Strategic Medical Tourism Management and Marketing Training Course



14 - 18 Dec 2026

Milan

5900 € (Per Person)

Ref: #HSM1718_68820

Course Introduction / Overview:

The global medical tourism industry is a rapidly growing market that presents significant opportunities for healthcare providers. This training course is designed to equip healthcare professionals and tourism experts with the strategic knowledge and practical skills needed to attract international patients and build a successful medical tourism program. Participants will explore everything from market analysis and brand building to patient experience management and cross-cultural communication. The curriculum addresses the critical need to maintain high standards of clinical quality while providing a seamless, end-to-end patient journey. As noted by academic author Dr. I. Glenn Cohen in his book "Patients with Passports: Medical Tourism, Law, and Ethics," medical tourism requires a complex understanding of legal and ethical issues. BIG BEN Training Center is proud to offer a program that moves beyond basic marketing to focus on a holistic, patient-centered approach. You will learn how to identify target markets, develop a compelling value proposition, and manage the logistics of international patient care. This course empowers you to be a leader in this exciting field, ensuring your organization can compete on a global scale.

Target Audience / This Training Course is Suitable for:

- Medical tourism managers and coordinators.
- Hospital administrators and marketing directors.
- Healthcare business development professionals.
- Tourism agency managers.
- Patients experience officers.
- Government health officials.
- International patient relations staff.

Target Sectors and Industries:

- Hospitals and medical centers.
- Medical tourism agencies and facilitators.
- Government agencies and health departments.
- Private clinics and specialist practices.
- Aviation and hospitality sectors.
- Health insurance companies.
- Travel and tourism marketing firms.

Target Organizations Departments:

- International patient services.
- Marketing and business development.
- Hospital administration.
- Patient relations.
- Strategic planning departments.
- Finance and billing.
- Travel and tourism.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic medical tourism business plan.
- Identify and target key international patient markets.
- Create a compelling brand and marketing strategy.
- Manage the end-to-end patient journey for international patients.
- Navigate the legal, ethical, and regulatory aspects.
- Build effective partnerships with facilitators and tourism agencies.
- Measure the success and return on investment of a medical tourism program.

Course Methodology:

This training course uses a blend of case studies and practical workshops. Participants will work in groups to develop a marketing plan for a simulated medical tourism program, addressing real-world challenges like brand building and patient acquisition. The curriculum includes hands-on workshops on cross-cultural communication and digital marketing. Our instructors are seasoned medical and healthcare marketing experts with extensive experience who will share their knowledge and provide direct feedback. BIG BEN Training Center is committed to a collaborative and interactive environment where you can learn from your peers and build a professional network. The course is designed to be highly practical, ensuring that you leave with the confidence and tools to successfully launch or grow a medical tourism initiative.

Course Agenda (Course Units):

Unit One: The Global Medical Tourism Industry.

- Defining medical tourism and its trends.
- Key drivers and motivators for medical tourists.
- Understanding the global competitive landscape.
- The role of digital platforms and information technology.
- The economic impact of medical tourism.
- Analyzing target patient segments.
- Case study: a successful medical tourism destination.

Unit Two: Strategic Planning and Brand Building.

- Developing a medical tourism business plan.
- Identifying your unique selling proposition.
- Creating a powerful brand identity.
- Marketing and promotion strategies.
- Building a strong online presence.
- Leveraging patient testimonials and success stories.
- Workshop: a brand-building exercise.

Unit Three: The Patient Journey and Service Excellence.

- Mapping the international patient journey.
- Pre-arrival, during-stay, and post-departure services.
- The importance of cross-cultural communication.
- Ensuring a seamless and empathetic patient experience.
- Logistics management: travel, accommodation, and appointments.
- Handling patient inquiries and expectations.
- Role-playing: a patient consultation scenario.

Unit Four: Legal, Ethical, and Financial Aspects.

- The legal framework of medical tourism.
- Data privacy and patient confidentiality.
- Ethical considerations in marketing and patient care.
- Pricing and financial models for international patients.
- Medical malpractice and liability.
- Insurance and payment processes.
- Discussion: the ethical dilemmas in medical tourism.

Unit Five: Partnerships and Program Management.

- Building relationships with medical tourism facilitators.
- Working with international partners.
- Measuring success and key performance indicators.
- Managing risks and challenges.
- The role of government and accreditation.
- Building a sustainable medical tourism program.
- Final project: a comprehensive medical tourism strategy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a medical institution ensure it maintains a high standard of clinical care for both its local patient population and its growing number of international medical tourists?

What unique qualities does this course offer compared to other courses?

This training course stands out because it is exclusively focused on medical tourism management and strategy. Unlike general marketing or business courses, it provides a comprehensive framework for navigating the specific complexities of the global medical tourism industry. Our program emphasizes strategic planning, cross-cultural communication, and patient experience management with real-world applications. We use hands-on workshops and case studies based on successful medical tourism destinations to give you the skills needed to effectively attract and manage international patients. This course is designed for professionals who want to move beyond their local market and build a sustainable, globally competitive medical tourism program.