

WINNERS 2020

CELEBRATING EXCELLENCE IN THE
MEDICAL TRAVEL SECTOR

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23 SEPTEMBER 2020

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WELCOME

A very warm welcome to the IMTJ Medical Travel Awards 2020 and congratulations to our finalists and winners

In 2014, International Medical Travel Journal (IMTJ) established the first credible awards programme in the medical travel sector. Now in its seventh year, the IMTJ Medical Travel Awards celebrate outstanding achievement in the medical travel, medical tourism and health tourism industry worldwide.

A panel of 20 expert international judges, who together have hundreds of years of experience, and are chosen for their experience in the medical travel and health sector, have studied all the entries submitted and have rated each submission independently on a predetermined set of criteria. Their combined ratings decide the award winners.

Established in 2007, the International Medical Travel Journal provides insight into the medical travel and medical tourism market and the themes that challenge healthcare providers across the world - insurance, accreditation, marketing and promotion, quality, patient safety, levels of care and the international patient experience. We would like to thank the judges for their time and sharing their expertise with us, everyone who submitted an entry, and to the team for their contribution towards this event. Finally, we would like to offer our sincere congratulations to all of the finalists and winners.

Enjoy the ceremony!




IMTJ AWARDS SPONSORS

The 2020 Awards are generously supported by Medical Korea, Western Union Business Solutions & IODM



Medical Korea Brand Proclamation Ceremony & Symposium

October 14, Wednesday, 2020
11:00-17:10(GMT+9)



Live on Homepage of Medical Korea
(www.medical-korea.org)

Speaker

Keynote Address Future Prospects for Global Healthcare in the Covid-19 Era | 11:15~11:35



Jerome Kim
Director General,
International Vaccine Institute

Session 1 Trends in Infectious Disease Response and Treatment Research | 14:00~15:00



Shin-Woo Kim
Professor,
Kyungpook National
University Hospital



Haryoung Poo
Principal Investigator,
Korea Research Institute of
Bioscience and Biotechnology

Session 2 Infectious Disease Diagnosis and Response Utilizing ICT | 15:00~15:50



Andrew Trister
Deputy Director,
Bill & Melinda Gates
Foundation



Hyung-Gyoun (Harris) Byun
Vice President,
KT Corporation

Session 3 New or Changed Medical Services and future prospects
in the Covid-19 era | 15:50~17:10



Hee Hwang
Professor,
Seoul National University
Bundang Hospital



Larry I. Slatky
Executive Director,
Shaker Place Rehabilitation
& Nursing Center



Hyoshuk Kim
Business Leader,
Philips Korea

Korea Medical Brand Proclamation Ceremony

Proclamation of the renewed Brand Identity
and Slogan to mark the 10th anniversary of the
introduction of the Korea Medical brand

Symposium

The Covid-19 era, 4th industry's role
in the healthcare market

Global Healthcare Merit Award Ceremony

Minister's commendation to domestic and
foreign institutions and individuals who have
contributed to global healthcare and interna-
tional cooperation for Korean medicine

Health and medical tourism: Destination of the year

Awarded to the health or medical tourism destination that demonstrated unparalleled qualities in service provision for medical and health tourists. Entries were accepted from a city, municipality, area or country that hosts specialist health and medical tourism services providers (e.g. clinics, hospitals, medical baths). The judges looked for evidence of co-ordinated activity that delivered an increase in medical travel to the destination, and high levels of patient satisfaction. Judges also looked for evidence of engagement and leadership in working with healthcare providers in that area. Supporting information included verified statistics on the numbers of medical travellers served, and year on year growth rates.

WINNER

MALAYSIA HEALTHCARE



Balancing the worlds of healthcare and economics, Malaysia's healthcare travel industry skilfully nurtures continued industry growth while exemplifying patient safety and experience. Branded Malaysia Healthcare, the industry has grown at a CAGR of 17% from 2015-2019, outpacing the year-on-year global and APAC growth rates of 10-12% and 12-14% respectively. Their commitment to patient centricity has sustained an inbound patient volume of over 1.2 million visitors while enjoying 17% revenue increase in 2019 of USD 400million in hospital receipts. This signifies trust earned by Malaysia Healthcare especially

for complex and higher-value treatments. Gunning for greater industry sustainability, Malaysia is on the fast-track to reach their ultimate aim which is to be the leading global healthcare destination, with aspirations to earn USD 1 billion by 2025.

“Malaysia has a clear strategy to maintain its position as a leading medical travel destination. The success speaks for itself.”

IMTJ Medical Travel Awards Judge

Health and medical tourism: Cluster of the year

Awarded to the health or medical tourism cluster or association that demonstrated unparalleled qualities in organising, managing and stewarding medical or health tourism organisations and enterprises under its umbrella. Entries were accepted from a registered association or cluster that has medical/health tourism and related service providers as well as organisations (e.g. research bodies, schools, governmental organisations) within its membership. Judges looked for evidence of how the organisation was organising, governing and stewarding its members, and for evidence that the organisation could promote its members to inbound medical and health tourists.

WINNER

MALAYSIA HEALTHCARE TRAVEL COUNCIL



Malaysia Healthcare has been earmarked as a national agenda to drive economic growth for the country as a key export service sector. MHTC established new markets (e.g. Cambodia and Qatar) to diversify inbound healthcare traveller pipelines, built 23 networks and partnerships abroad and locally to enhance the healthcare travel ecosystem, and strengthened the industry's brand presence by leveraging international media and their digital presence (e.g. earning USD17.3million in PR value). Showcasing Malaysia as the World's Healthcare Marvel, MHTC aspires to position Malaysia as the

trusted leading global healthcare destination and the top healthcare destination by revenue by 2025.

"The plan and strategy to maintain quality of services as well as international patient satisfaction was very well demonstrated."

IMTJ Medical Travel Awards Judge

International hospital of the year

This award goes to the international hospital that has demonstrated the greatest success in attracting and serving international patients. Entries were accepted from hospitals and hospital groups that provide in-patient and diagnostics facilities and have an international patient department. Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of international patients treated and country of origin; plus evidence of the range of services for international patients, service quality and patient satisfaction.

WINNER

PRINCE COURT MEDICAL CENTRE, MALAYSIA

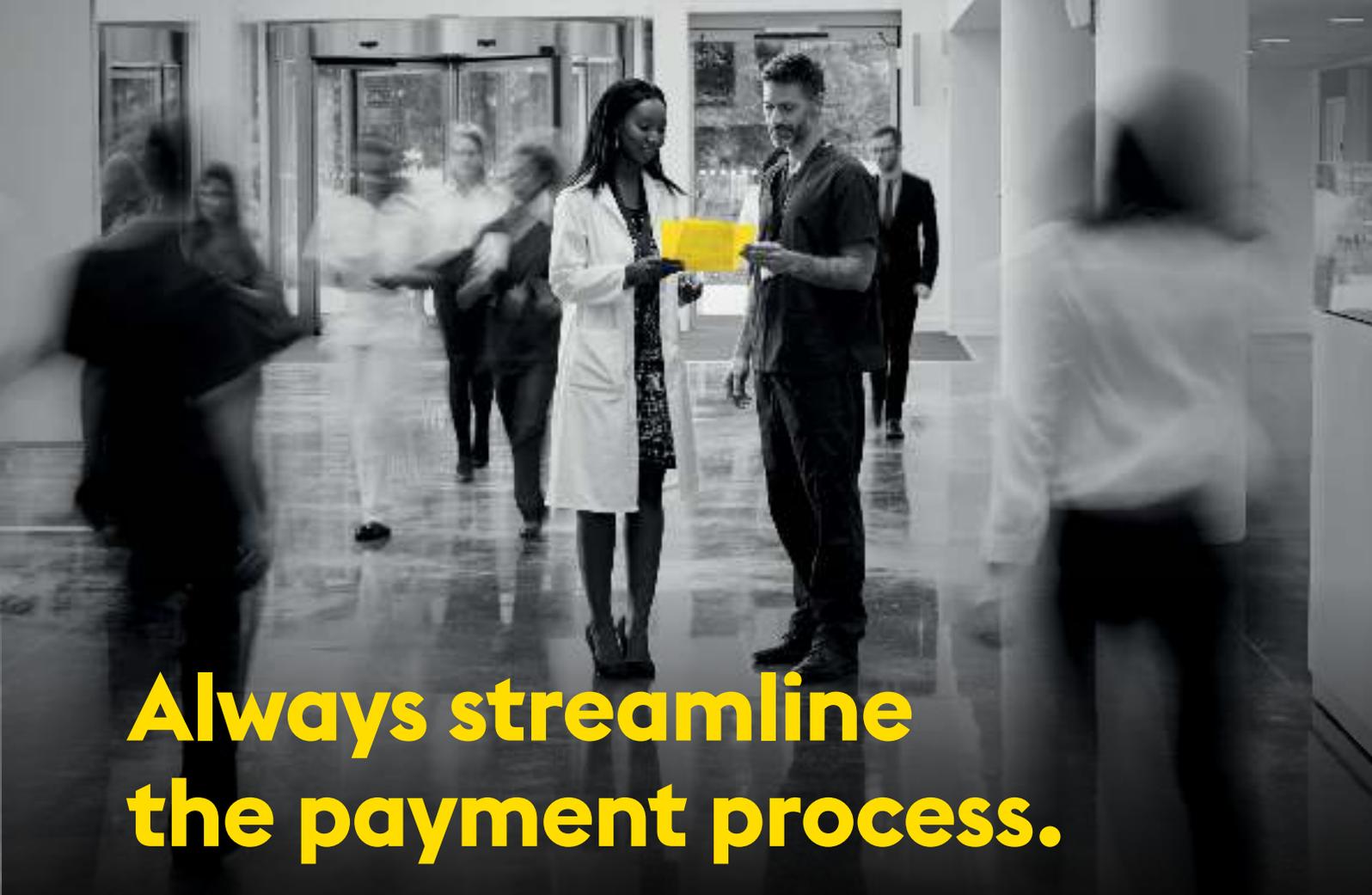


Prince Court Medical Centre (PCMC) served 68,000 international patients from more than 177 countries in 2019, contributing a revenue of 30%. 2019 also marked the best financial performance for PCMC from the previous year with revenue and EBITDA increases of 14% and 51% respectively. Seven new initiatives were introduced to strengthen the centre's clinical sub-specializations. For a seamless patient journey, they introduced a Doctor's Affiliation Program in Indonesia and initiated collaborations with developers particularly in Hong Kong to provide buyers a health solution when in Malaysia. Other continuous

initiatives included developing close relationships with medical evacuation organizations, travel agents, embassies & hotels to ensure a smooth traveling journey for their international patients.

“Excellent application by a world-class medical centre. Supporting evidence was provided for all claims, and the application descriptions were very clear”

IMTJ Medical Travel Awards Judge



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**Business
Solutions**

HIGHLY COMMENDED

SEOUL NATIONAL UNIVERSITY HOSPITAL, SOUTH KOREA

SNUH  SEOUL NATIONAL UNIVERSITY HOSPITAL
HEALTHCARE SYSTEM GANGNAM CENTER

Seoul National University Hospital was ranked No.1 in the National Brand Competitiveness Index General Hospital in 2019. The hospital carried out a project based on its strategy to enhance the brand name of the hospital, resumed operation of Sheikh Khalifa Speciality Hospital, and contracted with King Abdullah

International Medical Research Center, a Saudi medical institute, to train researchers for clinical trials.

"This is a world-class hospital."

IMTJ Medical Travel Awards Judge

Do you want to understand the global healthcare market?



Healthcare Markets international, the latest journal from business intelligence provider LaingBuisson, delivers comprehensive, reliable and independent reporting on the full range of acute and primary healthcare services markets operating around the world. This digital journal covers medical and surgical hospitals and clinics, psychiatric hospitals, fertility, dentistry, primary healthcare and temporary/flexible staffing. Embracing the latest business activities across the healthcare sector, **HMi** delivers interviews with leading names in the sector, in-depth features and business news coverage, providing invaluable insight and analysis.

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Specialist international patient centre of the year

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This category award goes to the specialist centre that has demonstrated the greatest success in attracting and serving international patients. Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information needed to include statistics on numbers of medical travellers treated and their country of origin, plus evidence of the range of specialist services, service quality and patient satisfaction.

WINNER

ROYAL BROMPTON & HAREFIELD HOSPITALS SPECIALIST CARE, UK



The specialists working at the Royal Brompton & Harefield NHS Foundation Trust are some of the world's leading experts. RB&HH Specialist Care opens access to these experts, enabling private patients to receive care founded on the most cutting-edge research available, care that only NHS patients could receive previously. Patients from the Middle East (ME) have long had an affinity for international treatment as it gives them access to treatments and techniques that cannot be provided locally. However, over the last five years there has been a drive across the region to reduce government

sponsored referrals abroad and to treat patients locally to sustainably reduce costs of healthcare. In 2019, RB&HH Specialist Care focused their ME government sponsored patient marketing efforts on increasing referrals for complex cases. They successfully increased total cases referred by 10.43%, the proportion of cardiac surgery cases by 8.72% and total revenue by 1.08%.

“Excellent description of the market segmentation and communication tactics”

IMTJ Medical Travel Awards Judge

HIGHLY COMMENDED

CHINA MEDICAL UNIVERSITY HOSPITAL, TAIWAN



中國醫藥大學附設醫院
China Medical University Hospital

The Body Science and Metabolic Disorders International (BMI) Medical Center of CMUH is a multi-disciplinary specialist centre focused on weight-loss treatment, bariatric surgery, and body-contouring. The centre was founded by Dr. Chih-Kun Huang, often considered the “father of bariatric surgery” in Asia for his pioneering work in minimally-invasive surgery. CMUH successfully increased international patient volume by 24% in 2019 by marketing their surgical excellence and comprehensive care through establishing a global platform connecting patients, doctors, and overseas affiliate-centres to the BMI Medical Center.

Today, a quarter of all surgeries performed are for international patients.

“Excellent application with satisfaction survey data and information, reported quality data and outcomes”

IMTJ Medical Travel Awards Judge

Awarded to the dental clinic that has demonstrated the greatest success in attracting and serving international patients. Entries were from dental clinics (either standalone or located within a hospital or polyclinic). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical tourists treated and country of origin; plus evidence of range of dental services, service quality and patient satisfaction.

WINNER

ING. DR. OMAR HAMID, MSC, AUSTRIA



The goal of Dr. Omar Hamid's private practice is to offer the highest quality in Aesthetic & Reconstructive Care available for medical tourism patients, combined with a feeling of satisfaction. The strategy was to combine the knowledge of innovative digital aspects and modern dentistry. The clinic is designed to work mostly paperless, offering digital solutions from self-programmed medical history entries on tablets, to accepting payment in blockchain solutions and cryptocurrencies such as Bitcoin or Dentacoin. The intrepid solution was to be able to set and offer the highest technological standards

in Digital Dentistry, because medical tourism for Austria usually consists in an outflow of patients to neighbouring countries. As such, getting patients to come into the country required the faith in their abilities and the commitment to be able to practice at the highest quality.

“Cutting edge technology, scientifically grounded, compelling story”

[IMTJ Medical Travel Awards Judge](#)

International cosmetic surgery clinic of the year

Awarded to the cosmetic surgery clinic that has demonstrated the greatest success in attracting and serving international patients. Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical travellers treated and country of origin; plus evidence of the range of cosmetic surgery services offered, service quality and patient satisfaction.

WINNER

YESON VOICE CENTER, KOREA



The aim of performing phonoplasty is to help transgender patients find their identity by giving them the most natural and feminine voice they can produce by modifying the shape of male vocal folds into female vocal folds. To achieve this aim, Dr. Huyng-tae Kim, the director of Yeson Voice Center, has developed his own surgery technique called 'Vocal Folds Shortening and Retrodisplacement of Anterior Commissure,' which surprised the transgender industry. This surgery was actively put into practice since the opening of Yeson Voice Center in 2003 and yearly has performed around 100 cases of the surgery to

the transgender patients overseas. The centre's continuous aim is to advertise this procedure more globally to reach all transgender groups.

"Extremely interesting work you are doing, amazing results. Directly tied to science and research"

IMTJ Medical Travel Awards Judge

Awarded to the fertility clinic that demonstrated the greatest success in attracting and serving international patients. Entries were accepted from infertility clinics (either standalone or part of a hospital or hospital group). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical travellers treated and country of origin; plus evidence of range of fertility services, service quality, success rate and patient satisfaction.

WINNER

SUNWAY FERTILITY CENTRE, MALAYSIA



SUNWAY
FERTILITY CENTRE

Sunway Fertility Centre's average success rates of 63% is considered a gold standard in fertility treatment. Patient satisfaction and engagement have been key accelerators, generating patient loyalty. The patient services team takes care of patients' needs throughout their SFC journey. Word-of-mouth still remains the biggest tool that attracts new patients. Partnerships, relationship management, digital marketing and rebranding built up SFC's market share, driving growth while expanding the brand's global footprint locally and regionally. The multiple strategies implemented

throughout the year had resulted in favourable outcomes. The customer service index in 2019 increased to 99%. Sunway Fertility Centre's patient procedures increased by 22%, and international patients increased by 21% compared to the previous year.

“Strong improvement in patient volumes; innovative marketing strategies and cutting edge technology; clear data on quality; clear description of services”

IMTJ Medical Travel Awards Judge

Awarded to the cancer centre that demonstrated the greatest success in attracting and serving international patients (medical tourists). Entries were accepted from cancer treatment centres (either standalone or part of a hospital). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information should include statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

WINNER

CLEMENCEAU MEDICAL CENTER AFFILIATED WITH JOHNS HOPKINS INTERNATIONAL, LEBANON



CLEMENCEAU MEDICAL CENTER

AFFILIATED WITH **JOHNS HOPKINS** INTERNATIONAL

BEIRUT - LEBANON

CMC's department of Radiology Oncology delivers comprehensive, state-of-the-art cancer care with a focus on delivering highly targeted radiation that limits exposure to normal tissue. The medical services offered by CMC Cancer Center are geared towards attracting patients from Lebanon, the region and the world seeking oncological medical/healthcare assistance with high quality standards. In order to help cancer patients reduce the lag between diagnosis and treatment, the one-stop-care strategy incorporates

a centre dedicated towards meeting every step required to successfully carry out the oncology process; from screening to diagnosing the cancer patient, carrying out the necessary work-up tests before the initiation of the treatment/healing process.

“Fascinating description of the latest technology”

IMTJ Medical Travel Awards
Judge

Awarded to the hair clinic that demonstrated the greatest success in attracting and serving international patients (medical tourists). Entries were accepted from hair clinics (either standalone or part of a hospital). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

WINNER

ADVANCED HAIR CLINICS, GREECE



ADVANCED
HAIRCLINICS

Committed to its patients, Advanced Hair Clinics' strategic orientation is to offer an absolutely positive, trouble-free, personalized experience. Acknowledging the promising prospects of medical tourism, they have employed a 360 strategy that addresses patients' needs and offers them a favourable experience. By building their reputation of being scientifically competent, ethical and professional they not only attract more patients, but also maintained and extended their client base. The clinic developed a series of medical and cosmetic products aimed at men and women suffering from hair thinning and hair loss. "Fantasthick" is an effective and revolutionary hair-

care series, approved by the National Organization for Medicines. In 2019 they decided to improve the online experience by redesigning their website and by introducing remote consultation via social media, via popular apps such as Skype, Viber, WhatsApp, and via traditional ways of communication such as e-mail and phone. Patient satisfaction rates have risen, the percentage of foreign patients significantly grew and the ROI was very high.

"Strong expansion plan and demonstrated marketing success across jurisdictions"

IMTJ Medical Travel Awards Judge

International eye clinic of the year

Awarded to the eye clinic that demonstrated the greatest success in attracting and serving international patients (medical tourists). Entries were accepted from eye clinics (either standalone or part of a hospital). Judges looked for evidence of the numbers and type of patients treated, quality and range of services and patient satisfaction. Supporting information included statistics on numbers of medical tourists treated and country of origin; plus evidence of range of services, service quality and patient satisfaction.

WINNER

SUNWAY EYE CENTRE, MALAYSIA



SUNWAY EYE CENTRE

Offering 8 ophthalmology sub-specialties with 18 specialists, Sunway Eye Centre is recognised as one of the most comprehensive eye centres in the region, with its brand name located in 3 healthcare facilities. Marketing initiatives included heavy investment in digital media and collaboration with strategic partners and stakeholders. The multiple strategies taken in 2019 have shown impressive results. The customer service index for 2019 increased to 96.1%, and was consistently above 95% throughout the year. SEC performed 2,174 OT procedures in 2019, a 20% increase from 2018. SEC's international

patients increased by 30% with Indonesia being the fastest growing market at 48%. Indonesia, India and China remain the strongest markets, contributing 72% to total international patients for 2019.

“Growing number of international patients, outstanding patient satisfaction scores, Excellent metrics of success”

IMTJ Medical Travel Awards Judge

Awarded to the medical travel agency or facilitator that has demonstrated innovation, excellence and success in serving the needs of medical tourists. Entries were accepted from medical travel agencies and facilitators. The judges looked for evidence of the range and quality of services provided, plus customer satisfaction as well as growth in the numbers of international patients served. Supporting information included statistics on numbers of international patients served by the agency and the countries of origin and destination; the range and quality of services provided, plus customer satisfaction.

WINNER

RIGHT CHOICE HOME & AWAY, UK



Through 2019, Right Choice worked to enhance their processes, engaging patients on new platforms, harnessing telecommunication technology to improve communication with and between their stakeholders. This year has also seen the company taking its first steps into two new arenas; first with the provision of major elective and life-saving procedures and secondly with their work in telemedicine. In the last 12 months, Right Choice has adopted a new CRM system, to ensure proactive communication, with partners and patients alike. Video Conferencing through Zoom Sessions, and WhatsApp Video

have been extensively used as an effective medium of communication across borders to complement personal consultations, which take place six weeks apart

“Great to know that this organization is not a newcomer, but is building on the history of a very successful business in the past. The principles of the owners are solid and proved to be working. Good story!”

[IMTJ Medical Travel Awards Judge](#)

Best marketing initiative

This award recognises the most effective use of marketing to promote medical travel to prospective medical travellers. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. Entries may relate to a single campaign or initiative or the overall marketing activity on behalf of the organisation. Supporting information included evidence of the success of the marketing initiative in terms of awareness, enquiries, patient numbers, web visitors etc.

WINNER

IVF MEDIA LTD, UK



With #IVFWEBINARS, patients can choose an IVF clinic abroad in an innovative and easy way. They do not focus on the price, but on the strategy of achieving their goal, meaning: with whom and how can they solve their problem most effectively. Throughout the year, IVF Media implemented changes based on the feedback gained from users and experts. This resulted in many positive ratings and comments. #IVFWEBINARS was a success and therefore the company decided to move it to a new platform - myIVFanswers.com - where new features were implemented - experts' profiles, smart search tools

and others. Today, #IVFWEBINARS is the world's largest video project that helps IVF patients.

“Great way of introducing the extremely delicate topic of fertility to an audience”

IMTJ Medical Travel Awards Judge

This award is for the initiative that delivers a significant improvement in quality of service for medical tourists. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies, healthcare clusters, national or regional medical tourism boards. The judges looked for objective evidence of an improvement in quality that can be attributed to the initiative.

WINNER

THOMSON HOSPITAL KOTA DAMANSARA, MALAYSIA



As the world transitions into the next stage of the COVID-19 global pandemic, healthcare systems around the world are being challenged with an increasing demand on patient care. To adapt to this new normal, Thomson Hospital Kota Damansara (THKD) strategized to develop new innovative projects to improve safety and quality of care. THKD employed a three-pronged strategy to achieve its aims, namely Safety, Services and System. A COVID-19 taskforce, consisting of doctors and hospital management, was formed to

quickly make critical decisions with the power to overrule existing decision-making bodies.

“Excellent response to the current challenges of the COVID-19 pandemic.”

IMTJ Medical Travel Awards
Judge

Excellence in customer service

This award goes to the organisation that demonstrates all round excellence in customer service to the international patient. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies and facilitators.

The judges looked for evidence of quality at all stages of patient engagement – from initial enquiry to follow-up, and complaint handling.

WINNER

CLEMENCEAU MEDICAL CENTER AFFILIATED WITH JOHNS HOPKINS INTERNATIONAL, LEBANON



CLEMENCEAU MEDICAL CENTER

AFFILIATED WITH **JOHNS HOPKINS** INTERNATIONAL

BEIRUT - LEBANON

CMC provides the best medical care, along with the Best Customer Experience, represented by a Professional Hospitality Team guided by the "Heart Felt Spirit." The aim is to deliver 5- Star Customer Service and to improve the patient's memorable experience. CMC focuses on people-oriented hospitable care, by investing not only in the quality of the healthcare services they provide, but also in providing a comfortable and integrated design that offers natural navigation within the hospital premises where the services occur. In 2019, CMC believed that patient satisfaction needed improvement at the level of the front liners since

Hospitality Services were not up to the expectations of patients and their families during their hospital journey. They aggregated the data (study analysis) to identify the families' concerns by visiting and asking specific questions on how they could improve their services. This was followed by an action plan put in an executive summary.

"Well-structured continuous quality improvement project including all involved staff with an obviously excellent outcome."

IMTJ Medical Travel Awards Judge

HIGHLY COMMENDED

SHIN KONG WU HO-SU MEMORIAL HOSPITAL, TAIWAN



The hospital's plan was to fully understand patients' perceptions about customer service in medical travel. The ultimate goal was to design a sophisticated Continuity of Care Service to meet patients' demands and to establish a Telemedicine service. Through Telemedicine and the Continuity of Care Service, patients could return home safely. As a result, the satisfaction of partners, family members and patients was remarkably high, reflecting the high customer service performance.

"They elevated technology to cater for the challenges of the pandemic and to satisfy their patients domestically and internationally."

IMTJ Medical Travel Awards Judge

Awarded to an organisation that has developed or demonstrated innovative technology in healthcare enabling technology or applications, or for the innovative use of existing technology in health management to the benefit of the international patient. Entries were accepted from clinics, hospitals, hospital groups, medical travel agencies and facilitators, and organisations providing technology services to the medical travel industry. The judges looked for objective evidence of success that can be attributed to the initiative. Supporting information included evidence of the benefits provided to the medical travel sector.

WINNER

THE LONDON CLINIC, UK



As the UK's largest independent charitable hospital, it is The London Clinic's mission to advance healthcare for the benefit of the global community. Accessibility is key to their patients feeling completely secure in their healthcare plan. In the beginning of June the clinic launched 'Connect by The London Clinic'. This entirely new digital healthcare service, hosted by Trustedoctor, enables patients to connect with world-class consultants, therapists and healthcare professionals from the comfort of their own homes

across the globe. The platform provides video consultations, second medical opinions and virtual care services for corporate sponsors and embassy clients including with expert panels and follow-up appointments. Interpreters and family members can also take part.

“Good application of telemedicine and teleconsultation services.”

IMTJ Medical Travel Awards
Judge

Awarded for outstanding leadership or service delivery during the COVID-19 pandemic period to organisations that have made a positive impact on their community of patients, staff and their families. Judges will be looking for examples of strong culture delivering better care, excellent communication, early responses, adapting to and overcoming challenges during the pandemic including the turn around of a challenging situation.

WINNER

KOREA HEALTH INDUSTRY DEVELOPMENT INSTITUTE(KHIDI)



With the spread of COVID-19 worldwide, South Korea has been responding promptly and systematically to it through close cooperation among the government, local governments, and civil society. Currently, COVID-19 has not been completely eradicated, but Korea is showing a leading performance against COVID-19 compared to other countries. As of July 13, 2020, the cumulative rate of confirmed cases is 1.0%, showing a significant decrease compared to those in March (5.46% as of March 1), when the spread increased rapidly. Accordingly, the World Health Organization (WHO) has highlighted

Korea's COVID-19 response as a model case (briefing on May 20, 2020), and many foreign media outlets have reported on Korea's pandemic efforts, accounting for more than 60% of their total press coverage since March 11.

“Korea’s approach to fighting Covid was exemplary. Very few countries could compete with the solid and comprehensive approach demonstrated here. Well done!”

[IMTJ Medical Travel Awards Judge](#)

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