

Title: Beauty Medical Tourism – How To Take Your Business Global, While Minimizing Costs, and Delivering Client Satisfaction.

Name: Rachel Rowling, Co-founder, Vice President Client Services
TaqTik Health, Gorgeous Getaways
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Taqtik Health

TaqTik Health is an innovative technology healthcare company established in 2016 by international entrepreneurs (co-founders), Mr. Ken Cheng, Dr. Yasuhiro Hashimoto, MD, and Ms. Rachel Rowling. The tagline, "Medical travel with Confidence", describes one of their goals to make medical treatments transparent, affordable, and accessible to everyone so they can be as healthy as possible. Target markets are defined as; outbound (traveling to another country), inbound (arriving from another country), and domestic (local area). Current global clients (patients) come from all age groups, but are primarily between the ages of 26-64 traveling from the United States, Canada, Australia, New Zealand, and the United Kingdom.

TaqTik Health is the only technology-based companies in digital health that combines “tech” and “touch” to help solve global challenges between patients and providers. This is achieved by combining personal touch, with state of the art technology (marketplace) focused on scalability and security. The marketplace is a b2c marketplace that provides transparent pricing packages to consumers, and a b2b marketplace that promotes international healthcare providers in a “friendly” shared eco-system platform. TaqTik’s vision is to be the global consumer and partner choice to simplify healthcare, deliver healthcare transparency, minimize costs, improve accessibility and capacity, for both patients and healthcare providers.

History

TaqTik Health was born in 2016 in Silicon Valley, California United States. In 2016, they did their first acquisition, began building their minimum viable product (MVP), and developing their provider network. In February 2017, they acquired cosmetic and beauty tourism pioneer (2004) Gorgeous Getaways the global leader of quality and affordable surgical vacations, formerly owned by co-founder Ms. Rachel Rowling**.** Operating under two brands, Gorgeous Getaways focuses on beauty, plastic surgery and aesthetic holidays, while TaqTik operates as a consumer-focused healthcare marketplace that drives business and enables partners to globally scale.

In 2018, TaqTik is on track to double providers, packages and patient acquisition (PAQ) numbers, supporting the vision is to be the #1 global consumer and partner choice to simplify healthcare. Benefits to consumers (patients) include; secure, high value, accessible, and affordable health care options, while preferred providers receive global marketing to accelerate partner visibility and growth, driving further cost savings and improved resource capacity management.

References
http://www.taqtik.com
http://www.gorgeousgetaways.com

Biography

Rachel has over 25+ year in systems technology and international healthcare, holding several senior positions in Fortune 500 technology companies as well as running several successful international medical travel companies.

As a co-founder of Taqtik Health (TaqTik), Rachel brings both her “tech” and touch” experience to head up several key roles in Taqtik acting as strategic visionary, vice president of client services (global sales & services), and marketplace systems architect. From a “tech” view, and part of the technology enablement team, Rachel is the prime architect for b2b partner onboarding, as well as b2c client (patient) service delivery, process mapping, payment systems, workflow, and artificial intelligence delivery across all functional groups and brands. Her goal is to combine both technical, and international business experience to deliver a "best in class" patient and provider experience built on a service delivery framework that prioritizes pricing transparency, patient security and compliance.

In her spare time, Rachel is an advocate for aged care, health transparency and animal welfare. Rachel has an undergraduate degree in Computer Science and holds an Executive MBA from Athabasca University in Canada.

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Session name/ number:
Category: (Oral presentation/ Poster presentation)