

CERTIFICATE PROGRAM ON

MANAGEMENT OF MEDICAL VALUE TRAVEL



Starts From

JULY

2026

Weekend Sessions



Highlights:

- » Managing Medical Tourism & International Patients
- » Coordinating with regulatory frame works
- » Branding Strategies
- » Ethical Standards

ABOUT COURSE

Medical tourism is a rapidly growing sector globally, driven by the rising cost of healthcare in developed nations, increased availability of high-quality medical services in developing countries, and the integration of healthcare with tourism and wellness. Countries in Asia, the Middle East, and Eastern Europe are positioning themselves as premier medical tourism destinations.

Despite the significant potential, there remains a gap in skilled personnel who can professionally manage medical tourists' unique needs, including cross-cultural communication, international patient handling, wellness integration, regulatory understanding, and quality assurance.

To bridge this gap, the Medical Tourism and Wellness Training Program aims to develop a cadre of professionals trained in both the technical and service-oriented aspects of the industry, equipping them with the tools needed to support and grow the sector responsibly and sustainably.

The program is designed for:

- Hospital administrators and medical tourism coordinators
- Healthcare professionals (doctors, nurses, support staff)
- Tour operators and travel agents
- Spa and wellness professionals
- Hospitality and concierge service providers
- Students in health management, public health, and tourism



LEARNING OBJECTIVES

- Comprehensive understanding of fundamentals and opportunities in medical Tourism and its best practices, growth enablers, market segmentation and targeting Medical Tourism business.
- The participants will develop the knowledge of becoming a medical facilitator, its dos and don'ts. Ethics, challenges, regulatory aspects.
- Promote best practices and global standards in medical tourism services.
- Foster collaboration between healthcare providers, tourism agencies, hospitality, and wellness industries.
- Create skilled job opportunities in the growing medical tourism and wellness sectors.

COURSE STRUCTURE

Module 1: Introduction to Global Wellness and Medical Tourism

Overview of the global medical tourism industry, Trends and statistics: Post-pandemic recovery, digital health, integrated wellness, Key destination countries and comparative advantages, Stakeholders in the medical tourism ecosystem, Wellness tourism: Concepts, types, and growth drivers

Module 2: Healthcare Systems, Standards, and Accreditation

Health systems and insurance in medical tourism, Hospital and clinic standards: JCI, NABH, TEMOS, etc., Legal and regulatory frameworks across borders, Risk management and patient safety protocols, International patient journey and lifecycle

Module 3: International Patient Care and Cultural Competence

Patient expectations and satisfaction metrics, Cross-cultural communication and language support, Ethics in cross-border care, Psychological care and emotional intelligence, Managing complex international cases

Module 4: Wellness Therapies and Integrative Health Practices

Spa therapy, Ayurveda, Yoga, TCM, naturopathy, and nutrition Preventive health and lifestyle medicine, Integrating wellness with medical procedures

Module 5: Marketing, Branding, and Digital Strategies

SEO, social media, and influencer marketing, Digital health tools, telemedicine, and virtual consultations, Packages, pricing, and concierge services

Module 6: Business Development, Partnerships, and Career Opportunities

Trends: AI, data privacy, climate-smart wellness tourism



Key Takeaways

- Understand the structure and dynamics of the global medical tourism and wellness industries
- Skill to deliver culturally competent care to international patients
- Coordinate medical and wellness services within regulatory frameworks
- Apply marketing and branding strategies in medical tourism contexts
- Uphold ethical standards and best practices in international patient management



Assessment Methods

- Quizzes, class participation, and feedback during sessions
- Final project/presentation, or portfolio

Pedagogy and Didactics

- This workshop is imparted through a thoughtfully balanced mix of teaching learning pedagogy.
- The class will be interactive so that participants can correlate the theories with practical examples for better understanding and applications.
- Lectures will be supplemented by case studies (print/video) which enhance students' analytical, problem solving and decision-making skills. This facilitates experiential learning among the students as they face real life issues, apply their classroom knowledge, and strengthen their technical acumen of quality tools in a healthcare setting.

Date & Time

July 2026
5.00 pm – 6.30 pm
(Weekend Sessions)

Workshop Fee

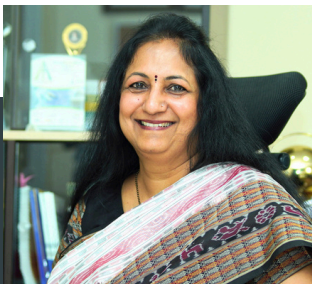
Rs. 10,000/-
(Early Bird 50%
Concession)

Registration

Scan QR Code
<https://bit.ly/WMT2025>



Key Resource Person



Dr Usha Manjunath

Professor & Director
IIHMR Bangalore



M S Guruprasad

Associate Vice President -
International Sales &
Marketing, Apollo Hospitals

Course Coordinator



Dr Deepashree M R

Asst. Dean-Academics & Student
Affairs, Faculty-Incharge-Trainings &
Assistant Professor, IIHMR Bangalore

About IIHMR Bangalore

IIHMR Bangalore is a premier institution for Hospital and Health Management education in South India. Established in 2004 as the southern campus of the IIHMR Group of Institutions, the institute offers flagship programs in Hospital Management, Health Management, Health IT, Pharmaceutical Management, and PGDM in Artificial Intelligence & Data Science (AI & DS), along with a Fellow Programme in Management (FPM). IIHMR Bangalore holds NABET Accreditation as a Consultancy Organization for NABH (since 2010) and has been recognized as one of the Top Hospital Management Colleges by Higher Education Review magazine. The institution is also accredited by the National Board of Accreditation (NBA) and the Association of Indian Universities (AIU). Driven by its mission to create a positive impact in the dynamic health sector, IIHMR Bangalore focuses on knowledge creation, capacity development, and management research to nurture future leaders and innovators in healthcare.

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