

Trust, Quality, and Patient Safety in Global Medical Travel

*Strengthening Patient Comfort Through
Multilingual Digital Content*



GHA IMPACT™ Study Insights for PressReader



Executive Summary

The landscape of medical travel trust is fundamentally shifting – from purely clinical factors toward a holistic model that embraces emotional comfort, cultural familiarity, and digital engagement.



Clinical Trust

Accreditation, governance & safety remain foundational



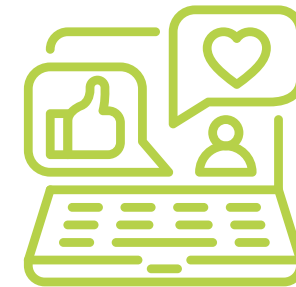
Emotional Comfort

Reducing anxiety, isolation & cognitive strain



Cultural Familiarity

Connection to language, home & identity during care



Digital Engagement

Scalable, accessible tools that reinforce confidence

PressReader = A scalable trust multiplier that complements clinical systems and elevates patient experience

→
01

Context & Strategic Framing

How the definition of trust in cross-border healthcare has expanded beyond clinical safeguards alone.





THE EXPANDING DEFINITION OF TRUST

Trust in global medical travel is no longer built on **clinical quality alone.**

Safety, governance and continuity of care remain foundational. But patients now evaluate the experience across the full care journey – including emotional comfort, cultural familiarity and environmental reassurance during periods spent away from home.

FOUNDATIONAL

Clinical safety & governance

FOUNDATIONAL

Continuity of care

EXPERIENTIAL

Emotional comfort & familiarity

EXPERIENTIAL

Cultural & environmental cues

Non-clinical experience factors **amplify** the trust patients place in clinical care.

They do not replace formal safety systems — they reinforce emotional confidence and the patient's overall perception of the institution. Within this framework, multilingual digital reading access emerges as a meaningful and scalable contributor.

01

Digital access

In-room connectivity that meets travelers on the devices and platforms they already use at home.

02

Communication clarity

Information in a patient's preferred language reduces cognitive strain and perceived risk.

03

Hospitality integration

Comfort layered into the clinical setting — closer to a service mindset than a ward mindset.

04

Cultural responsiveness

Familiar content, context and tone that signal attentiveness to diverse patient populations.

→

02

Patient Perspective

Latent demand and the emotional drivers of trust before, during and after a hospital stay abroad.



IMPACT SURVEY

70.9%

of patients say access to digital reading in their preferred language would **definitely or moderately improve** comfort during a future hospital stay.



Multilingual digital access is no longer a marginal preference.

It reflects a majority expectation among patients navigating future hospital experiences — a signal that digital multilingual engagement is becoming part of the baseline for a modern, internationally-ready stay.

WOULD NOT IMPROVE

11.8%

SAMPLE FRAME

Past + prospective medical travelers, GHA IMPACT Survey.

Patients didn't ask for what they hadn't yet experienced — until **prompted**.

LOOKING BACK

42.7%

said digital reading access would *not* have improved their past hospital experience.

LOOKING FORWARD

70.9%

say it would improve a *future* stay — once the option is described.

A classic latent-demand pattern. The opportunity is one of **education and activation**, not a structural barrier to adoption — patients recognize the value the moment they encounter the offer.



Familiar content in a familiar language reduces non-clinical stress during recovery.

NON-CLINICAL STRESSORS

- Language dislocation in unfamiliar settings
- Cultural unfamiliarity and isolation
- Distance from established support systems
- Extended periods of waiting and recovery

HOW MULTILINGUAL READING HELPS

- Home-country publications stabilize mood and orientation
- Native-language content reduces perceived isolation
- Familiar formats signal dignity and personalization
- Meaningful engagement during otherwise passive time

These factors strengthen — they don't replace — the broader trust architecture defined by accreditation and clinical safeguards. They enhance the patient's emotional experience within it.

Patient experience is shaped not only by clinical interactions — but by **how time is experienced in between.**

In cross-border care, waiting and recovery are when patients are most aware of their environment, their comfort and their distance from familiar context. Multilingual digital reading converts that time from passive to engaged.

PRE-ADMISSION Anticipation Anxiety before crossing borders; expectations are set.	IN-HOSPITAL WAITING Waiting Aware of surroundings, sensitive to comfort cues and isolation.	RECOVERY Recovery Extended non-clinical time; emotional stability is critical.	POST-STAY Reflection Memory of comfort shapes willingness to recommend and return.
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03

Healthcare Leader Perspective

High recognized value, low actual implementation —
and a clearly addressable gap.



Leaders endorse the value. Most facilities don't yet deliver it.

ENDORSED BY LEADERS

74.2%

of healthcare leaders rate multilingual digital reading "very" or "moderately" beneficial to the traveling-patient experience.

ACTUALLY IMPLEMENTED

15.2%

of facilities currently provide digital access to multilingual newspapers and magazines.

59pt gap between recognized value and current delivery — closable with a low-complexity intervention that integrates with existing Wi-Fi and requires no clinical retraining.

→

04

Positioning PressReader Within the Trust Infrastructure

Not a competitor to accreditation – a complement
that strengthens the experiential dimensions of care.



PressReader works on the **experiential layer** of trust — across three reinforcing dimensions.

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- 01** **Emotional experience infrastructure** Transforms waiting and recovery into engaging, meaningful time — cognitive engagement reduces boredom and anxiety, two of the strongest drags on perceived comfort during hospitalization.
-
- 02** **Cultural competence enhancer** Complements interpreter services and multilingual signage by addressing not only clinical clarity, but comfort, familiarity and a felt sense of connection to home.
-
- 03** **High-impact, low-barrier solution** A practical, scalable way to close the gap between perceived benefit (**74.2%**) and current adoption (**15.2%**) — implemented without clinical retraining or new infrastructure.
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Built for the breadth of an international patient population.

60+

Languages of newspapers, magazines and books available to patients.

120+

Countries of origin represented in the global publisher network.

7000+

Leading newspapers, magazines and titles — refreshed daily.

ACCESSIBILITY

WCAG 2.1 compliant Listen mode & text sizing

DEPLOYMENT

Hospital Wi-Fi enabled No clinical retraining

DEVICES

Patient-owned & in-room Cross-platform access

SUSTAINABILITY

Replaces print circulation Lower waste & logistics

FROM LATENT DEMAND TO STRATEGIC INTEGRATION

Three signals converge into a clear, measurable opportunity.

01 Patients signal strong anticipated demand for multilingual digital reading during their stay.

02 Healthcare leaders validate the benefit, yet implementation remains limited across most facilities.

03 PressReader is positioned to close the gap — a scalable, low-burden lever for cultural responsiveness, comfort and modernization.





Why Now?

The Shift Toward Experience-Led Trust in Global Healthcare

01 Patient Expectations Are Rising

Patients now evaluate the *entire experience*, not just clinical outcomes

02 International Patient Programs Are Expanding

Hospitals are competing on experience, not only quality

03 Digital Transformation Is Accelerating

Healthcare is becoming mobile, scalable, and content-driven

04 Emotional Wellbeing Is Now Strategic

Comfort, familiarity, and engagement directly impact trust



Healthcare leaders who integrate emotional, cultural, and digital experience now will define the next standard of global patient trust.



**Trust will be the defining
infrastructure of global
medical travel.**

**Multilingual comfort is
part of how it gets built.**



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