IIHMR UNIVERSITY

Online Certificate Programme

Medical Value Travel

Connecting Patients. Advancing Global Healthcare



WORLD-CLASS CARE

COMPASSIONATE HEALING

AFFORDABLE TREATMENT

SEAMLESS EXPERIENCE

TRUSTED QUALITY

Background

Medical Value Travel (MVT) is one of the fastest-growing segments of the global healthcare industry, with patients increasingly travelling across international borders for affordable, high-quality, and timely care. India has emerged as a preferred destination owing to its internationally accredited hospitals, skilled healthcare professionals, and cost-effective treatment options creating rising demand for professionals who can manage international patient care, healthcare operations, quality standards, regulatory compliance, and healthcare marketing.

This Online Certificate Programme is designed to prepare healthcare professionals with the knowledge and practical skills required to manage international patient services and MVT operations effectively. The programme combines conceptual learning with case studies, simulation exercises, and industry interactions, enabling participants to immediately apply these skills within hospitals and International Patient Departments (IPDs).

Objectives

The programme aims to:

- Develop a comprehensive understanding of the global Medical Value Travel ecosystem.
- Equip participants with skills to manage international patient services and healthcare logistics.
- Develop competencies in ethical, regulatory, policy, and quality standards for MVT.
- Strengthen capabilities in quality management, digital marketing, branding, and business development.
- Enable participants to design implementation-ready operational strategies for International Patient

Pedagogy

The programme adopts a learner-centric and practice-oriented approach that combines interactive faculty sessions, industry expert lectures, case studies, and simulation exercises with real-world application. Participants gain hands-on experience through group discussions, presentations, and a Strategic Project, in which they develop a ready-to-implement operational blueprint for establishing, expanding, or strengthening an International Patient Department (IPD).

Course Contents

- Foundations of MVT & Global Ecosystem
- International Patient Operations
- Regulatory, Ethical & Legal Frameworks
- Quality Standards & Accreditation (NABH, JCI)
- Marketing, Branding & Digital Strategy
- Strategic Project — IPD Operational Blueprint

Programme Duration

Duration: 3 Months (12 Weeks)

Learning Hours:

- 24 Hours Online Instructor-led Sessions
- 24 Hours Guided Self-learning

Credits: 3 Credits

Mode: Live Online (Faculty-led sessions with hands-on practical learning)



Programme Highlights

- Global Medical Value Travel ecosystem and market trends
- International Patient Department (IPD) design and operations
- Regulatory, ethical, and legal frameworks for cross-border healthcare
- Quality standards and accreditation (NABH & JCI)
- Digital marketing, branding & business development for MVT
- Strategic Project with real-world, implementation-ready relevance
- Case studies, simulation exercises, and industry practitioner interactions
- Flexible, practice-oriented online learning format

Who Should Attend?

- Hospital Administrators & Executives
- Healthcare Professionals and Medical Value Travel Facilitators
- Hospitality & Travel Professionals
- Graduates in Healthcare Management, Allied Health Sciences, MBA, and related disciplines
- Entrepreneurs and coordinators in MVT facilitation agencies
- Fresh graduates and working professionals interested in international healthcare management

Eligibility

Bachelor's degree from a recognized university in any discipline, including Management, Medicine, Allied Health Sciences, Healthcare Management, Travel & Tourism, Hospitality, or related fields. Working knowledge of English, and access to a computer/laptop with a reliable internet connection. Relevant professional experience in healthcare or allied sectors is desirable but not mandatory.

Registration

For programme schedule, fee details, and registration, please contact:

Office of Online Certificate Programmes (OCP)
IIHMR University
1, Prabhu Dayal Marg, Sanganer Airport
Jaipur – 302029, Rajasthan, India
Mobile: +91 9116006536 | Tel: +91-141-3924700
Email: Onlinecertificate@iihmr.edu.in

Assessment

- Participants will be evaluated through:
- Quiz / Knowledge Check
- Assignment / Case Analysis
- Group Activity / Presentation
- Strategic Project
- End-term Examination

Programme fee

The programme fee for Indian participants is Rs. 30,000 plus GST (18% as applicable), and for international participants it is USD 315 plus GST (18% as applicable).

Discounts on Fee

Early Bird Discount: Nominations received with payment before four weeks of the commencement of the programme will be entitled to a 10% early bird discount.

Group Discount: Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.

Maximum Discount: Organizations can avail themselves of both discounts, subject to a maximum discount of 20%.

Certificate

Participants successfully completing the programme and fulfilling the attendance and assessment requirements will receive a Certificate of Completion from IIHMR University, Jaipur.

Programme Coordinator



Ms. Kirti Agarwal
Assistant Professor
IIHMR University, Jaipur



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40 Years LEGACY

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