



ICC-T International Collective  
Consciousness Agency Inc.

# World Health Tourism

First Health Tourism Center

&

Health Tourism Turkey Coordinator

## INTERNATIONAL COLLECTIVE CONSCIOUSNESS AGENCY INC.

Preparing and executing projects with the purpose of marketing Turkey's beautiful towns and cities abroad, ICC-T Incorporated is a company with unique characteristics and goals. ICC-T Inc.'s staff has a wide variety of expertise; it consists of art historians, archeologists, graphic artists, photographers, travel writers, educators, international sales and marketing experts, physicians, nurses, international patient representatives, and project managers. Equipped with a knowledgeable staff, ICC-T Inc. is Turkey's one and only international tourism, marketing, and training agency.





Our mutual interest: What is Health Tourism and how is it done?

We realized the potential in Health Tourism in 1993. In November 2000, we brought our idea to life when we started to promote Health Tourism in London Tourism Fair. Our world-wide price analysis lasted for 7 years prior to the launch of our project.

With our hard work since 1993, we formulated all the strategies to be followed and developed training and marketing techniques in order to create custom solutions for special needs and promote world-wide recognition of Health Tourism.

We are now running this marathon with our partners around the world.



It is our duty to share our experience with you. We have acquired this experience through several business deals and training seminars.

Since 2000, we have established world-wide reporting systems and developed partnerships to be able to expand our services. Thus, as the founding father of Health Tourism, we are now a world-famous company.

Republic of Turkey Ministry of Culture and Tourism displays our research and studies on their official website.

<http://www.kultur.gov.tr/EN/Genel/BelgeGoster.aspx?17A16AE30572D3137E7F2B691D9F00970046571F068D009C>

<http://www.kultur.gov.tr/EN/Genel/BelgeGoster.aspx?17A16AE30572D3138FE9074FF19B00056D0BC216A9778CD0>

Our goal is...



Our current goal is to widen the consciousness about and recognition of Health Tourism.

It is time to point out the mistakes made in this sector and show the right way to go. Let's speak our minds; we will answer your questions and try to guide you.

- **World Health Tourism / Branch Offices are being opened all around the world.**
- Cooperation agreements are concluded under the WORLD HEALTH TOURISM / HEALTH TOURISM COORDINATOR [www.healthtourism.com.tr](http://www.healthtourism.com.tr) and [www.doctorsmarketingservice.com](http://www.doctorsmarketingservice.com) address.
- **Who will be given priority in applications?**  
[looking please! Branch Office Tasks](#)

Thus, please take a look at our business idea, objectives and goals, product/customer/beneficiaries/services on:

[www.healthtourism.com.tr](http://www.healthtourism.com.tr).



Training is vital in this sector! Why?

- Not every bilingual person can start working at a hospital as an international patient relations representative. Beginners and/or experienced patient relations reps should be trained by our main office.
- Not every international insurance representative can start working at hospitals as an international patient relations rep.
- Salespeople would not know how to market this sector.
- Even leading marketing agencies would not know the marketing management techniques for this sector.



Training is crucial for hospitals that want to engage in Health Tourism.

- Not every seminar that you will attend to train yourself and to develop your network is the right kind of training for you. Speakers might not be experts and might not be able to train you right. While some people make money over so called “training seminars,” you will lose money and waste your precious time.
- The legal aspect of this sector gave birth to very detailed and complex contracts. They are meant to protect first and most important the patient, doctors, hospitals, and agencies. It is a handicap to engage in Health Tourism without proper knowledge of these contracts. Thus, you have to get the proper
- training not only for yourself, but also for the benefit of your company
- and your country.



## Health Tourism Training Program Topics

- 1) What is Health Tourism? How is it done? Where to start?
- 2) The future of Health Tourism in Turkey, EU, and the World: The right way to go.
- 3) The legal aspect of Health Tourism, contracts, and health insurance applications
- 4) Human resources management in Health Tourism
- 5) What are the responsibilities of international patient relations representatives?
- 6) Food and beverage services, good hygiene practices
- 7) Sales and marketing strategies in Health Tourism
- 8) Specific marketing and promotion techniques for Health Tourism
- 9) Ads management in Health Tourism: How to reach the target market and customer segment?
- 10) Agency/Branch Office – Main Office coordination in Health Tourism
- 11) Quality management in Health Tourism
- 12) Seminar management in Health Tourism: Tips on efficient training
- 13) Thermal center and spa hotel management in Health Tourism
- 14) Investments and financing in Health Tourism
- 15) How many different types of Health Tourism are there?



### Health Tourism Training Program Topics

- 16) Budgeting in Health Tourism investments
- 17) Can this be done without capital?
- 18) Information on diagnosis-treatment-operation procedures
- 19) E-tourism in Health Tourism

**PROVIDING THIS TRAINING WITHOUT OUR ACCREDITATION OR  
CERTIFICATE IS AGAINST THE LAW!**



## About Training:

- Training period is 2 days
- We hold training seminars the 1<sup>st</sup> and 4<sup>th</sup> weekend of every month at our central location
- Fees:
  - 1 person: 350.00 €
  - Hospital Personnel Training (2 person ): 700.00 €  
+ Transport and accommodation
  - Seminar outside Turkey: 3550.00 €  
+ Transport and accommodation
  - Camera recording is extra
- We also prepare feasibility reports and offer training in thermal/spa management for 7100.00 €



Let's keep Health Tourism at the top and give people hope and health.  
Paradise can only be enjoyed with good health...

Mrs. Gül Soydan

World Health Tourism

Health Tourism Turkey Coordinator

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