



# MOLDOVA PRESIDENCY

GLOBAL HEALTHCARE TRAVEL COUNCIL

ROADMAP  
2024-2026



# EXECUTIVE SUMMARY

The Global Healthcare landscape is at a critical juncture.

- Despite substantial progress, significant gaps remain, particularly in healthcare accessibility, insurance coverage, and infrastructure.
- As the Global Healthcare Travel Council (GHTC), we have a unique opportunity to lead transformative changes over the next years.

**This “roadmap” outlines our strategic goals and key initiatives to improve global healthcare through medical tourism, technology adoption, international collaboration**



# STRATEGIC GOALS

- 1. Enhance Global Healthcare Accessibility**
- 2. Promote Healthcare Innovation and Technology**
- 3. Expand GHTC Membership and Influence**
- 4. Improve Organizational Efficiency and Collaboration**
- 5. Establish and Uphold High Standards in Medical Tourism**

# YEAR 1



ASOCIAȚIA DE TURISM MEDICAL  
DIN MOLDOVA

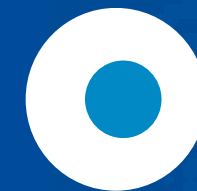


# Q1: DATA NEXUS ANALYZER

CONDUCT A THOROUGH  
ANALYSIS OF GHTC'S  
CURRENT  
ORGANIZATIONAL  
STRUCTURE AND  
PROCESSES



1.  
ORGANIZATION  
ANALYSIS AND  
OPTIMIZATION



GATHER THE  
FEEDBACK FROM  
MEMBERS TO  
IDENTIFY STRENGTHS  
AND AREAS FOR  
IMPROVEMENT.

# Q1: DATA NEXUS ANALYZER

ENHANCE RELATIONSHIPS WITH  
CURRENT MEMBERS TO ENSURE  
ACTIVE INVOLVEMENT.

DEVELOP AND IMPLEMENT A  
COMPREHENSIVE STRATEGY  
TO ATTRACT NEW MEMBERS.

MEMBERSHIP  
ENGAGEMENT AND  
EXPANSION



# CONCLUSION Q1

## Healthcare Access and Equity

Initiate projects aimed at reducing healthcare disparities, particularly in underserved regions.

Advocate for increased public healthcare spending and universal coverage models.

# Q2: PROMOTING INNOVATION AND TECHNOLOGY

## TECHNOLOGY INTEGRATION

Promote the adoption of electronic health records (EHRs) and telemedicine.

Partner with tech companies to develop scalable healthcare solutions.

# Q2: PROMOTING INNOVATION AND TECHNOLOGY

## 2. INNOVATION HUBS

- ESTABLISH INNOVATION HUBS TO SUPPORT RESEARCH AND DEVELOPMENT IN MEDICAL TOURISM AND HEALTHCARE SERVICES.
- FOSTER PARTNERSHIPS WITH UNIVERSITIES AND RESEARCH INSTITUTIONS.

## 3. TRAINING AND DEVELOPMENT

- LAUNCH THE GHTC ACADEMY TO PROVIDE TRAINING AND PROFESSIONAL DEVELOPMENT PROGRAMS FOR MEMBERS.
- ORGANIZE WORKSHOPS AND SEMINARS FOCUSED ON THE LATEST HEALTHCARE INNOVATIONS AND TECHNOLOGIES.

# Q3: STRENGTHENING INFRASTRUCTURE AND STANDARDS

## 1. HEALTHCARE INFRASTRUCTURE DEVELOPMENT

Work with governments and private investors to build and upgrade healthcare facilities.

Focus on reducing the urban-rural healthcare divide.

# Q3: STRENGTHENING INFRASTRUCTURE AND STANDARDS

## 2. ACCREDITATION AND QUALITY STANDARDS

**Develop and implement a GHTC accreditation system for medical tourism providers.**

**Ensure compliance with international standards and promote continuous improvement.**

# Q4: MONITORING AND EVALUATION

## 1. PERFORMANCE METRICS

**Establishing clear performance indicators to monitor progress across all initiatives.**

**Conducting periodic evaluations and adjusting strategies based on feedback and data.**

# Q4: MONITORING AND EVALUATION

## 2. REPORTING AND COMMUNICATION

Regularly update members and stakeholders on progress through reports and meetings.

Foster a culture of transparency and collaboration within the organization.

# YEAR 2



ASOCIAȚIA DE TURISM MEDICAL  
DIN MOLDOVA



**ROADMAP**  
2024-2026

# Q1: SCALING UP

## 1. EXPANSION OF SUCCESSFUL INITIATIVES

Scale up projects that have shown positive results in the first year.

Increase investment in healthcare infrastructure and technology.

## 2. INTERNATIONAL COLLABORATION

Strengthen partnerships with international organizations and governments.

Participate in global forums to promote GHTC's mission and initiatives.

# Q2: ENHANCING MEMBER SERVICES

## 1. MEMBER BENEFITS

Introduce new services and benefits for GHTC members, such as exclusive access to research and data.

Enhance networking opportunities through events and conferences.

## 2. EDUCATION AND AWARENESS

Expand educational programs through the GHTC Academy.

Promote awareness campaigns focusing on preventive healthcare and healthy living.

# Q3: DRIVING POLICY AND ADVOCACY

## 1. POLICY INFLUENCE

Advocate for policies that support the development of medical tourism and global healthcare improvements.

# MAJOR ACTIVITIES MANAGED

BY THE PRESIDENCY OF MOLDOVA (2024-2026)

- **Participation in International Exhibitions**
  - Promoting Medical Tourism and Moldova's Health Offerings
  - Exploring Global Partnerships and Development Opportunities
  - Enhancing Moldova's Position as a Reliable Medical Destination
- **Advocacy for the Modernization of the Spa and Wellness Sector**
  - Collaborating with Governments to Advocate for Modernization Policies
  - Stimulating Development and Innovation in the Spa and Wellness Industry
  - Improving Accessibility and Quality of Spa and Wellness Services
- **Launch of the GHTC International Academy in Brussels**
  - August 2025: Grand Opening
  - Inclusion of Medical and Tourism Experts
  - Collaboration with Professionals from Member Countries and Affiliated Experts

- **LAUNCH OF INTERNATIONAL ACCREDITATION TEAM IN MEDICAL TOURISM, MARCH 2025**

- Establishment of Accreditation Team
- Ensuring Quality Standards in Global Medical Tourism
- Enhancing Trust and Confidence in Medical Tourism Services

- **PARTICIPATION IN GLOBAL MEDICAL TOURISM FORUMS BY EACH MEMBER COUNTRY**

- Sharing Best Practices and Innovations
- Building Partnerships and Collaboration Opportunities
- Strengthening the Global Medical Tourism Network

- **CREATION OF A MOBILE APPLICATION FOR ACCESS TO ACCREDITED MEDICAL SERVICE**

- Providing Convenient Access to Quality Medical Services
- Facilitating International Accredited Facilitators
- Ensuring Transparency and Reliability in Medical Tourism



# **ORGANIZATION OF THE GHTF, APRIL 2026**

**Gathering Representatives from 56 World Countries**

**Showcasing Moldova's Medical Tourism Potential**

**Promoting Collaboration and Knowledge Exchange**