

## Press Release for GloMed

### Global Medical Tourism Boosts Hotel Revenue: New Resources Portal

Hotels/Hospitality Bridging Healthcare (H2H) ©

<https://glomed.education/>

A new portal which provides information for hoteliers and resort operators is now available. To access click on:

<https://glomed.education/>

According to Professor Dr. Frederick DeMicco at the University of South Florida Sarasota/Manatee and Dr. Adel Eldin, a Board-Certified cardiologist in the Tampa, Florida area; who is the CEO/Founder of Florida Medical Tourism(FMT) which serves inbound, outbound and domestic clients with their Medical and Wellness Tourism needs;

“Medical tourism is one of the hottest niche markets in the hotel/hospitality and travel industry. Hotels can - and are benefitting from Medical Travel. Medical Tourism & Medical Travel and Wellness is estimated to be a worldwide multi-billion dollar industry. People travel all over the world for medical procedures and treatments. Some do so for medical tourism (building in a vacation, or accompanying family members and may seek tourism activities - such as while at the Lake Nona Medical City in Orlando and going to the Disney theme parks)”.

Medical tourists spend an average of \$3,800 to \$6,000 per visit, including direct costs for medical services, accommodations, and local and international transportation. Accepting the high-end estimate of \$60 billion a year in 2016 revenues brings the 2025 forecast to nearly \$310 billion (DeMicco, Cetron & Davies, 2018).

The one common denominator is the need for hospitality, hotel, travel/ tourism planning to and from and at the medical travel destination. We term this Hospitality Bridging healthcare (H2H ©). With

the multitude of H2H © travel service providers, hospitality/healthcare professionals and medical travel service providers all need to be integrated to serve the Patient/Guest coming in to the health/medical facilities and staying at your hotel, resort or rental. The Global Medical education/training and research portal examines the integration of the traveling medical Patient/Guest to the Lodging destination.

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There are entire industries built around medical travel and tourism. These include medical hotel concierges (Pre-Hab or Pre-Habilitation services) who help book the travel to the medical destination, assist with the transportation and lodging and all of the services provided at the medical travel and/or medical tourism destinations. In addition, at patient/guest discharge, other medical travel services are provided in the transfer to a hotel for rehabilitation (Post-Hab or Post Rehabilitation), in hotel management services, and also transportation oversight and in-home care Post- Hab. GloMed Training & Education faculty provide the art and science of Hospitality to bridge and integrate seamlessly and holistically with Healthcare (H2H ©), to create the optimal high quality Patient/Guest Experience.

For more information:

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