



# Medical Tourism Awards

MedicalLiveWire 2017









# **MedicalLiveWire**

MEDICAL TOURISM AWARDS 2017

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## Introduction

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When buying a new car most people will shop about. German cars are renowned for being reliable. American cars are powerful. Italian motors are stylish. South Korean cars are efficient. And the less said about French cars the better. Jokes aside, what I am trying to say is that we generally weigh up all of the options available within our budget before making what many would consider to be an important decision. But, there are few decisions quite as important as our health and yet many of us would not exert the same level of consideration when determining how we receive our healthcare.

However, many people are now beginning to realise that they can receive quicker, cheaper and often more specialised healthcare services by travelling abroad. Whether it is in search of cosmetic procedures, preventative and health-conductive treatment to rehabilitational and curative forms of travel, this has led to the emergence of the medical tourism industry.

According to a report by Orbis Research, the global medical tourism industry was worth \$19.7 billion in 2016 and is estimated to be growing at a CAGR of 18.8%, to reach \$46.6 billion by 2021. With such a phenomenal growth

in specialisation and competition around the globe, Medical LiveWire has launched this Medical Tourism Awards programme to celebrate the achievements and service excellence of those leading the industry from the front.



**James Drakeford**  
Editor in Chief

A stylized, handwritten signature in black ink that reads "J Drakeford". The signature is fluid and cursive, with the first letter 'J' being particularly large and prominent.



# THE RISE OF MEDICAL TOURISM



First of all, perhaps we should have a look at what medical tourism actually is; many have an idea and oftentimes shy away from it – the fear of being overcome with complicated terminology is enough to scare anyone! However, it's really not as intense as any of us thought. Put simply, medical tourism is the process of travelling outside of a home country to receive medical, dental, or surgical care.

Some think it pertains only to those in less developed countries who move to the more affluent, but this is not the case; anybody can use medical tourism to undergo a procedure not offered in their country of residence. Similarly, travelling cross-country to acquire more affordable medical aid is known as 'domestic' medical tourism.

## A brief history

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Now, in ancient times the Greeks honoured their god of medicine, Asclepius, with the Asclepia Temples; people travelled far and wide for the cures that these temples offered, and thus started the first few medical travellers. But this was just the beginning; Medieval Japan adopted a similar tradition with their hot mineral springs that were thought to have healing properties – external warrior clans were known to travel to these springs to bathe and heal their battle-wounds, which is not dissimilar to 18<sup>th</sup> and 19<sup>th</sup> century Europeans and Americans who would travel the world looking for spas that could cure tuberculosis.

This growth continued until, jumping forward, medical tourism became much more of a widespread idea across the world, so much so that the American Board of Medical Specialties was established in 1933 and developed educational and professional policies which formed the basis of standards worldwide. This provided the infrastructure for the industry to take off, and so when medical costs got to a point of no return in the 1980s, Americans realised their best bet for affordable healthcare was to consider offshore options, and often looked into places like Cuba for eye surgeries and cosmetic procedures etc. These places were held to a particularly high standard by the Joint Commission International from 1997 onwards, leading to countries like India, Singapore, and Thailand forming hubs for medical tourists. The figures for these tourists have continued to rise from the once-record breaking 300,000 Americans in 2007, and the rest – some might say – is history.



## Medical Tourism: Current Trends

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So, as with many things, 'trends' form and things tend to go in and out of fashion. Medical tourism is no different, and it seems that times are changing in the industry. Recently, dental tourism has become a huge incentive for people travelling to Mexico, where costly procedures are reduced by 50-75%. Similarly, patients travel for hours to Singapore – ranking sixth in the world for its advanced health systems – as the heart surgeries performed there are some of the best in the modern day. But, medical tourism isn't just for those seeking life-saving medical care, as can be seen with Thailand's new status as a leading destination for cosmetic surgery; the low-cost treatment and accredited healthcare services have ensured a thriving income for the country.

However, all of these treatments seem somewhat obvious when looking at this topic; it is India and their medical care that has evoked a new age of medical tourism. Things like meditation, yoga, and allopathy are among many of the newfound medical 'attractions', and have served India well in catapulting them to the heights of the industry.

More common (and expensive) procedures are also available in India for a particularly reduced price. A heart bypass sits at a hefty \$130,000 in the U.S., but is significantly cheaper in India, costing as little as \$7,000.<sup>1</sup> If this isn't enough, then perhaps the difference between a hip replacement in the U.S. and India is in showing just how much more accommodating medical tourism can prove to be. Who would rather pay \$43,000 instead of \$7,020<sup>2</sup> for the exact same treatment? It seems as though India and its medical tourism have more than proven their cost-effectiveness.

# THE RISE OF MEDICAL TOURISM

## What we need to know

It should be said, however, that cost should never be the only determining factor in what type of healthcare a patient receives. Most medical tourists often travel so that they can be seen quicker and in an environment where they can feel relaxed and looked after. In more economically developed countries, the waiting time for a patient can span months at a time, whereas waiting lists abroad are often much shorter, allowing for easier access to the medical care needed. Pair this with the excellent medical care attributed to places like Malaysia, and medical tourism is a well-rounded, well-executed industry.



Nevertheless, one thing that's for certain is the necessity for research before anything is done. The Medical Tourism Association bases their referrals on the "maturity of the development of the medical tourism initiative [in the country]"<sup>3</sup>, and there is absolutely no reason why potential patients shouldn't follow suit. Where medical tourism is concerned, knowledge is key, and too much is never enough. Now, that's not a warning! It's a fair assumption (based solidly on fact) that medical tourism is often the way to go. An expert in the field, Michael Horowitz, MD, MBA even said that it was "naive to think that just because someone practices elsewhere they are not as well trained, or qualified"<sup>4</sup>. The cardiothoracic surgeon seems to think that there are many advantages of travelling elsewhere for medical care and so one must stop and think, is there something in this?

With India taking the industry by storm, not only with their innovative medical techniques, but with approximately 10 000<sup>5</sup> nurses graduating annually, there is nowhere to go but up for medical tourism. Considering this, in conjunction with Singapore's medical market expected to grow to \$1.71 billion in 2018<sup>6</sup>, and it is becoming evident that the industry hasn't even peaked yet, and its steady and constant growth suggests it might never.

Whether medical tourism is a necessity for health, a cosmetic want that can't be found in local surgeries, or even a relaxation technique needed to refuel energies, the industry caters for everybody. Recommended by experts and backed by associations dedicated to making the most comfortable experience possible, medical tourism is clearly a growing and innovative way of moving forward, oftentimes without having to dip into a piggy bank or two (which always helps).

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6. <https://www.frankit.in/blog/5-best-countries-for-medical-tourism>





PASSPORT

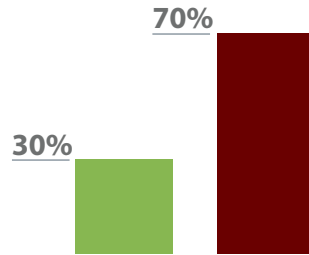


# SNAPSHOT: A FOCUS ON INDIA



**\$9BILLION<sup>1</sup>**

Medical tourism in the country can grow to become a \$9 billion industry by 2020



**30-70%**

A person coming to India for his/her medical treatment can save anywhere between 30-70% even including the cost of ticket expenses & accommodation.<sup>2</sup>



**70,000**

Foreign arrivals number about 70,000 a year at Apollo Hospitals, International Patient Service Division<sup>3</sup>



**30%**

The country is now a global health destination, with medical tourism growing by 30% each year.<sup>4</sup>

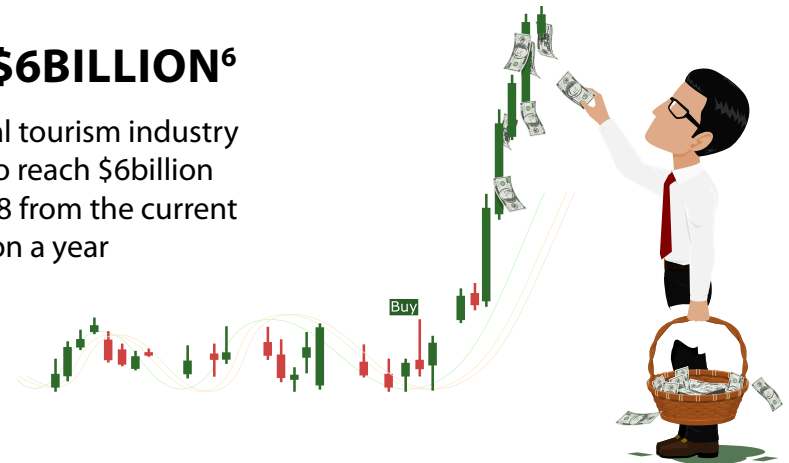


**\$260MILLION**

According to the Indian High Commission, Indian hospitals received 18,000 Nigerians on medical visas in 2012, 47% of the Nigerians were in India to receive medical treatment and spent approximately \$260 million USD.<sup>5</sup>

**\$6BILLION<sup>6</sup>**

Medical tourism industry likely to reach \$6billion by 2018 from the current \$3billion a year



India has the second largest number of accredited facilities<sup>7</sup>

#2

2015  
-  
2016

Indian hospitals admitted 460,000 international patients (2015 – 2016) 165,000 admitted to hospitals in India were from Bangladesh 58,300 were medical travellers<sup>8</sup>

10,000

170,000

Apollo Hospitals received 170,000 foreign patients from 87 countries during 2016-17.<sup>9</sup>

200,000

Foreign tourists coming to the country for medical purposes increased 50% to 200,000 in 2016 from 130,000 in 2015 – expected to double in 2017<sup>10</sup>

Indian nurses are among the best in the world. Nearly 1000 recognised nurses-training centres in India, mostly attached to teaching hospitals, graduate nearly 10,000 nurses annually.<sup>11</sup>

Sources:

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# HOW WE CHOOSE OUR WINNERS



## Products & Services

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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

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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

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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.



## Employee Satisfaction

A happy workforce is typically a productive workforce. The Medical LiveWire judging panel look for companies who regularly issue employee satisfaction surveys addressing topics such as workload, perceptions of management, and resources – thus showing a consistent interest in improving the working environment and employee concerns.

## Service Excellence

What can often distinguish a business or organisation from others providing a similar service is the way in which customers are dealt with. The Medical LiveWire judging panel pay significant interest to the overall performance of a business or organisation in terms of satisfying its users. The judges look into what methods a business or organisation has implemented in order to achieve the highest level of customer service, in what ways the team go above and beyond a customer's most basic expectations, and how this has positively impacted the overall productivity and reception of a company.



## Industry Recognition

The Medical LiveWire judging panel value a company's reputation within its particular industry. They will take into consideration any evidence that the business or organisation has received professional acknowledgment – be it from national award schemes, relevant industry publications, accredited boards, and even client testimonials. The judges also take notice of specific individuals within a company who may occupy impressive credentials and recognitions.









## GLOBAL WINNER LISTINGS



# WINNER LISTINGS

## BULGARIA

**Medical Tourism Consultants**

ADAPTA Ltd

## COLOMBIA

**Medical Tourism Facilitator**

Medical Travel International

## COSTA RICA

**Medical Tourism Directory**

Medical Tourism Directory Costa Rica

## CROATIA

**Medical Spa of the Year**

Melita Bartos

## CZECH REPUBLIC

**Fertility Tourism Company of the Year**

Medical Travel Czech Republic

**Medical Tourism Facilitator**

MediCzech

## ETHIOPIA

**Medical Tourism Facilitator**

Getwell Health Consultancy Services

## GERMANY

**Service Excellence**

MEDIGO

## INDIA

**Innovation & Excellence**

Medsolin

**Service Excellence**

Hayder Algburi

**Medical Tourism Facilitator**

Travel India Co

**Medical Travel Agency**

Pulse Care

## ISRAEL

**Service Excellence**

Medisracenter

## ITALY

**Dental Specialist**

Claudia Vitui

**Medical Spa of the Year**

Ti Sana Detox Retreat & Spa









# WINNER LISTINGS

## MEXICO

### Dental Tourism Company of the Year

Dental House Playa del Carmen

## NIGERIA

### Service Excellence

Bernice Katherine International

### Medical Tourism Specialist of the Year

Olawale Sanbe

## SAUDI ARABIA

### Medical Tourism Provider

Omar Shalabi

## SINGAPORE

### Medical Insurance Company

AXA Healthcare Management

## SPAIN

### Fertility Tourism Company of the Year

Carlos Leiva

## SWITZERLAND

### Medical Tourism Facilitator

Premium Swiss Medical Services

## SWITZERLAND

### Medical Tourism Provider of the Year

Swiss Healthcare Services (Swiss Discovery)

## THAILAND

### Cosmetic Specialist

Lotus Medical International

### Cosmetic Tourism Facilitator of the Year

Restored Beauty Getaways

## UNITED ARAB EMIRATES

### Medical Tourism Facilitator

Health Beyond Borders

## UNITED KINGDOM

### Dental Clinic of the Year

Kreativ Dental UK

### Dental Tourism Facilitator of the Year

Hungarian Dental Travel

### Psychiatry Specialist

Brevin Care Group

## USA

### Dental Specialist

Health & Wellness Network of the Americas



# WINNER LISTINGS

## USA

### Medical Architect of the Year

JHS Architecture: Integrated Design, Inc.

### Medical Tourism Hotel of the Year

Embassy Suites Dorado del Mar

### Service Excellence

Scott Bork

## ZIMBABWE

### Medical Tourism Facilitator of the Year

MedTours Africa







# MEDICAL ARCHITECTS OF THE YEAR

## JHS Architecture: Integrated Design



### Randy L. Sides AIA NCARB

Chairman of the Board  
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*Incorporating their knowledge of hospitality architecture, from design hotels and resorts, with their understanding of the needs of the medical industry, they have created a series of stunning buildings and facilities*



JHS Architecture Integrated Design is a full service architectural, engineering and interior design firm based in Columbia, South Carolina, USA. Founded in 1986, the firm has over three decades of experience in medical architecture and designing facilities such as hospitals, outpatient care, imaging facilities, and physicians office buildings. However, their realm of expertise is not limited to designing and planning medical premises and facilities. JHS is also experienced in hospitality, sport and university architecture, having designed resort hotel's, sports facilities, educational facilities and numerous commercial projects.



The firm is experienced in designing LEED certified, Joint Commission accredited, Sustainable Healthcare facilities. Through their work in medical architecture, they combined their expertise in designing hotels, condominiums and other hospitality facilities with designing first class healthcare centres, creating stunning facilities.

Palmetto Health Children's Hospital is among one of their recently completed projects. It is JHS's fourth project for the Palmetto Health System. The firm renovated the existing cancer facilities into the new Palmetto Health Children's Hospital, designing facilities to offer all aspects of care and treatment, including diagnostic, surgeries, family amenities and patient treatment rooms.

Part of what made this project stands out is their approach to creating friendly facilities in the first free standing children's hospital in South Carolina. Collaborating with Stanley Beaman and Sears, the firm took great care in designing a child-friendly environment, infusing colour, light and play into their plans. While ensuring that the facilities meet the hospital staff's needs, JHS helped create charming surroundings where young children can feel safe. They created a visually beautiful and engaging building.





It is this immense experience and knowledge in the field of medical tourism. The architectural firm has a long history of designing first class facilities to cater to the industry, which has led to JHS becoming a leading authority in medical architecture.

The firm has a strong philosophy when working on projects for the medical industry, which is 'The hospitals of the future will be a place to rest and heal not only the body but the spirit as well'. It is this approach, when designing hospitals and clinics, that has earned the firm its reputation.

JHS boasts a mission statement of 'JHS Architecture seeks responsible design through an unwavering commitment to design excellence through a collaboration of owner and architect and through an integrated design process.'

In the competitive field of medical architecture and modern hospitals, firms are often found juggling two vital aspects of a project. The first being the technical and specific needs to spaces and facilities. Architects need to understand the purpose of a room, consider the equipment being used and designing the space to best meet those needs and support the medical staff. Then there is the environment and its impact on patients. Especially those who are undergoing extensive treatment or recovering from a serious illness. The environment has an enormous effect on the healing process, hence the need to create warm positive spaces when renovating current facilities or when designing a new building.

It is based on these principles which have brought JHS Architecture to Medical LiveWire's judging team. JHS Architecture Integrated Design Inc. combines a perfect balance of the two, creating visually stunning modern hospitals. Incorporating their knowledge of hospitality architecture, from design hotels and resorts, with their understanding of the needs of the medical industry, they have created a series of well

thought out buildings and facilities which put the health and well-being of the patients first.

It is a firm which has demonstrated, over its impressive 30 years of excellence and dedication to the needs of its clients of all industries, that they are leading figures in the field of medical architecture.

The firm's work has been recognised before with JHS and HKS, Inc. being awarded the 2016 American Institute of Architects, South Carolina Chapter Citation Award for the design of the Palmetto Health Baptist Parkridge Hospital. Due to their expert combination of experience in designing first class medical facilities and hospitality facilities, JHS has gained the insight and awareness to design visually beautiful spaces for people to heal and recover.



# MEDICAL FACILITATOR OF THE YEAR

## Medical Travel International

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info@medicaltravel.com.co



*With their devotion to their clients wants and needs that we are proud to award Medical Travel International with Medical LiveWire's Medical Tourism Facilitator of the Year.*



Medical Travel International is a leading medical tourism facilitator based in Colombia's capital, Bogota. The firm is the country's leading medical tourism agency who works with clinics and health care providers from all over the globe to ensure their clients get the best care and treatment.

It is a company which has built themselves an outstanding reputation due to their commitment to services and their extensive network with leading both clinics and healthcare specialists and hotels and travel provider. All of this to provide the best care and service for their clients. As well their outstanding reputation within the industry, Medical Travel International is internationally accredited with the Medical Tourism Associations and a prominent member of TCI.

It is this growing reputation that has led to Medical Travel International to rapidly expand. The Colombian firm will soon be expanding with offices in Brazil, the United States and the United Arab Emirates with a reputation of dependability and expertise.

In the competitive field of medical tourism, there are a number of challenges which organisations face and must continually adapt to. From the medical perspective, it is vital that they can assess

and understand their customer's needs perfectly, so they can source the best treatment and health care provider. This requires facilitators to be continually on top of the latest developments in medical treatments, and which facilities provide the best care. This means working and engaging with the medical community.

As well as the medical treatment, there are the travel factors to consider. Depending on a client's current health, it will require firms take any physical mobility issues when planning their trip and where they stay and recuperate following treatment. With the recent political changes affecting visas and right of movement, a medical facilitator needs to be on top of these shifts in order to deliver the best advice for your clients.

For a modern medical facilitator, you need to be able to manage all of these and, needless to say, a good reputation is difficult to come by and is hard earned. It is due to these vital principles that have brought Medical Travel International to our judging panel, having stood out in such a crowded category.

With their devotion to their clients wants and needs that we are proud to award Medical Travel International with Medical LiveWire's Medical Tourism Facilitator of the Year.



# MEDICAL DIRECTORY OF THE YEAR

## Medical Tourism Costa Rica



### Claire and David Charnock

Directors

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*When deciding to go abroad for medical treatment or care, clients need to be able to trust in the information and advice given them.*



Medical Tourism Costa Rica is an online guide and directory providing medical tourists with information and advice when considering travelling to the Central American country for care and treatment. The firm works with local healthcare providers and, with the support their bilingual team, connect medical travellers with the best healthcare provider for them. Working with an extensive network of hospitals, centres and clinics as well as medical travel insurance, facilitators and agencies, the firm connects travellers with the right information so they can plan their confidently plan their trip to Costa Rica.

Claire Charnock recognised the potential of Costa Rica as a leading medical destination whilst also acknowledging the lack of publicly available information on the matter. While medical tourism is certainly not new to Costa Rica, Claire noticed that many travellers failed to recognise its potential.

Costa Rica boasts a number of highly acclaimed treatment centres and clinics with a large community of leading doctors, surgeons, therapists and healthcare specialists. Then there are its natural resources that would benefit travellers seeking treatment. Being a beautiful country with a warm, enriching climate and the gorgeous landscapes, it offers the perfect respite

from surgery and treatment. Following the changing legislation in the United States, she saw an opportunity. As a result she launched Medical Tourism Costa Rica in 2013 and began connecting travellers with first class physicians and specialists.

Medical LiveWire's Medical Directory of the Year award is highly competitive award with many leading firms providing insightful information and advice to travellers. When our judging panel considers directories for this award, one principle which greatly sets a candidate above others is trust. When deciding to go abroad for medical treatment or care, clients need to be able to trust in the information and advice given them. Whether it is your first time or if you a seasoned traveller, going to a foreign country for treatment can be daunting. Being able to rely and depend on the research and resources, something which Medical Tourism Costa Rica greatly impressed upon our judging panel. Their dedication to providing the best for the clients, whether it is the best clinic or the best travel insurance, is why we are proud to present them with Medical Directory of the Year.

# MEDICAL TOURISM FACILITATOR

## MediCzech



### Lucie Zarubova MD & Martin Skala MD

Cosmetic Surgeons

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*Medical Tourism is an extremely competitive industry where, if you want to make a splash, you need both an experienced medical team and a dedicated customer support team.*

MEDICZECH 

MediCzech is a medical tourism facilitator based in the heart of Prague. Part of Progress Medical, it specialises in a range of medical treatments, such as plastic surgery, IV treatment and dental surgery, as well as working with a number of hotels and private apartments to ensure that their customers receive the best treatment and care during their stay in the Czech Republic.

The firm boasts an extensive team of both medical and non-medical professionals with years of experience in sourcing and providing the very best healthcare and advice as possible.

MediCzech has built a team of leading doctors, surgeons, therapists and specialists in plastic surgery, bariatric surgery, dental treatments and infertility treatment. This gives them an edge with client relations being able to refer to and consult with such an experienced team within the firm when discussing and planning treatments care. As well as their own team of medical experts, the firm collaborates and works with a network of doctors and specialists to provide the best care for their clients.

Alongside this fantastic medical team, MediCzech has a fantastic client relations team supporting clients throughout their stay. Through using a dependable and understanding network of accommodation

providers who are understanding of their client's needs and dedication to their needs of their clients, it is this resolve to provide the best care and experience to their customers.

As well as having an amazing team behind them, the firm works closely with the OB KLINIKA and regularly refers clients to those internationally recognised facilities. The OB KLINIKA is a private centre specialising in treatments for Obesity and Metabolic Disorders. It boasts amazing operating theatres, wards and outpatient treatment facilities.

The firm has built a close knit group of hospitals and clinics which it works with, sourcing the best course of treatment for their clients.

Medical Tourism is an extremely competitive industry where, if you want to make a splash, you need both an experienced medical team and a dedicated customer support team. It is these two assets which brought the Czech firm to the attention of Medical LiveWire and its judging panel.

MediCzech has demonstrated that more than an excellent medical tourism facilitator, going above and beyond to ensure their clients get the best care and treatment as well as stay while working with them.

# MEDICAL TOURISM PROVIDER OF THE YEAR

## Swiss Discovery

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*As well as having a wide network of medical professionals supporting the firm, Swiss Discovery also has an experienced guest relations manager to ensure everything is provided for.*

**SWISS HEALTHCARE SERVICES**  
A DIVISION OF SWISS DISCOVERY

Swiss Discovery is a large firm that acts as mediators in a wide number of industries with its health care branch, Swiss Healthcare Services, being nominated for their excellence as a leading medical tourism provider. The firm specialises in providing specialist medical treatment, rehabilitation and addiction services to its clients. They work with a wide range of specialist doctors, surgeons, therapists and healthcare professionals from the best clinics and hospitals in the country to provide the best care and service to their clients.

Launched in 2006, over the last decade, Swiss Discovery's healthcare services quickly built themselves a reputation of trust and excellence. The firm operates throughout Switzerland with its headquarters in the Bern with offices in cities such as Geneva and Zurich with offices in Munich, Germany. In just over a decade, the firm can boast of working with professional athletes, celebrities and members of royal families from all over the globe as clients.

In medical tourism, your clients need to be able to trust on a firm to understand your needs and deliver. It is on this key principle Swiss Discovery has brought them to Medical LiveWire's judging team's attention. It is their patient relationship practices which are the firm's chief strength as

they have demonstrated their understanding and expertise.

The firm takes great steps to understand their client's needs and wishes when deciding to undergo medical care or treatment abroad. Working within their wishes and on the advice of leading medical professionals, Swiss Discovery builds an extensive treatment plan as well as supporting clients with visas, accommodations, transportation and other needs they have when travelling to Switzerland. As well as having a wide network of medical professionals supporting the firm, Swiss Discovery also has an experienced guest relations manager to ensure everything is provided for.

In the competitive industry of medical tourism, a field where a client places an immense amount of trust on their provider, Swiss Discovery has shown themselves as a firm which delivers and more. The medical tourism provider has demonstrated both experience in connecting clients with the best medical care in Switzerland and supportive, transparent client services throughout their treatment. It is this dedication to their clients that we are proud to award Medical Tourism Provider of the Year to Swiss Discovery.

# DENTAL CLINIC OF THE YEAR

## Kreativ Dental UK

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*Beyond the obvious cost benefits, the Corporate LiveWire judging panel were impressed with the expertise of the Kreativ team. Despite being a \$20 billion industry, medical tourism is still in its infancy and as such it is important that patients choose credible practitioners.*



Patients from costly jurisdictions such as the United Kingdom and the United States are increasingly looking abroad for high quality, low cost procedures. This trend has seen Hungary emerge as the top European destination for dental tourism.

In 2009, more than 35,000 Brits travelled to Budapest for dental treatment, growing to around 67,000 by 2012. Recognising this developing trend early, Kreativ Dental Clinic opened a new, purpose-built surgery complex in 2007, dedicating its efforts to establishing itself as the European leader in the field of dental treatment abroad. Having already established an excellent domestic reputation since being founded in 1996, Kreativ has since expanded this reputation overseas thanks to the consistent high quality and outstanding results with each completed procedure.

UK patients undergoing dental treatments with Kreativ routinely save hundreds of pounds on procedures such as dental implants, crowns, bridges, cosmetic dentistry, bone replacement, restorative removable treatment, conservative treatment, diagnostics, and other restorative fixed treatments. For instance, popular treatments such as crowns starting in price from £250 rather than £420, while a DIO Implant will cost just £400 each saving patients £800 per implant compared to prices in the UK.

Beyond the obvious cost benefits, the Corporate LiveWire judging panel were impressed with the expertise of the Kreativ team. Despite being a \$20 billion industry, medical tourism is still in its infancy and as such it is important that patients choose credible practitioners. The dentists who work at Kreativ have all been selected for their qualifications, expertise and experience. Most have now been working at the Kreativ Clinic for many years ensuring patients receive continuity of service with each procedure. Furthermore, the Kreativ Dental standards conform to and often exceed all of the most stringent EU regulations and requirements.

Another notable aspect of Kreativ Dental is their after care service. In the unlikely event of a failure of the laboratory work, Kreativ agrees to meet the cost of airline travel to and from Hungary (up to the total value of €250) and hotel accommodation expenses (single room per night up to €42) in Budapest for the duration of the necessary remedial work. Additionally, after care and check-ups can be provided at Kreativ's partner clinic based in London.

Kreativ Dental Clinic currently sees between 200 and 250 patients from the UK and Ireland every month at its dental surgery in Budapest, Hungary. Kreativ are tried tested and trusted by thousands of UK patients who have visited over the last decade for procedures.





# Acknowledgements

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