

# PlacidWay Launches PlacidTrack, a Dedicated Patient Platform to Accelerate Growth for Medical Tourism Providers

*PlacidTrack simplifies patient management with live chat, video consults, and a unified CRM, enhancing global communication and clinic efficiency.*

DENVER, CO, UNITED STATES, June 18, 2025 /EINPresswire.com/ -- PlacidWay, a prominent name in the [medical tourism](#) industry, today announced the availability of PlacidTrack, its new all-in-one patient management and communication platform. Developed specifically for the ambitious clinics and hospitals in PlacidWay's extensive global network, the PlacidTrack app is built to solve the distinct challenges of international patient acquisition and management, fundamentally improving how providers connect with a global audience.



In the dynamic world of [health tourism](#), every patient inquiry holds significant potential. However, coordinating with leads across different time zones, building confidence from thousands of miles away, and managing a high volume of communications can be a major hurdle. The PlacidTrack platform acts as a unified command center, allowing providers to move beyond disparate tools and focus on expanding their practice with greater efficiency. This approach ensures that valuable inquiries are captured and nurtured, helping clinics to deliver a higher standard of patient experience that fosters long-term growth.

The new platform gives providers a clear competitive edge by refining their patient engagement strategy. To capture and convert inquiries with notable speed, PlacidTrack integrates an instant Live Chat, allowing clinics to be the first to respond to prospective patients. These immediate, real-time conversations build instant rapport and measurably improve conversion rates, preventing patient loss due to communication delays.

To deepen this initial connection, the app includes secure Video Consultations, a vital feature for

building trust with patients around the world. This face-to-face interaction allows medical professionals to turn a hesitant inquiry into a confirmed patient by assessing medical needs, showcasing their expertise, and creating a strong personal connection that transcends distance.

"In today's connected world, the patient experience starts long before an appointment is booked. It begins with the very first online interaction," said Pramod Goel, CEO and Founder of PlacidWay Medical Tourism. "We developed PlacidTrack to equip our partners with the ability to build trust and provide exceptional care from that initial touchpoint. This platform is more than just software; it's a strategic asset for growth, designed to help clinics and hospitals connect with

patients anywhere and manage their care journey with new levels of efficiency. Our aim is to remove friction from the process, freeing providers to concentrate on their primary mission: delivering outstanding medical care services abroad."

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PlacidTrack empowers clinics to build trust from the first interaction, streamlining patient care and helping providers focus on delivering exceptional medical services."

*Pramod Goel, Founder and  
CEO of PlacidWay Medical  
Tourism*

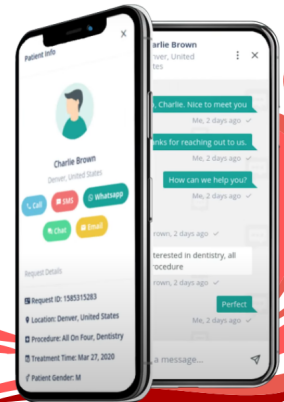
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**Mr. Pramod Goel**  
CEO of PlacidWay



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With its user-friendly Medical Tourism CRM, PlacidTrack enables providers to abandon cumbersome spreadsheets and gain full control over their patient pipeline. The entire patient lifecycle—from first contact to treatment coordination and follow-up care—is organized in one coherent dashboard. This gives a clear, at-a-glance view of each patient's status and identifies the next required actions.

The platform is also built for smooth internal coordination. A smart appointment scheduling tool removes conflicts and minimizes the back-and-forth emails that complicate arranging consultations across time zones. All

conversations, medical files, images, and communication logs are stored in a single, secure profile, giving the entire team immediate access to necessary information. This cohesive system creates an effortless experience for both staff and patients, providing clinics with the operational

capability to scale internationally and turn satisfied patients into advocates.

PlacidTrack is now available to all PlacidWay medical tourism providers.

About PlacidWay: PlacidWay is a leading [medical travel](#) platform and a key business-to-consumer resource in the healthcare travel sector, connecting patients with a network of over 2,000 respected medical centers in more than 60 countries. The company is committed to offering individuals access to affordable, high-quality, and personalized healthcare solutions, ensuring a supportive and well-managed journey from initial inquiry to successful treatment.

Pramod Goel

PlacidWay Medical Tourism

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