

“After surgery people were sort of blown away . . . they were all crowding around . . . and couldn’t believe my range of motion.” (Jake told his neighbor. We told everyone.)

Maximize the power of your patients

Your community of patients is your best asset, and nothing is more powerful than the goodwill generated by a word-of-mouth referral from a satisfied patient—whether in your back yard, a neighboring country, or halfway around the world.

A patient referral is even more compelling when discovered through an independent, credible third-party source. *Patients Beyond Borders* Stories™ are patient narratives created exclusively by the *Patients Beyond Borders* editorial team. Collected stories are posted on the *Patients Beyond Borders* Compass™ website, and distributed widely, searchable by age, gender, nationality, language, diagnosis, and medical procedure.

PATIENT STORY
Anadolu Medical Center
Istanbul, Turkey
 Jeff F., Nevada, USA



Jeff discovered he had a heart murmur during a physical exam 15 to 20 years ago. The murmur was from a “valve problem” which he planned to live with until he was Medicare-eligible (age 65). However, he had what he calls a “little heart attack” in November 2008.
Excerpt from *Patients Beyond Borders* Stories

Word-of-mouth referrals are your primary source of new patients

“After experiencing medical tourism, I would definitely go abroad for surgery again.”

—Eileen C., patient

Using a selection of patients compiled by your facility, and based on specialty and procedure, the *Patients Beyond Borders* editorial team conducts a telephone interview with each patient and produces an engaging, 500-word story. Completed stories are tagged for optimum search returns and posted both in English and the native language of the patient. All stories are anonymous and patient information is always confidential.

You provide us with selected patient contact information and we do the rest.



Stories

Patients Beyond Borders

The most trusted resource in medical travel



“We found the team supportive, patient, and kind—willing to take stressed-out calls, hold hands, and explain procedures.” —Bella R., Patient

Use the reach of the web to generate referrals from around the world

We encourage hospitals to work with our editors and marketing team to creatively distribute their patient stories:

- ◆ **Maximize online search** so patients can easily find stories relevant to their condition and point of view
- ◆ Link to *Patients Beyond Borders* social networking channels to create a **community of patients**
- ◆ Republish patient stories to provide a source of compelling, **third-party content for your website**
- ◆ Use the aggregated data from your patient stories as a **neutral source for consumer feedback**

Don't let a good story go untold

Work with the *Patients Beyond Borders* communications team to make sure your patient stories reach a wide audience. We help you:

- ◆ Incorporate patient stories and aggregated customer satisfaction data into **targeted media releases**
- ◆ Use keywords to tag your stories for **best search engine results**
- ◆ Highlight your Stories in a *Patients Beyond Borders Focus On* (for *Focus On* clients only)

Patients Beyond Borders Stories can also be posted on your website, included in social networking sites, and distributed to clients, partners, and patients.

PBB Stories

Getting Started

Subscriber Rate

US \$4,500

- ▶ *Subscriber rate includes 25 dual-language stories. Please ask about multiple site or volume discounts.*

Features

- 500-word summaries
- Impartial editors
- Multi-language versions
- Tagged for optimum online search
- Generalized for customer satisfaction data

For more information

or to request a *Stories* sample, please contact:

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