

Stakeholders organize and endorse their internal collaboration activities through common information sharing platform, e.g. Medical Tourism Association Finland:

Collaboration management and coordination

Service development management

Demand management

Capacity management

1) The patient must receive information that treatment is available in Finland; marketing, stakeholders abroad.

- Business Finland **Medical tourism destination image management**

- Collaborative hospital abroad
- Insurance companies
- International travel/medical assistance companies
- Facilitators (domestic and foreign)

2) Patients must receive proper guidance and support for traveling to Finland

Which stakeholder takes responsibility of the customer, takes care of the firsthand communication with main supportive role? **Customer relations management, Service delivery management, Service recovery management**

- Medical service provider (domestic private/public hospital/clinic) / Facilitator; Which takes responsibility of customer and related managerial tasks?
- Payment services, credit institutions
- Insurance companies
- International travel/medical assistance companies
- Airlines/travel arrangements
- Visa issues

Other tacit stakeholders:

- Different projects supporting new sustainable business models by developing the expertise of entrepreneurs e.g., VERKKO-hanke (financed by European Commission)
- Financers: ELY Centres (The Centres for Economic Development, Transport and the Environment) & Finnvera (state-owned specialised financing company)
- Government officials, e.g., legal issues Fimea (Finnish medicines agency)
- Educational institutions, universities
- international accreditation and certification

**MEDICAL
TOURIST
SATISFACTION**

5) After the treatment itself, the patient must receive relevant aftercare in their destination, such as physiotherapeutic rehabilitation.

- Rehabilitation centers; physiotherapy, psychotherapy etc. (in Finland or home country)
- The medical service provider: remote appointments

4) Support during the stay (housing services, activities, language).

- Facilitators (domestic and foreign)
- Tourism service provider. Tourist activities/ guides/ tours at the site.
- Local hospitality; accommodation services, hotels, and restaurants
- Taxi, transport, and ambulance services
- Translation services
- Wellness & spa services
- Non-medical health services
- Sports, gym, personal trainers

3) The situation of the patient must be evaluated, and appropriate treatment based on relevant diagnostics and expert opinions.

- The medical service provider
- Diagnostics companies, laboratories also outside Finland e.g., in USA
- International drug companies
- Government officials, e.g., legal issues Fimea (Finnish medicines agency)