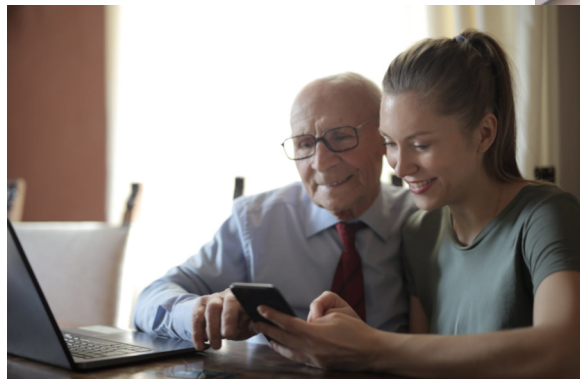


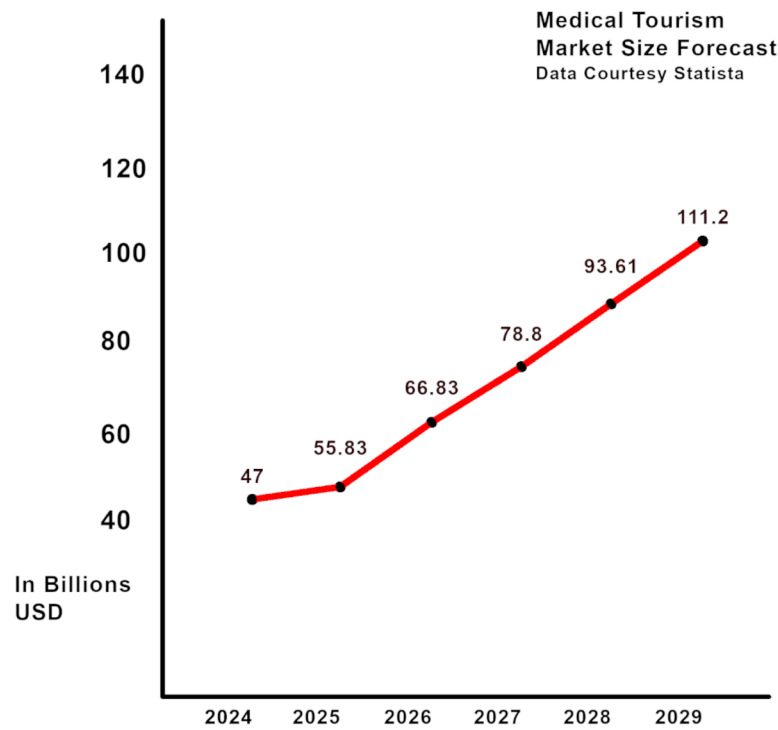
medTOUR assist

Elevating Medical and Wellness Travel
One Tour at a Time



With recent and current global health events, more than ever, consumers have become more mindful of their own wellbeing and are willing to spend money to keep health issues in check. To contend with ever rising health care costs for elective, non-elective and dental procedures, consumers are finding creative ways to save money and reduce health and wellness related expenditures. Medical procedure costs vary from country to country with some regions offering considerable savings over places like North America and Western Europe.

The availability of cheaper medical and dental procedures abroad forged the Medical Tourism category as consumers are eager to combine leisure travel with more affordable healthcare in one journey. Medical Tourism covers a broad healthcare spectrum, as travelers have completed both elective and non-elective procedures in foreign countries. Prohibitive waiting times for non-elective procedures positions medical tourism as an attractive alternative. Cost savings on elective procedures plus travel expenses can sometimes be cheaper than the procedure itself in certain countries, also driving interest in medical tourism. Dental services remain the leader in medical tourism as travelers seek out cheaper alternatives for expensive work that has to be done.



Upward Momentum for the Market

Increasing demand for affordable and available medical services gives a rosy long term outlook for the Medical Tourism category. Driven by continually rising healthcare costs and capacity challenges in developed nations, consumers are turning to lower cost options abroad, for both non-elective and elective procedures. Set for steady growth, the global Medical Tourism market has a CAGR of 15.4% and is expected to top \$111 billion (USD) in value by 2029 (Statista).

Last year, the leading medical procedures for the category were (Statista):

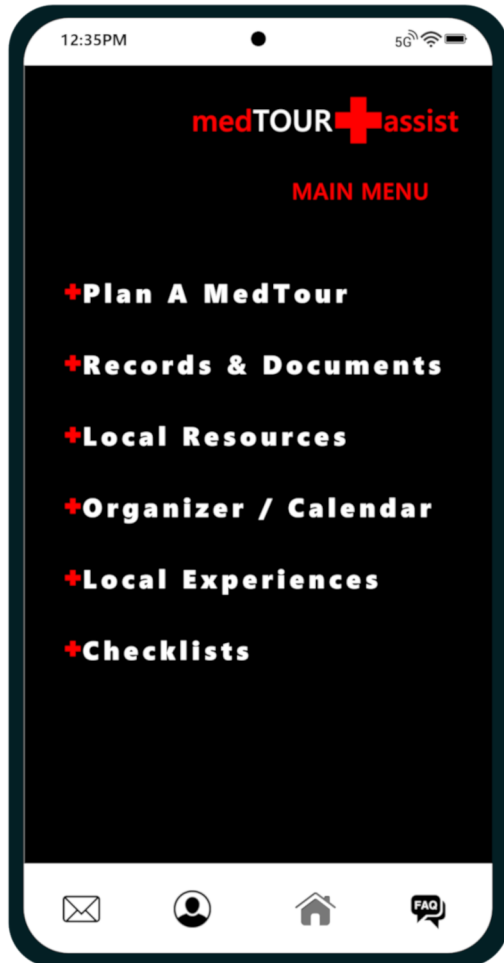
- **Cosmetic Procedures** - 25%
- **Dental Services** - 15%
- **Fertility Treatments** - 12%
- **Optical Procedures and Orthopedic Treatments** - 10% respectively

Inflationary and economic challenges have impacted spending on healthcare. In the United States alone, out of pocket healthcare expenditures grew 6.6% in 2022 to \$471.4 billion (US) and is set to rise as costs continue to push forward. Increasing deductibles and reduction in coverage by insurance companies is also a factor in increasing demand for Medical Tourism.

Creating Conveniences When it Matters the Most

Medical Tourism offers an affordable and practical way for travelers to meet their healthcare and wellness needs but there are added complexities with medical procedures in the itinerary. One of the main challenges for travelers is navigating through a foreign country's medical infrastructure. Even finding facilities themselves can be challenging and unknowns while abroad will only add to the medical traveler's stress level. Mobile device technology, namely smartphones, have become the go-to essential travel accessory and has proved itself a valuable tool during trips.

Smartphone capabilities can create important and needed conveniences for travelers while on medical trips as well, removing many of the stresses and unknowns associated with seeking healthcare in other countries. Travelers who can quickly access critical, market specific, healthcare information in real time can enjoy those conveniences and are more likely to have a smoother and less stressful medical or wellness journey. Smartphone technology can also provide benefits before and after the trip, crucial components of the overall experience and success of the journey.



Welcome to medTOUR+assist

medTOUR+assist is a mobile app for medical travelers that can organize important journey details and documents, as well as offer localized resources to elevate the journey and create conveniences for the traveler, ensuring a smooth and enjoyable medical trip.

medTOUR+assist is a brand new mobile app for the Medical Tourism category and offers all-in-one capabilities for travelers heading abroad for medical and wellness procedures and services. Using advanced smartphone functionality, medTOUR+assist offers conveniences to travelers by keeping the entire journey organized and delivering real time, healthcare information specific to the region. medTOUR+assist also provides support and convenience pre and post journey, reducing some of the stresses associated with medical travel.

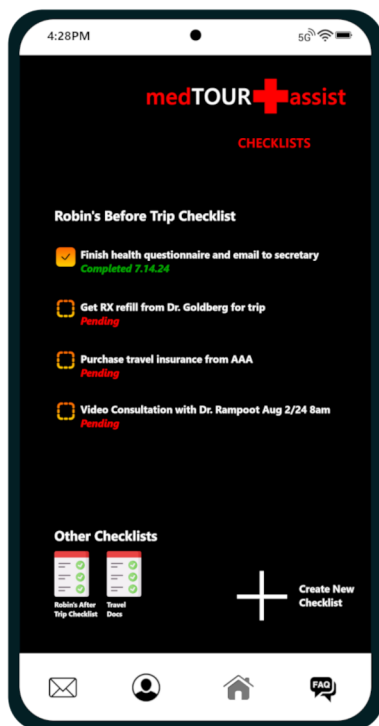
medTOUR+assist is designed specifically for medical travel and offers a 'one touch' system to access important trip related documents, checklists, facility addresses and localized navigation. The app can also elevate the user's journey by offering real time leisure opportunities and experiences, specific to the locale. medTOUR+assist's all-in-one design makes it a handy and essential tool for medical and wellness travelers.

medTOUR+assist: Specifications and Features

Geared directly for medical and wellness travelers, medTOUR+assist harnesses the capabilities of smartphones to offer features and services that deliver convenience and enhanced experiences to users. medTOUR+assist has a clear and understandable interface for ease of use on-the-go and offers the following user-friendly features:

- **Medical Trip Planning** - Users can set up a complete itinerary with transportation details, destinations, dates and appointment times
- **Quick Access and Storage of Medical Documents / IDs** - Medical and identification records can be securely stored locally on the device and organized and accessed within a trip plan
- **Local Healthcare Resources / Regulations** - Provides important and essential healthcare information such as facility details and regional rules and regulations with just a few presses
- **Personal Organizer / Appointments** - Centralized location to store important appointment times, set reminders and notifications as well as recording any pre and post trip appointments / tasks
- **Local Leisure Opportunities** - Offers suggestions for leisure, cultural and exploratory ideas unique to the location
- **Checklists** - User can manage and edit checklists related to the medical trip

Medical and wellness travelers will appreciate medTOUR+assist's, powerful features that organize and centralize aspects of the trip as well as the app's ability to localize the experience for both medical and leisure legs of the journey. medTOUR+assist will employ 2FA / 3FA login protocols and localized storage for sensitive documents as proactive security layers and operates securely on both Android and iOS mobile platforms.



medTOUR+assist: Benefits to Healthcare Travelers

Travelers look to their mobile devices for convenience and medTOUR+assist delivers needed and desired benefits to users before, during and after the medical or wellness trip. Some key benefits to medical travelers are:

- Easily plan complex medical itineraries and schedules
- Get information on local healthcare facilities and regional regulations in real time
- Access and refer to important medical documents and IDs quickly
- Stay on time with medical appointments
- Keep track of any pre and post procedure needs
- Localizing the leisure part of the medical trip
- Find facilities easily with localized navigation

Medical journeys can be stressful and harrowing at times, especially when seeking services abroad but medTOUR+assist can create those needed conveniences to help alleviate some of that stress and elevate the entire experience.

Elevating Medical and Wellness Travel, One Tour at a Time

The outlook for growth in the Medical Tourism market is positive as travelers are eager to combine medical and wellness services with leisure experiences. Affordability plays a role in growth of the category as healthcare costs continue to rise and, in some areas of the world, capacity shrinks. Planning and executing medical travel can be a daunting experience but technology can be a powerful tool for users and can provide valuable assistance and resources before, during and after the journey. medTOUR+assist is designed specifically for medical travelers and offers a host of features that create conveniences and deliver benefits to medical travelers.

medTOUR+assist is positioned as paid subscription service and is currently #indev (Aug/24).

Thank you for reading.



A mobile travel
app project by:



Contact Us:

W: medtourassist.com

E: doron@traveltechnologysolutions.net

X: @MedTour_ASSIST