



**Grow**  
**Your skills.**  
**Your business.**  
**Your profits.**

**HEALTHCARE BUSINESS INSTITUTE**  
**ST GEORGE, UTAH**  
**1.800.209.7263**

## **PRIVATE MEDICAL TOURISM BUSINESS COACHING**

**The Business of Medical Tourism Facilitation:  
Policies, Procedures, Workflows & Best Practice**

(Intended for New Medical Tourism Referral Agents & Facilitators and International Patient Department Staff)

2.5 Days - St George, Utah \$3500\*

We understand that everyone learns differently, which is why we have so many options for developing your professional medical tourism facilitator knowledge and skills. This new facilitator personalized coaching session is the perfect way to kickstart your new medical tourism and health travel service - especially for those that prefer more interactive, personalized instruction.

Maria Todd is one of the most experienced medical tourism business advisors in the world. She started her career in medical tourism more than 35 years ago as a facilitator and has developed a reputation for excellence among clients, peers and colleagues. She charges a single fixed rate that covers coaching time, educational materials, room, breakfast and lunch for one person. This complete package is available to clients who visit her in St George, Utah.

Her commercially published professional books on medical tourism business development are written for doctors, dentists, hospitals executives, facilitators, government authorities and investors interested in entering the business of medical tourism. These books have broken sales records on Amazon Kindle with her *Medical Tourism Facilitator Handbook* placing in the top 7% of overall Kindle sales for all books in all categories in August 2017, and her *Handbook of Medical Tourism Program Development* placing in the top 16% of overall Kindle sales for all books in all categories in September 2017. In this fixed rate package, you receive one of each for your reference and professional library.

### **What's included in the fee:**

- Up to 20 hours of private coaching over 2.5 days plus an additional follow up hour after your coaching session for additional clarifications and question/answer.
- One set of 2 textbooks, signed by the author
- Model contract templates
- Model checklists for site inspections of hospitals, clinics, hotels, ground support services
- Mock site inspection of a hotel and an award-winning hospital so you can "learn by doing"
- One copy of the preparatory self-study workbook to be completed prior to arrival for your coaching session
- 3 room nights for a deluxe non-smoking room for one person\*
- Airport shuttle from SGU and return
- 3 breakfasts and 3 lunches for one person\*\*

### **Need to bring your team?**

There is no additional tuition when a group from the same firm attends the coaching session.

Supplement is charged to cover additional costs of companions and team members joining you.\*,\*\*

Each sleeping room has two full beds or one king size bed. Package price quoted includes buffet vouchers at the resort for one person.

### **How it works:**

1. We want you to be able to make an informed decision about partnering with us! Contact Maria Todd's office to arrange a brief, no obligation, no cost telephone conversation by phone or by VOIP (Skype, WhatsApp, etc.) to discuss your goals and objectives and what you've accomplished thus far.
2. Prior to sending any review materials or scheduling your initial conversation, you'll be asked to exchange a bilateral 24-month Non-disclosure Agreement ("NDA"). Take comfort in knowing that your private business plans and details will not be shared with anyone without your express written



consent in advance.) If you decide you'd like to move forward, check dates and availability to travel to St George, Utah (Airport: SGU) for your private coaching session with Maria. (If you have business partners who wish to participate in the discussion or the training, all parties must sign the bilateral NDA.)

3. Select your training dates and remit payment by wire transfer to lock in your reservations. (Cancellations are subject to a fee that includes forfeiture of your first night's room and taxes (as these fees are charged to us by the resort) plus an administrative withhold of \$150. You may apply all fees without penalty or withhold to a rescheduled date if you cancel and reschedule no less than 30 days prior to arrival. Cancellations received fewer than 30 days prior to your private coaching session are subject to a 50% withhold - no exceptions. You may wish to purchase trip cancellation insurance if you believe you may need to cancel for a covered reason.)
4. You'll be sent a workbook to complete before you arrive. Complete your preliminary assignments prior to arrival to gain the most benefit from your time with Maria. Bring the completed workbook to your coaching session as you'll use it to guide your coaching session discussions. The workbook takes as long as 12 hours to complete and is an excellent precursor to drafting your business plan, market penetration strategy and branding strategies.
5. Travel to St George, Utah to arrive the day before your scheduled coaching session. Your shuttle driver will be at the airport for your scheduled arrival time with a sign bearing your name. You'll check in at the [resort](#) and be assigned your sleeping room. Wi-Fi, resort fee, sumptuous [breakfasts](#) and [luncheon](#) buffets for one person are included. Dinners are not included in the price of your package. You may opt to take your [evening meal](#) at the resort or leave the resort and seek out options nearby in St George. Uber and Lyft are both available to take you to any restaurant outside the resort.
6. In the morning, before you begin your coaching session, have your breakfast, take a swim, complete your fitness routine, sort your thoughts during a brisk morning walk through the labyrinth, go for a run on the trails, or enjoy a brisk morning bike ride. Your coaching session begins at 9 am.
7. Throughout the next two and a half days, you'll benefit from Maria's undivided attention as you review your entries in your workbook. She'll challenge your perspectives, your data sources, your business assumptions and your creativity. You'll work to refine your unique branding, marketing, and advertising strategies. You'll examine your website design and content, use of color and graphics, your calls to action and conversion metrics. You'll refine how you plan to play up your unique brand features and relevant targeted consumer benefits. You'll learn how to use powerful online statistics about your digital marketing and Net Promoter Score (NPS) and learn about what it takes to get past consumers to recommend your business to a friend or colleague. You'll examine other offline advertising strategies to determine *if* you should use them *and when*. You'll also review how to establish an advertising budget and how to evaluate advertising results. Maria will guide you through the review of model contract language and financial models to build your approved provider network. You'll also review a model contract for use with consumers, along with financial modeling and pricing to mitigate risks of compliance, professional liability and enforceability. These outputs will help you maximize the value of working with an attorney to finalize your contracts and mitigate risks of compliance and enforceability. As you review workflows and best practices of medical tourism facilitator operations, Maria will challenge your thinking and preparedness to mitigate your business risk. She'll provide examples of untoward events, such as travel mishaps, destination disaster preparedness, medical records privacy and security, and other medical tourism operational risks and best practices that only comes from the trenches and decades of working hands on in medical tourism. Lastly, you'll discuss the various certifications and accreditations available for your business and examine the documentation you'll need to prepare in order to apply for and be underwritten for professional liability insurance coverage that protects you and your business in the event you are named in a lawsuit or business complaint.
8. On the third day of your personal coaching session, we'll conduct a mock inspection of an award winning hospital and a nearby all-suite hotel so you can use the checklists to try out your new skills. You'll also get a chance to speak with the administrator and visit their new precision genomics laboratory. If you are interested in establishing a relationship with the hospital and medical staff to refer patients for targeted cancer treatment plans, you'll meet the people who can make that happen. We will conclude by 11:30am and you'll be free to enjoy lunch and check out of your room. You can elect to close out extend your stay (on your own for expenses) to enjoy some of the theater, take some spa treatments, play golf, wander hiking trails and photograph the scenery and wildlife at several natural parks nearby, or to proceed to the airport via shuttle (included) back to SGU airport to return home.

## AFTER YOUR RETURN HOME

You'll have 60 minutes of additional access to Maria and her team of qualified travel, branding, marketing and clinical experts through phone, email and chat to ask questions after you let the coaching settle in and begin to get situated.

## WHERE IS ST GEORGE, UTAH?

St George is located approximately 112 miles north of Las Vegas, Nevada. St. George is located in the Mojave Desert known for spectacular red rock formations, magnificent desert flora and fauna, and ancient natural black and red lava flows. St George is cooler in the summer and more beautiful than Scottsdale, but less expensive. The perfect basecamp for national park visits, you are 1 hour to Zion, 2 hours to Bryce Canyon, 2:30 to Grand Canyon, 3:20 to Great Basin and 3:30 to Capitol Reef. Check out the city's [visitor planning website](#) to learn more. Shuttles are available to Las Vegas airport and return if you prefer to fly and transfer via shuttle. Generally, you'll save money by flying into Las Vegas but the transfer is usually 2 hours in each direction. By comparison, SGU, serviced by AA, DL and UA is a quick 15 minutes to the resort and your round trip shuttle transfer is included.

## WHO IS HEALTHCARE BUSINESS INSTITUTE?

HEALTHCARE BUSINESS INSTITUTE ("HBI") is a training and professional development unit of Mercury Healthcare International, Inc., serving the healthcare and health tourism industries. Whether you are a global marketer, start-up or investor, HBI's experienced consultants and trainers can assist you with management problem solving, training, webinars, seminars, and private coaching services by world renowned experts with decades of practical professional experience. ***If it's about the business of healthcare, we've got it covered.***

## CONTACT US

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\*Extra person, different room, \$655 additional

\*\*Extra person, same room, \$125 additional