



HLS | INTERNATIONAL COUNCIL



Health & Longevity Standards



CERTIFY



SET STANDARDS



TRAIN



AWARD

HEALTH TOURISM TRAININGS AND QUALIFICATIONS FOR FACILITATORS

HLS Training



hlscouncil.com

From Sporadic Cases to a Steady Flow of International Clients

You may already work in medical tourism. HLS helps you turn experience into a structured, defensible and internationally recognisable professional practice.

Build the skills, systems and professional standards to manage international clients with clarity, confidence and responsibility.

STEP 01

Learn →

STEP 02

Apply →

STEP 03

Demonstrate →

STEP 04

Be Recognised

Trust is our currency

The cost of an unstructured client journey is bigger than one lost case. It can mean:

Lost enquiries

Clients move to someone who communicates more clearly.

Lost partnerships

Healthcare providers hesitate to work with facilitators whose processes they cannot evaluate.

Reputational risk

One misunderstanding can damage trust built over years.

Commercial disputes

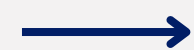
Unclear fees, commissions and responsibilities create conflict.

Operational overload

Every case is managed differently, making it difficult to scale.

Professional vulnerability

Experience may be strong, but there is little structured evidence to demonstrate it.



Trust becomes dependent on individuals instead of a professional system.

Professionalism is not only what you know. It is what you can consistently demonstrate.

HLS creates a professional framework for international client facilitation

The HLS Medical Tourism Facilitator pathway is designed to help professionals manage the non-clinical international client journey in a structured, ethical and documented way.

You learn how to:

- define your professional role and limits
- manage international enquiries and client communication
- organise documents, data, translations and responsible AI use
- build and coordinate the complete client journey
- work with healthcare facilities and professionals
- make costs, commissions and partner relationships transparent
- coordinate travel, accommodation and logistical continuity
- manage risks, complaints and escalation
- organise follow-up and case closure
- measure quality and build professional evidence

What changes after the program?

BEFORE

I manage every case differently.

AFTER

I work with a repeatable case-management method.

BEFORE

My experience is mostly in my head.

AFTER

I can demonstrate my work through structured evidence and professional tools.

BEFORE

I am unsure where my responsibility ends.

AFTER

I understand my mandate, professional boundaries and escalation rules.

BEFORE

Partners are selected mainly through relationships.

AFTER

I use transparent criteria, due diligence and partner monitoring.

BEFORE

Costs and commissions can become uncomfortable conversations.

AFTER

I know how to make fees, third-party costs, commissions and conflicts transparent.

BEFORE

I solve problems as they happen.

AFTER

I work with documented risk, escalation, complaint and contingency processes.

10 modules to build the profession step by step

M1

Professional Role, Mandate, Ethics & Boundaries

Define what you do, what you do not do and how to protect both the client and your professional role.

M2

Client Communication, Language, Culture & Accessibility

Understand client needs and communicate clearly across language, cultural and accessibility differences.

M3

Documents, Data, Privacy, Translation & AI

Manage sensitive information, document versions, translations, privacy and responsible use of digital and AI tools.

M4

Case Management & International Client Journey

Turn an enquiry into a structured case plan with responsibilities, timelines, checkpoints and handovers.

M5

Healthcare Providers, Services & Clinical Interface

Research and present provider options using transparent non-clinical criteria while keeping medical decisions with the appropriate professionals.

10 modules to build the profession step by step

M6

Economics, Contracts, Conflicts & Partners

Structure transparent quotations, fees and commissions while applying due diligence and governance to partner relationships.

M7

Travel, Stay & Logistical Continuity

Coordinate travel, accommodation, accessibility and contingency planning without crossing into clinical fitness-to-travel decisions.

M8

Risks, Emergencies, Complaints & Escalation

Recognise organisational risks, respond appropriately and know when and how to escalate.

M9

Return, Follow-Up & Case Closure

Create continuity after travel and formally close cases with clear records, handovers and open actions.

M10

Quality, Portfolio & End-to-End Case Management

Bring everything together, measure performance, build professional evidence and develop a plan for continuous improvement.

Complete the training. Demonstrate the profession

STEP 1

Professional Training

Complete the required modules, practical activities, quizzes and integrated final case.

Result:

HLS-PF-101 Certificate of Completion. This confirms successful completion of the training programme.

STEP 2

Professional Assessment

For professionals seeking HLS Recognition, competence is assessed separately from the training itself.

Result:

HLS Professional Recognition, subject to the applicable approved assessment rules.

STEP 3

HLS Professional Register

Professionals who meet the applicable recognition and maintenance requirements may become eligible for optional entry in the HLS Professional Register.

Result:

A verifiable professional status in the HLS Professional Register, subject to eligibility and ongoing maintenance requirements.

Two Routes. One Professional Standard

Foundation and Experienced Fast Track are not different qualification levels. They are two ways to reach the same HLS professional standard. **We recognise experience. We do not lower the standard.**

Best for: professionals entering medical tourism or building their practice from the ground up.

FOUNDATION PATHWAY

Start from the beginning and build the complete HLS professional framework.

- Complete all 10 HLS modules
- Practical assignments and HLS Toolkit
- Module quizzes
- Integrated final case
- Final course assessment
- Progress to the HLS professional assessment



Both pathways lead towards the same HLS professional assessment and recognition requirements.

Best for: experienced facilitators who can already demonstrate relevant professional competence.

EXPERIENCED FAST TRACK

Your existing experience is reviewed first, so you focus only on the gaps that need to be closed.

- Start with an HLS Gap Analysis
- Existing experience and evidence are reviewed
- Complete only the required missing modules
- Complete the required practical activities
- Progress to the same HLS professional assessment

One Path. Five Ways to Grow.

Understand → Learn → Prove → Access → Grow



Package 1. HLS ENTRY

€300

Start your pathway into the HLS professional network.

Who is it for? Aspiring facilitators, independent agents and agencies that want to understand their current level before committing to the full professional pathway.

Includes:

- HLS institutional orientation
- Introduction to the HLS Professional Standard
- Professional role and boundaries overview
- Initial experience and competence review
- Agency / facilitator profile review
- HLS readiness questionnaire
- Initial Gap Analysis
- Personal development recommendation
- Recommendation of the appropriate HLS pathway
- Introduction to HLS network opportunities

What you receive:

HLS Readiness & Pathway Report

- Your Current Position
- What experience and evidence you already have.
- Your Gaps
- What competencies or processes still need strengthening.
- Your Recommended Route and Training Scope

Your first step towards becoming an HLS Referral Partner.
Upgrade within 90 days and we credit your €300 Entry fee towards your HLS professional pathway.

Package 2. HLS TRAINED

€900

Early-stage medical tourism facilitators

Build the professional method behind every international client journey. Who is it for?

New and early-stage medical tourism facilitators, as well as professionals entering the industry from tourism, hospitality, healthcare administration, insurance, language services or international client support.

For new facilitators includes:

- All 10 HLS-PF-101 modules
- HLS learning materials
- Practical assignments
- Full HLS Facilitator Toolkit
- Situational quizzes
- Integrated international client case
- Final course test
- Final practical case
- Access to applicable HLS educational resources

What you receive:

- HLS-PF-101 Certificate of Completion
- Professional status HLS Trained

! What it means

The professional has successfully completed the applicable HLS training pathway.

It does not mean that the facilitator has yet passed the separate professional assessment.

Package 2. HLS TRAINED

€900

Experienced facilitators

Turn experience into a structured, repeatable professional method. Who is it for?

Experienced facilitators can access this level through the approved Gap Analysis route rather than automatically repeating all 10 modules.

For experienced facilitators includes:

- Gap Analysis
- Recognition of applicable existing evidence
- Required missing modules
- Required practical outputs
- Final course requirements

The training architecture is built around 10 progressive modules covering the 13 competence domains of the Standard.

What you receive:

- HLS-PF-101 Certificate of Completion
- Professional status HLS Trained

! What it means

The professional has successfully completed the applicable HLS training pathway.

It does not mean that the facilitator has yet passed the separate professional assessment.

Package 3. HLS RECOGNISED

€1500

Move from learning the standard to demonstrating your professional competence. Who is it for?

Includes:

- Everything required to reach HLS Trained, plus:
- Professional eligibility review
- Review of portfolio / case evidence where applicable
- Professional practical assessment
- Competence-based scenarios
- Review of professional boundaries
- Risk and escalation assessment
- Transparency and conflict-of-interest assessment
- Structured professional interview, where applicable
- Verification of Code of Conduct requirements
- Independent HLS assessment decision
- Feedback on identified professional gaps

Facilitators who have successfully completed the applicable HLS training pathway or who meet the approved experienced-professional route and are ready for professional assessment.

What you receive successful assessment:
HLS Professional Recognition Certificate
Professional status HLS Recognised

What it means

The facilitator has not only completed training but has successfully demonstrated professional competence against the applicable HLS professional requirements.

Package 4. HLS REFERRAL PARTNER **€2000**

Become eligible to work with real international opportunities generated through the HLS network. Who is it for?

Includes:

- Everything required for HLS Recognised, plus:
- Business profile verification
- Service scope and destination review
- Provider network review
- Lead-handling standards
- Response-time requirements
- Client communication protocol
- Complaint and escalation procedure
- HLS Code of Conduct acceptance
- **Agency profile in the HLS referral database**
- Eligibility for relevant HLS-generated enquiries
- Client / provider feedback monitoring
- Annual network review

Recognised facilitators and agencies that want to become part of the HLS recommended network and receive matched international client opportunities.

For an agency, I would require at least one appropriately HLS Recognised professional responsible for HLS cases.

Train for the profession. Qualify for the opportunity!

What you receive successful assessment:

- HLS Professional Recognition Certificate
- HLS Referral Partner Status
- Eligibility for HLS-generated leads

Package 5. HLS PREFERRED PARTNER €2500

Maximum visibility, stronger network positioning and priority access to relevant HLS opportunities. Who is it for?

Includes:

- Everything in HLS Referral Partner, plus:
- Preferred Partner positioning within the HLS network
- Featured agency profile
- Enhanced visibility in HLS partner communications
- Priority consideration for matched HLS enquiries
- Priority B2B introductions to HLS facilities and partners
- Selected HLS Master Classes and CPD
- Professional update sessions
- Individual improvement recommendations
- Professional Register eligibility where applicable
- Annual verification of professional and network status

Established agencies and professional facilitators that want HLS to become a strategic source of international business, not only a training provider. **Be recognised. Be visible. Be the partner HLS turns to first!**

What you receive successful assessment:

- HLS Professional Recognition Certificate
- HLS Professional Register entry, subject to eligibility.
- HLS Preferred Partner Status
- Priority consideration for relevant international client opportunities

What is HLS International Council?

HLS International Council is an independent, private, non-profit association that develops and promotes voluntary international standards for the organisational, service and non-clinical processes that support international patients — from first enquiry through to aftercare.

We provide verified competency standards, evidence-based assessment and qualification, and a private HLS Register that give patients, clinics and agencies a common, trustworthy reference point across the medical tourism, thermal health and longevity sectors.

Our leadership team brings together international experts in healthcare quality, facilitation practice, and cross-border patient care.



**Abridge between patients,
facilitators and facilities**

- Verified standards
- Evidence-based assessment & qualification
- Structured training & CPD
- HLS Professional Register

What do you achieve with us?

1

Build International Standing

Build global trust and recognition with an HLS Qualification recognized across an international network of facilities, agencies, and patients.

3

Stand Out From Competitors

Gain a competitive edge through independently assessed service quality where standards are rarely met.

5

Activate the "7 Touch Rule"

Turn familiarity into decisions: Apply the '7 Touch Rule' using targeted CPD, Master Classes, and events.

2

Establish Trust

Establish credibility and trust using a verified standard that assures patients and partners before first contact.

4

Boost Visibility & SEO

Drive long-term organic growth and SEO by leveraging our HLS Register and partner network for maximum visibility.

6

Access a Vetted Network

Instantly connect with qualified facilitators and international partners.

Six steps from kickoff to Qualification

01 Diagnostic A diagnostic review, scoped to your organisation 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 required or recommended course tracks and sit the examination.	04 Implementation Your organisation builds procedures, scripts and records built and put into daily use.	05 Assessment Independent assessment against the applicable HLS Standard, with on-site evidence review.	06 HLS Qualification Indicative three-year validity term (subject to the terms of the applicable Standard), mark licence and HLS Register entry
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You can buy any step on its own. Most clients start with the diagnostic and decide from there. Purchasing HLS consulting or training services does not guarantee Qualification.

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