

IBMS: Certifying the finest healthcare providers in the world

# International Board of Medicine Surgery Newsletter



Focus on

## WHY INTERNATIONAL CERTIFICATION IS IMPORTANT

Medical Tourism Association's 3rd Annual World Medical Tourism & Global Healthcare Congress

September 22-24, 2010, Hyatt Regency Century Plaza, 2025 Avenue of the Stars, Los Angeles, CA, USA 90067 (310) 228-1234

Certified physicians, surgeons, and dentists have demonstrated an active national license and specialty certification.

Issue 005

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#### WHY INTERNATIONAL CERTIFICATION IS IMPORTANT

DR. VIJAY SHARMA, IBMS  
ADVISORY BOARD MEMBER  
SPEAKS AT MTA CONGRESS

GMC HOSPITAL & RESEARCH  
CENTR AFFILIATES WITH  
IBMS

#### **WHY INTERNATIONAL CERTIFICATION IS IMPORTANT**

I've experienced firsthand the value of medical tourism with the birth of my 8th child conceived in Korea through in vitro.

Dear **Listees and Certified Members of the International Board of Medicine and Surgery**,

This Featured Article was written for the physicians, surgeons, and dentists of Costa Rica.

Hello, my name is **Dr. David P. Kalin**.

I'm a medical doctor with a Master's in Public Health, a certified Family Physician and an Independent Medical Evaluator for medical/legal work.

I have also contributed to testing for board certification in my specialty, and continue to advise a national association of physicians, who monitor and certify physicians of all specialties.

I thank you for attending today.

This is a brief introduction to the mission of the **International Board of**

Since **2002**, from this experience I have worked to develop the **International Board of Medicine and Surgery**.

The industry has evolved significantly during these years, and only within the last three years have we had more and more growth of international medical tourism association meetings and congresses where we have been able to meet people whom some of us have met before in our travels around the world.

The absence of physicians, however, at these congresses is palpable, and the prevalence of medical tourism facilitators, insurance companies and other people who are not the professional providers of medical care is demonstrable.

The **International Board of Medicine and Surgery** has been one of the only physician, surgeon or dental organizations involved in the global healthcare community/medical travel, medical tourism industry, and we hope to become the preeminent organization in this area.

As we search for the finest healthcare providers in the world, we certify them within five levels of certification from the Basic Entry Level to Emerald, the highest, with Gold being the mid-level standard.

We seek to create a dynamic whereby our physicians, surgeons, and dentists will be reaching to demonstrate why they are the finest healthcare providers in the world, thereby demonstrating more credibility to the **International Board of Medicine and Surgery** as consumers seek additional sources to affirm a decision to go abroad for medical treatment.

One of the fundamental turning points in a potential patient's decision to seek medical

**Medicine and Surgery, known as IBMS.**

PLEASE READ THE FEATURED ARTICLE:

#### **"WHY INTERNATIONAL CERTIFICATION IS IMPORTANT"**

**John Lloyd, Executive VP and CEO of IBMS** launches the **IBMS Latin American tour** through Costa Rica, Panama, and El Salvador before arriving at the **Medical Tourism Global Healthcare Congress** in Los Angeles, CA USA, September 22, 2010 where he will be joined by **IBMS Advisory Board** members, Drs. **Ifthikhar** (Malaysia), **Jagyasi** (UAE), **Lazo** (Mexico), **Qadeer** (USA/Pakistan), **Shaman** (Turks and Caicos, British West Indies), and **Sharma** (India).

### **Dr. Vijay Sharma, IBMS Advisory Board Member, to Speak at MTA Congress**

**Dr. Vijay Sharma**, M.S. INDIA, Master of Surgery, Board Certified Cosmetic Surgeon, IBMS ADVISORY BOARD MEMBER, to speak on "**Challenges and Opportunities in Medical Tourism**" at the upcoming Medical Tourism Association's 3rd Annual World Medical Tourism & Global Healthcare Congress, September 22-24, 2010, Hyatt Regency Century Plaza, 2025 Avenue of the Stars, Los Angeles, CA, USA90067 (310) 228-1234.



**Dr. Sharma** is an internationally renowned and leading cosmetic surgeon with advanced training and has qualified as the member of the American Academy of Cosmetic Surgery and certified as founder/member of International Academy of Aesthetic Surgery and Aesthetic Medicine.

**Dr. Sharma**, considered by many to be the father of modern cosmetic surgery in India, is regarded as a brilliant academic, a proficient teacher and an international speaker, who has been invited as faculty speaker of cosmetic surgery in England, Germany, France, America, Japan, Saudi Arabia, and Kenya, besides innumerable lectures in his home country.

#### **GMC Hospital & Research Centre seeks affiliation**

**with the INTERNATIONAL BOARD OF MEDICINE AND SURGERY (IBMS), ensuring professional standards of patient care.**

#### **GMC Hospital & Research Centre**

United Arab Emirates has special schemes to provide affordable medical care to the economically weaker sections of the society. Our mission is to provide affordable healthcare that doesn't compromise on quality. It is towards this end that we have established quality systems and controls that meet international standards of excellence in healthcare.

**GMC Hospital & Research Centre** brings together highly skilled professional and the latest advancements in medical technology. Our goal



treatment abroad is the assurance that potential complications will be treated in a seamless professional manner. Indemnification of complications either through an insurance company or one's own individual financial indemnification with a physician's network, the treating hospital, another provider or through a pre and post medical care treatment network for potential medical tourism complications, and a pledge to communicate clearly with the patient's medical professional in home country is an essential component in creating this assurance, and has been adopted as a criteria for **IBMS Gold certification**.

With standards and a pledge to abide by professional medical ethics, we look to expand the legitimacy of the physicians in the international global healthcare community, especially here in Costa Rica.

I was here five years ago spreading this idea and met **Dr. Cortez, an IBMS Advisory Board** member and many of the other physicians in your community when for one week I visited numerous hospitals and physicians. At that time quite a bit of interest was expressed, however, a lingering feeling that membership was only justified if a patient would be referred slowed **IBMS** development as a professional healthcare provider's organization.

Since that time, the medical tourism industry and the **International Board of Medicine and Surgery** have evolved with the clearer understanding that medical tourism/travel facilitators (companies) take the responsibility of collecting and distributing patients. **IBMS**, on the other hand, is a professional medical organization working to create visibility and credibility of healthcare providers in this global environment by *certifying the finest healthcare providers in the world*, and creating a voice for these physicians, surgeons

is to build lasting relationship with people. We believe that the healing process is as much about personal care as medical attention. It's this conviction that drives us at Ajman's first ever private hospital.

## MERGENET MEDICAL, INC.

New affiliated member of the **INTERNATIONAL BOARD OF MEDICINE AND SURGERY (IBMS)**, working to develop global healthcare infrastructure.

A family of medical device companies in Coconut Creek, Florida, USA, and winner of several awards including "Innovative Product of the Year" from the prestigious Frost & Sullivan.

In 10 years in business, **Mergenet Solutions, Inc.** has developed several innovative products, such as the Nasal Aire II Petite (the only FDA 510(k) cleared nasal cannula interface for CPAP therapy & non-invasive ventilation) the Nasal Aire® Interface and the Hybrid™ Universal Interface for CPAP Therapy & Non-Invasive ventilation. ([www.innomedinc.com](http://www.innomedinc.com) and [www.hybridmask.com](http://www.hybridmask.com) ) and generated approximately \$100 million in sales.

**Mergenet Medical Inc.**, a member company, has developed breakthrough products for Pulmonary Critical Care, such as the HiFLO2™ system for high flow humidified oxygen therapy (for neonates, pediatric and adult patients) as well as the Trach Assist™ disposable device to manage airway secretions in the ventilated patient. Both of these devices represent a major step in the efforts to reduce Ventilator Associated Pneumonia (VAP) and have had a global effect in the healthcare marketplace.

All these accomplishments have been possible, in large part, due to the **Mergenet Idea Forum**, consisting of physicians, who have provided feedback to our engineers during the development of these successful medical devices.

The **Mergenet Idea Forum** needs additional physicians from around the world to help develop devices in all areas of medicine, as well as a new generation of respiratory products. Physicians in all specialties are welcome to provide us with ideas about new devices or how to improve existing ones.

If interested or know of any physician who may be interested, please contact **Peter DeCicco**, [peter@mergenetsolutions.com](mailto:peter@mergenetsolutions.com) .

and dentists.

**IBMS** affiliates with *Centers of Healthcare Excellence (Hospitals and Clinics)* wanting to associate themselves with **IBMS** standards. As an affiliate, they pledge to ensure high professional standards of patient care.

**IBMS** also affiliates with *Healthcare Travel Associates (medical tourism/travel facilitators/companies)* connecting patients with top-quality healthcare providers worldwide, Medical Industry Professionals working to develop global healthcare infrastructure, and Professional Associations promoting quality healthcare standards, developing and facilitating professional medical relationships and services.

In addition to creating more visibility and credibility for our certified membership, **IBMS** offers assistance in providing the public an opportunity to become aware of these certified members through contracts with independent affiliated global healthcare medical travel internet sites, one of which is **Healthtravelservices.com**, a highly selected name in Google Search, and other sites **Medivacation.com** and **Emedivacation** on which our certified and affiliated members are highlighted.

**IBMS** also has links with **IBMS Affiliated Healthcare Travel Associates** such as **Medvoy** and **PlanetSurgery**.

**In summary**, **IBMS** seeks to foster safety, efficacy, confidence, transparency, and an increase in the global acceptance of our certified physicians, surgeons, and dentists.

**IBMS** is searching for the finest healthcare providers in the world.

**IBMS** is concerned with how global healthcare providers attend to emergencies, complications and infection

# International Medical Travel Journal (IMTJ)

Managed by Intuition Communication Ltd

Treatment Abroad ([www.treatmentabroad](http://www.treatmentabroad)) provides information for patients about clinics, hospitals, and specialists across the world that are attracting medical tourists, Intuition Communication Ltd.

HIGHLIGHTS OF  
INTERVIEW with **Caroline Ratner**, August, 2010,

**Dr. David Kalin, MD, MPH, Executive Director, of the International Board of Medicine and Surgery.**(<http://www.imtj.com/articles/2010/ibms-30060/> )

**IBMS: Certification of healthcare professionals in the global community**

"One of our goals is to establish cooperation throughout the industry with certain standards, such as adequate translation services, appropriate transfer of patient records back and forth, and competent pre and post medical care."

**What makes you different from the other medical travel websites?**

"**IBMS** is not competing with medical tourism companies, facilitators or travel agents, and other accreditation companies. Our goal in developing transparency and establishing credibility and visibility is to provide the public clear and independent information enabling them to make informed decisions about doctors, surgeons and dentists throughout the world who have requested **IBMS** certification."

**What is the highest standard of classification for a doctor, dentist or surgeon?**

"This is the **IBMS** Emerald standard, which will only be awarded to a doctor with an impeccable worldwide reputation associated with an established safety and efficacy record, a Christian Barnard, for example. The **IBMS** Advisory Board has criteria though ultimately the decision will be by overall consensus. We hope that by demonstrating these five levels doctors, surgeons, and dentists will have a desire to reach for the highest levels. "

"Some people don't want or need to have the best, and yes some want the crème de la crème. Others just want to know there is a basic level of safety and that a doctor can safely and capably



control, and is working to provide assurance to the public, thereby creating visibility and credibility for our certified membership.

**IBMS** is one of the few medical related organizations dedicated strictly to the healthcare professional working in the global healthcare marketplace. **IBMS**, being a physician advised organization knows and works with physicians, surgeons and dentists, the healthcare providers in this engine called **The Global Healthcare Community**.

**IBMS** has a vision for the future which includes an international congress with concurrent development of an international medical journal dealing with issues specifically related to areas of medical travel and tourism, such as cross-country infections, pre and post medical complications, professional transfer of patient information, cultural inter-relationships, translation and other essentials facilitating communication and the development of a doctor/patient relationship.

These goals are unique to the **International Board of Medicine and Surgery**, and are distinct from various other professional colleges, associations or academies which may be focused on a specific medical specialty.

**IBMS**, recognizing jurisdictional boundaries, is continually creating international relationships and working through the **IBMS Advisory Board** to bridge the certification process globally.

**IBMS** looks forward to your participation in this bright future, and is excited about **John Lloyd, IBMS Executive Vice President and Chief Executive Officer**, who will be carrying the flag forward and working to meet your needs to create visibility and credibility in the international global healthcare marketplace.

**perform a routine procedure or operation. "**

**"We encourage certification at all levels. IBMS is seeking safe doctors, who are legitimate in their country. "**

**"Being affiliated does not mean all healthcare providers working with a medical tourism/travel company or a center of healthcare excellence have been certified by IBMS."**

**"IBMS wants to assist those in the medical travel industry, and if they have a certification from JCI, MTA or QHA, we will attach these certifications should they become IBMS Affiliated Healthcare Travel Associates or IBMS Affiliated Centers of Healthcare Excellence (Clinics or Hospitals)."**

## **COSTA RICAN Medical Care applies to ProMED**

Costa Rican Medical Care (CRMC), a medical tourism agency specializing in medical and dental procedures performed exclusively in Costa Rica, has applied for membership with ProMED, the Council for the International Promotion of Costa Rica Medicine. ProMED, a private not-for-profit organization, coordinates the quality control and international promotion efforts of medical providers and the government. Its goal is to ensure the quality of services provided by the private health industry in Costa Rica when promoting medical tourism.

**Dental implants already hold a substantial 18% share of the global dental device market**, and are also expected to have one of the highest growth rates amongst all dental device submarkets. This is primarily because dental implants offer an effective treatment for edentulism and because of the rising demand for cosmetic dentistry worldwide across all age groups. The global dental implants market is expected to grow from \$3.2 billion in 2010 to \$4.2 billion in 2015 at an annual rate of 6% from 2010 to 2015.

**Doctors Hospital has become the first hospital in the Caribbean to achieve international accreditation from Joint Commission International (JCI).** This certifies that Doctors Hospital's programmes meet international standards and follow the latest US guidelines on patient care and patient safety, and follows an ongoing program for continuous improvement. News of the accreditation has already led to enquiries from agencies that see the Bahamas as a potential



<p>Thank you for attending.</p> <p>Please tell your colleagues about <b>IBMS certification.</b></p> <p>Please check out the <b>IBMS internet site, <a href="http://www.ibms.us">www.ibms.us</a></b> And please talk with <b>John Lloyd</b> about whatever your own particular needs may be.</p> <hr/> <p><a href="http://ibms.us">ibms.us</a></p> <p><a href="mailto:drkalin@ibms.us">drkalin@ibms.us</a></p> <p><a href="mailto:john@ibms.us">john@ibms.us</a></p> <p><a href="#">Join Our Mailing List!</a></p>	<p>destination for American medical tourists due to the short air flight time and popularity with travellers.</p> <p><b>A survey published by medical tourism consultant Dr Prem Jagyasi, IBMS Advisory Board member, suggests that people working in the medical tourism industry believe that their industry has yet to reach its full potential. The report also suggests that confusion, a lack of information and fear about complications following surgery are the main reasons for patient reluctance to cross international borders for health services.</b></p>
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## Enabling the public to make informed decisions

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