GLOBAL HEALTHCARE ACCREDITATION

RAISING THE STANDARD IN MEDICAL TRAVEL
The GHA Program sets the standard and shares 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.

Patients Deserve More

BE MORE WITH GHA

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.
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.

“Since 1917 when the Minimum Standard for Hospitals was implemented, Accreditation and Certification has been a valuable predictor for clinical outcomes with hospitals and clinics.

There is clear proof that accreditation programs improve the quality and process of care provided by healthcare services.”

Dr. Erik Fleischman, Medical Director, Bumrungrad International Hospital
“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

PATIENT PERSPECTIVE

GHA helps medical travelers navigate an incredibly complex system by providing quality hallmarks that help answer the critical question: how do I know if a hospital is as good as it says it is?

Additionally, GHA provides concrete and measurable value to patients by ensuring that the hospital or clinic has instituted processes that are customized to the medical travelers’ unique needs and expectations and are constantly monitored for improvement.
“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**

One of the challenges buyers face as they expand across borders is identifying high quality healthcare providers for their employees or insured. The GHA Program offers a solution in that it connects buyers to a rapidly growing network of GHA accredited healthcare providers, validating quality and value, while helping to mitigate risk.

Through the establishment of a multidisciplinary board including insurers, employers, clinicians and leaders in the medical travel industry, GHA is keenly aware of the challenges facing traveling patients and has instituted standards that promote a quality patient experience across the entire Medical Travel Care Continuum™.
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
The GHA program complements existing national and international clinical accreditation programs. While these programs traditionally focus on the clinical aspects of care for the entire organization, GHA conducts a deep review of the International or Global Patient Services program, or the entity within an organization that serves the medical travel patient.

Impacts Your Financial Health
GHA ensures that organizations receive solutions that impact not just patient outcomes, but business performance and the organization’s financial health. Because GHA focuses on the entire Medical Travel Care Continuum™—those business functions within an organization that impact the medical travel program, such as Marketing, Finance, and Technology are included. GHA also identifies ways to enhance the efficiency and effectiveness of the Medical Travel Care Continuum™, while reducing vulnerabilities.

GHA Standards are Supported by a Diverse Group of Stakeholders
Our advisory board includes representatives from leading hospitals and insurance companies, as well as organizations focused on patient experience, risk management, employee benefits, and medical travel facilitation. Additionally, GHA regularly surveys buyers of health services to assure our standards are finely tuned to the needs of traveling patients seeking care under a variety of circumstances.

Provides Clients with Increased Visibility
GHA regularly participates in international healthcare events including hosting a yearly Medical Director Summit, participating in Ministerial Summits, roundtables and focus groups, while quickly building a growing social media presence. These initiatives and others have allowed us to develop a vast database that benefits our clients through visibility, connectivity, and networking events.
The Entire Care Continuum
Enhancing patient experience and engagement underpins each touch point of the continuum.

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)
Global Healthcare Accreditation® (GHA) standards are the foundation of a systematic and objective evaluation process of an organization’s approach to the management of medical travel services across the entire Medical Travel Care Continuum™.

Each competency is part of a comprehensive framework that creates awareness towards meaningful management and quantifiable performance regarding medical travel services in order for organizations to improve over time. GHA Standards focus on how all steps in the Medical Travel Care Continuum™ contribute to an overall safe, high quality medical travel experience.

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.

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
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 (CMTP) 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?**
- Healthcare Management Executives
- Healthcare Practitioners & Professionals
- Travel Agents
- Hospitality Professionals
- Facilitators
- Insurance Agents & Brokers
- Human Resources Executives

**LEARNING OBJECTIVES**
- Understand motivations for medical travel and key stakeholders
- Learn about the unique needs and expectations of medical travelers
- Gain a comprehensive understanding of the Medical Travel Care Continuum
- Learn about payment models, risk mitigation and marketing
- Learn how to deliver an outstanding patient/guest experience
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)

LARRY BORESS
Former CEO MIDWEST BUSINESS GROUP

JAI VERMA
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Head of Passport to Healthcare AETNA INTERNATIONAL

PROF. ANAPAM SIBAL
Group Medical Director APOLLO HOSPITALS

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Deputy General Manager BEIJING SAINT LUCIA CONSULTING

MUNA ALMUALLEN
Sr. Manager International Benefits FLUOR

AMY VILLALOBOS
General Manager NIB OPTIONS
GLOBAL FOOTPRINT

 Clients
- Tijuana, Mexico
- Cleveland Clinic, Ohio
- Springfield, Missouri
- Zagreb, Croatia
- Bangkok, Thailand
- AlHassa, Saudi Arabia
- Athens, Greece

 Regional Representatives
- Argentina
- Bulgaria
- China
- Hungary
- India
- UAE
- Jordan
- Kenya
- South Africa
- Thailand
- Turkey

 Corporate Headquarters
Palm Beach Gardens, Florida

SOME OF GHA’S ACCREDITED HEALTHCARE PROVIDERS:
Karen Timmons, 6th Medical Director Summit at WMTU, Los Angeles

Stephen Shearer and Mary Mix Sarah with GHA Thailand representatives Dr. Somporn Kumphang in Bangkok, Thailand

GHA Consultant Bill Cook at GHA workshop in Bangkok, Thailand

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

TESTIMONIALS

“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, 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 Clinica Santa Clarita
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.