

HLS | INTERNATIONAL COUNCIL

Health & Longevity Standards



CERTIFY



SET STANDARDS



TRAIN



AWARD

Designed for hospitals, clinics, medical spas, thermal resorts, and wellness hotels
seeking to expand their international client base

CERTIFICATION

The HLS Standard for international care

TRAINING

Courses for the teams who run it

CONSULTING

Hands-on work to get you there

The international standards body for health and longevity travel

HLS sets the standard for how international patients are welcomed and supported, trains the teams responsible for delivering it, and works alongside your organisation until the entire pathway is fully operational. Our technical committees bring together clinicians, patient coordinators, hospitality leaders and regulators from across the sector.

01

We set the standard

Published, criteria-based standards for the international patient pathway, approved by our technical board.

02

We train your teams

Paid course programmes with examination, for coordinators, clinical leads and commercial staff.

03

We consult on site

Working alongside your staff to redesign intake, coordination and aftercare—not simply handing over recommendations.

04

We certify the result

Independent audit against the HLS Standard, a fixed-term certificate and a listing in the HLS Directory—building confidence among international patients.

Why Service Standards Matter Now

International patients do not choose clinical expertise alone — they choose an organisation that responds clearly, coordinates every step and builds confidence from the first enquiry. Service standards help create a consistent international patient pathway that converts more enquiries into paying clients, prevents leads from being lost between departments and gives referrers a clear reason to recommend you.

The **HLS Certificate** is the proof that brings this together: it shows that your service pathway has been independently assessed against a published standard and gives your organisation a recognised mark to support patient confidence, referrals and international revenue. HLS does not accredit medical care; it certifies the quality and consistency of the services surrounding it.



CERTIFY



SET STANDARDS



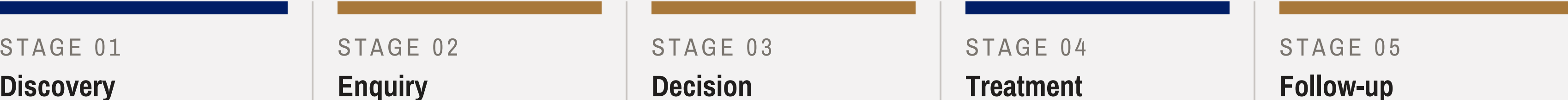
TRAIN



AWARD

We close the gaps that cost providers international patients

Clinical excellence is rarely the weak link. The pathway around it is.





Nothing to compare

A patient choosing abroad has no common frame in which two providers can be read side by side. Price wins by default.



Coordination is improvised

Language, consent, travel, aftercare and records depend on individuals. Enquiries go cold between departments.



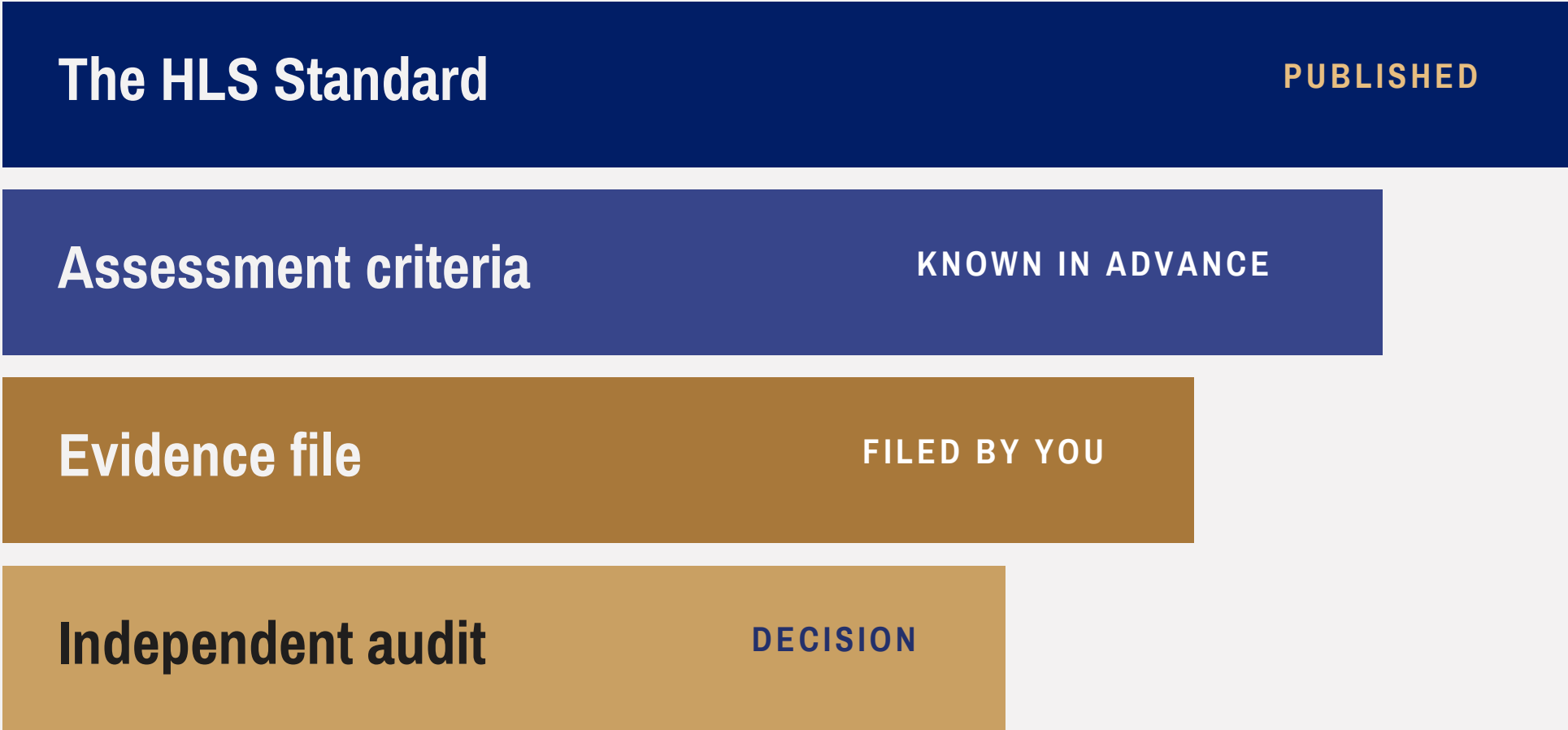
Claims outrun evidence

Marketing fills the space verified information should occupy — and sophisticated referrers stop calling.

Three Ways to Strengthen Your International Patient Pathway

SERVICE 01 Certification Audit against the published HLS Standard, a certificate with a three-year term, annual surveillance, and licensed use of the HLS mark on your site and materials. Sold per site · multi-site pricing available	SERVICE 02 Training Four course tracks with written examination and an HLS professional certificate. Delivered online, in-house, or at our residential intensives. Sold per seat · team rates from 5 seats	SERVICE 03 Consulting Diagnostic, pathway redesign and implementation with your staff — intake scripts, consent packs, coordination SLAs, aftercare protocols, commercial positioning. Sold per engagement · fixed scope and fee
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Every certificate rests on four documented layers



Our consulting teams and our audit teams are separate. The people who help you prepare never sit on the panel that decides.

STANDARD FAMILIES

International patient pathway

Information, consent & transparency

Longevity & preventive programmes

Thermal, spa & wellbeing services

Coordination & aftercare continuity

Six steps from kickoff to certificate

01 Diagnostic Two days on site. We map your current pathway and score the gap.	02 Roadmap A costed plan with owners and dates, agreed with your management.	03 Training Your teams take the course tracks and sit the examination.	04 Implementation Procedures, scripts and records built and put into daily use.	05 Audit An independent HLS assessor reviews evidence and observes on site.	06 Certificate Three-year term, annual surveillance, mark licence and directory listing.
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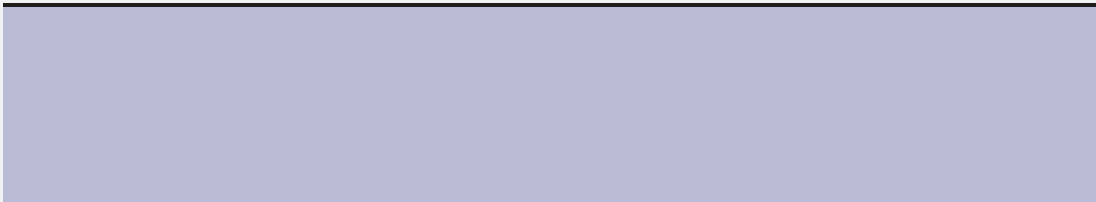
You can buy any step on its own. Most clients start with the diagnostic and decide from there

Three marks, each earned

LEVEL 01

HLS Trained

Your team has completed the course tracks and passed the examination.



LEVEL 02

HLS Aligned

Pathway implemented and evidence filed; full audit scheduled.



LEVEL 03

HLS Certified

Audit passed. Mark licensed for three years, with annual surveillance.



HLS Directory. Certified organisations and trained professionals are listed in the public HLS directory, which referrers, agencies and insurers use to shortlist providers.

Mark use. The mark is licensed for the certificate term under written rules, and is withdrawn if surveillance shows the standard is no longer met.

A standard is only as good as the people who run it

TRACK A · 24H Patient coordinators Intake, consent, records, travel and aftercare handover.	TRACK B · 16H Clinical leads Cross-border pathway design, documentation, continuity of care.	TRACK C · 20H Spa & longevity teams Programme design, safety boundaries, defensible claims.	TRACK D · 16H Sales & marketing Converting international enquiries, ethical positioning, data rules.
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FORMAT 01 Online cohort Live sessions across four weeks, per seat, with examination and certificate.	FORMAT 02 In-house We deliver at your site for a whole department, priced per day plus travel.	FORMAT 03 Residential intensive Three days at an HLS host venue, with study visits and the annual gala.
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Three packages. Choose the depth you need.

PACKAGE A

Foundation

Start with people and a clear diagnosis.

- The published HLS Standard for your sector
- Five training seats on one track, with examination
- Remote gap diagnostic and scored report
- HLS Trained status and directory entry

ANNUAL FEE ON REQUEST

PACKAGE B · MOST CHOSEN

Standards

The full route to certification.

- Everything in Foundation, all four tracks, unlimited seats
- On-site diagnostic and costed roadmap
- Implementation support through the year
- Independent audit and three-year certificate
- Mark licence and featured directory listing

ANNUAL FEE ON REQUEST

PACKAGE C

Partnership

Certification plus presence and pipeline.

- Everything in Standards, multi-site scope
- Speaking slot and stand at the HLS annual congress
- B2B matchmaking with agencies, insurers and referrers
- Editorial feature and campaign across HLS channels

ANNUAL FEE ON REQUEST

Fees cover the programme and the audit. Certification is granted on the outcome of the audit, not on the purchase — that is what makes the mark worth displaying.

What changes inside your organisation

01 Fewer enquiries lost A defined intake and response protocol closes the gap where international leads go cold.	02 Claims you can defend Say less, prove more: every public statement traced to filed evidence.	03 A trained team Coordinators, clinicians and sales working from the same vocabulary and checklists.
04 A mark that shortlists you Referrers, agencies and insurers can read you against a published frame, not a brochure.	05 Access to the network Congress, working groups and matchmaking with providers and buyers in your markets.	06 A renewal rhythm Annual surveillance keeps the pathway alive long after the launch year.

Book the diagnostic. See the gap before you commit.

STEP ONE

Introductory call and scope review

STEP TWO

Two-day diagnostic and scored report

STEP THREE

Package proposal with fees and dates

HLS certification is an independent industry certification issued against the published HLS Standard. It is not a government authorisation or a medical licence, and it does not replace the clinical authorisations required in your jurisdiction.

HLS International Council
Health & Longevity Standards
info@hls-council.org

Three packages. Choose the depth you need.

Fees cover training, advisory and/or assessment services. HLS Qualification is granted solely on the basis of demonstrated conformity with the applicable HLS Standard.

PACKAGE A Foundation Start with people and a clear diagnosis ■ The published HLS Standard for your sector ■ Five training seats on one track, with examination — individual Certificates of Completion for staff who pass. ■ Remote gap diagnostic and scored report. ANNUAL FEE ON REQUEST	PACKAGE B · MOST CHOSEN Standards The full route to Qualification ■ Everything in Foundation, all four tracks, unlimited seats ■ On-site diagnostic and costed roadmap ■ Implementation support through the year ■ Independent assessment against the applicable HLS Standard ■ Where Qualification is granted: Mark licence and featured directory listing ANNUAL FEE ON REQUEST	PACKAGE C Partnership Qualification plus additional marketing ■ Everything in Standards, multi-site scope ■ Speaking slot and stand at the HLS annual congress ■ B2B matchmaking with agencies, insurers and referrers ■ Editorial feature and campaign across HLS channels ■ These services do not affect Qualification decisions ANNUAL FEE ON REQUEST
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