

STRATEGIST INNOVATOR

AskMariaTodd™
healthcare | health tourism

Schedule An Informative Town Hall Meeting
about

**MEDICAL TOURISM
DESTINATION DEVELOPMENT
With Maria Todd**



According to a report recently published by VISA quoting the Medical Tourism Association, the medical tourism industry is slated to grow to **\$439 billion economy**. The average health tourism visitor stays **5-7 times longer** than a general tourist and **spends 7-12 times more** as their general tourism counterpart. These statistics are the reason why many cities are curious about medical tourism. Maria Todd explains how medical tourism can be developed as an option for destinations to use local tourism and cultural assets. She explains how stakeholders combine guest accommodations, restaurants, ground transportation services and healthcare providers can create compelling high-dollar health tourism offers that create jobs, exploit new revenue sources, and bring pride to the community as a healthcare or wellness destination of distinction.

- Where are the opportunities for growth?
- How do you ensure your community is reaching its targeted audience?

Maria will be delighted to field impromptu questions from the audience and city planners and tourism officials during your program.

**What qualifies Maria Todd as a
medical tourism business development expert?**

Maria Todd has been actively involved in medical tourism since 1983. She is the author of 5 best-selling books on the medical tourism industry that have been peer reviewed and published internationally by one of the world's leading educational publishers, Informa. She is the Editor-in-chief of a new lifestyle and travel magazine, *Medical Tourism Destinations of Distinction*.

Maria has both tourism and healthcare industry work experience. She was a travel agent with the AAA's Worldwide Travel Agency. From 1977-1981, she developed AAA Days at Walt Disney World, wrote several destination and attraction entries published in their TourBooks, inspected hotels, led tour groups, and booked medical tourism travel arrangements for more than 1000 clients in the USA and abroad.

After completing her surgical nursing training and while studying for her Master's degree in healthcare business administration (1980s) she coordinated 3 vertical development projects on dilapidated South Florida beachfront motels into medical tourism respite and recovery spa resorts for cosmetic and other surgical procedures.

In 2005, she designed the operational framework for the world's first and only *Globally Integrated Health Delivery System*® and in 2010, was awarded a trademark registration by the USPTO to define this new term of art. She operated the system coordinating health travel logistics and case management for 8 years before leasing the rights to an insurer for possible development into a private insurance exchange product for employers.

In 2014, she was vetted by the US Embassy in Athens and selected to develop the medical tourism national strategy for Greece in a project commissioned by the EU, IMF and WHO. She has developed medical tourism destinations throughout the North America and on 5 other continents. At the same time, she assisted in the functionality design of the world's first and only medical tourism business management platform for health tourism regional clusters.

In her hometown of Denver, Colorado, she serves on a volunteer community re-branding committee for her local registered neighborhood organization (RNO). This long-established urban neighborhood, located 2 miles from the Central Business District is undergoing transformation through rapid gentrification and smart-city sustainable, brown-field economic re-development through several new urbanism projects, transit oriented development and cosmetic updates through main street zoning.

Book Maria Todd for Your Upcoming Town Hall Meeting

+1.800.727.4160

**Schedule a medical tourism town hall
stakeholder meeting to discuss opportunities for growth in your city.**

Maria Todd, best selling author and trusted advisor in medical, dental and wellness tourism business development is finalizing plans for a regional speaking tour on medical tourism development during Q4/2016. Book a date on her schedule to learn what is involved, who can benefit, which existing assets your community can re-purposed and packaged together and what it would take to get started.

Take advantage of this opportunity to schedule a 2-hour informational workshop with her for your healthcare, tourism, hospitality and other potential local value chain stakeholder businesses. Help them to learn more about the possibilities to develop your destination for medical, dental, wellness, spa and dialysis tourism. All that's required is a meeting venue and an audio visual setup for her to show her

presentation slides.

In these workshops, Maria highlights exciting economic development opportunities for your community. She shares case examples from past projects she's managed or advised in 120 cities in the USA and elsewhere around the globe. If your region has excess healthcare capacity and other complementary tourism assets that pair well with the medical tourism experience, she'll explain what you can do with it, which visitors you are likely to attract, what to bundle into unique destination offers, and how to market them.

When you schedule your Medical Tourism Town Hall Meeting with Maria Todd, she'll cover the following questions every audience wants to know, including:

- What assets exist in your region that promote medical tourism and attract a wider audience?
- How do you capitalize on existing medical tourism-related assets?

