your Balding, Your Budget-Minded**

*Vocativ*, 5 November 2013

"Josef Woodman, CEO of the medical tourism consumer resource Patients Beyond Borders, says if hospitals really want to attract English speakers in droves, however, they should be more language-friendly. 'They've got all these JCI sites,' he says, referring to the dozens of hospitals accredited by the prestigious Joint Commission International. 'But half aren't in English.'" [Read more](#)

### **Dental tourism could save you big money**

*FoxNews.com*, 1 November 2013

"We estimate that in 2012, 400,000 Americans crossed international borders for dental care. For 2013, we project a growth rate of approximately 20 percent," says Josef Woodman, CEO of Patients Beyond Borders." [Read more](#)

### **Counterfeit Stem Cell Treatments Sold To Vulnerable Patients Willing To Try Experimental, Possibly Dangerous Therapies**

Medical Daily, 10 September 2013

"In a 2010 paper published in *Cytotherapy*, researchers estimated that 750,000 Americans traveled for medical tourism in 2007; they projected this number to increase to 1.6 million patients by 2010. Patients Beyond Borders posts a more conservative estimate on its website, calculating some 900,000 Americans willing to travel outside the U.S. for medical care during 2013." [Read more](#)

### **Medical tourism expanding**

*Pattaya Mail*, 23 August 2013

"Medical tourism is a \$40 billion market that's expanding 25 percent a year, according to the guidebook *Patients Beyond Borders*." [Read more](#)

### **Traveling Abroad for Healthcare**

CCTV America, 22 August 2013

Josef Woodman, CEO of Patients Beyond Borders, talks to anchor Michelle Makori of CCTV America about why more and more patients are seeking treatment abroad, and how to be best informed. [Watch now](#)

### **Tourists flocking here for sun, sea, and a bit of nip/tuck**

The Malay Mail Online, 19 August 2013

"Chinese, Australians, Middle Easterners, Singaporeans, Europeans, North Americans come for the mix of quality and value,' said Woodman. 'Malaysia remains one of the top value medical travel destinations, with savings of up to 80 per cent, and cultural compatibility,' he added." [Read more](#)

### **Asia Weekly: Ticket to health**

*China Daily*, 16 August 2013

"Of the 11 top medical destinations in the world cited by Patients Beyond Borders, six are in Asia: [India](#), [South Korea](#), [Malaysia](#), [Singapore](#), [Taiwan](#), and [Thailand](#)." [Read more](#)

### **Immigration News: Medical Tourism Affected by Strict Visa Rules**

Live Punjab, 16 August 2013

"Woodman enlightens: 'India has been fairly neglectful of this industry. It makes a lot of sense and Indian hospitals like Apollo and Fortis are well-positioned to seek a foothold in parts of the world where people have no access to quality care.'" [Read more](#)

### **Heart Surgery in India for \$1,583 Costs \$106,385 in US**

Mercola.com, 14 August 2013

"The lower cost is the result of one Indian heart surgeon's quest to make health care more affordable for India's population, where two-thirds live on less than \$2 a day and most pay for health care entirely out of pocket." [Read more](#)

### **Cayman to Singapore Gain as Rules Stump Clinics: Corporate India**

Bloomberg News, 14 August 2013

"According to Patients Beyond Borders, which specializes in medical tourism, if your total quote for US medical treatment is \$6,000 or more, you'll probably save money by traveling abroad for your care." [Read more](#)

### **Save Money by Getting Medical Procedures Overseas?**

Fox Business, 8 August 2013

Gerri Willis from the The Willis Report interviews author Josef Woodman on the potential savings of getting medical procedures done outside the US. [Watch now](#)

### **Saturday fundraiser for Dawni's Smile Project; dental treatment in Mexico cost \$27,000**

*Santa Cruz Sentinel*, 12 July 2013

"Dawni Pappas, 49, loves her job. She's worked on-call for 10 years at the Santa Cruz Civic Auditorium, overseeing security, ushers and volunteers for special events such as concerts by

Jackson Browne and Bonnie Raitt. But the part-time position with the city of Santa Cruz does not come with dental insurance." [Read more](#)

### **Texas women who go to Mexico for cheap plastic surgery say they returned disfigured and near death**

*New York Daily News*, 10 July 2013

"The group's website lists and recommends accredited medical facilities around the world that have met strict international standards. Of them there is in Tijuana, and it's called one of Mexico's most respected. It is not the Jerusalem Hospital." [Read more](#)

### **Medical tourism: Latin America is a prime destination**

*Inside Costa Rica*, 10 July 2013

"An IPK International survey revealed roughly 3 percent of the world's population travels to foreign countries for medical treatment, while Patients Beyond Borders, which publishes international medical travel guidebooks, reported the medical tourism industry is a \$40 billion a year business." [Read more](#)

### **Women share cautionary tale of having surgery in Mexico**

KHOU.com, 8 July 2013

"A group called Patients Beyond Borders estimates that last year anywhere from 200,000 to more than a million people traveled to Mexico to have procedures done. Patients Beyond Borders said people should look for a clinic's seal which will prove whether or not the facility has met strict international medical standards." [Read more](#)

### **Need treatment, will travel (to Portland)**

*Portland Tribune*, 4 July 2013

"Woodman says international travel that combines wellness with tourism also is on the rise, with so-called wellness hotels trying to bridge the gap between traditional spas and alternative medical care for travelers." [Read more](#)

### **International medical tourism industry pegged \$40 billion a year**

*The Economic Times*, 27 June 2013

"That's fueling an industry worth as much as \$40 billion, according to *Patients Beyond Borders*, a publisher of international medical travel guidebooks." [Read more](#)

### **Top Travel Destinations for Medical Tourism**

Bloomberg, 25 June 2013

"About 7 million people travel abroad each year seeking everything from dental work to weight-loss surgery to cancer treatment. That's fueling an industry worth as much as \$40 billion, according to Patients Beyond Borders...." [Read more](#)

### **What can US healthcare innovators learn from medical tourism inside and outside its borders?**

MEDCITY News, 25 June 2013

"Medical tourism is booming. It's a \$40 billion global industry, according to data from Patients Beyond Borders." [Read more](#)

### **Medical tourism grows rapidly with mounting ethical and legal concerns**

MEDILL, 14 June 2013

"A few years ago when Chicago area resident Natalia Bonfante Ginez wanted a gastric sleeve operation – the removal of part of the stomach to facilitate weight loss – she was told that she wasn't qualified." [Read more](#)

### **Low-Cost, High-Quality Health Care: Not Made in the USA?**

Robert Wood Johnson Foundation's Culture of Health, 13 June 2013

"The US consultancy Patients Beyond Borders estimates that some 750,000 Americans will travel overseas for medical treatments this year in search of lower-cost care ... How much better would it be if such low-cost, high quality care could be obtained here at home?" [Read more](#)

### **How to Find a Reliable Dentist in Costa Rica?**

*The Costa Rican Times*, 9 June 2013

"Global recession and expensive medical and dental care in well developed countries gave birth to medical and dental tourism in Latin America where Costa Rica has become one of the leading nations to provide quality medical and dental services at affordable rates." [Read more](#)

### **Am Patient—Will Travel**

*Cancer Fighters Thrive*, Summer 2013

"Medical tourism creates opportunities for patients at home and abroad." [Read more](#)

### **Medical Korea 2013**

Arirang, 9 April 2013

Arirang's Prime Time News program reports on Medical Korea 2013. [Watch now](#)

### **International Collaboration in Global Healthcare**

tbs eFM This Morning, 9 Apr 2013

Woodman discusses growth in Korea's medical travel industry with This Morning host, Alex Jensen. [Listen](#)

### **The Rise of Medical Tourism**

*South China Morning Post*, 8 Apr 2013

"As private health care costs escalate in Hong Kong amid long waits for treatment at public facilities, more people are pursuing cross-border options for a range of procedures. Most are drawn to nearby countries that can offer equivalent treatment at a fraction of the cost here. Others go abroad to circumvent Hong Kong's strict rules on certain procedures." [Read more](#)

### **Survey Sees Robust Growth for Medical Tourism**

Travel Market Report, 4 Apr 2013

"But Woodman, who frequently travels overseas to medical tourism destinations, said many of the medical tourism providers may not be delivering the customer service they claim, particularly when it comes to responding to patient inquiries." [Read more](#)

### **Medical tourism: A global stampede for affordable care**

CNN, 23 Mar 2013

"As health costs skyrocket, Western travelers are getting comfortable with "foreign doctors" and much cheaper procedures." [Read more](#)

### **Philippines Joins Medical Tourism Parade**

*Asia Sentinel*, 13 Mar 2013

"The competition for health dollars is keen. Given the cost of health care in the advanced countries, more than 50 countries across the planet have identified various forms of health tourism as a national industry, unfortunately with widely varying standards of accreditation and health quality." [Read more](#)

### **Malaysia: Once a Hidden Jewel, now a recognized Health Haven...**

*Scientific American*, Mar 2013

"For many years, Malaysia was one of Southeast Asia's best kept secrets: a warm, welcoming and beautiful location that also offered some of the best healthcare and wellness options for international tourists 'in the know.'" [Read more](#)

### **Inaugural Global Wellness Tourism Congress Announced**

Global Spa & Wellness Summit Blog, 28 Feb 2013

"Throughout Asia, Europe, and Latin America, the wellness traveler is driving new paradigms for both healthcare and tourism. We're seeing rapid change and big opportunity, as stakeholders seek to capture market share in the evolving wellness tourism category." [Read more](#)

### **Obamacare may put end to doctor-patient relationship**

*Sun Sentinel*, 26 Feb 2013

"... Americans determined to receive personalized care aren't without options. In addition to concierge practices, another tactic growing in popularity is medical tourism—traveling abroad for treatments and procedures, often at more affordable prices." [Read more](#)

### **Medical Tourism: A Free Market Alternative to ObamaCare**

Examiner.com, 24 Feb 2013

"In assessing the potential impact of the Affordable Care Act (ACA) health care reform on medical tourism, Josef Woodman of the Huffington Post [Patients Beyond Borders] discussed the possibility of a decrease in medical tourism in the short term, but a return to growth in the long term." [Read more](#)

### **Medical Tourism: A Free Market Alternative to ObamaCare**

The Objective Standard, 18 Feb 2013

"Costa Rica enjoyed a \$196 million influx from medical tourism in 2012, Singapore will realize a \$4.3 billion gain this year, and India will see a \$2.3 billion increase in 2013." [Read more](#)

### **Can Medical Tourism Save Us From Obamacare?**

reason.tv, 29 Jan 2013

"The rise of first-rate hospitals abroad may provide a vital lifeline for Americans." [Watch segment](#)

### **Op-Ed: Medical Tourism in the Caribbean**

*Caribbean Journal*, 15 Jan 2013

"The Caribbean could capitalize on this burgeoning industry and familiar relationship between the US medical industry and the Caribbean, as medical tourism becomes a reputable alternative to the already high and continually rising costs of American healthcare." [Read more](#)

### **Hospital Holiday**

HuffPost Live, 14 Jan 2013

Josef Woodman joins HuffPost Live in "Hospital Holiday," a segment on new trends and cautions for the medical traveler. [Watch segment](#)

### **Wah! Thai**

Manorama's *The Week*, 9 Jan 2013

"Hospitals everywhere in the world are known for the same things—white walls, a peculiar smell and diseases. So when you are welcomed in a hospital with a smile, taken to the spacious waiting area with comfortable sofas and hear a live piano performance, you do a double take. Welcome to Thailand, a leading medical tourism destination." [Read More](#)

### **10 Top Health Care Destinations for 2012**

HuffPost, 4 Jan 2013

"As US healthcare costs continue to rise and the options for quality care overseas become more widely understood, I'm often asked—by the media, in conferences and lectures, by friends and acquaintances—'Where's the best place in the world to go for medical care?'" [Read More](#)

### **Josef Woodman Reports from the International Malaysia Healthcare Travel Conference and Exhibition**

Medical Travel Today, 2 Jan 2013

"Those in our industry who were not able to attend the International Malaysia Healthcare Travel Conference and Exhibition (MIHTE) in November missed one of the year's best industry events. Several colleagues commented favorably, admitting to pleasant surprise that a regional conference could come off with such a robust flair." [Read More](#)

### **2012: Year of Milestones in Medical Travel**

Travel Market Report, 27 Dec 2012

"From Ohio to Malaysia, the number of internationally accredited healthcare facilities targeting medical travelers is skyrocketing. Asia is a particular hot spot for development of outstanding medical and wellness facilities, largely because of demand from a rising middle class in the region, according to Josef Woodman, publisher of the medical travel guides *Patients Beyond Borders*." [Read More](#)

### **Toward Opening a Practical Dialogue on Improving US Healthcare**

HuffPost Politics, 14 Dec 2012

"While much of the health care 'GDP gap' between the US and other nations can be attributed to cost of living, it's undeniable there's plenty of room for reimagining our approach to healthcare,

not simply in terms of reform, but in market-driven innovation that reflects achievements in other corners of the world." [Read More](#)

### **Keep an Eye on Asia, Med Travel Expert Advises**

Travel Market Report, 10 Dec 2012

Woodman shared insights gleaned from his recent travels, as well as his observations on medical tourism trends closer to home. [Read More](#)

### **The List—5 health apps for travelers**

Boston.com, 2 Dec 2012

Patients Beyond Borders' TravelEmergency® mobile app makes Boston Globe's list of top 5 health apps for travelers.

[Read More](#)

### **Medical Tourism: 1 In 3 Open To Traveling For Treatments, Poll Finds**

HuffPost Healthy Living, 13 Nov 2012

"Nearly a third of people surveyed around the world say they are open to the idea of medical tourism - traveling abroad to enjoy cheaper medical or dental treatment, according to a new Ipsos poll of 18,731 adults in 24 countries." [Read More](#)

### **Tourism for Treatment**

*Scientific American*, Nov 2012

Patients Beyond Borders contributes to *Scientific American's* "Annual Worldview Scorecard," comparing cost savings for medical procedures in nine healthcare travel destinations. [Read More](#)

### **Medical tourism: East coast conference offers glimpse of challenges Naples faces**

*Naples News*, 29 Oct 2012

"Josef Woodman, president of Patients Beyond Borders, a Chapel Hill, NC-based consumer resource group for international medical care, acknowledges marketers with international hospitals say their medical care is high quality at the best prices." [Read More](#)

### **PR taps medical-tourism market boom**

*Caribbean Business*, 10 Oct 2012

"Puerto Rico is considered one of the four 'destinations starting to get attention' in the segment, according to leading industry organization Patients Beyond Borders." [Read More](#)

### **What Obama's Affordable Care Act means for the world's hospitals**

GlobalPost, 3 Oct 2012

"Sitting in blue scrubs in a hospital room, plastic surgeon Christian Rivera ponders a potential sea change for this Central American country's private hospitals, triggered by health care reform in the United States." [Read More](#)

### **Health Cheque**

*meetme*, Oct 2012

"Luxury cosmetic surgery is a significant draw.... The UAE is also becoming known for its complementary and alternative medicine (CAM) services. Dubai Healthcare City is currently home to 12 CAM medical centres..." [Read More](#)

### **Bypassing Your Local Doctor: A Look at Medical Tourism in 2012 and Beyond**

MSN, 27 Sept 2012

"As the Democrats and Republicans continue to bicker about health care, more US patients are tuning out and getting out, hopping planes to countries where the care is more affordable and, arguably, better." [Read More](#)

### **Outsourcing Healthcare**

Huffpost Live, 25 Sept 2012

"48.6 million live without health insurance in the US. In a country where 60% of people skip doctor appointments due to costs, is the future of US healthcare abroad." [Read More](#)

### **Brasil desponta como opção para turista-paciente do exterior**

Terra, 13 Sept 2012

"O turismo médico no Brasil é mercado certamente promissor, mas ainda incipiente se compararmos com outros países receptores de pacientes." [Read More](#)

### **Local firm taps dental travel**

*The Detroit News*, 24 Aug 2012

"When Richard Dziurda found out five years ago that he needed thousands of dollars in dental work, he wasn't sure he could afford the procedures or even follow through with his dentist's advice." [Read More](#)

### **Medical travel can be lucrative, but fraught with complexity**

*Travel Weekly*, 22 Aug 2012

"The package for a client traveling overseas for medical purposes could include meet-and-greet services on the jetway, a hospital staff that handles the baggage, even massages in a hospital room large enough to accommodate sleepover relatives. These are just examples of what might be offered by a hospital, not a travel company."

[Read More](#)

### **Medical tourism on the rise**

*FloridaToday.com*, 22 Aug 2012

"Patients Beyond Borders estimates that more than half a million residents of the United States traveled outside the country for medical care in 2011, spending an average of \$3,000 per procedure. The market remains a small aspect of health care but is estimated to grow at an average of 25 percent to 35 percent a year." [Read More](#)

### **Travel Health Apps Aim to Keep Travelers Healthy While Abroad**

*BetaKit*, 18 Aug 2012

"TravelEmergency is an iPhone app by Patients Beyond Borders. It's designed to help those who may find themselves in a health crisis while they are traveling, and allows users to search a database of local emergency numbers and access directions to the nearest English-speaking hospital." [Read More](#)

### **There's untapped opportunity for travel agents in medical tourism**

*Travel Weekly*, 14 Aug 2012

"Imagine a travel market that is worth tens of billions of dollars. The travelers fly all over the world, often in pairs. In addition, some of the trips are paid for by the travelers' employers, which can translate into business-class air tickets and high-end hotels. But regardless of who is footing the bill, these travelers are unlikely to book their trips on a computer." [Read More](#)

### **Middle East inbound medical tourism grows**

*AMEinfo.com*, 8 Aug 2012

"The GCC healthcare market is on track to grow 11.4% annually to \$44bn until 2015, with specialised healthcare cities and other major hospital projects are springing up in the region, paving the way for medical tourists." [Read More](#)

### **Tooth and Consequences: Fla. Woman Faces Medical Tourism Nightmare**

*Daily Finance*, 2 Aug 2012

"Medical tourism is nothing new: For years, media outlets, including this one, have been reporting on the benefits of going to other countries for expensive medical procedures." [Read More](#)

### **Healthcare Reform Unlikely to Slow Medical Travel Growth, Experts Say**

*Travel Market Report*, 9 July 2012

"The answer is yes, no, and neutral...Those who are currently uninsured—a huge component of medical travel—will gain access to covered healthcare. Some may be able to stay in the US for an orthopedic procedure that they were previously not insured for. Some of this will take away from medical travel. On the other hand, you can't have 30 million Americans (the currently uninsured who are expected to gain coverage) entering our already broken system without a tradeoff in the form of longer waits for specialty care." [Read More](#)

### **Bali wants in on the medical tourism action**

CNNGo, 5 July 2012

"As a newcomer, Bali faces stiff competition from nearby international healthcare providers [e.g. the Singapore hospital system, including Parkway], value healthcare in Kuala Lumpur, the very established medical tourism destinations in Bangkok and to a lesser extent, JCI-accredited facilities in and near Manila,' [Woodman] says." [Read More](#)

### **World Class Healthcare**

Delta Sky, July 2012

Thousands of Americans travel abroad each year for medical procedures. With a nod to this growing trend, Delta Sky highlights a few healthcare destinations worth the trip along with tips for safe travel. [Read More](#)

### **Medical Tourism: Why More Boomers Are Going Abroad For Treatment**

HuffPost, 4 June 2012

"Our population is continuing to age into financially challenging procedures,' Woodman said. 'Every month the insurance companies find a way to take benefits off the table. Each month there is a slightly bigger piece of the population pie that is going to find the cost savings very attractive.'" [Read More](#)

### **South of the Border Surgery: Medical Tourism Market Grows for Cost Conscious Americans**

Consumer Media Network, 10 May 2012

"According to Patients Beyond Borders, a consumer information resource about international medical and health travel, medical tourism is an expanding market that sees an average of 25-30% growth each year. In 2011, the organization estimated that the market was about \$15 billion with about 5 million patients worldwide. Josef Woodman, Patients Beyond Borders CEO, estimates that in 2012, about 600,000 Americans will travel for healthcare outside the United States." [Read More](#)

### **Drug-Defying Germs From India Speed Post-Antibiotic Era**

Bloomberg, 7 May 2012

"At the same time, it [India] is trying to preserve the country's health-tourism industry. Bristling that foreigners coined a name that singles out their capital to describe an emerging health nightmare, officials say the world is picking on India for troubles that impede all developing nations." [Read More](#)

### **Global remedy to a local affliction**

The Sydney Morning Herald, 6 May 2012

"The health travel consumer organization Patients Beyond Borders said about 5 million patients a year become medical tourists, spending an average \$US3000 per surgery and thousands more on airfares and accommodation." [Read More](#)

### **Dr. Ayesha Abdullah and Josef Woodman on Dubai Healthcare City**

Emirates 24/7, 3 May 2012

Dr. Ayesha Abdullah, Managing Director for Dubai Healthcare City, and Josef Woodman discuss the rise of Dubai Healthcare City as a medical tourism destination. The interview begins at 8:16. [Watch Interview](#)

### **UAE Medical Tourism**

City 7TV, 2 May 2012

Josef Woodman discusses the evolution of Dubai as a preferred medical hub in the Middle East. [Watch Interview](#)

### **Healthcare City targets global medical hub status**

GulfNews.com, 2 May 2012

"Dubai Healthcare City is attempting to stem the flow of people going abroad for treatment and position itself as the medical hub for international and regional patients." [Read More](#)

### **Josef Woodman on Medical Tourism in Dubai**

Emirates News, 1 May 2012

Emirates News anchor, Greg Fairlie, and Josef Woodman discuss Dubai as a new global healthcare destination for the region. The interview begins at 8:26. [Watch Interview](#)

### **Monterrey Ciudad de la Salud**

*OCV Monterrey*, 13 March 2012

"Josef Woodman, Autor del libro *Patients Beyond Borders* comenta sobre su experiencia en la ciudad y su impresión sobre los avances en área medica en Monterrey." [Read More](#)

### **Online Resource Will Help Agents Create Healthcare Travel Packages**

*Travel Market Report*, 1 March 2012

"Centralized information on global healthcare packages that travel agents can customize for clients will soon be launched by a new alliance between medical travel guide *Patients Beyond Borders* and online global physician directory Medeguide." [Read More](#)

### **3 Reasons to Consider Medical Tourism**

*US News & World Report*, 28 February 2012

"The underlying conditions needed to support medical tourism are largely being met, experts say. The quality and depth of foreign medical facilities has continued to improve. Costs are still a bargain for many procedures, and medical tourism travel brokers have become better at putting together the packages needed for a successful experience." [Read More](#)

### **Medical tourism in the UAE experiences growing pains**

*The National*, 18 February 2012

"While providers of private health care are gearing up to promote the country as a hub for medical tourism, health experts warn the efforts may be premature." [Read More](#)

### **Megaproyecto de salud en Nuevo León**

*El Economista*, 17 February 2012

Monterrey's *Economist* covers the rise of medical tourism, launch of *Patients Beyond Borders Monterrey Edition* and the opening of two new high-profile hospitals. [Read More](#)

### **Alliance Aims for One-Stop Med Travel Shop**

*Travel Market Report*, 9 February 2012

"Providing a 'one-stop shop for international healthcare consumers in search of safe, affordable medical care' is the objective of a new alliance between medical travel guide *Patients Beyond Borders* and online global physician directory Medeguide." [Read More](#)

### **Spotlight: Patients Beyond Borders and Medeguide Form Strategic Alliance**

*Medical Travel Today*, 8 February 2012

Josef Woodman and Medeguide co-founder Ruben Toral shed light on their recent strategic alliance. [Read More](#)

### **Passport to Health**

*Delta Sky*, February 2012

"'Everyone is looking for cost savings,' says Woodman. 'And surgeries are natural targets because they're high-ticket items.'" [Read More](#)

### **Medical Tourism: Closing the International Healthcare Gap**

AARP International's *The Journal*, 2012

We are honored to have been invited to pen the first article on medical tourism for the prestigious AARP International's *The Journal*, distributed worldwide to high-level government and policy personnel. In this article, Woodman introduces medical travel as a vital component to global healthcare and explains its impact on the international medical community. [Read More](#)

### **Operacja Bangkok**

*Forbes Poland*, February 2012

"Od wybielania zębów przez zmianę płci po operacje na otwartym sercu. W ubiegłym roku ponad 1,5 miliona turystów odwiedziło Tajlandię, by wydać w sumie 2,15 mld dol. na usługi medyczne. Tak powstawał światowy lider w tej branży" [Read More](#)

**Patients Beyond Borders and Medeguide form alliance**

*International Medical Travel Journal*, 23 January 2012

"Patients Beyond Borders, a source of consumer and industry information about international health travel, and Medeguide, an online international doctor directory, have formed an alliance to provide patients with search tools for global healthcare options, and to provide hospitals and health travel third parties with a unique offering of branding and marketing tools for the international patient." [Read More](#)

**Wealthcare**

*Southeast Asia Globe*, 13 January 2012

"Private hospitals are capitalising on strained Western health services and rising Asian incomes." [Read More](#)

**Trends in Medical Tourism**

*Peter Greenberg Worldwide*, 7 January 2012

Peter Greenberg and Joe Woodman discuss the latest trends in medical tourism, including top destinations and the rising numbers of patients seeking healthcare abroad. [Read More](#)

**Medical Travel Is Poised to Gain Momentum in 2012**

*Travel Market Report*, 5 January 2012

"Will 2012 be the year that medical travel takes off? With PepsiCo's announcement last month that it will cover certain medical travel costs for its 250,000 domestic employees, medical travel experts say it could well be." [Read More](#)

**Trends for 2012**

*Dentistry IQ*, 5 January 2012

"Globalization of medical and dental care and practice will become a progressively more prevailing way to meet these needs. Medical tourism has always been a niche option for a fortunate or not-so-fortunate few. It seems to be for more daring types; however, it is becoming a typical option for anyone with a passport." [Read More](#)

**Flying patients—Global**

*Monocle*, January 2012

"Consumers are increasingly looking beyond their native borders for low-cost, quality healthcare – and if there's a safari thrown into the package, all the better. Monocle looks at the global hotspots attracting patients wanting anything from hi-tech surgery to a facelift." [Read More](#)

**Health Care Bargains Abroad**

*Kiplinger*, January 2012

"Bruce Pearson owns a nursery, raising orchids and other lush flora in Boynton Beach, Fla. But it was painful sciatica that made his back as delicate as a hothouse flower. While leading an eco-tour in Thailand a few years ago, Pearson experienced back pain so severe that it put him in a local hospital. The treatment he received converted him into an enthusiastic medical tourist." [Read More](#)

**Visite nuestras playas... y nuestras iclónicas!**

*Capital*, January 2012

"Los viajes por motivos de salud suponen una lucrativa industria que mueve miles de millones. Desde Israel hasta estados unidos, pasando por India, medio centenar de países pelean para lograr su trozo de este jugoso pastel." [Read More](#)

**Money Power: Be careful with foreign medical trip**

*Tulsa World*, 31 December 2011

"If you're considering medical travel, your first stop should be the book *Patients Beyond Borders* by Josef Woodman, a comprehensive guide to medical travel with information about the best international hospitals and clinics." [Read More](#)

**Spending: Save on health care abroad**

*Chicago Tribune*, 30 December 2011

"This year, more than a half-million US residents will get medical care abroad, according to

Patients Beyond Borders, a consumer advisory service. That number is likely to grow at a 25 percent to 35 percent annual rate." [Read More](#)

### **More People Heading Overseas to Receive Medical Treatment**

*Fox Business News*, 2 December 2011

Fox Business's Cheryl Casone interviews Patients Beyond Borders founder, Josef Woodman, about opportunities to save on costly medical procedures by heading overseas. [Read More](#)

### **Medical Travel a Hot Topic at AARP Conference**

*Travel Market Report*, 13 October 2011

"Medical travel as an option to control the cost of healthcare is getting noticed by AARP members." [Read More](#)

### **More Americans going abroad for medical treatment to save money**

*Daily News*, 11 October 2011

"At the same time, the view of medical standards in exotic locales in South and Central America and Asia has improved dramatically—and for good reason. Over the past decade, more than 400 organizations in 39 countries have been accredited by the Joint Commission International, which is affiliated with the same body that accredits US hospitals." [Read More](#)

### **Top 5 Alternatives to Traditional Health Insurance**

*HealthNews*, 7 October 2011

"For the underinsured and uninsured, medical tourism provides choices in quality medical care at more affordable prices than they can get in the United States. Even with travel expenses included, patients still come out well ahead in out-of-pocket expenses, as procedures are 30 to 90 percent cheaper abroad (varies by country and procedure)." [Read More](#)

### **Stay Healthy, Save Money: 5 Ways You Can Take Charge of Your Healthcare Costs**

*Huffington Post*, 30 September 2011

"During my travels over the past five years, I have met hundreds of patients in dozens of hospitals, and I've repeatedly observed that proactive patients tend to be rewarded with satisfactory, affordable solutions and successful outcomes, while those who settle for the status quo get what's meted out to them." [Read More](#)

### **Hey, We're Number ... Uh ... 36!**

*Truth Out*, 27 September 2011

"As we wrestle with the increasingly expensive burden of health care, why does such a large segment of the American population ignore or spurn the example of countries that provide their citizens better care at a lower price?" [Read More](#)

### **Top Ten Medical Procedures You Can Do Abroad**

*PeterGreenberg.com*, 26 September 2011

"Half of travel planning is looking for the right deal. We seek out affordable airfare, car rentals, accommodations, even entertainment. Why not also 'shop' for value with your healthcare? Josef Woodman, author of *Patients Beyond Borders* and healthcare advocate, argues it's high time to choose to go abroad for some of your medical needs." [Read More](#)

### **Good News: Your Medical Options Now Include Latin America**

*AARP Blog*, 29 September 2011

"Today, as guest blogger, we have one of our speakers for AARP's upcoming Life@50. Josef Woodman is the author of *Patients Beyond Borders*, the bestselling consumer reference for international health travel, and is a leading advocate of affordable, high-quality medical care for healthcare consumers worldwide. Read below to get his take on why traveling to Latin America for health treatments may make sense for some patients." [Read More](#)

### **Medical Tourism: A New (and Affordable) Force in Health Care**

*HealthNews*, 15 September 2011

"Also of concern to many are the standards of the facilities. According to *Patients Beyond Borders*, the governments of countries such as India and Thailand have poured billions of dollars into improving their healthcare systems. In their zest to cater to medical tourists, they

offer VIP waiting lounges, deluxe hospital accommodations, and medically staffed recuperation 'resorts.'" [Read More](#)

### **Medical tourism: A faraway health fix**

*Chicago Tribune*, 3 August 2011

"In the meantime, other trends have emerged. A rise in quality surgical care in Latin America and Mexico — JCI accredited several hospitals in Mexico in the last three years — has given Americans the option to take short trips for cardiac, orthopedic and other highly invasive surgeries that used to be the purview of majestic medical centers in Thailand or India, Woodman said." [Read More](#)

### **Medical tourism: Is Now the Time to Offer This Benefit?**

*Benefits Magazine*, July 2011

"Medical tourism—seeking medical services abroad—may make sense as an employee benefit. Some procedures are significantly less costly abroad, and many foreign facilities offer topnotch, safe medical care. Medical tourism facilitators can offer guidance." [Read More](#)

### **Health Costs in Singapore**

*The Diplomat*, 23 June 2011

"The patient died of cancer, and Brunei later complained about the costs of her bill and won support from Patients Beyond Borders, which is calling for increased oversight amid tarnished reputations at all levels." [Read More](#)

### **Brunei Royalty's \$20 Million Bill May Thwart Singapore's Medical Ambitions**

*Bloomberg*, 19 June 2011

"Reputations are tarnished at all levels" with such scandals, said Josef Woodman, who spent more than five years researching medical tourism and is the author of Patients Beyond Borders, a guide to finding offshore medical treatment. "This underscores the need for improved oversight and regulations that would help to prevent abuses." [Read More](#)

### **Medical tourism wins fans**

*Reuters*, 15 June 2011

"The savings can be significant. Angioplasty that can cost up to \$43,000 in the U.S. costs \$4,700 in India, or \$7,300 in Malaysia, according to data compiled by patientsbeyondborders.com. And in terms of amenities, hospitals like the famed Bumrungrad in Bangkok put their cash-strapped American counterparts to shame. Touches like marble floors, gourmet food, and "Royal Suites," more reminiscent of a resort than a hospital." [Read More](#)

### **Medical Tourism Map: Where Patients Go to Save**

*Mint.com*, 7 June 2011

"As out-of-pockets costs for medical treatment climb in the US, more and more overseas health providers are catering to American patients who seek to save money on their procedures." [Read More](#)

### **Hungary, Turkey, Oklahoma See Gains in Medical Travel**

*Travel Market Report*, 19 May 2011

"'Healthcare is flourishing throughout Latin America,' Woodman said... 'This is good news for the short-haul US and Canadian traveler, as well as expats and citizens in the region.'" [Read More](#)

### **High-tech and low prices attract medical tourists**

*The Wall Street Journal*, 17 May 2011

"Turkey has a robust healthcare system and hospitals... It should make Westerners—or anyone considering medical tourism—put Turkey on a short list of preferred destinations." [Read More](#)

**Trends**

*The Milken Institute Review*, Second Quarter 2011

"Is medical tourism ready for prime time? Absolutely. Will it affect the price or quality of US health care? Not anytime soon." [Read More](#)

**Market is Ripe for Short-Haul Medical Travel**

*Travel Market Report*, 18 April 2011

"Travel agents should 'take a good long look' at specializing in growing short-haul markets in the Southwest and Southeast for medical travel to Mexico and Central America." [Read More](#)

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Bumrungrad, said in an email to Reuters before the coup." [Read more](#)

