

# BALTIC MEDICAL DESTINATIONS

Initiative of CanCham Health, Leisure and Education Group

## HEALTH WITH BENEFITS

World recognized, technologically sophisticated and  
professional medical destinations in Latvia

Business opportunities for Can Cham members



Una Brūna,  
Group Leader,

Health, Leisure and Education

# Development

## Foundation

*January 02, 2019*

*Can Cham DMC program, initiative of H,L&E group. Idea: health care incorporates all industries that are represented in Can Cham, offers business opportunities by combining efforts and thus reducing initial investment costs.*

## Year 2021

*Business model and strategy developed by a focus group of Can Cham, members and DMCs involved. Product ready to launch by the end of 2021*

## Year 2020

*Development of Portfolio of services based on tailoring and bundling principles, introduction to Can Cham members and DMCs*

# Services and Benefits



Clients seeking tailored  
bundle medical services  
recruited by DMCs  
outside Latvia



Baltic Medical  
Destinations – DMC in  
Latvia

Connecting clients with  
care and service providers



Medical care and other  
service providers



# Services and Benefits

## Services related to medical care:

- planning, supervising medical services on site and on line
- communication with clients and health professionals
- guide in the medical center if necessary

## Additional services:

- travel, transfer, lodging, catering
- tours within the country
- tips for shopping, entertainment



## Benefits:

- tailored bundle services
- safety and trust
- economy

## Result:

- satisfied client
- recognition of and trust in Latvia medical care abroad

# SIA «Baltic Medical Destinations» (DMC in Latvia)

## Mission

Provide experience based excellence in medical destination coordination and tailored bundle services for patients seeking medical treatments in the Baltic States, prioritizing Latvia, a European country dedicated to providing technologically and professionally high standard medical treatments to patients regardless their home country but seeking for safe, trustful and timely service for the best investment – benefit ratio.

## Moto

Health with benefits.

## Values

Trust in professional medical services and care about clients' needs.

# International DMCs

## UK, Scotland

John Birchmore, SHREWS Ltd., <http://www.shrews.co.uk/wordpress/>  
john@balticmedicaldestinations.com

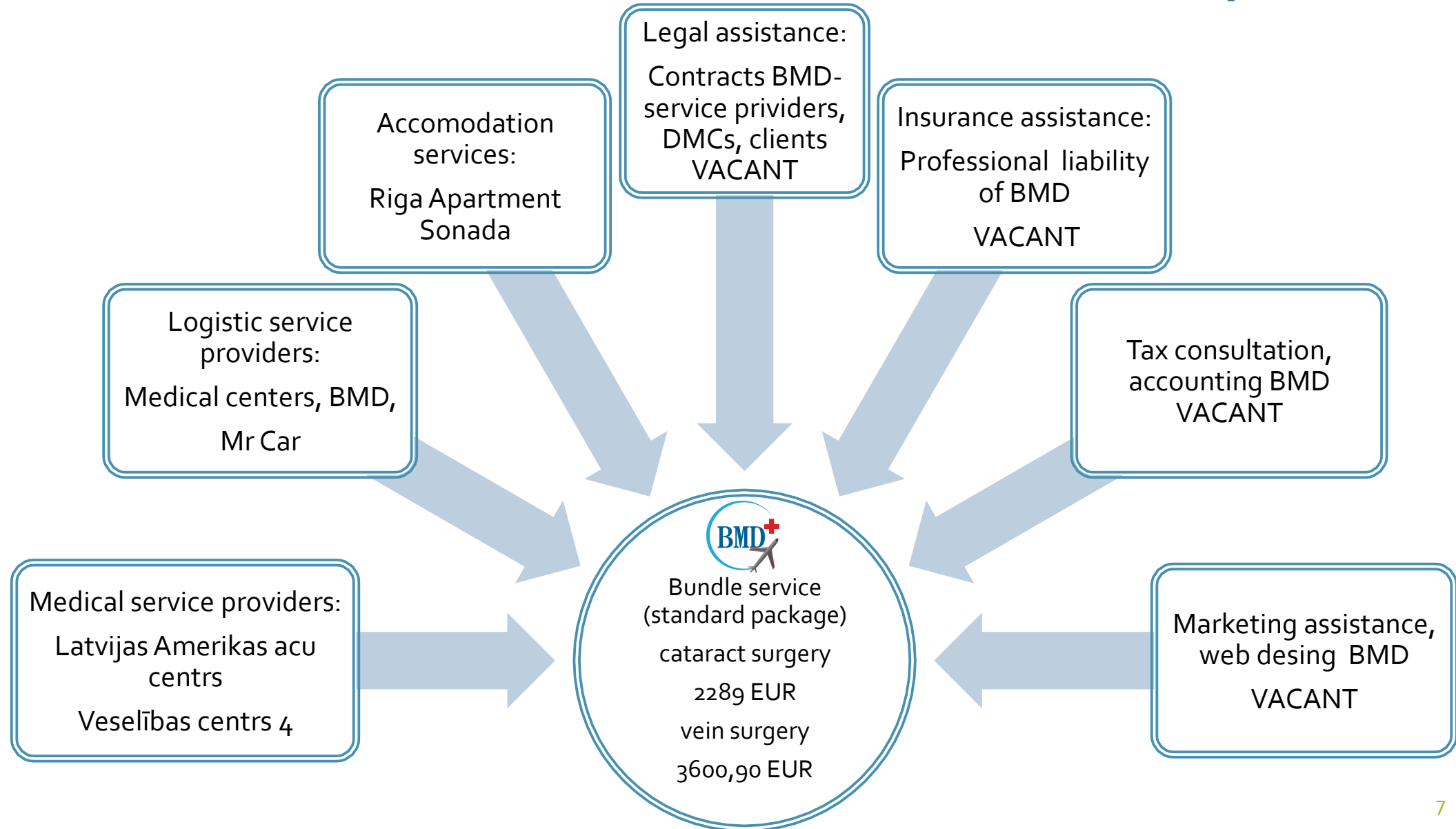
## Canada

Arnis Rozītis, CanCham DMC Coordinator in Canada, located in Calgary, Canada  
Samuel Davidovich, Transcontinental Consulting Company, located in Toronto, Canada

## Others

Looking for candidates

# Members of the Can Cham involved and vacant positions



# Process

- DMC recruits clients, gives clients discount codes and contacts of BMD. Discount amount approx. 150 EUR is placed on top of the package deal.
- Clients contact BMD, show the discount code unique for each DMC.
- BMD uses the code to recognise DMC for paying out the DMC's fee.
- BMD informs medical service providers, confirms the logistics part. If clinics do not provide logistics, the next service provider gets involved. Confirms with the accommodation providers.
- BMD prepares the package, confirms with the client, invoices client for 25% down payment to reserve appointment, invoices for 75% 2 (two) weeks prior to arrival. If trip has to be organized within a week or two, down payment is 100%.
- Clients organize their own flight, inform BMD about the arrival, departure dates and times.
- Client arrives, is met by the BMD at the airport, transferred to the accommodation place.
- BMD pays for the services of all service providers on the date client arrives.
- BMD takes care of the client during the stay in Latvia.
- After the client departs from Latvia, BMD pays DMC's fees.



# Process

## **Reservation policy:**

- 25% down payment when the package is confirmed
- 75% down payment prior to arrival. How many days? (2 week)

## **Cancellation policy:**

- Client cancels the trip for appropriate reason at least one week prior to the appointment date, client is eligible for 75% down payment refund. No down payment refund after that date. If trip was organized within short notice and canceled by client, refund of 50% of down payment applies.
- Medical service provider cancels treatment, BMD has the right to offer service of other medical care provider and confirm with the client. If client rejects the offer, full refund applies.
- BMD cancels trip, full refund applies.

## **Legal framework: ASSISTANCE REQUIRED**

- BMD is a contracting party with DMCs, clients, service providers, consultants

## **Responsibilities and professional liabilities: ASSISTANCE REQUIRED**

- DMC: information to clients and BMD.
- BMD: dealing with DMCs, clients, service providers, accounting – billing and payment to service providers, DMCs. Professional and civil liability insurance.
- Medical service providers: treatment, medical documentation, follow up period. Professional and civil liability insurance.
- Accommodation providers: Civil liability insurance?

# Contacts

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or

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