

IHG and the Medical Tourism Association Join to Facilitate Medical-Related Travel into Latin America

2008-06-05

IHG (InterContinental Hotels Group) (LSE:IHG) (NYSE:IHG) and the Medical Tourism Association, an international, non-profit association made up of the top international hospitals, insurance companies, healthcare companies, medical tourism companies, and other affiliated companies, today announced that the organizations have joined to spearhead an initiative to facilitate medical-related travel into Latin America.

It is the Medical Tourism Association's first such initiative into Latin America with a major international hotel company. Medical-related travel into Latin America has increased exponentially over the past decade, with both patients and insurance companies looking for viable, innovative alternatives to manage healthcare costs.

The program will provide a network for patients to tap into that includes everything from the medical care itself, to the mechanics of traveling and staying in the region, such as airport pick-up, transportation to and from the medical facilities, pre- and post-procedure hotel rooms for both patients and families, and a variety of other amenities.

The program's benefits include:

Partnerships with some of the top medical insurance companies in the U.S.

Special rates and packages provided by IHG hotels, airlines, and doctors in Latin America

Teaming up with some of the best hospitals in Latin America for a vast array of medical procedures including plastic surgery, joint replacement, heart bypass surgery and dental procedures

Transportation to and from the airport and transportation to and from doctor's office pre and post operation for check ups will also be provided by IHG hotels

IHG's 'beta countries' for this program include Panama, Costa Rica, Brazil and the IHG hotels in the city of Monterrey, Mexico - all areas with recognized, topflight medical facilities, such as the renowned Clinica Biblica Hospital in Costa Rica, a JCI-accredited facility, and Panama's Hospital Punta Pacifica, which is affiliated with Johns Hopkins Medicine International.

IHG's various brands, including InterContinental Hotels & Resorts, Crowne Plaza Hotels & Resorts, Holiday Inn Hotels & Resorts, Holiday Inn Express and Staybridge Suites, afford patients a broad range of room and amenities options, so they can choose the appropriate services and amenities they will need during their recovery.

'We are truly excited about introducing this important medical travel initiative into Costa Rica and expanding it into other Latin American markets,' said Jonathan Edelheit, President of the Medical Tourism Association. 'In the past, patients have been uncertain about overseas medical attention, in no small part because of the complexities of having a medical procedure performed in a foreign country. Now we have the infrastructure in place to not only provide access to the best medical care possible, but to manage the process of traveling as well, and in an environment that is comfortable and that is truly more cost effective for everyone, most importantly the patients.'

'We are thrilled to be spearheading this program together with the Medical Travel Association and to be the first international hotel company to offer this kind of program in Latin America,' said Alvaro Diago, area president, Latin America, IHG. 'We have more than 60 years in the region providing comfort, so it is a privilege being able to translate that level of care to an individual traveling for medical procedures. This is a truly innovative program that I am sure will be very successful, and a major step towards furthering the needs and requirements of the growing number of individuals traveling abroad for healthcare reasons.'

'There is a huge medical tourism market in the travel industry, and no other international hotel company within Latin America has sought to tap into it with such a comprehensive program,' added Tom Murray, COO, the Americas, IHG. 'We are eager to provide a comfortable, safe environment in which patients can recuperate rapidly, while enjoying the benefits of convalescing in some of the region's most prolific cities.'

The Medical Tourism Association is a non-profit organization made up of the top international hospitals, insurance companies, healthcare companies, medical tourism companies, and other affiliated companies and industries with a common goal of promoting the highest level of quality of care to patients on an international basis.

IHG has more than 170 hotels in Mexico, Central and South America, and the Caribbean, and has been serving Latin America for over 60 years. IHG has properties situated in nearly every key market throughout the Latin America territory.

For information regarding The Medical Tourism Association, call 1 (561) 627-1520, or visit www.MedicalTravelAuthority.Com, or their offices located at 10130 Northlake Blvd 214-315 in West Palm Beach, Florida.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32939.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html