

INTERNATIONAL BUSINESS CASE STUDIES

INTEGRATED MEDICAL TOURISM PLATFORM



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Introduction

A Medical Tourism Company, envisioned transforming the medical travel experience by offering a comprehensive one-stop solution for clients seeking international healthcare services. The company aimed to integrate doctor matching, medical report handling, appointment and visa facilitation, airline and hotel bookings, and airport reception services into a seamless platform.

Challenges

Coordinating various facets of medical travel for clients involved multiple complexities. Aligning diverse medical needs, managing administrative tasks, and ensuring a smooth travel experience required efficient coordination across different services.

Solutions

After studying the client's requirements, a customer need analysis was conducted taking in to account the process flows ,synergies ,integration and alignment of the outcomes. A software specialist company was engaged . An end to end software was implemented incorporating all the concepts developed, hence customization was applied. A marketing campaign and a payment gateway was incorporated as well. The developed system is an innovative, integrated platform that amalgamated all services into a single user-friendly interface. The platform utilized advanced algorithms for doctor matching, secure channels for medical report handling, streamlined appointment and visa processing, alongside partnerships with airlines, hotels, and transportation services.

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Outcomes

The outcomes were revolutionary— The integrated platform streamlined the medical tourism process. Clients experienced hassle-free medical travel, from initial consultations to post-treatment arrangements. The platform's success led to increased client satisfaction, greater operational efficiency, and a rise in the company's market standing. In this case, I-MAVE as a lead principal consultant formulated the services strategy ,laid the concepts with clear objectives to specifically meet the customers' need.

Major Take-Aways

This case highlights the power of innovation in simplifying complex processes. The integrated platform showcased the transformative impact of centralizing multiple services, offering clients a seamless and convenient medical tourism experience, solidifying its position as a leader in the industry.

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Export Business**

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ABOUT THE AUTHOR



Faruk M. Khair, is the CEO and founder of I-MAVE | International Maverick. He is a management consultant, certified global business professional, certified global business trainer, international business coach & mentor and a seasoned International Business Specialist with 25+ years of senior executive experience in global roles bringing unparalleled expertise to guide your export business success. Mr. Khair has empowered SME Exporters with insights drawn from the successful track record of guiding over 40 global exporters from US, Europe, Africa & Asia.

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