

# HOW WE CHOOSE OUR WINNERS



## Products & Services

It is important to look first at whether the nominee is providing the best in its particular field in terms of quality, efficiency and delivery. For businesses and organisations that span several areas of the medical tourism industry, we take each division or team on its own merits. The Medical LiveWire judging panel will take into consideration the expertise and specialisation of the individuals within the team as well as any recent notable achievements or cases.

## Innovation

This criterion is growing in importance with every new development in the medical science and technology space as they are being utilised to improve the success rate of diagnostics and surgeries as well as streamlining other services such as patient's appointment and booking experience. The Medical LiveWire judging panel are keen to recognise those businesses, organisations and individuals that are utilising these advances in the form of new services or better ways of delivering existing services.

## Ethical Practice

At the most basic level, it is the expectation of the Medical LiveWire judging panel that businesses and organisations runs ethically, making a conscious effort to treat employees and other companies with the utmost respect. Establishing a positive working environment where all employees are treated fairly is the key to a creating a successful environment. Ethics may require the rejection of a route that would lead to the biggest short-term profit; however, in the long run it is the most necessary attribute to exhibit in order to be successful and valued.

