**Website Design –**

1. **Home Page**

Home | About Us | Services | Partner with Us | Contacts | Request Quote

Our Practice Areas (**with logo**)

1. TPA/ Insurance Company & Corporate Empanelment
2. Medical Tourism
3. Hospital Marketing
4. Hospital Cashless Services

* Provide integrated cashless and claim reimbursement solutions to hospitals
* Exclusive helpdesk service in terms of enhancement and final approval
* Provide expertise to reopen old files for reimbursements
* Negotiate with TPA for PPN networking
* Regular follow up along with collection of bills within 24 hours, after the discharge of patients
* Timely reply of medical queries maintaining proper coordination and timely feedback to the patients
* Scientific scrutiny of bills before submission to the TPA/Insurance company
* Personalized care and service to the proposed ‘priority service’ patient/TPA and service provider
* Provide support during the hospitalization of patients, if required
* Responsible for answering all FAQs by the Patients, Hospitals, TPA, Insurance companies and Corporate organizations at any point of time
* Available 24X7 (in case of emergencies/crisis/critical situations)

1. Individual Support

* Personalized healthcare on demand
* Doctor appointment on demand
* Proper guidance for any investigation purpose
* Bedside support on hospitalization, mainly in case of emergencies and critical conditions
* Proper control on exaggerated bills during hospitalization
* Speedy recovery of insurance claims/reimbursement from respective TPAs

1. Latest
2. Testimonials
3. Our Blogs
4. Request a call back (“**If you have any Query regarding our Services? Send us an email and we’ll get in touch shortly, or phone between 9:00 and 21:00 Monday to Saturday — we would be delighted to speak.**”)

* Mention the Contact No. & Email ID
* Name Box
* Requirement – (*Drop Down Menu List*)
* Empanelment
* Hospital Marketing
* Cashless Services
* Others

1. Our Clients (Clients Logos are showing as marquee tool)
2. Company Logo (“**Our consultants offer global experience and local knowledge to help you focus on the big picture and succeed in any public or private business environment.**”)
3. Important Links
4. Subscribe Us!
5. **About Us** –

We love to do what we do every day. Founded in 2008, ITU Management Services is committed to improving the health and well-being of patients by providing integrated healthcare insurance management services to super-specialty hospitals, multi-specialty hospitals and common individuals.

Our team consists of dedicated professionals with varied backgrounds and diverse experiences. To serve the hospital industry better, we obtained the Insurance Regulatory and Development Authority of India (IRDAI) License to work as a team of independent insurance advisors.

Being a pioneer in the field of healthcare with over 15 years of domain expertise, our team works closely with Insurance companies and Third Party Administrators (TPAs) to provide end-to-end management services to both hospitals and patients, starting from processing personal insurance documents to recovery of health insurance claims by following a strategic workflow. This not only results in enhanced operational efficiency for our clients but also ensures the hassle free (cashless) discharge of insured patients/individuals post hospitalization. Our team has succeeded in reaching up to our clients’ expectations till date and still working hard to excel even further by following today’s best practices.

**OUR MISSION -** In a nutshell, we put our efforts not only to help reputed hospitals and corporate organizations operate better but also common individuals live a completely hassle-free life. We want them to secure health through our personalized support and help make a brighter tomorrow for the nation.

**OUR BELIEFS -** We believe in transparency, trust, commitment and teamwork. We bring motivated people at work to address the needs of super-specialty hospitals, multi-specialty hospitals, corporate organizations and common individuals. Our goal is all about ensuring better insurance management system for our clients at the clients' sites itself, i.e. within the hospital premises by introducing a separate Health Insurance (TPA) Helpdesk support exclusively for corporate and non-corporate patients, both during the time of admission and discharge. This not only helps us interacting directly with patients but also providing them or their family the customized support depending on their needs.

**HOW WE WORK –**

To provide hassle free services to each insured patient/individual, we offer our integrated cashless and claim re-imbursement service to esteemed hospitals and corporate organizations. Our operation not only entails processing claims on behalf of patients but also entails following up with enhancements from insurance companies later, along with a fast recovery process of insurance claims for our clients (hospitals). We trust our stakeholders and maintain a very sound and transparent working relationship with each and every individual within the industry. Our strong and active network in the healthcare sector, along with our domain expertise, surely gives us a competitive edge over others in the commercial sphere.

**OUR VISION -**

ITU Management Services’ Vision is to become “Brand Ambassador of Hospital Solution” and the only service promoter offering “one-stop-shop” medical travel solutions in the world, especially for the patients visiting India. Being a medical travel partner with global presence having one-stop-shop solutions shall be ITUMS Hospital Solution few of the key differentiates.

(Note – Mission, Beliefs, How we work, Our Vision – should be in short bullets)

1. **Services –**

|  |  |  |
| --- | --- | --- |
| **Hospital Solution** | **Insurance Broker** | **More Services** |
| TPA & Corporate Empanelment | Individual Insurance | Medical Tourism |
| Hospital Marketing Services | Corporate Insurance |
| Claim & Debt Management |
| Cashless & Reimbursement Process |
| ITUMS System Portal |
| IPD/OPD Marketing Solution |

**3. (A) Best Medical Empanelment Services in India**

ITU Management Services provide online best medical empanelment in India and Insurance sector has assumed immense significance and its role in healthcare needs no elaboration with the growing awareness amongst masses and classes about its need, Hospitals across verticals quite often and themselves inadequate to meet up the challenges if throws before them by TPA’s by it complex practices and high-handiness or withholding payments for more than agreed period of credit or delay in empanelment / deductions at will etc. Online Empanelment is an important exercise which directly influences increased influx of patients requiring medical treatment/diagnostic intervention.

**Online Best Medical Empanelment Services in India has various benefits to any medical practice/set up.**

* Increased coverage in patient base
* Access to patients directly through other healthcare stakeholders
* Providing convenience to patients with the provision of cashless facility
* More credibility to the practice as empanelment is a through verification process and patients perceive this as recognition especially in cases of government empanelment.
* Brand building exercise for the practice
* Empanelment is a process in which there is a provider network.

**This provider network consists of:**

* Third Party Administrator (TPAs)
* Insurance Companies
* Governmental agencies like WBHS,ECHS, CGHS, SWASTHYA SAATHI & Others Corporate
* Corporate tie ups for health check ups
* The practice/health care set up which is empanelled with this network provide cashless or charge a minimum to avail of diagnostic services or hospitalization by them.

**3. (B) Hospital Marketing in India for Hospitals: B2B & B2B2C Marketing Solutions**

ITU Management Services provide the best hospital marketing services in India and it is a way of promotion which provides high quality medical care to the consumer or community while satisfying patient and families needs. The target market includes patients and families, communities, doctors, medical personnel, hospital staff, and society. Hospital marketing has three functions - **first**, from the hospital’s point of view, through analysis of the target market, hospitals can understand the future needs of consumers and establish good management strategy for higher profitability. **Second**, from the consumer’s point of view, it provides readily available and vital information to consumers to assure them with the hospital’s best practices and value that the hospital and the doctors bring in for them to save their lives. It is our responsibility to ensure that hospitals and OPD/IPD patients can get mutually benefited through our services.

**Best medical service factors that influence consumers to choose a particular hospital**

**i. The factors that may influence the consumer’s preferences may be concluded in five aspects: quality of medical services, accessibility, medical expenses, facilities and marketing promotion.**

* Quality of medical services: refers to good medical care.
* Accessibility: refers to location of the hospital, convenience of transportation and parking facilities.
* Medical expenses: total cost of the hospital stay.
* Facilities: good, up-to-date or new medical equipment
* Marketing promotion: reputation of the hospital, word-of-mouth, efficient communication and the recommendation of friends and colleagues.

**ii. Hospital Management may start with product, price, promotion and place.**

* Product – medical services can be divided into three types: curative such as doctors’ curative or medicinal treatments), diagnostic (such as laboratory analysis, radiology check up), and other medically related services (such as home care, physical examination, health maintenance).

**iii. Price – patients are seldom price sensitive when seeking medical treatment, thus a higher price does not impact revenues if the service is differentiated & better.**

**iv. Promotion – this includes**

* Volunteer medical activities to foster a good image of the hospital.
* Publication of hospital newsletters, announcement of hospital activities, introduction of medical updates, all of which increase the understanding of the consumers towards hospital.
* Holding press conferences periodically or medical column on the newspaper, may improve the health knowledge of the consumers, and
* The superintendent and the chaplain of the church hospital may preach at the church nearby, to strengthen the relationship with the nearby churches.

**v. Place – this refers to meeting the needs of the local community.**

The medical organization restricted by the medical treatment law and the uniqueness of the medical business, public relationship always regards as the main marketing promotion, assisted by the advertisement, like volunteer medical treatment, hospital news publication, press conference, community health education, publication of academic journal, using hospital announcement board or homepage and report of characteristics and development hospital through mass media etc.

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**3. (D) Cashless & Reimbursement Solutions for Patients**

ITU Management Services Team has a team of trained professionals to provide customized reimbursement solutions for patients. At times, insurance companies and TPAs deny to provide cashless services based on their own policies, rules and regulations. In those cases, the patient has to clear the hospital bill by paying cash. Later down the line, we help those particular patients get their reimbursements back as soon as possible. If you think, you need our help, please feel free to reach out to us.

**3. (E) ITUMS Healthcare Management Portal for** (*Brief Description & Demo*)

We came up with this strategic offering based on the request from various hospital management we work with. ITUMS Web Portal is a centralized and secured management hub where all your data is safe in the cloud. We offer a vast portfolio of solutions through our Management Portal.

Please check the Demo below.**3. (F) OPD/IPD Marketing Solution for Hospitals**(*Brief Description)*

**We provide a patient-centric healthcare marketing services for our clients. Our focus is not only to increase the foot-fall of patients at your hospital but also to make sure that you are able to retain all your patients who come to visit your hospital at any single point throughout the year. We also aim to have more OPD to IPD conversions through our customized marketing solutions.**

**To know more, please get in touch with us.**

**3. (G) Individual / Corporate Insurance**

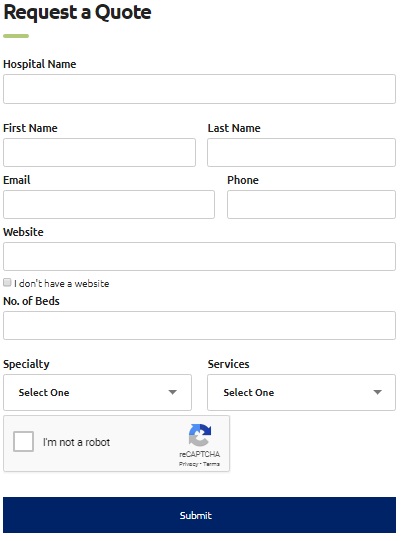
ITUMS Consultant provides health insurance which is an agreement between an insurance provider and an individual wherein the former guarantees to take care of certain medical costs of the latter based on the investment made. Some plans offer health insurance for individuals while others offer health insurance for family and group. The Individual Health Insurance plan covers only one individual, the policyholder, who will gain the benefits of the health insurance for his investment.

**3. (H) Medical Tourism Services**

ITU Management Services is the **Best Medical Tourism Consultant** in India has all necessary arrangements for UAE/GCC/Middle East North Africa patients to receive world-class medical procedures in India. ITUMS Medical Tourism also arranges for initial consultations between patients and Indian doctors, schedule procedures and make all travel arrangements. For the procedure itself, the client will be contracting directly with the medical provider. Financial arrangements, including necessary deposits, will be finalized before travel itineraries are booked and before the client is admitted to the medical facility.

**Specialized Medical Tourism Services and Solutions for Foreigners**

* Help with procuring a medical visa
* Booking travel to the country where the services will be provided;
* Airport pick up and drop off
* Consultation with appropriate specialists
* Pre-operation accommodation
* On call nurses & doctor visit at hotel
* Booking into the hospital for the operation
* Accommodation for post-operative recuperation
* Arrangements for post-operative care in the foreign country
* Book travel home from the country where services have been provided
* Arranging Travel insurance
* Air Ambulance, In case of emergencies
* Leisure Tours and local food during the entire stay
* Translators for ease in communication with locals

1. **Request Quote**
2. **Contact Us**