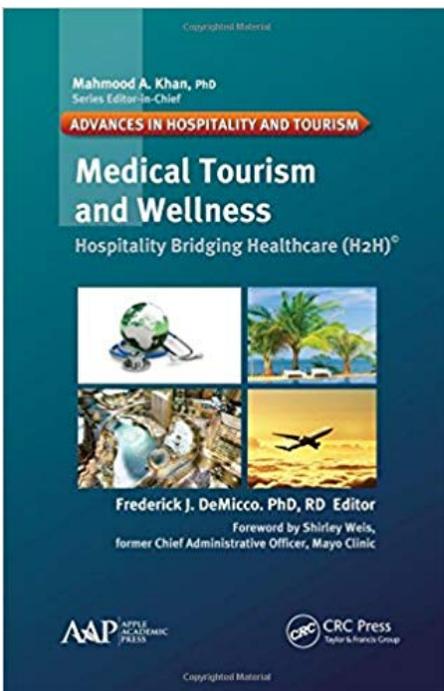


Hospitality Bridging Healthcare (H2H ©) for the Patient/Guest Experience in Medical Tourism and Wellness Settings

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Founding Member of GloMed. Education*

Overview of the Training & Education Course

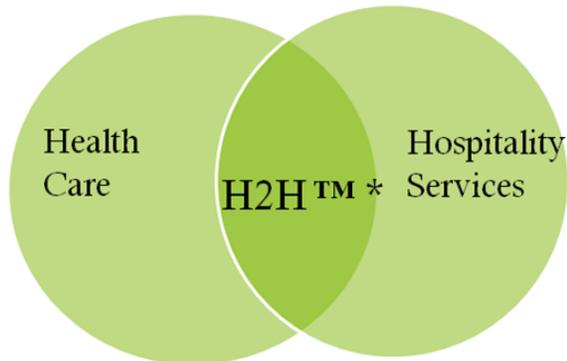
The course Hospitality Bridging Healthcare (H2H ©) is divided into three sections. SECTION I provides the overview of healthcare and hospitality and how the two have become, rightfully so - intertwined. Consumers expect quality in all of the products and services they purchase, and their healthcare purchase is no different. SECTION II of the course will examine some examples of healthcare facilities and how they integrate and bridge hospitality and healthcare. The text book to be used in the Training & Education course is pictured just below:



Picture a Venn diagram (Figure 1) with interlocking circles, with each circle representing healthcare and hospitality (Cetron, M., DeMicco, F.J. and Davies, O. (2010). The intersection of the circles provides the opportunity to raise the bar on patient/guest services for quality and positive and beneficial health and wellness outcomes. The goal of this section II is to introduce Hospitality Bridging Healthcare (H2H) and Medical Tourism & Wellness and the importance of providing high quality patient/guest services. Included will be an overview of the Mayo Clinic as a system

with many processes that have to be managed with optimal patient/guest services in mind. This section also provides an overview of the Affordable Care Act (often referred to Patient/guest services (which are tied to federal reimbursement for healthcare at hospitals today). The patient/guest service and guest loyalty practices and techniques for delivering a total guest experience will be described in several class modules. At the conclusion of Section II will be a discussion of trends and future areas for Medical Tourism and Wellness and H2H ©.

Figure 1: Hospitality Bridging Healthcare (H2H ©)



*** H2H™ : Hospitality Bridging Healthcare
DeMicco & Poorani**

The final part of the course, SECTION III, will analyze case studies and best practices in hospitality bridging healthcare provides some examples of the possibilities for hospitality bridging healthcare with some real world examples, and some case studies to help in designing, discussion of and planning H2H into these operations.

H2H © Training & Education Course Objectives

Upon completion of the course, you will be able to:

- Apply a continuous quality improvement approach and systems model thinking to lead innovative and sustainable patient/guest outcomes that promotes improved health and hospitality (H2H) services delivery.
- Communicate in writing and verbally about the Affordable Care Act (ACA) and how it is transforming healthcare.
- Describe how to apply the Systems Model approach to healthcare and be able to write about and diagram the key inputs, throughputs, outputs and feedback loop in
- The healthcare (and hospitality) system leading to a holistic patient/guest quality care and services experience.

- Apply best practices and tangible methods in the H2H system from Disney, Cleveland Clinic and the Mayo Clinic to enhance the patient/guest service experience.
- Describe health communication principles and insights for quality H2H Delivery.
- Understand and apply the medical spa concept in healthcare – exploring the role of the Registered Dietitian (RD).
- Describe research studies on Domestic Medical Tourism: A Neglected Dimension of Medical Tourism Research and a study evaluating the Performance of the Hotels in the Vicinity of the Selected World's prominent Hospitals.
- Describe international H2H and medical tourism and wellness practices around the world (including China, Switzerland, Costa Rica and other global leaders in medical tourism and H2H practices).
- Understand the future trends that will impact H2H and medical tourism and wellness and apply strategic management tools for leadership in this field.

Methods of Instruction

This course can be taught live, online or in a blended learning format to promote the comprehension of key course concepts and demonstrate mastery of knowledge gained in the course. Sessions could feature live in person, on line synchronous class meetings and some asynchronous instructional modules, assignments, and case study analyses.

Course Content

Module 1: Introduction to Hospitality Bridging Healthcare

What is the current state of the healthcare industry, and why bringing hospitality services into the medical and healthcare setting matters.

Introduce the concept of Medical Tourism and Wellness; Medical Travel; Health Tourism; etc. and why patient/guest services is tied to performance outcomes and to reimbursements.

Leadership roles that future university graduates need to assume in the H2H settings in the management and service delivery to patient/guests.

Overview of what are the key components of a hospitality system? Including checking/check out, the front desk, the guest room, and the services including housekeeping, environmental, engineering, food service and how this relates tangentially to a healthcare environment.

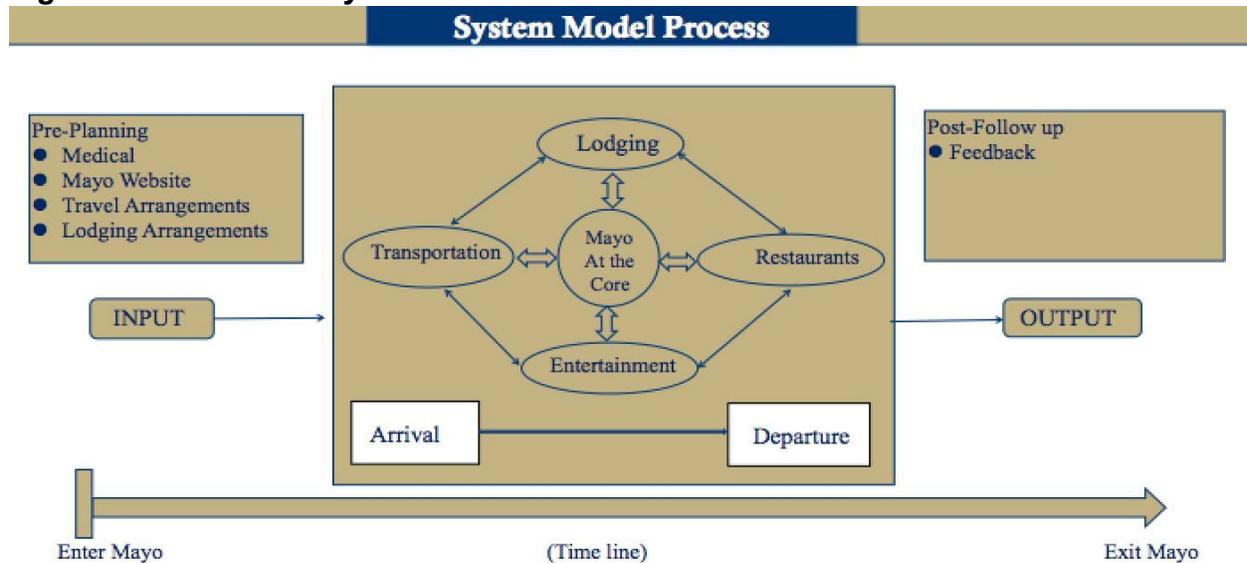
How is Hospitality linked to Healthcare around the world? Some examples and international best practices.

A first look at how healthcare hospitality can be linked to a career in this field.

Module 2: Introduction to the Systems Model and how this Model is Applied to Healthcare and its bridge and link to Hospitality Management

The Systems Model and how it fits well into H2H as a leadership tool to understand the process of patient/guest services delivery is shown in Figure 2 and Figure 3 below.

Figure 2: The H2H © Systems Model



An introduction to the concept of medical tourism and wellness using the Destination Mayo Clinic/Destination Medical Community (DMC) - the billion dollar model and plan to revolutionize healthcare delivery integrating hospitality best practices in Minnesota. Below, Figure 4 also provides a glimpse via an artist's rendering of DMC of the future.

Figure 3: A Systems Model for Medical Tourism & Wellness (H2H ©)

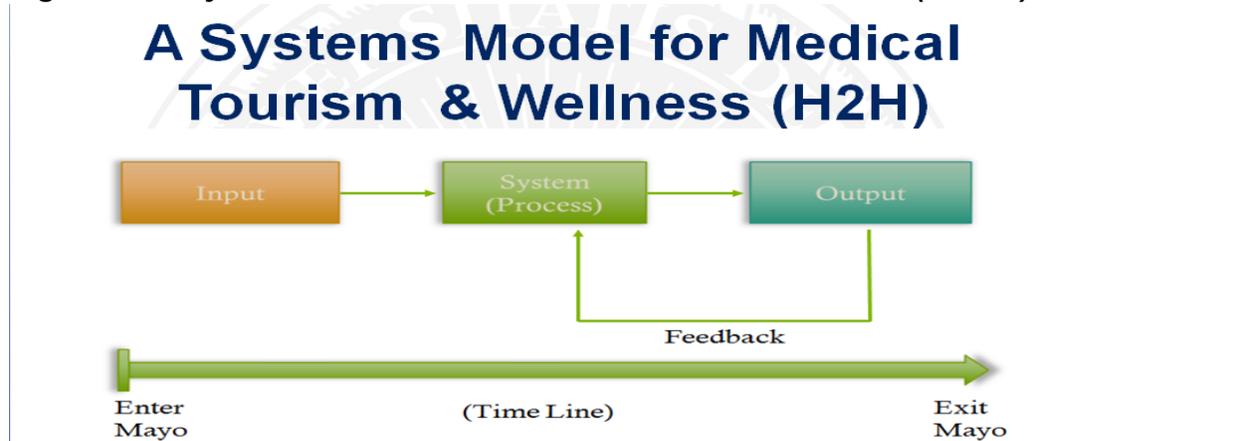


Figure 4: Destination Mayo Clinic: A Look Towards the Future



The H2H © course objectives and the remaining modules with the course outline are presented below in the following slides.

COURSE OBJECTIVES

Upon completion of the course, the student will be able to:

- 1. Apply a Continuous Quality Improvement approach and systems model thinking to lead innovative and sustainable patient/guest outcomes that promotes improved health and hospitality (H2H) services delivery.**
- 2. Communicate in writing and verbally about the Affordable Care Act (ACA) and how it is transforming healthcare.**
- 3. Describe how to apply the Systems Model approach to healthcare and be able to write about and diagram the key processes - inputs, throughputs, outputs and feedback loop in the healthcare (and hospitality) system leading to a holistic patient/guest quality care and services experience.**

4. Apply best practices and tangible methods in the H2H system from Disney, Cleveland Clinic and the Mayo Clinic to enhance the patient/guest service experience.
5. Describe health communication principles and insights for quality H2H Delivery.
6. Understand and apply the medical space concept in healthcare – exploring the role of the Registered Dietitian (RD).
7. Describe research studies on Domestic Medical Tourism: A Neglected Dimension of Medical Tourism Research and a study Evaluating the Performance of the Hotels in the Vicinity of the Selected World's prominent Hospitals.

8. Describe international H2H and medical tourism and wellness best practices around the world (including Korea, China, Switzerland, Costa Rica and other global leaders in medical tourism and H2H practices).
9. Understand the future trends that will impact H2H and medical tourism and wellness and apply strategic management tools for leadership in this field

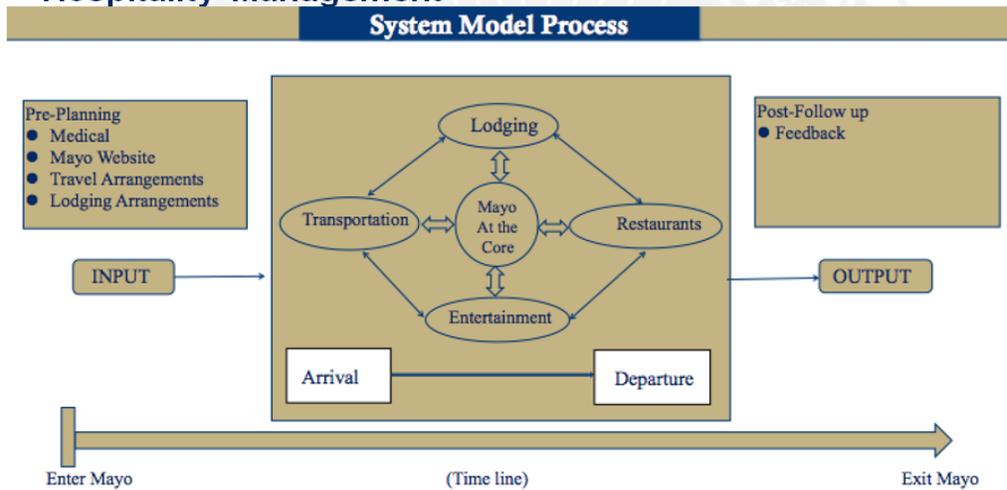
COURSE CONTENT

Module 1: Introduction to Hospitality Bridging Healthcare

- What is the current state of the healthcare industry, and why bringing hospitality services into the medical and healthcare setting matters.
- Introduce the concept of medical tourism and wellness and why patient/guest services is tied to performance outcomes and to reimbursements.
- Leadership roles that future university graduates need to assume in the H2H settings in the management and service delivery to patient/guests.

- Overview of what are the key components of a hospitality system? Including checking/check out, the front desk, the guest room, and the services including housekeeping, environmental, engineering, food service and how this relates tangentially to a healthcare environment.
- How is Hospitality linked to Healthcare around the world? Some examples and international best practices.
- A first look at how healthcare hospitality can be linked to a career in this field.

- **Module 2: Introduction to the Systems Model and how this Model is Applied to Healthcare and its bridge and link to Hospitality Management**



- **Module 3: The Affordable Care Act (ACA) in Healthcare: How Hospitality Fits in as an Indispensable and vital service.**
- Overview of the ACA: What is it, what it does and why is it relevant to H2H.
- How the ACA protects the patient/guest in a medical setting.
- Why hospitality services are integral to the ACA
- The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)
- HCAHPS Composite measures
- A realistic preview of the HCAHPS Survey and the Patient Experience. Student application and role playing in the H2H environment.

- **Module 4: Leadership in the H2H Setting: Best practices from other industries**
- A Disney approach to H 2 H and medical tourism and Wellness.
- If Disney Ran your Hospital. What tools will they bring to ramp up patient/guest services? Examples from Disney from Dr. DeMicco applying his Ductorate Degree skill set to healthcare and from Fred Lee (trainer and author).
- Why the frequently used 1 to 5 Likert rating scale is counterproductive to delivering excellence and what needs to be done to bring about patient/guest loyalty in an increasingly competitive healthcare marketplace.
- How to anticipate patient/guest needs and say “Yes”.
- How to write an Effective Service Script for “cast members” in the H2H settings.
- Students will develop a creative and practical service script for application in a real world H2H setting and perform this.

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- **Module 5: Bringing Hotel Hospitality Service Skills to Healthcare: The Guest Service GOLD 7 Step Training Program**
 - Bringing Hotel Hospitality Service Skills to Healthcare: The Guest Service GOLD 7 Step Training Program
 - The Power of the Patient/Guest story and how to make them feel welcome, comfortable and well communicated with.
 - Intuition for serving patient/guests not just caring for them: What is the difference and why is it important?
 - Patient/guest service Initiative, delivery, follow through and recovery.
 - Student case study to design a The Guest Service GOLD 7 Step Training Plan for a real world environment.
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- **Module 6: Health Communication: Insights for Quality Hospitality Bridging Healthcare (H2H) Delivery**
- Why a health communication skill set is important in the H2H environment.
- Individual Differences in Patients and how to use personalized communication tools.
- Cultural Differences toward health and healthcare communications (e.g. Islam, Hispanic, Asian, African Americans).
- The importance of understanding how online communication impacts different demographic and cultural patient/guests.
- Future research needs: A discussion and suggestions from the class.
- **Module 7: The Medical Spa in Healthcare- Exploring the Role of the Registered Dietitian and Nutrition**
- Trends shaping the Medical Spa and the evolving world of healthcare delivery
- Medical Spa characteristics, services, considerations. Medical Spas, a new concept or not?
- How Medical Spas addresses a continuum of Health Goals.
- Medical Spas Services are delivered by Varied Health Professionals (a look at the medical doctor, RN's, personal trainers, RD's).

- **Module 8: Research Case Studies in H2H and Medical Tourism and Wellness**
- **Domestic Medical Tourism Opportunities: A Neglected Dimension of Medical Tourism Research**
- **Evaluating the Performance of the Hotels in the Vicinity of the Selected World's prominent Hospitals an Empirical Research Project**
- **Case Study: Club Med(ic): If This Is Wednesday, It Must Be My Hip Replacement - Future Trends**
- **Case Study: Research by Professors and Switzerland Partnership Lead to New Innovations in Medical Tourism and Wellness.**
- **Case Study: Best Experience Practices in Medical Tourism.**
- **Case Study: Best Experience Practices in Medical Tourism.**
- **Case Study: Medical Tourism Opportunity in China. Using the Strategic Model Analyses Tool.**
- **Case Study - Medical Tourism in Costa Rica: Recovery, Rainforests, and Restructuring: Opportunities for Hotels Bridging Healthcare (H2H).**

Conclusion

In healthcare, approximately 75 % of hospital/Healthcare services are hospitality related services (DeMicco, F.J. and Poorani, 2016; Cetron, DeMicco & Davies, 2010).

In the future, employees in healthcare management, nursing, dietetics, etc. will have the opportunity to manage and lead the entire H2H © system on medical campuses. The hospitality and healthcare management skills, knowledge and experiences you learn about from the course content described above will serve you well to lead complex H2H © enterprises.

References

- Cetron, M., DeMicco, F.J. and Davies, O. (2010). Hospitality 2015: The Future of Hospitality & Travel. The Educational Institute of the American Hotel & Lodging Association. Orlando, FL, USA.
- DeMicco, F.J. (2016). Medical Tourism & Wellness: Hospitality Bridging Healthcare (H2H ©). Apple Academic Press. New Jersey, USA. (In press).