



Give patients and industry leaders an in-depth review of your hospital from the most trusted resource in medical travel.



Look your best

The *Patients Beyond Borders Focus On™* series gives your hospital an opportunity to reach international medical travelers while building your global brand. Our growing list of *Focus On* partners includes world-class hospitals in leading healthcare destinations: Barbados, Brazil, India, Japan, Korea, Malaysia, Thailand, the United States, and more.

Since 2007, *Patients Beyond Borders®* has introduced millions of patients and healthcare consumers around the world to contemporary medical tourism and health travel. Now the best-selling and most authoritative source of consumer information on medical tourism, *Patients Beyond Borders* has garnered more than 140 million print and broadcast impressions from the world's best-known, most influential media sources.

"Patients Beyond Borders prepared me fully for my trip! I used it to find the best hospital and treatment for my condition."

—Mariana S., patient

Objective, informative, and accessible

A series of 32-page, full-color publications, *Focus On* profiles leading international hospitals in a consumer-friendly style. Each *Focus On* features one eligible hospital and offers a comprehensive review of its specialty centers, physicians, facilities, signature services, accreditations, and more.

"I had no idea choices like this were available in the world. Thank you, thank you Patients Beyond Borders."

—Stephanie B., patient

Focus On publications are distributed digitally worldwide and can be printed in any quantity.

This authoritative series of publications is researched, written, and produced exclusively by the *Patients Beyond Borders* editorial team. You provide us with the details on your hospital, and we do the rest.





Patients are looking for the best in healthcare. Make sure they find your hospital with trusted information, compelling patient stories, and inspiring images.

Extend your hospital's brand globally

Through an exclusive agreement with our distribution partners, your *Focus On* will be assigned a unique ISBN, allowing access to extensive distribution channels available only to publishers:

- ◆ **Leading digital platforms**, including Apple iBook, Amazon Kindle, Google Editions, ePUB, and more
- ◆ **Popular mobile devices**, including iPhone, BlackBerry, and Droid
- ◆ **Public and private libraries** through eBrary, including 5,000 medical, reference, business, and professional libraries

With publication of your hospital's *Focus On*, our communications team will implement a customized, targeted marketing campaign, including:

- ◆ Creating **two press releases** announcing the publication of your hospital's *Focus On*
- ◆ Placing your releases on **leading wire services** and news feeds targeting over 3,500 global media outlets
- ◆ Distributing your releases via email, along with a digital copy of your *Focus On*, to the **Patients Beyond Borders media list**, which includes over 1,600 selected journalists and industry players
- ◆ Producing **feature articles** to appear in the *Patients Beyond Borders* newsletter and on social networking sites

Access our extensive global media relationships

Your *Focus On* allows us to introduce your hospital to the world's leading print, broadcast, and Internet media from the authoritative perspective of *Patients Beyond Borders*. With access to widely distributed international and regional media, your hospital will reach new and broader audiences.

PBB Focus On

Getting Started

Subscriber Rate
US \$12,500

▶ *Subscriber rate includes three free updates. Please ask about frequency and multiple site discounts.*

Features

- Key specialties and procedures
- Technology and innovation
- Signature services
- Patient stories
- Destination guide

For more information

or to request a *Focus On* sample, please contact:

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