

MEDICAL TOURISM, THE UK, PORTUGAL AND... **BREXIT!**

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Editor in Chief, International Medical Travel Journal

OBJECTIVES

1. PROVIDE **INSIGHT** INTO THE UK MARKET
2. ASSESS LIKELY IMPACT OF **BREXIT**
3. HIGHLIGHT THE OPPORTUNITY FOR **PORTUGAL**

WHAT WE DO

The screenshot shows the Treatment Abroad website interface. At the top, there is a navigation menu with links for ABOUT, HOME, ADVERTISING, PRESS, SITE MAP, and LOG IN. Below this is a search bar and a secondary menu with categories like MEDICAL TRAVEL, OPERATIONS AND PROCEDURES, HOSPITALS AND CLINICS, AGENCIES, MEDICAL TRAVEL SERVICES, POPULAR DESTINATIONS, COSTS, and PATIENT STORIES. The main content area features a large search and compare section with a woman's face in the background. It includes a 'SEARCH' button and a 'COMPARE' button. Below this, there are filters for 'I want a:' (Select treatment area), 'In the following countries:' (checkboxes for Albania, Argentina, Australia, Austria), and 'Include medical travel agencies?' (Yes/No). A 'GO' button is also present. The bottom section of the screenshot shows a 'Fertility Treatment Abroad' guide with a baby's face, a '1 Search' step, and a 'GO' button.

B2C

The screenshot shows a brochure titled 'The Patients' Guide To Treatment Abroad'. It features a central graphic of a human head filled with various medical icons. To the right, there is a section titled 'WHY TREATMENT ABROAD COULD BE RIGHT FOR YOU' with sub-questions: 'Will the NHS fund treatment abroad?', 'Working out the cost', 'Choosing a clinic or surgeon', and 'What if something goes wrong?'. Below this is a 'FOCUS ON...' section with a list of services: Fertility treatment abroad, Cosmetic surgery abroad, Cancer treatment abroad, Hair restoration abroad, and Dentistry abroad.

The screenshot shows the IMTJ (International Medical Travel Journal) website. It features a navigation menu at the top with links for HOME, ABOUT US, ADVERTISING, SITE MAP, and a 'SUBSCRIBE' button. Below the menu is a search bar and a 'BLOG' link. The main content area includes a world map with a 'MOUSE OVER MAP TO HIGHLIGHT REGION' instruction. To the right of the map is a 'MEDICAL TRAVEL DIRECTORY' section with a search bar and a 'Google' logo. Below the map, there are links for 'IMTJ BLOG' and 'IMTJ ARTICLES'.

B2B

The screenshot shows a brochure titled 'MEDICAL TRAVEL AND TOURISM GLOBAL MARKET REPORT'. It features a world map with a color gradient from yellow to purple. The text includes 'FIRST EDITION' and 'Discovered by Ian Youngson, Edited by Jenny Aronson'. At the bottom, there is a list of report contents: Market Research, Market Trends, Market Outlook, Market Forecast, Market Analysis, Market Insights, Market Intelligence, Market Information, Market Data, Market Statistics, Market Trends, Market Outlook, Market Forecast, Market Analysis, Market Insights, Market Intelligence, Market Information, Market Data, Market Statistics.

HOW MANY UK MEDICAL TOURISTS?

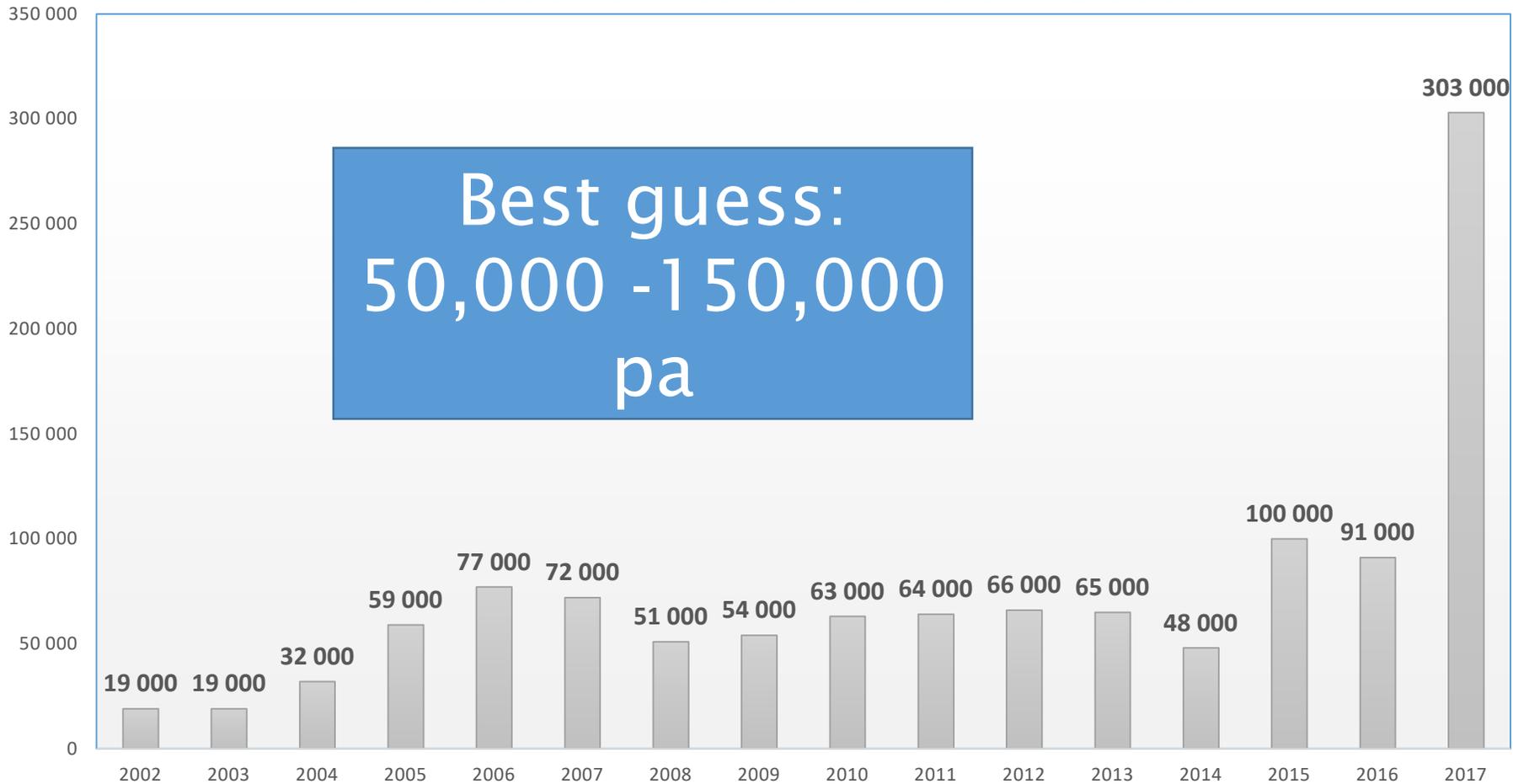
INTERNATIONAL PASSENGER SURVEY

- 1 IN 20 TRAVELLERS
- SMALL SAMPLE
- LIABLE TO ERROR!!!



IPS DATA: HOW MANY?

UK outbound medical tourists: IPS data



WHAT DO WE KNOW ABOUT THEM?

IMTJ MEDICAL TRAVEL SURVEY

- 1,100 MEDICAL TOURISTS
 - WHERE?
 - WHAT TREATMENT?
 - WHY?
 - WHAT WAS IT LIKE?



IMTJ Medical Travel Survey 2019 Exit this survey

About the Survey

- Have you been for surgery or treatment in another country? - Can you help us with some research into medical tourism?

As an incentive to complete the 2019 Medical Travel Survey, we are offering £100 (or €115 or \$130) of Amazon vouchers to five participants drawn at random, who **complete the survey in full**.

In addition, for every completed questionnaire, we will donate £1 to [SmileTrain](#), an international charity that provides cleft palate surgery to children around the world.

The survey will only take around 10 minutes to complete. Your personal information will remain confidential and will not be disclosed to third parties.

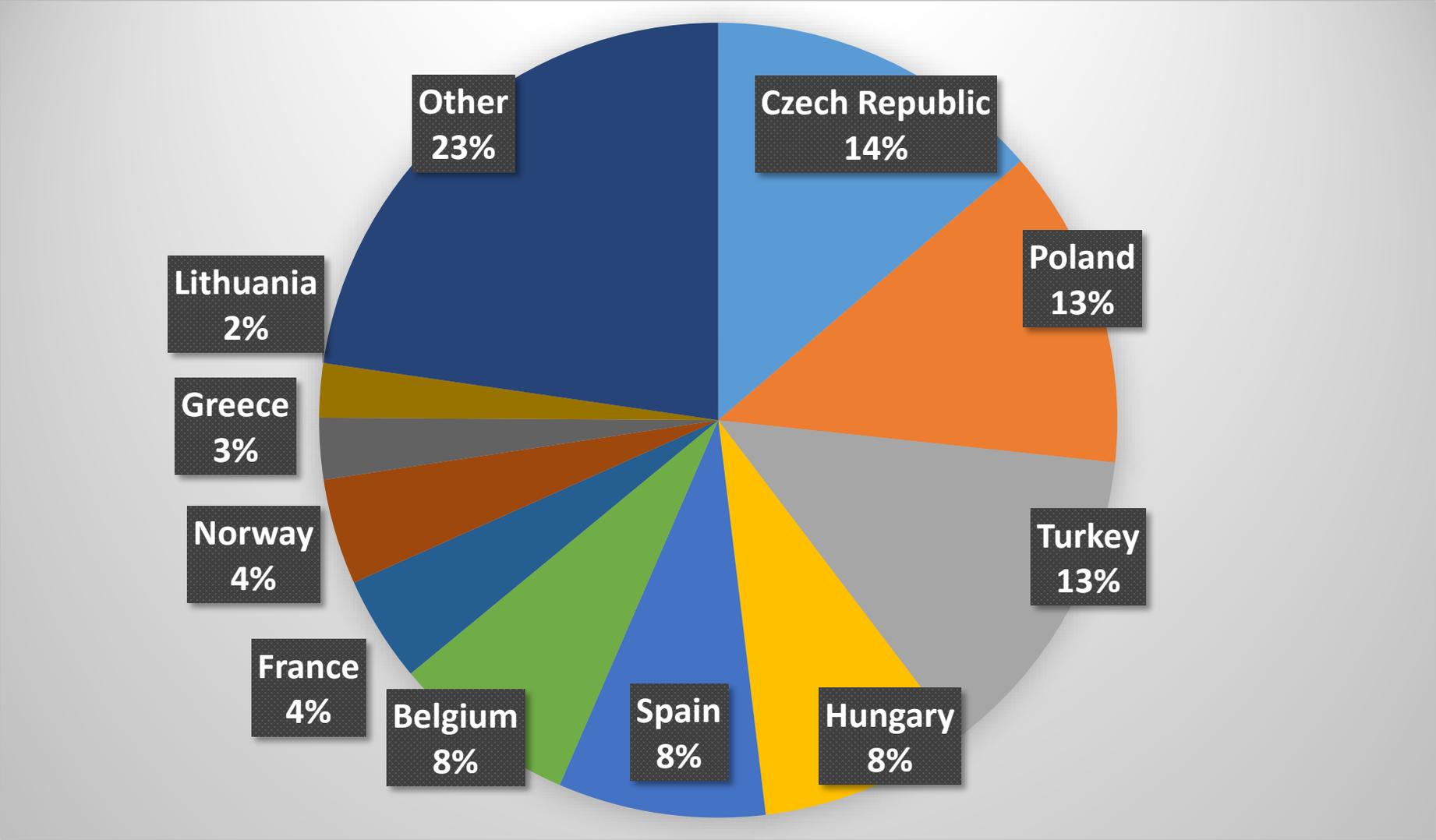
The research is being undertaken by the independent UK healthcare research company, [LaingBuisson](#), publishers of the medical travel website for patients, [Treatment Abroad](#) and the [International Medical Travel Journal](#).

Your input will help other people who are considering travelling overseas for surgery and medical and dental treatment. The aim of the research is to learn more about how and why people go abroad for treatment, to find out about the good and bad aspects of their experience, and to provide constructive feedback to the clinics and hospitals that provide treatment to international patients.

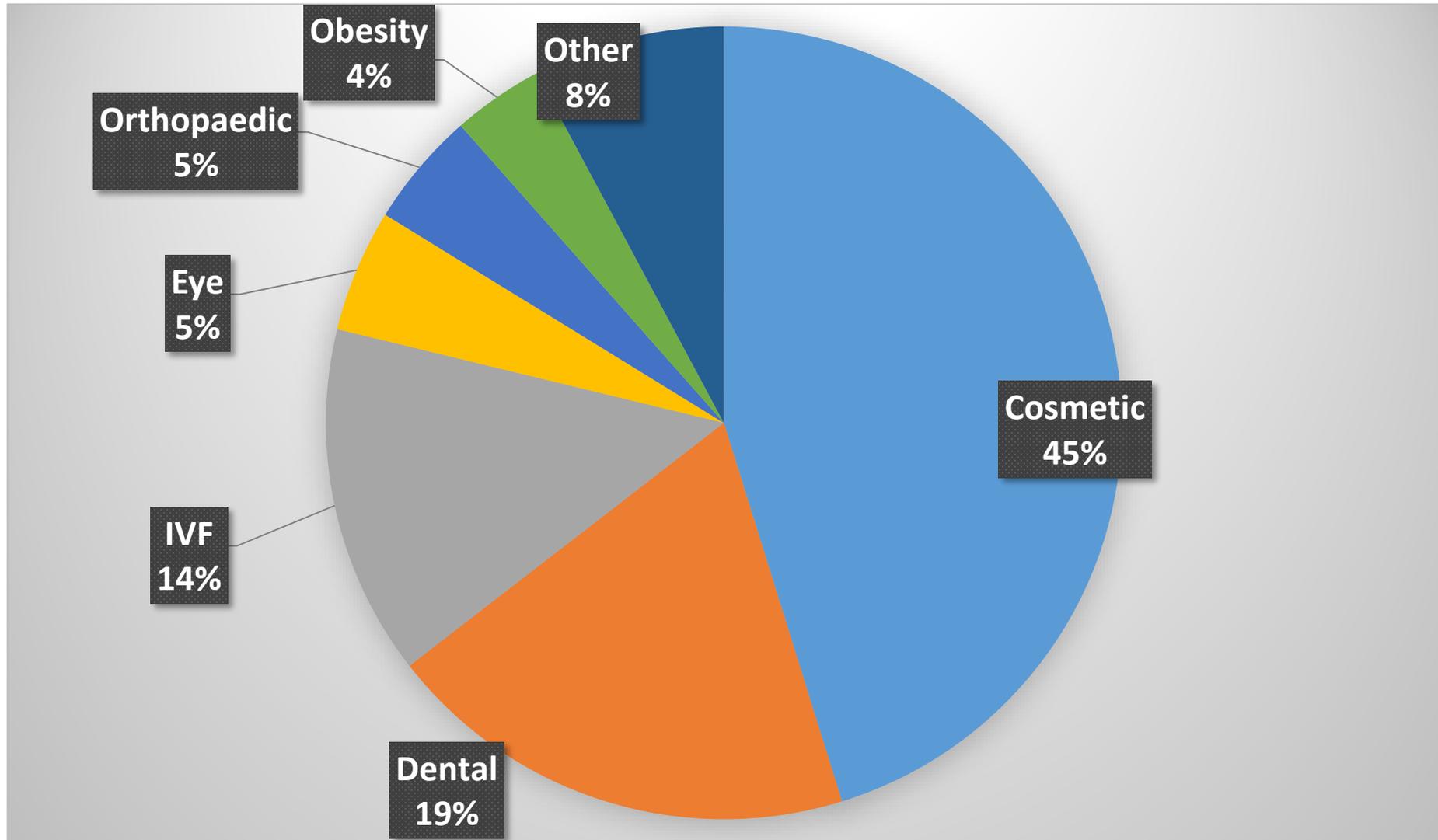
Any questions should be sent to survey@imtj.com.



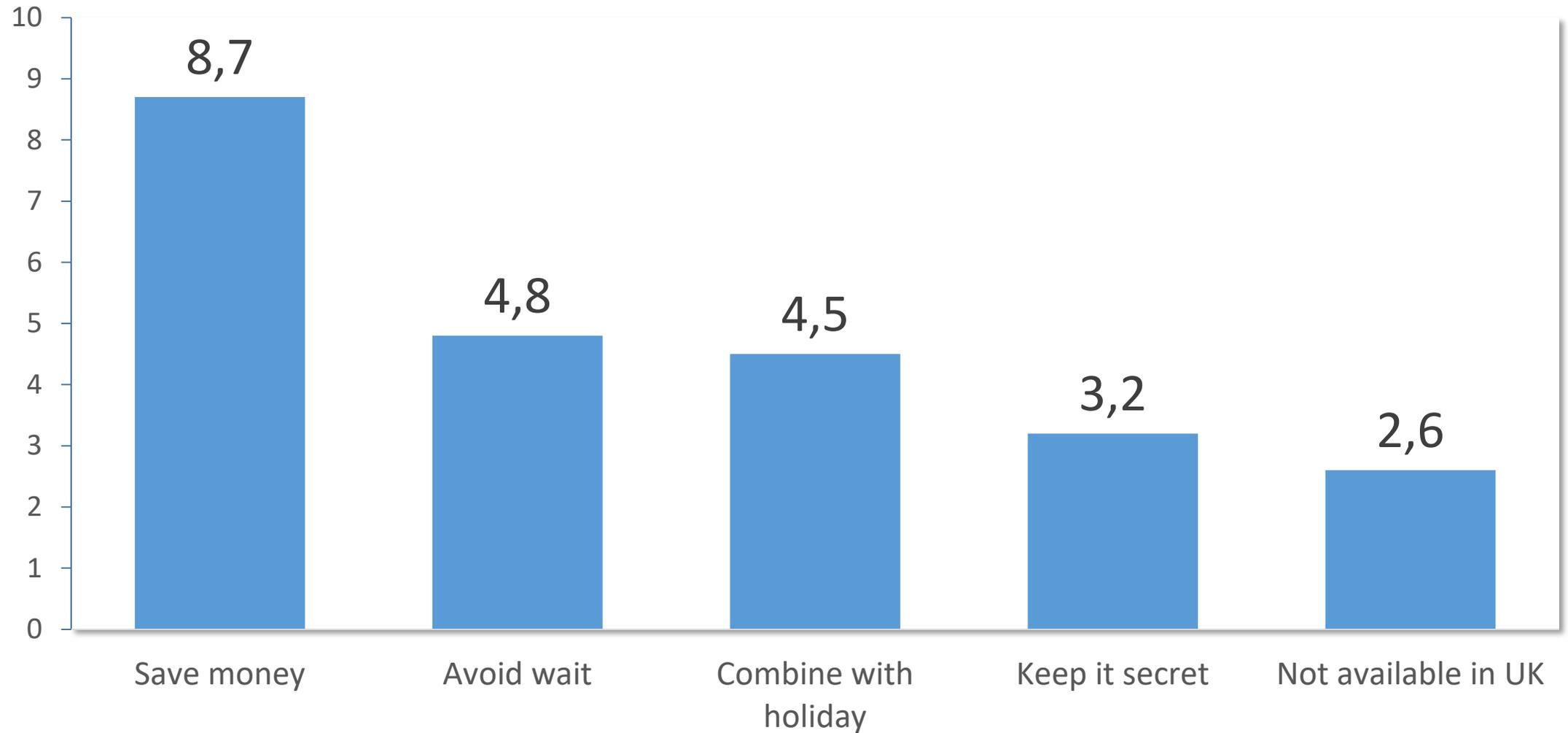
WHERE DO THEY GO?



WHAT TREATMENT?



WHY DID YOU TRAVEL?



UK PRICES



- BREAST ENLARGEMENT:
£5,000
- DENTAL IMPLANT:
£2,000
- IVF:
£5,000
- HIP REPLACEMENT:
£11,500

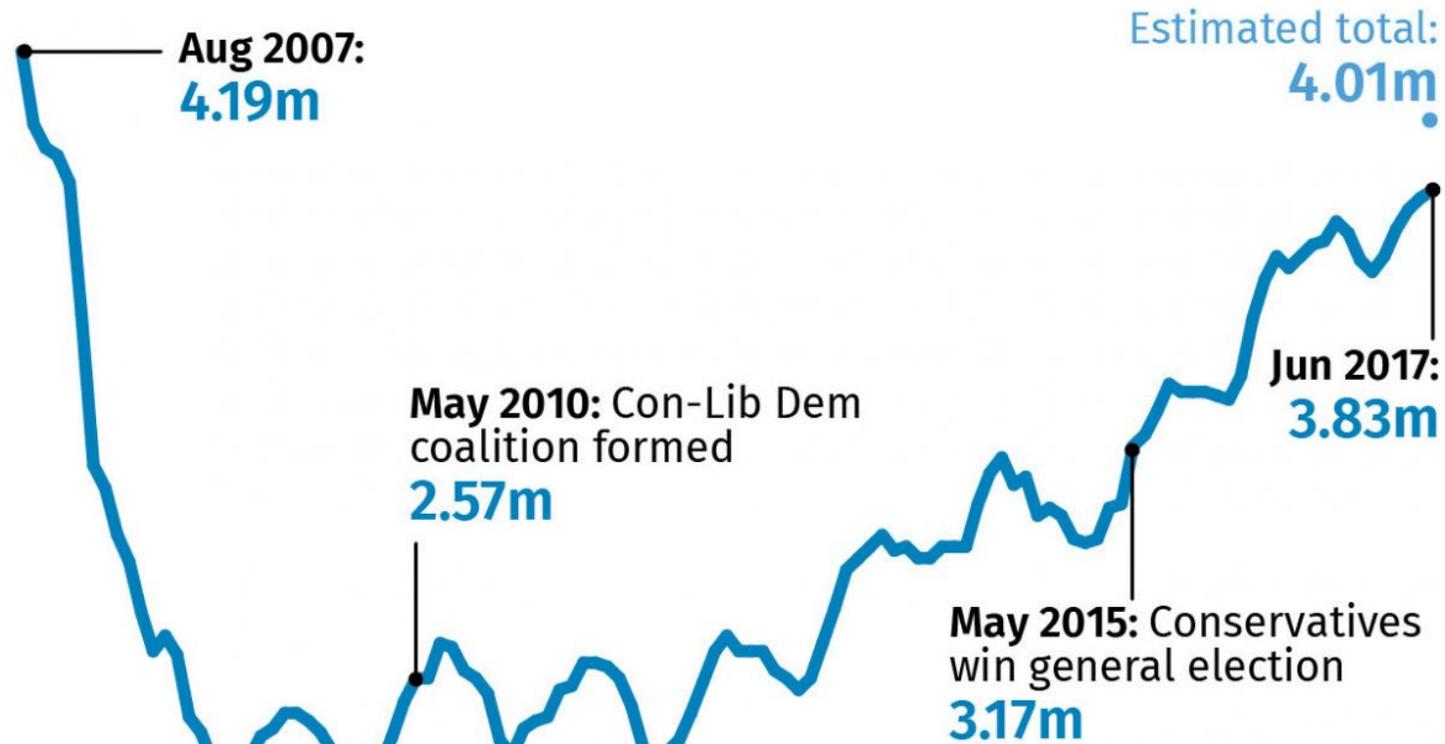
IMPACT OF BREXIT

**NO ONE
KNOWS!**



IMPACT ON NHS

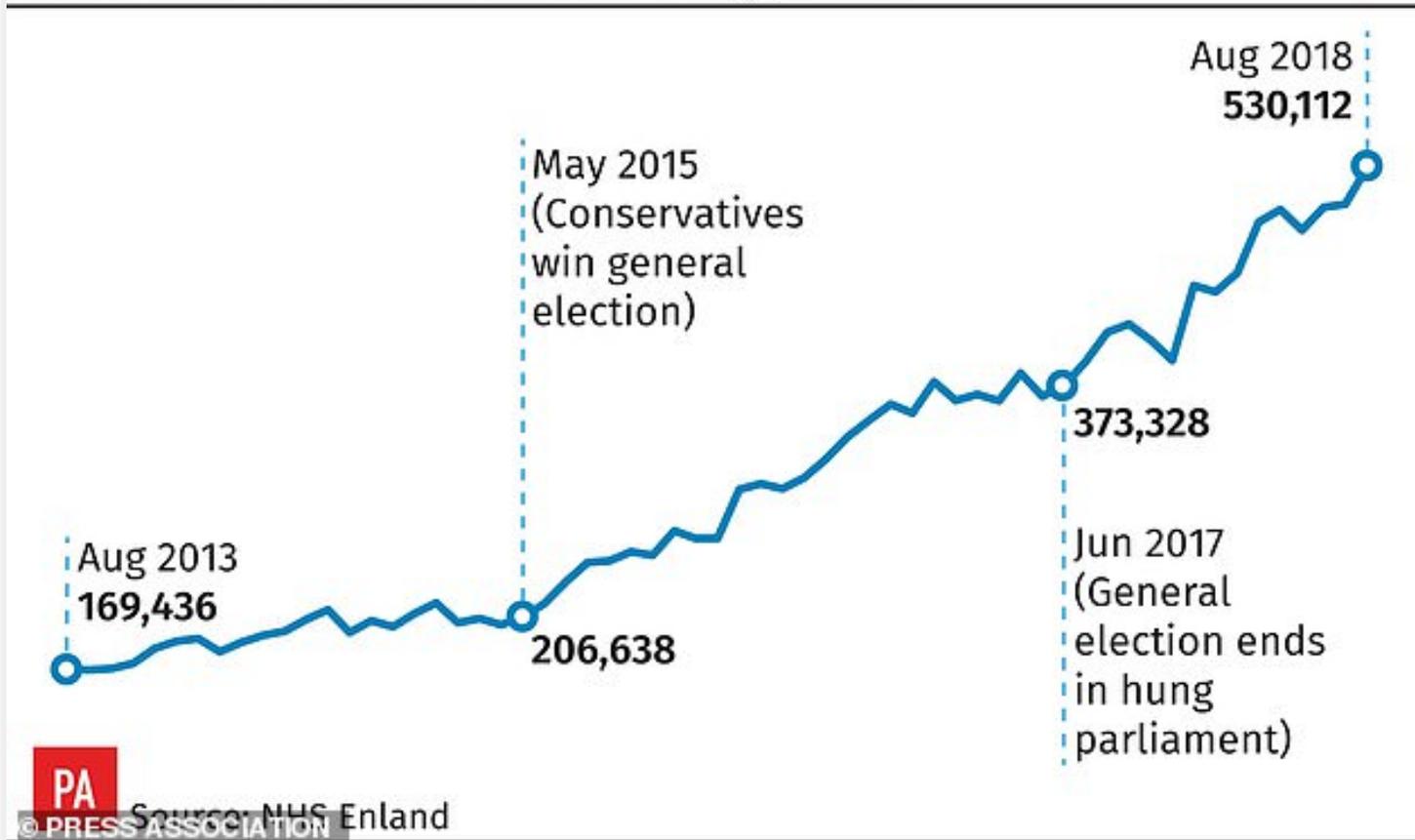
Total patients on NHS waiting list in England



PA

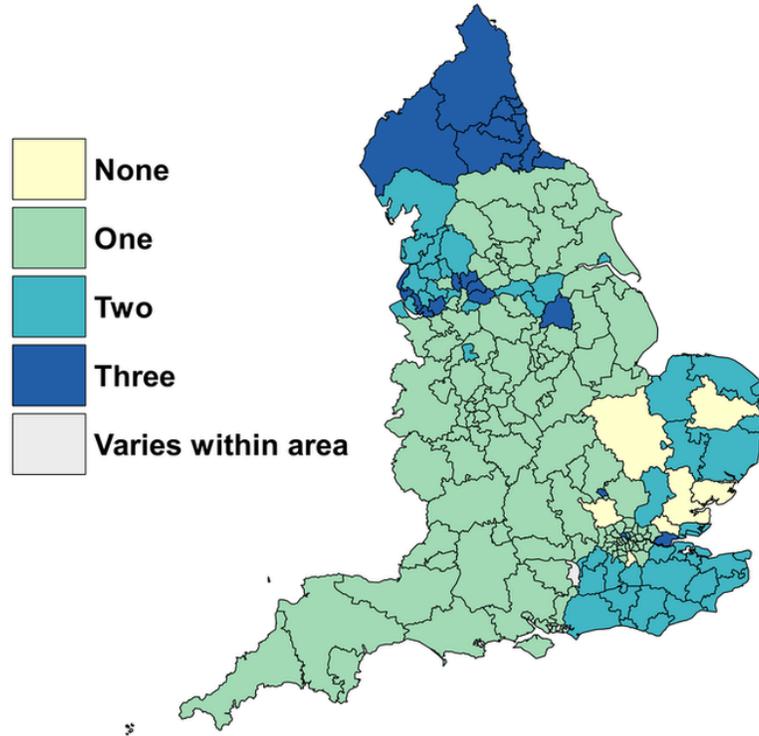
IMPACT ON NHS

Patients waiting more than 18 weeks for NHS treatment in England



IMPACT ON NHS

How many cycles of IVF does the NHS offer where you live?



Source: Fertility Fairness survey of NHS clinical commissioning groups

BBC

- NHS FUNDING CUTS
- SHORTAGE OF SPERM
- SHORTAGE OF EGGS

OPPORTUNITY FOR PORTUGAL

2.5m Brits
visit
Portugal

But not for
healthcare!

No
concerns re
quality

So.. WHY
NOT
PORTUGAL?

OPPORTUNITY FOR PORTUGAL

Target existing
travellers

Cosmetic,
Dental, IVF,
Orthopaedic?

Shoulder and
off season
occupancy

Provide end to
end patient
experience

AND... GET THE MESSAGE ACROSS!

LISBON
THE FEEL BETTER DESTINATION

SUNSATONAL CITY,
SENSATIONAL HEALTHCARE,
SUPERIOR HEALTHCARE
AT A PRICE YOU CAN AFFORD

LISBON
SUNSATONAL CITY
SENSATIONAL HEALTHCARE

Turismo de Lisboa

LISBON
THE FEEL BETTER DESTINATION

Turismo de Lisboa

LISBON
THE FEEL BETTER DESTINATION

SUNSATONAL CITY,
SENSATIONAL HEALTHCARE,
SUPERIOR HEALTHCARE
AT A PRICE YOU CAN AFFORD

THE IDEAL CITY/BEACH LOCATION

Choose Lisbon for your medical tourism destination and enjoy your trip to perfection, whether you want to stroll along the beach, relax on the sun, or enjoy a round or two on some of Europe's finest golf courses.

Portugal's capital has an historic charm and is renowned for its magnificent beaches, ideal climate, and thriving city life, creating the perfect holiday destination.

MEDICAL CARE OF HIGH QUALITY

Lisbon offers Europe's most effective, proven and improved clinical excellence and world-class healthcare services.

Lisbon is one of the largest and most diverse cities in Europe. The private sector offers a wide range of services to cater to your needs.

LISBON
THE FEEL BETTER DESTINATION

SUNSATONAL CITY,
SENSATIONAL HEALTHCARE,
SUPERIOR HEALTHCARE
AT A PRICE YOU CAN AFFORD

MEDICAL TREATMENT, CULTURE, LEISURE AND SHOPPING IN THE SAME VISIT

Choose Lisbon for your medical tourism destination and enjoy your trip to perfection, whether you want to stroll along the beach, relax on the sun, or enjoy a round or two on some of Europe's finest golf courses.

Portugal's capital has an historic charm and is renowned for its magnificent beaches, ideal climate, and thriving city life, creating the perfect holiday destination.

Lisbon offers European standards of treatment at cost-effective prices, excellent infrastructure and clean, well equipped clinics with highly trained staff.

The private hospitals and clinics offer a wide range of services extending beyond cosmetic procedures to include routine surgery too.

TURISMO DE LISBOA VISITORS & CONVENTIONS BUREAU
Rua do Arsenal, 23
1100-038 Lisboa, Portugal
www.lisbonhealthcare.com

Treatment in Portugal

When it comes to private treatment abroad there's an overwhelming choice – so how about a country that offers a huge range of medical services in first class facilities? A destination with a sunny climate, plenty of year-round sunshine and award winning golf courses?

Portugal offers high quality and affordable private medical services in a beautiful coastal city, one of the best in the world and a relaxing location for most health treatments. Making the decision to travel to Portugal for your medical treatment is a decision you will not regret.

Portugal is situated on the south western edge of Europe, bordering Spain, and during the Golden Age of Discovery offered its shores to explorers. Lisbon was one of the world's first major seaports including South America, Africa, Asia, and Oceania as well as exploring Vasco da Gama, navigated the way to India, making and continuing your trade routes.

And now with a highly skilled workforce, cutting edge technology and exemplary safety standards in private hospitals, Portugal is becoming King of the Customer when it comes to health tourism and making the most of affordable medical possibilities here.

Healthcare in Portugal has a national healthcare system known as the Serviço Nacional de Saúde (SNS), which runs alongside private health insurance and voluntary private health insurance, and the Portuguese state health insurance system.

In the modern Western country you can expect to receive private healthcare in a clean and cutting edge environment with highly trained medical personnel to take care of you with the most advanced and modern in their specialty for diagnosis to register with the Portuguese Social Security (Seguro Social).

A broad range of services is available from oncology to dermatology, cardiology to ophthalmology, and more. Many of the private hospitals are recognised internationally for the high quality of services and the high standards of care. The private hospitals and clinics offer a wide range of services extending beyond cosmetic procedures to include routine surgery too.

Lisbon – the 'Half-Tourist destination' Lisbon is a great year-round destination, having pleasant sunny temperatures even in the winter, and included in the list of best destinations of a top travel magazine for the medical tourism sector for the year 2014. It is also one of the best cities in the world for its climate.

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Although after the earthquake much of the city was rebuilt, some traditional buildings remain. The Sagrada Família and the city's architecture with the Azulejos, the architectural delight of the Azulejo National Museum and the World Heritage site of the Sagrada Família.

See the sights Take the vintage Tram (number 15) to visit the Bairro Alto, Bairro and Alfama, the atmospheric Medieval quarters. Don't miss the Azulejo National Museum and the World Heritage site of the Sagrada Família.

With falling living costs and a high quality of life, Portugal is a great destination for those looking to enjoy the best of both worlds in a beautiful coastal city, one of the best in the world and a relaxing location for most health treatments. Making the decision to travel to Portugal for your medical treatment is a decision you will not regret.

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CENTRE OF EXCELLENCE

Choose Lisbon for your medical tourism destination and tailor your trip to perfection, whether you want to simply relax and soak up the sun, or enjoy a round or two on some of Europe's finest golf courses.

Portugal's capital has an historic charm and is renowned for its magnificent beaches, ideal climate, and thriving city life, creating the perfect holiday destination.

Lusiadas

LIVING HEALTHIER
Looking to improve people with lifestyle, improve basic and well-being and expand access to quality care.

PATIENT FOCUSED
CUF Desobediencia provides excellent comprehensive care in a patient centred, functional and safe environment.

Find out more

CUF Alameda

DEDICATION TO HEALTH
For fulfil to the full capacity of a quality and innovation, CUF Alameda Saúde provides a broad range of medical services.

PROFESSIONAL SOLUTIONS
CUF Alameda specialises in providing a broad range of health services for sports related injuries and cardiology.

Find out more

CUF Belem

SPECIALIST SERVICE
Providing a comprehensive range of services, from check-ups to diagnostic imaging and treatments.

THE UTMOST SERVICE
Providing care through every step of the process and adapting to multiple medical specialities.

INTEGRATED TREATMENT
The COC offers the most-of-the-best in knowledge and diagnosis for accurate and successful health outcomes.

Find out more