



**PATRICKGOODNESS**

PROFESSIONAL LECTURER

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Healthcare & Medical Tourism Marketing: Curriculum Vitae

## **PATRICK GOODNESS**

Patrick Goodness: Founder & CEO: The Goodness Company:  
Healthcare & Medical Tourism Marketing Specialists: 1994-Present

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The Goodness Company is a full-service healthcare medical tourism marketing, advertising, graphic design, and public relations agency with offices in the US and Costa Rica.

Since 1994, The Goodness Company has become recognized across the US and around the globe for exceptional marketing, communications and management solutions. With offices in the US and Costa Rica, and satellite offices in Europe, The Goodness Company is able to provide clients with worldwide services from a truly global perspective.

**GLOBAL HEALTHCARE & MEDICAL TOURISM MARKETING SERVICES:**

- Marketing & Strategic Marketing Planning
- Advertising Campaigns
- Corporate & Organizational Communications
- Public Relations
- Exhibition Trade Show Planning & Development
- Trade Show Management
- Exhibit/Booth Development
- Website Development
- Online Marketing
- Social Media Marketing & Social Media Management
- Corporate and Product Branding
- Print Collateral (Sales Materials) Development
- Diversity Marketing
- Multi-Cultural Marketing
- English & Spanish Language Communications

**GLOBAL EXPERIENCE:**

The Goodness Company has executed project work in more than 45 countries on five continents, with experience in global marketing, advertising, public relations, and event management. We provide valuable strategic planning services that position our clients to succeed in a competitive global environment. For nearly 20 years, Patrick Goodness and The Goodness Company have developed global recognition and a reputation for hard work and unmatched expertise. Healthcare Organizations and corporations around the world trust The Goodness Company with critical marketing, public relations and branding projects.

Our multi-cultural, multi-national experience, paired with our hands-on approach to healthcare and medical tourism marketing, public relations and event management ensures that The Goodness Company is a superior choice for regional and global healthcare marketing.

**MEMBER:**

- Medical Tourism Association (MTA)
- PROMED: Promotion of Medical Tourism in Costa Rica
- AMCHAM: American Chamber of Commerce in Costa Rica
- Canatur: Tourism Chamber of Commerce in Costa Rica

**AWARDS:**

- AAA Creative Excellence Awards: 2005, 2007, 2009
- Top 50 Diversity Businesses: Wisconsin & Illinois, USA: 2006, 2007, 2008, 2009, 2010 & 2011
- Entrepreneur of the Year Award: Heart of Wisconsin Business Alliance: 2009
- AMCHAM: Social Responsibility Award Nominee 2011

**RECOGNITION:**

Marketing & Media Consultant: Fox Business News, CNN, Washington Post, Dallas Morning News

Featured Speaker:

- 2011 PROMED Medical Tourism Conference: San Jose, Costa Rica.
- 2011 MEDESALUD Conference, Medellin Colombia.
- 2011 Medical Tourism Association: World Congress: Chicago, Illinois
- 2012 PROMED Medical Tourism Conference: San Jose, Costa Rica
- 2012 Medical Tourism Association: World Congress: Fort Lauderdale, Florida
- 2012 International Congress for Regenerative & Cell-Based Medicine: Hollywood, Florida

## Global Experience:

The Goodness Company has global experience, with development projects and consultation services provided around the world. We understand the importance of thorough research and preparation to ensure a thoughtful approach and successful results. We welcome the opportunity to promote the interests of our clients with professionalism, passion and unmatched enthusiasm.

## Kind Words:

“Our experience with The Goodness Company is always positive and inspirational. Their team is always brimming with great ideas to help us grow! If you’re looking for a marketing agency that provides strong experience, personal attention and creative ideas that generate positive returns, you can trust The Goodness Company. We do.”

**BILL COOK – DIRECTOR,  
INTERNATIONAL DEPARTMENT  
HOSPITAL CLINICA BIBLICA  
MEDICAL TOURS COSTA RICA**

“For the 5th World Medical Tourism and Global Healthcare Congress to be held on the beach in Ft. Lauderdale on October 24-26, 2012, we are very pleased to welcome back Patrick Goodness, CEO of The Goodness Company. Mr. Goodness was rated one of the top three best speakers in 2011. His session was absolutely packed with attendees who wanted to learn about the future of Medical Tourism Marketing. We received incredibly positive feedback from all attendees who left Patrick’s workshop inspired and excited to develop successful marketing and social media strategies with their companies. Based on the unanimous positive feedback we received, we are thrilled to invite Patrick back in 2012, to share his marketing and public relations expertise and provide critical insight on how to create successful marketing strategies to secure a competitive edge in the medical tourism and global healthcare industry.”

**CRISTINA CARDONA,  
GLOBAL CONGRESS MANAGER:  
MEDICAL TOURISM ASSOCIATION**

“I had the pleasure to work with Patrick in a Marcus Evans conference held in San Jose, Costa Rica. He delivered an excellent presentation, well organized and created a unique atmosphere that facilitated strong interaction among event attendees. Patrick is very welcoming and a warm host with the right balance between presentation content quality/professionalism and personal skills.”

**ALEXANDRA SANTANA  
INDEPENDENT CONFERENCE PRODUCER,  
LATIN AMERICA  
MARCUS EVANS EVENTS**

## About Patrick Goodness:



Let's get the first question out of the way. Yes, Goodness is his real last name.

Goodness, a globally recognized healthcare medical tourism marketing, communications and branding authority, has been making a mark around the world since he was a teenager. Patrick left home to study for the priesthood at the age of 13, was a congressional lobbyist by the age of 17, studied ancient indigenous mythologies in the South Pacific at 21, and started The Goodness Company at the age of 24.

Patrick initiated his career with the illustrious Leo Burnett Company, a global advertising giant. After two years with Leo Burnett, he started his own advertising, marketing, PR and event management agency, earning business from Fortune 50 Giants like Allstate and Microsoft within the first year of business. Since then, Patrick has earned the confidence of small, midsize and large corporate clients around the world, helping inspire a passionate, integrity-based approach to marketing and communications.

Patrick is often sought out as an insightful partner for US corporations seeking a market foothold within Latin America, and by global companies of every size seeking to establish a market presence in the US and abroad. Patrick's knowledge and understanding of global business markets and his firsthand experience

with business development in Latin America and North America make him a strong business ally.

The success of The Goodness Company is due to our willingness to provide a broad base of healthcare & medical tourism marketing, advertising, and communications solutions for our clients. "Our clients are looking for an agency that will roll up their sleeves, get their hands dirty and do what it takes to accomplish success. Our client partners expect us to take action and drive positive, effective results. No excuses. And that's exactly what we do."

After many years of global business development and a passport that has been stamped by more than 102 countries, Patrick resides with his wife (and business partner) and their two children in Costa Rica, where they operate the Latin American offices of The Goodness Company.

Patrick's business and travel features have been published in regional and national newspapers, magazines and online media. Goodness is a marketing consultant with Fox Business News, CBS, CNN and many international print business news media vehicles.

### MOST RECENT PUBLISHED WORK:

- July 2011: Tourism & Health Magazine: Web Site Marketing to Reach the American Medical Tourist
- August 2011: Tourism & Health Magazine: Marketing to Reach the Obese US Customer
- January 2012: Medical Tourism Magazine: Medical Tourism Marketing to WIN!
- March 2012: Medical Tourism Magazine: Get In The Game!
- April 2012: Tico Times Medical Tourism Supplement

