

The comprehensive source for Your Medical Travel Marketing and Business Needs

Building and growing your medical travel business just got easier. Introducing Medical Travel Insight – (MTI) an alliance of professionals capable of delivering the full complement of services in the international health travel sector.

Unsure of your next steps? Or the first steps? The team at Medical Travel Insight (MTI) can help.

Now you can access the collective and comprehensive knowledge of the sector. MTI identifies the next steps to take and assembles a team to fit your project.

By working collaboratively with our network of colleagues, Medical Travel Insight (MTI) provides the *right services* with the *right team* at the *right time* at the right price to achieve the right results.

Confused by all the chatter and disappointed by the lack of measurable results? let us help. The Medical Travel Insight (MTI) team of innovative, practical, and creative professionals is your one stop solution.

Contact us today to learn more

Get in touch

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MEDICAL TRAVEL INSIGHT

Fast Track to Success in Medical Travel



Medical Travel Insight offers

A comprehensive selection of consulting services for your international healthcare and medical tourism business. Medical Travel Insight (MTI) provides the right services with the right team at the right time for the right price that is right for you. The fastest path to the best answers:

- **Market research and feasibility studies**
- **Marketing strategy & marketing plan development**
- **Focus groups & consumer market research**
- **Brand touchpoint audits**
- **Competitive analysis & mystery shopping**
- **Customer satisfaction measurement**
- **Attitude & opinion surveys**
- **Sales training, organization & management**
- **Direct marketing, telemarketing**
- **Brand development & positioning for destinations, and familiarization trips**
- **Web development & Internet marketing**

A distinguished ad agency veteran and professor at the University of Chicago and DePaul University, **Ilan Geva** shares his knowledge of branding, marketing, advertising, and consumer behavior to his consulting clients as well as his students. Mr. Geva assists medical travel clients to brand destinations, corporations, organizations and small businesses as well as offering solutions to internal/external branding strategy and implementation.



Ilan Geva
Owner
Ilan Geva & Friends

Keith Pollard is the Managing Director of Intuition Communication Ltd, a web publishing business in the healthcare sector. The company owns and operates a network of web sites that provide advice and information for patients in the UK and overseas who are seeking treatment and healthcare services. Mr. Pollard is an informative, entertaining and experienced speaker addressing issues such as Internet marketing in the UK private healthcare sector as well as in the medical tourism and health tourism sectors.



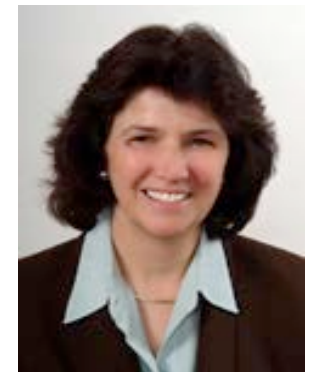
Keith Pollard
Managing Director,
Intuition Communications

As President of Stackpole & Associates, a leading market research, marketing and business development consultancy, **Irving Stackpole** brings more than 35 years of experience in all facets of the health care and senior living sectors. With clients around the world, Mr. Stackpole has helped medical travel organizations in the US, South America, Europe, the Middle East and Asia succeed in the medical tourism sector.



Irving Stackpole
President,
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Elizabeth Ziemba is the Founder and President of Medical Tourism Training, the first and only company dedicated solely to delivering on-line and on-site skills and education designed for the international health travel sector. Through workshops, seminars, and training, Medical Tourism Training provides the skills and knowledge needed to gain the competitive edge in international health care services.



Elizabeth Ziemba
President
Medical Tourism Training