



HealthcareAbroad.com

Introducing HealthcareAbroad.com

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Introducing HealthcareAbroad.com

What We Do

HealthcareAbroad.com is unlike any company in the medical tourism industry. We provide a targeted high quality marketing channel to reach potential patients directly. We are not a facilitator and we do not charge hospitals and clinics facilitator style fees. Instead we built a comprehensive and unbiased “Forever Free” directory based upon our years of experience in online marketing, brand building and effective communication channels.

Why We Do It

The Internet is evolving daily. A new generation of web users have gained sophistication and demand more content with fewer distractions. These experienced internet users seek detailed information and direct involvement with hospitals, clinics, and doctors in making their healthcare decisions. Effective medical tourism web sites must engage users actively and integrate seamlessly with communication tools. As a result, marketing and branding strategies need to constantly evolve in order to be effective.

HealthcareAbroad.com's Vision of Online Advertising

HealthcareAbroad.com is proud to introduce a new, proven and effective model for internet marketing. Our directory is designed so strategically placed text, brand building logo features, and effective marketing calls to action blend in with relevant travel and medical content and compelling, thoughtful large photo images. These engage the potential patients who are browsing our site and encourage them to investigate your clinic further.

Through more than 15 years of developing online marketing portals, and 2 years of market research and testing in the medical tourism sector, the experienced team behind HealthcareAbroad.com has learned not only what traveling patients look for on the internet, but how they react to the information they receive. Every aspect of our site caters to the behavior patterns, interests, and habits of “Modern Internet” users.

Making an attractive, user-friendly, and effective web portal for Medical Travelers is only half our objective. We have created an intuitive system that gives clinics the ability to tailor their brand and features to most effectively reach their target market.

HealthcareAbroad.com's client tools enable you to maintain an unprecedented level of control over your messaging, branding, features, and presence. With just a few clicks, you can control the focus of your branding, expand or change your features, add high quality images or video that will encourage users to research further and make inquiries. And unlike some of our competitors, those inquiries from prospective patients are always free. In addition, our advertising prices are substantially lower than other directories because we utilize advanced custom built technology that allows us to automate many of our tasks while maintaining quality with fewer employees at a lower operating cost.

Brand Recognition

Brand recognition in online advertising is too often overlooked or ignored. As part of HealthcareAbroad.com's market research, we surveyed a group of traveling patients. Among other things, the patients were asked about their process in selecting a clinic. The patients overwhelmingly answered that they had discussed their treatment with their primary care physician, friend, or a representative of the hospital/clinic. Follow-up questions revealed that nearly all of the patients had used the internet to help with their decision, and most of them visited at least one medical tourism search directory on-line, and several had visited more than one site multiple times.

While Medical Tourism and medical treatments will never be a choice that can be made with an on-line shopping cart, HealthcareAbroad.com is one point at which patients discover their options and comparison shop. Being unable to find a brand can create doubt and uncertainty, causing damage to the image and reputation, whereas strong brands are present everywhere prospective patients are looking.

HealthcareAbroad.com's clean design complements and strengthens your brand and lends a professional image to build trust. The inclusion of logos tied side-by-side to listing data helps visitors make instant connections between a brand and the treatments available.

Brand recognition is built over multiple encounters across different platforms and avenues.

Targeting a New Generation of Web Users

- Visitors look for content and innovative ads.
 - Our smart ad options blend content with graphic and text ads, designed to capture visitors' attention.
- Visitors like headlines and short bursts of text.
 - Our results pages deliver your message in concise news and bullet-point format.
- Visitors' eyes follow pre-determined patterns when they look at computer screens.
 - Our layout strategically distributes important information where it is most likely to be seen.
- Photos are compelling draws for prospective travelers.
 - Beautiful photos build strong brands and excite potential participants.
- Visitors respond poorly to multiple fonts, too much or too rapid movement on the screen, and other visual clutter.
 - The simple but elegant aesthetic of HealthcareAbroad.com is one of the most important aspects of our design. The spacing and layout are designed to keep users from becoming overwhelmed, and the structure helps guide users to key information.
- Visitors respond best to branding and logos.
 - HealthcareAbroad.com keeps your logo together with your clinic listings and photos, so visitors make an instant brand connection between your clinic and the treatments you offer.

Website Overview - Homepage

A  **B**  **C**  **D**  **E**  **F**  **G**  **H**  **I**  **J** 

WELCOME TO HEALTHCARE ABROAD!
The resource for global healthcare
a comprehensive, unbiased directory

Search Near View all specializations View all destinations Let's Go

Hospital Israelita Albert Einstein (HIAE)
São Paulo, Brazil

'EU SEMPRE FAÇO EXAMES NO EINSTEIN. AFINAL, ELES TÊM A EXPERIÊNCIA DE UM GRANDE HOSPITAL, COM UM DIFERENCIAL DE ATENDIMENTO. LÁ EU SOU MUITO BEM-CUIDADO.'

JCI 1st in Latin America
HIAE is the first hospital in Latin America to be accredited by the Joint Commission International.

MD Anderson Cancer Center
HIAE has been affiliated with the MD Anderson Cancer Center at the University of Texas since 2004.

Quality Cancer Center
Glenelagles Hospital, Singapore

Parkway Cancer Centre offers comprehensive cancer treatment with a highly skilled, multi-disciplinary team comprising consultant medical specialists, nurses, and other paramedical professionals to meet the specific needs of cancer patients.

TomoTherapy HI-ART
The first in Southeast Asia to offer this radiation therapy

Lim Hong Liang
American Society of Clinical Oncology

Expert Cardiac Team
Istanbul Memorial Hospital, Istanbul, Turkey

Our expert team that treated ten thousands of cardiac patients is now sharing its knowledge and experience with our patients in our heart attack center fully equipped with state of the art technology devices, angiography rooms, operating rooms and intensive care units.

JCI Accredited
The first hospital in Turkey to be accredited by JCI

Offers EECP
A new non-invasive treatment with no side effects

Most Trusted Dental Care
Samitivej Siriracha Hospital, Bangkok, Thailand

The Dental Clinic at Samitivej is fully equipped with the latest state-of-art technologies, a team of dental specialists and well-trained staff to provide complete dental disease prevention, diagnosis, and treatment.

Comprehensive Dental Care
Complete disease prevention, diagnosis, and treatment

Joint Commission International
Accredited in 2012

Superior Family Clinic
Almater Hospital, Mexicali, Mexico

Located just two hours from San Diego, California, in the vibrant border city of Mexicali, Mexico, Almater Hospital has been providing affordable, world-class healthcare to American and Canadian patients for more than 25 years.

Almater Family Program
Supports up to 100% of the deductible and/or coinsurance

Featured in French News
France recognizes Mexicali as medical tourism destination

Common Treatments

- Root Canal**
The Endodontist removes the inflamed pulp, carefully cleans and shapes the inside of the canal, a channel inside the root, then fills and seals the space.
- Intravenous Chemotherapy**
This is the process of injecting cytotoxic chemotherapeutic drugs ("chemotherapy agents") into your vein using a syringe or an infusion to kill cancer cells.
- Liposuction**
Liposuction is the surgical removal of unwanted fat deposits from specific areas such as the abdomen, thighs, hips, buttocks, calves, arms, chin, neck, and chest.
- Hip Arthroplasty**
Also called Total Hip Replacement Surgery, this involves removing a diseased hip joint and replacing it with an artificial joint, called a prosthesis.
- Tummy Tuck**
Abdominoplasty or 'tummy tuck' is a procedure that gets rid of excessive fat in the abdomen area.

Destinations

Turkey  Singapore  Thailand  Malaysia 

Site Map

Company

- About Us
- Blog
- Terms of Use
- Privacy Policy
- Site Map

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Want to register an Institution?

SIGN UP  **SIGN IN** 

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Homepage

Content and Navigation:

- A Quick Links - Links to see all of the treatments and destinations displayed alphabetically. Allows users to narrow down their search in multiple ways, based on their personal style and technological comfort level.
- B Modern, clear, search function - Predictive text and drop boxes provide fast, easy, and accurate access to HealthcareAbroad.com directories. Multiple input methods allow users to search in whatever manner is most natural and intuitive to them.
- D Instant Access to high quality content - Links to guides, news, travel information, and educational pieces add value for site visitors, and help educate and encourage further exploration.
- F Common Treatments - Picked by editors based on search volume and trends, this list of Common Treatments with description gives site visitors another way to find services they may be interested in.
- I Newsletter Signup - Users can join the newsletter which will allow them to stay up to date on any important events or deals.
- J Client Registration and Login - Allows new clinics to quickly and easily join the site, and allows existing clinics to access and manage their accounts.

Advertising Opportunities:

- C The Showcase Feature - This is the most visible spot on the entire site. A compact, targeted feature with the most important text, rotating photos, and logo on the whole site. The only spot that is guaranteed to be seen upon first loading the page. This rotates with other showcased features and links directly to a hospital or clinic listing. Subscription is on an annual basis. Limited to 6 features. \$3,000/year
- E Homepage Featured Clinic - A listing with text, a photo, logo, and 2 key points. An excellent way to drive awareness and traffic. Limited to 6 features. Subscription is based on a calendar month. \$1,000/month
- G Side Column Media Feature - Either a high quality photo advertisement, or a short promotional video can be embedded here. Helps reinforce brand recognition and presence. \$500/month
- H Destinations Feature - Allows national and tourism agencies to promote entire country or regions medical facilities as a whole.

Website Overview - Results Page

HealthcareAbroad.com

Currently In BETA

[Treatments](#) | [Destinations](#) | [Blog](#)

[Ophthalmology](#)

Search Results for **Ophthalmology**

27 Results Found



Superior Family Clinic
 Almater Hospital
www.almater.com
 Mexicali, Mexico



[Learn More](#)



A

Almater Family Program
 Supports up to 100% of the deductible and /or coinsurance



B

Featured in French News
 France recognizes Mexicali as medical tourism destination



C

Expert Cardiac Team
 Istanbul Memorial Hospital
www.memorial.com.tr/en/
 Our expert team that treated ten thousands of cardiac patients is now sharing its knowledge and experience with our patients in our heart attack center fully equipped with state of the art technology devices, angiography rooms, operating rooms and intensive care units.



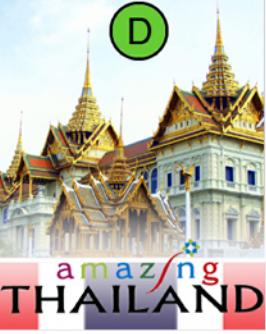
D

[More Info](#)



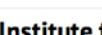
E

Parkway Eye Centre
 Gleneagles Hospital
www.parkwayeyecentre.com
 Bukit Timah, Singapore



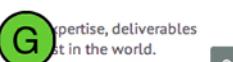
F

[More Info](#)



G

Pediatric Ophthalmology & Squint
 Ahalia Eye Hospital, Palakkad, Kerala, India
www.afeh.org/ahaliaeyehospital_Palakkad-29
 The Ahalia Hospital Pediatric Ophthalmology clinic is well-equipped to deal with the medical & surgical management of squints & amblyopia. The clinic is equipped with a synoptophore which



H

Institute for the Eye
 Apollo Hospital, Hyderabad, Andhra Pradesh, India

[Prev](#) [1](#) [2](#) [Next](#)

NARROW SEARCH

Narrow down search results

Specific Treatment B
[Select a Sub-specialization](#)

Specific Location C
[Select a Country](#)
[Select a City](#)
[Filter Results](#)





Site Map

Company

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SUBMIT NOW

Want to list your Clinic?

Patients from all over the world are searching HealthcareAbroad.com - make sure they can find you!

Contact HealthcareAbroad

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6

Results Page

Navigation:

B Filter Search - Allows site visitors to easily zero in on a clinic by selecting the treatment, country, or the city that they are interested in.

Advertising Opportunities:

A Results Page Featured Clinic - A targeted highly visible option for a month-long burst of traffic on a specific speciality, country, city or combination search results page. This feature is at the top of the page and includes a description, logo, photo and 2 highlights with thumbnail images. Packages start at \$500/month

C Logo & Photo Package (Top Tier) - A Logo & Photo Package includes all of the same features as a Logo Package with the addition of a photo embedded into your results page listing. This photo improves interest and reinforces brand awareness to entice potential patients. This package gets your listing in the premium top tier of the results page. \$1,000/year

E Logo Package (Middle Tier) - A Logo Package includes all of the same features as a Linked Listing with the important brand building element of your logo on the results page. The addition of a logo side-by-side with your search result listing helps boost attention, retention, and recognition. Additionally, this package gets your listing in the 2nd tier of the results page \$700/year

F Linked Listing (Base Tier) - A Linked Listing includes all of the same features as a Forever Free Listing with many additional benefits to build your brand and make it much easier for you to directly reach your patients. Patients can connect to your clinic through social media, web links, and a phone number. Strengthen your clinic's brand by including a logo, photos, and videos on your full listing page. This ad option boosts a listing's ranking into the 3rd tier on the page. \$300/year.

D Results Global Media Ad - The Results Global Media Ad appears **sitewide** for all searches, regardless of specialization or destination. It is not result specific. It is also the only advertising space available to non-clinics. Due to its wide reaching exposure this ad is limited to a rotation of 5 and those advertisers may only buy 2 months out of 12. Finally, priority for this ad space is given to non-clinic or non-hospital advertisers. \$2000/month

G Basic Forever Free Listing (Bottom Tier) - Your clinic will be displayed with an abbreviated description with a link to view the full details on your clinic page. This page will show the services, certifications, treatments, address and location of your clinic. Doctors can be added to your listing along with their training, specializations, and awards. All of these details can be controlled through a easy-to-use, intelligent client interface.

Website Overview - Clinic Page

A HealthcareAbroad.com

B Gleneagles Hospital

C Parkway Cancer Centre

D Location Map

E Medical Oncology Tumors

F Schedule

G Specializations

H Media

I Services

J Social

K Doctors

L Site Map

M Like us on Facebook

N Subscribe To Our Newsletter

O Want to register an Institution?

P SIGN UP

Q SIGN IN

R Google+, Facebook, Twitter

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Clinic Page

Content and Navigation:

- A Hospital Group - If the clinic is associated or affiliated with a parent organization a link to their profile will be shown. This helps increase brand awareness across an entire organization, and allows site visitors to quickly and easily see what other services and procedures a hospital offers.
- C Clinic Contact Information - Healthcare Abroad makes it easy for site users to get in contact with you. With just a click, they can send you a contact email. These inquiries can easily be managed via email or the secure clinic portal on the HealthcareAbroad.com web site.
- D Map Location of Clinic - We have partnered with Google to map the location of your clinic to build validity and credibility with users, as well as helps users create a deeper association with your organization.
- E Long-form Description - All the information about your clinic that a visitor may want to know. The history, the capacity, the capabilities and technologies. This is your chance to set your clinic apart.
- F Operating Hours - Your clinic's hours of operation are clearly listed by day.
- G Specializations and Treatments - Here all specialties of your clinic, and the treatments that correspond with those specialties will be listed.
- I Services and Accreditations & Awards - If your clinic offers unique services, such as hospital pickup and drop off, concierge, or any other amenities, they will be listed here. Additionally, if your clinic has any recognized accreditations, be they from JCI, ISO, or another recognized accreditation agency, they will be listed here as well.
- K Doctor List - List all of the doctors that work in the clinic, along with their specialties.

Advertising Opportunities (All Included with a Linked Listing on Results page):

- B Clinic Logo - A logo allows you to establish brand recognition and builds trust and credibility with site users. Available with enhanced listing.
- C Clinic Contact Information - Enhanced listings will also be able to contact you by phone and directly link to your website.
- H Photos and Videos - Photos and videos build strong brands and excite potential participants, along with creating enhanced credibility and trust. All these factors make decisions easier and more likely. Available with enhanced listing.
- J Social Media Links - Allow users to contact you through as many social channels as you maintain. Be it Twitter, Facebook, or Google+, users will be able to quickly and easily access your social media. Available with enhanced listing.

Website Overview - Hospital Page

The screenshot shows the HealthcareAbroad.com website for Gleneagles Hospital, Singapore. The page is currently in BETA, as indicated by a red banner in the top right corner.

Header: HealthcareAbroad.com (top left), Treatments | Destinations (top right).

Breadcrumbs: Home > Singapore > Bukit Timah > Gleneagles Hospital.

Image: A group of medical professionals (doctors and nurses) in a hospital setting.

Call-to-Action: Call Us (phone icon) and Email (envelope icon).

Section A: A green circle highlights a doctor in the background of the main banner.

Section B: A green circle highlights the Gleneagles Singapore logo.

Section C: A green circle highlights the address: 6A Napier Road, 258500, Bukit Timah, Singapore.

Section D: A green circle highlights the "OVERVIEW" tab in the navigation menu.

Section E: A green circle highlights a thumbnail image of a patient in a hospital bed.

Section F: A green circle highlights the "SERVICES" icon.

Section G: A green circle highlights the "SOCIAL" sharing icons (Google+, Facebook, Twitter).

Section H: A green circle highlights the "CLINICS" section, which includes a Cardiology icon and the Parkway Gynaecology Screening & Treatment Centre logo.

Media: A video player with a play button labeled "PLAY VIDEO".

Services: Language Assistance, International Patient Center, Flower & Gift Shop, Food & Beverage Services, Pharmacy, Online & Telephone Healthcare Assistance, Information Center.

Awards & Accreditations: Accreditation by the Joint Commission International (JCI).

Social: Social sharing icons for Google+, Facebook, and Twitter.

Footer: Site Map, Like us on Facebook, Subscribe To Our Newsletter, Want to register an Institution?, SIGN UP, OR, SIGN IN, and footer links for Copyright, Terms of Use, Privacy Policy, and History.

Hospital Page

Content and Navigation:

- A Header Image - A large image to establish your brand and reputation. Available with enhanced listing.
- B Logo - Your logo for the entire organization. Logos allows you to establish brand recognition and builds trust and credibility with site users. Available with enhanced listing.
- C Contact Information - Healthcare Abroad makes it easy for site users to get in contact with you. With just a click, they can send you a contact email, get the contact number, and find your physical location. Additionally, all of these inquiries are logged and presented in the tools to manage your listing, which are provided with every Healthcare Abroad listing. Phone contact Available with enhanced listing.
- D Tabbed Navigation - Users can easily switch between showing an overview of the hospital to a list of all the doctors that work at the hospital, along with their corresponding specialties.
- F Services and Accreditations & Awards - If your clinic offers unique services, such as hospital pickup and drop off, concierge, or any other amenities, they will be listed here. Additionally, if your clinic has any recognized accreditations, be they from JCI, ISO, or another recognized accreditation agency, they will be listed here as well.
- H Clinic List - A list of all the clinics in your organization, with links to their personal clinic listings.

Advertising Opportunities (All Included with a Linked Listing and above on Results page):

- G Social Media Integration - Allow users to contact you through as many social channels as you maintain. Be it Twitter, Facebook, or Google+, users will be able to quickly and easily access your social media. Available with enhanced listing.
- E Photos and Videos- Photos and videos help give users a more complete image of your organization, and makes decisions easier and more likely. Available with enhanced listing.

Who is HealthcareAbroad.com

History

HealthcareAbroad.com was conceptualized from the co-owners positive personal international healthcare experiences and their frustrations in searching for information on the internet.

After a decade living, working and starting our families abroad while building the online directory GoAbroad.com, HealthcareAbroad.com's co-founders asked "why can't we take the business experience learned at GoAbroad.com and apply it towards Global Healthcare?". It seemed impossible that in the early 2010's all the existing sources on the internet were referral and commission based businesses or paid only directories that were incomplete and inaccurate. Given the seismic political changes to healthcare in the west, the business trends towards globalization and the growing numbers of prospective patients who are looking abroad it seemed obvious and logical that a quality internet portal was needed.

For over 14 years, the team behind HealthcareAbroad.com has been creating successful international directories. Building advanced, modern technologies with easy to use web sites the team created a comprehensive directory of unbiased healthcare providers worldwide. Research and planning began in 2011. Design and production continued through 2012. The site was launched in the first quarter of 2013.

To learn more about our founders and the talented Cebu, Philippine based technical team please visit: <http://www.chromedia.com/#who>

HealthcareAbroad.com Inc. is an American corporation based in Colorado and a wholly owned subsidiary of Chromedia Inc.

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