

Media Release

**THE EUROPEAN INSTITUTE OF ONCOLOGY OF MILAN WINS  
JUDGES COMMENDATION IN MAJOR INTERNATIONAL AWARD**

**IEO “*Highly Commended*” as Specialist International Patient  
Centre of the Year in *IMTJ Medical Travel Awards 2015***

*Milan, May 2015* - For the efforts in attracting international patients, the European Institute of Oncology (IEO) based in Milan, has been lauded as “Highly Commended” in the major international medical tourism award, organised by *The International Medical Travel Journal* (IMTJ).

The awards were presented on 15th April in London during the International Medical Travel Journal Medical Travel Summit, which brought together all the pre-eminent providers and experts in the medical travel and medical tourism sectors. The commendation was given to IEO in recognition of the excellent results in the management of international patients. IEO beat similar businesses and clinics from around the world to secure the commendation.

*“We are extremely honored to receive this important award”* - Communication, Marketing and Customer Service Director, Barbara Cossetto declares, adding that *“since its foundation, more than 20 years ago, the mission of our Institute is to be an international point of reference for prevention, research, diagnosis and care of cancer diseases. This recognition is a strong motivation for us to improve our activities, in order to offer high-quality and personalized services to our patients, by making them feel as comfortable as possible from the first contact to the follow-up”*.

Chairman of the judging panel and Managing Editor of IMTJ Keith Pollard says the awards celebrate the best providers in the industry and aim to encourage others to strive to match them: *“Medical travel is an exciting and growing global industry, with many providers delivering excellence in both medical care and customer service. The IMTJ Medical Travel Awards are the first independent awards to recognise those who are the best of the best and hopefully to encourage others to emulate them. The judges wanted to reward innovation and excellence, highlight best practice and celebrate those who are leading the way in the industry and delivering successful outcomes for patients. All our winners and highly commended runners-up exemplify the way the medical tourism industry should be run – professional, offering exceptional patient care and providing the best possible medical outcomes.”*

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## Notes for editors:

### **About IEO**

The [IEO](#) (European Institute of Oncology), established in 1994, is one of the world's most prestigious oncological hospitals and the fastest-growing comprehensive cancer center in Europe.

The IEO is a Research and University Hospital which focuses on all the adult oncological diseases, carrying out: clinical activities; basic, translational and clinic research; training and education combined in a multidisciplinary approach.

The European Institute of Oncology is a Private “Not for Profit” Institution which innovates in technology and organization, with a specific mission: **Excellence for a future without cancer.**

The hospital follows the new principle of the “minimum effective dose” instead of the “maximum tolerable treatment”, with great benefits for the quality of life of patients. IEO is one of the world’s leading hospitals in Breast Cancer treatment and has played a major role in developing innovative techniques, which are now international standards: Lumpectomy, Sentinel Node Biopsy, Radioguided Occult Lesion Localisation, Intra-Operative Radiotherapy, Nipple Sparing, Immediate Breast Reconstruction and One-Day Surgery. The IEO assists more than 110.000 outpatients every year, and more than 16.000 inpatients (about 6.000 in One Day Surgery or One Day Hospital).

### **IEO International Patient Office - Services**

International patients come to the IEO from the Middle-East, Central and Eastern Europe, South America, Saudi Arabia, and Russia. The IEO International Patient Office (IPO) is fully devoted to providing a tailored welcome and a hospital stay that will meet individual needs offering a customized care for all patients, paying attention to patient medical needs, cultural and religious aspects, and language expectations.

IEO International Patient Office supports our patients’ needs, through a set of specific tailored services. Regardless of whether they are following out-patient or in-patient treatment, the patient will be welcomed at the airport and taken to the hotel or to the IEO for admission. An interpreter or direct communication in the patient’s language will be available right from the beginning of the treatment. The patient will be informed about any step of their diagnosis and treatment and assisted throughout their stay at the IEO. At the “discharge” visit the patient will receive an official “discharge letter” in Italian and in English. If necessary, translation into the patient language will be made available.

The case history documentation will be available three weeks later and a summary in English or in the patient’s language will be provided if required. When discharging the patient, the IEO clinicians will discuss with him/her continuity of care in the country of origin with special attention to regular check-ups. The IEO IPO is completely committed to assist the patient, even at a distance, for any further needs, via the usual numbers.

### **About IMTJ**

The [International Medical Travel Journal](#) (IMTJ) provides insight into the medical travel and medical tourism sector. IMTJ was established in 2007 in response to the increasing interest in medical travel and medical tourism. It embraces many of the themes that challenge healthcare providers across the world – insurance, accreditation, marketing and promotion, quality, patient safety, levels of care and experience in treating international patients.

IMTJ is independent of the associations and special interest groups that have come aboard the medical tourism bandwagon. Our aim is to create a central focus for information, resources and opinion on medical travel for those involved in the industry, anywhere in the world.

The internationalisation of healthcare through health tourism is at the heart of IMTJ. Patients are becoming healthcare consumers and in many countries, patient choice is being extended to surgery and treatment provided by international hospitals and clinics. By sharing expertise, knowledge, and views about the health travel industry, IMTJ can help to ensure that patient expectations are met, and that the industry maintains a high reputation.

The [International Medical Travel Journal](#) (IMTJ) is owned and managed by [Intuition Communication](#), a specialist publisher of consumer and business-to-business information on private healthcare and medical travel. The company also operates a consumer facing portal for medical tourism – [Treatment Abroad](#).