

Establish, build, extend, and sustain your facility's brand—regionally and around the globe

Put your hospital's resources to their best use



Patients Beyond Borders products provide lasting value—far beyond the occasional advertisement, conference, or media review. Our full suite of offerings forms a powerful global brand that helps you:

- ◆ Translate your hospital's attributes and achievements into **compelling messages for both traditional and new media**, including print, online, video, mobile, and social networking
- ◆ **Leverage the *Patients Beyond Borders* brand** to engage patients, media, and industry leaders
- ◆ Cost-effectively **extend your visibility** through book, retail, and digital distribution channels, as well as search engine optimization
- ◆ **Reinforce your message regionally** through targeted media campaigns and translations
- ◆ **Keep your hospital in the news** with a program of frequent, informative, and creatively presented product releases and updates

Our programs extend to your doorstep and you may re-print or distribute our print, digital, and video offerings, as long as you do not alter the content.

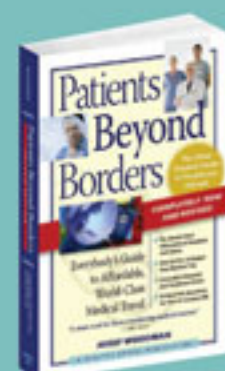
Turn a good deal into a great one

Things work better when they work together, and our products are designed to coordinate with one another for maximum impact.

For example, your *Patients Beyond Borders* View videos appear in your *Patients Beyond Borders* Focus On, and elements of both are posted on our Compass website and HealthTraveler mobile phone application. *Patients Beyond Borders* Stories appear in *Focus On*, enhance your facility listing in Compass, and connect you to our social networking community.

"Patients Beyond Borders was my guide through the process of considering, researching, deliberating, and deciding to go abroad for surgery. . . . The book rarely left my side in the months I was considering health travel."

—Nancy S., patient



Packages

Patients Beyond Borders

The most trusted resource in medical travel

Package Levels and Pricing



Patients Beyond Borders packages are carefully crafted to meet a wide range of hospital marketing needs and are available to selected facilities reviewed by the *Patients Beyond Borders* editorial staff.

Bronze (us\$24,750)

▶▶ **Best for hospitals that want to launch a program targeting international patients**

Patients Beyond Borders Focus On

Patients Beyond Borders View (TourView and PatientView videos)

Patients Beyond Borders Stories (10)

You save 10%—us\$2,750*

Silver (us\$33,075)

▶▶ **Best for hospitals that have established international patient resources and are ready to extend their brand globally**

Patients Beyond Borders Focus On

Patients Beyond Borders View (TourView and two PatientView videos)

Patients Beyond Borders Stories (25)

You save 10%—us\$3,675*

Gold (us\$48,854)

▶▶ **Best for hospitals that have a significant number of regional patients and seek to reinforce their brand internationally by highlighting innovation and leading specialties**

Patients Beyond Borders Focus On with translation into one additional language

Patients Beyond Borders View (TourView and three PatientView videos)

Patients Beyond Borders Stories (50)

You save 15%—us\$8,621*

Platinum (us\$70,189)

▶▶ **Best for hospitals that have a significant number of regional and global patients and wish to sustain their market share and brand**

Patients Beyond Borders Focus On with translation into two additional languages

Patients Beyond Borders View (TourView and four PatientView videos)

Patients Beyond Borders Stories (100)

You save 15%—us\$12,386*

Additional Savings

- ◆ Two-year subscription: additional 10% discount
- ◆ Three-year subscription: additional 15% discount
- ◆ Discounts available for hospital groups and multiple site facilities

*Savings based on à la carte pricing