



## Process and Protocols in International Medical Tourism: The South America Experience.

**Juan Pablo Salazar Arias**

CEO, Geomedical Health, Colombia.

### Abstract:

How is the medical tourism industry in Latin America? A short review on medical tourism industry performance in South America. Quality on medical tourism? its not about the seal, its about process and protocols. Step by step on an international patient management. Digital marketing in medical tourism: 3 examples of good and bad practices in Latin America. Provide a glimpse of the current status of medical tourism industry in Latin America. Provide real examples of process and protocols management on medical tourism quality. Geomedical Health Group is a global health consulting firm based on Latin America (Colombia). In the last 8 years has provided consultancy and advisory services to clinics, hospitals, hotels, spa, national governments and Cluster -type initiatives on Medical Tourism, International patient management, quality on international patient management, patient experience, digital marketing, health innovation, telemedicine and e-health initiatives in the healthcare sector.

### Biography:

Juan Pablo Salazar, is a committed leader and entrepreneur, strongly engaged with Latin American social and economic development trough his activities in volunteering and business activities. Juan Pablo Studied Medicine and holds a Masters on Public Health. Worked with young lead organizations and NGOs for the last 14 years, such as Global Shapers Community (World Economic Forum) , AIESEC, and other local NGO's: Opción Colombia, Jornadas Juveniles Lationamericanas, Colegios por Manizales, Recojo, Juventud Zeri, Líderes y Emprendedores, La Tierra del Café, among others. Is currently the CEO of GEOMEDICAL HEALTH, his 7 th company, building a better international health promotion and en-



abling access to health through travel (medical tourism) and technology (telemedicine). With Geomedical is creating a new experience to access to health services in Latin America.

### Publication of speakers:

1. Ceciliano, Juan & Hernández, José & Morera, Rosario & Navarro, Alexandre & Cambronero Solano, Sergio. (2019). Patrón de circulación y características de masa de agua área adyacente a la isla del Coco, Costa Rica. 10.15359/cicen.1.32.
2. Navarro, Alexandre & Hernández, Mauro & Sakson, Daniel & Ceciliano, Juan & Cambronero Solano, Sergio & Quesada, Isabel & Zumbado, Fausto. (2019). Aspectos hidrográficos de la Bahía de Santa Elena en el Pacífico norte de Costa Rica. 10.15359/cicen.1.56.
3. Cambronero Solano, Sergio & Vargas-Hernández, José & Sakson, Daniel & Tisseaux-Navarro, Alexandre & Ceciliano, Juan & Morera, Rosario. (2019). Caracterización de las condiciones oceanográficas en el Golfo de Nicoya, Costa Rica. 10.15359/cicen.1.58

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