

Medical Travel Tourism Re-Imagining Experience

Omar Shalabi,MD

MBBS,MASTER INTERNAL MEDICINE

John's Hopkins ARAMCO HEALTHCARE

Health, Safety & Environment Department

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Dubai INTERNATIONAL HEALTH

TOURISM FORUM

DIHTF

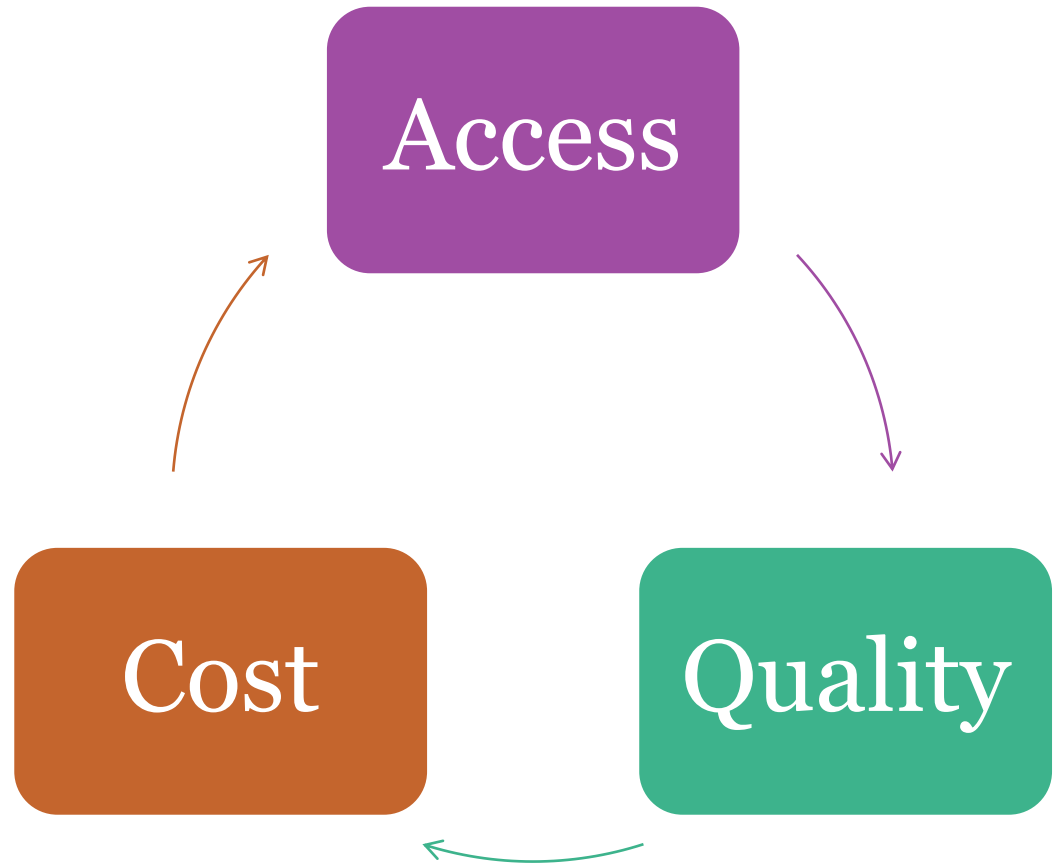
Arabic Horses (Dubai)



Health Care Landscape

KEYWORDS

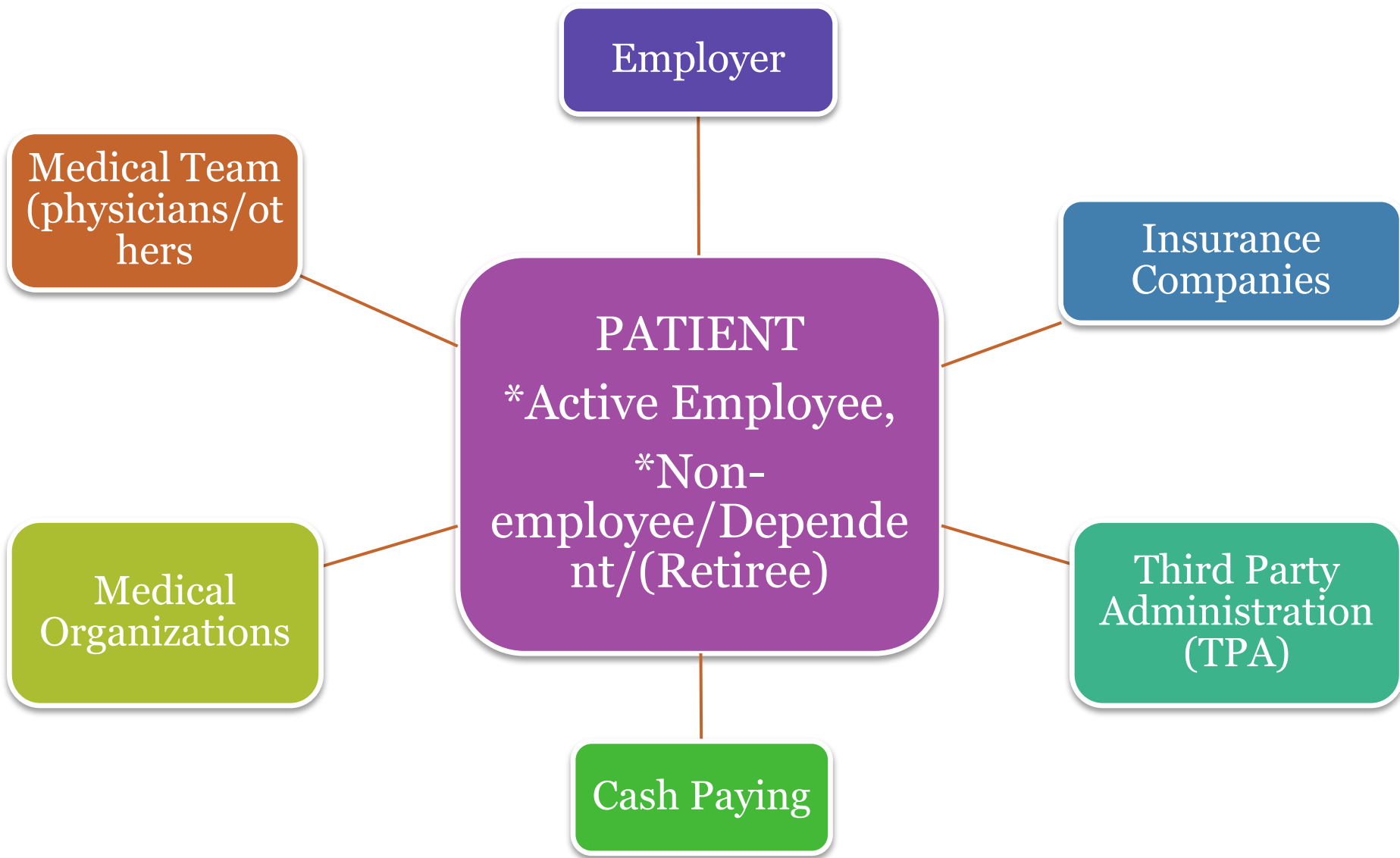
- Access
- Quality
- Cost



Standards & Areas of Focus

- Safe
- Timely
- Effective
- Efficient
- Equitable
- Patient (People) Centered

The High Reliable Organizations and in order to elevate the quality of care will make sure that this shall be coordinated, measurable and sustainable practice.



Utilization Management Definition

- Is defined by the Institute of Medicine(IOM) Committee on Utilization Management by Third Parties(1989) as “a set of techniques used by or on behalf of purchasers of health care benefits to manage health care costs by influencing patient care decision-making through case-by-case assessment of the appropriateness of care prior to the provision”

UM

- According to:
- Evidence –Based Criteria or Guidelines & Under provision of an applicable health benefit plan
- UM is the evaluation of the appropriateness of medical need of health care services procedures and facilities.
- (New clinical activities, inpatient admissions, ongoing provision of care) based on the analysis of the case.

Building Trust

- Communications: Face to Face is the best whenever affordable
- Transparency
- Being Accessible & Responsive
- Confidentiality of operation
- Proactivity in assessing Progress
- Performance Review
- Positive Feedback
- Leadership
- Culture
- High Reliability Organizations
- Love

Examples of Medical Travel Destinations / Services

| Country (examples) | Medical Service (examples) |
|---------------------|-----------------------------------|
| Jordan | Bariatric surgery |
| Turkey | Hair transplant / plastic surgery |
| Czech Republic | Physiotherapy |
| USA | Oncology treatment |
| Germany | Orthopedic procedures |
| Egypt, India, China | Organ transplant |

CHALLENGES OF ACCESS TO QUALITY CARE

- Geographic
- Climate
- Cultural/Behavioral/Practice pattern
- Environmental
- Provider Quality/Willingness/contractual disputes
- Population Health Delivery Model (Scalability)
- Information system
- Data
- Transportation

FUTURE OF MEDICAL TOURISM

- Expected Future Challenges
- Handling of Medico-Legal Issues..What is required?
- Medical Organizaions: Is there a need for classifications?
- Accreditation: National, International and new developments in the field of Medical Tourism
- Leverage of Technology

WHAT TO CONSIDER?

- Regulate the Industry
- Fairness to:
 - Citizens
 - Medical Tourists
 - Hospitals
- (There is a need for Law)
- Quality/Access to Care
- Public Health/Population Health
- Role of Ministry of Health
- Medical Tourism Agents/Facilitators

Accreditation

- National:

Jordan:HCAC (Health Care Accreditation Council)

Saudi Arabia:CBAHI (Central Board of Accreditation for Healthcare Institutes)

- International

USA ..JCI:Joint Commission International

Canadian

Australian

- Future

GHA (Global Health Accreditation Program)

Samta Camel





My Village Kufr Rai



Conclusion

- Patients right in Equitable Access to Quality Care is quite challenging. The Challenge became more obvious in handling and managing patients needs in locations that are far away from Medical Centers that can provide the needed services. All stakeholders are required to work together to ensure success and to deal appropriately with the challenges. Building trust is crucial. Leadership and high reliability organizations shall make all efforts to spread culture of safety, quality, patient centered at the right cost in a collaborative format whenever possible.

Conclusion

- Patient care is not simply handling disease. It is much more than that.
 - Values
 - Ethics
 - Love
- Are the main ingredients of Success.

THANK YOU

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