

ORQUIRA

PRE-LAUNCH · FOUNDING PROVIDER PROGRAMME

Founding Provider Guide

Register your interest to be considered for ORQUIRA's limited private beta in Medellín.

ORQUIRA is building a trusted marketplace connecting international patients with verified providers, launching first in Colombia.

PROVIDER CATEGORIES

MEDICAL

DENTAL

AESTHETICS

LONGEVITY

WELLNESS

BEAUTY

HOLISTIC

PET HEALTH

www.orquira.com



What is ORQUIRA?

ORQUIRA is building an AI-powered international care marketplace connecting patients and travellers with trusted providers across medical, dental, aesthetics, longevity, wellness, beauty, holistic and pet health services. The platform is designed to support the experience before, during and after treatment or service delivery. Colombia is the first launch market.



How do we solve common medical tourism challenges?



Verification & Trust

PROBLEM

Patients often struggle to know which international providers they can trust.

SOLUTION

Category-specific verification checks help patients identify trusted providers.



AI Specialist Agents

PROBLEM

Patients often have questions before speaking with a provider and don't know where to begin.

SOLUTION

Text and voice AI Specialist Agents give guidance, with a human concierge whenever more support is needed.



Price Estimator & Comparison

PROBLEM

Patients often compare treatment prices without calculating the total cost of travelling.

SOLUTION

Estimate the total trip cost and compare options, so patients can see when medical travel makes financial sense.



Quotation & Patient Case Tracking

PROBLEM

Patients often lose track of consultations, quotations and next steps after their first appointment.

SOLUTION

Track consultations, quotations, payments and booking progress in one place, with reminders and status updates.



Bilingual Patient Coordination

PROBLEM

Language barriers can create confusion, uncertainty and unnecessary anxiety during treatment planning.

SOLUTION

Bilingual support throughout the process helps patients communicate clearly and confidently with providers.



All-in-One Platform

PROBLEM

Planning medical travel often means hours of research across many websites, emails and messaging apps.

SOLUTION

One platform brings everything together in a simple, fast and connected experience.

EIGHT CATEGORIES - RANKED FOR COLOMBIA

Market Opportunity

A Colombia-first ranking combining international demand and growth, local market strength and destination advantage.

HOW THE RANKING IS WEIGHTED

- 45% International / tourism demand
- 35% Colombia market strength
- 20% Colombia destination advantage



Bubble size = relative ORQUIRA opportunity score



¹ Holistic uses Yoga Tourism as the measurable market proxy.

² Pet Health + Travel uses Pet Travel Services as the measurable global market proxy.

³ Longevity uses Personalized Diagnostics as a measurable market proxy, reflecting preventive screening, biomarkers and personalized health optimization central to longevity services. 2025 market value of US\$12.1B is published by Grand View Research; ~US\$21.2B for 2030 is calculated using its published 12.2% CAGR (2026–2033). Longevity tourism is an emerging segment and is not yet measured as a standardized global tourism market.

*Notes: Colombia medical-trip spend refers to average spend for trips with a medical motive. Wellness spending compares wellness travellers with typical international travellers. Aesthetics foreign-patient data are based on ISAPS survey estimates. Dental refers to international patients travelling to Colombia for dentistry. Beauty figures reflect travel-trend research rather than a standardized tourism market. Holistic demand reflects traveller willingness to pay more for wellness-focused travel. Pet travel refers to 19,000+ official documents issued by ICA for pets leaving Colombia in 2024 and does not represent veterinary-tourism patients.

Sources: Global Wellness Institute; MinCIT/ProColombia; ISAPS; ANDI; ICA; ResearchAndMarkets; Grand View Research; Fortune Business Insights; Skyscanner; Global Market Insights; Grand View Research — Personalized Diagnostics Market; Global Wellness Institute — Global Wellness Economy Monitor. 2030 figures are published forecasts or calculated from published growth rates where required. Aesthetics uses the cosmetic medical tourism market; Beauty uses Colombia's beauty and personal-care market alongside global beauty-travel demand indicators. Markets may overlap and should not be combined into a single total market figure. Bubble sizes reflect a Colombia-first assessment of international demand, Colombia market strength and destination advantage, rather than market value alone.

Colombia Is Attracting International Clients. ORQUIRA Helps You Reach Them.

Colombia is an established destination for international healthcare and wellness visitors. Discover how ORQUIRA aims to connect local providers with clients from around the world.

MEDICAL TOURISM

2026 TOP 10 DESTINATIONS¹

Travel-media editorial ranking

- 01  Türkiye
- 02  Thailand
- 03  India
- 04  Mexico
- 05  South Korea
- 06  Malaysia
- 07  Costa Rica
- 08  Singapore
- 09  United Arab Emirates
- 10  Colombia

 **Colombia #10**
in this editorial list

Connect international patients with Colombia's healthcare providers, treatments and coordinated medical journeys.

WELLNESS TOURISM

2026 TOP 10 DESTINATIONS²

Editorial ranking · signature experiences

- 01  India · Ayurveda & yoga
- 02  Thailand · Thai massage & spa
- 03  Indonesia (Bali) · Yoga & Balinese healing
- 04  Japan · Onsen & forest bathing
- 05  Switzerland · Alpine & medical wellness
- 06  Australia · Surf & nature retreats
- 07  Costa Rica · Eco-wellness & hot springs
- 08  Philippines · Hilot massage & island retreats
- 09  Maldives · Luxury spa & relaxation
- 10  South Korea · Korean spas & skincare

 **COLOMBIA #45**
Nature retreats, thermal springs & holistic wellness

Discover Colombia's wellness retreats, spa experiences and restorative escapes surrounded by nature.

AESTHETICS

2025 TOP 10 · FOREIGN PATIENTS³

Median overseas-patient share · ISAPS

- 01  Dominican Republic · 50%
- 02  Tunisia · 40%
- 03  Colombia · 27.5%
- 04  Lithuania · 25%
- 05  Czechia · 22.5%
- 06  Bosnia and Herzegovina · 20%
- 07  Egypt · 20%
- 08  Lebanon · 20%
- 09  Mexico · 20%
- 10  Panama · 20%

 **COLOMBIA #3**
27.5% median. Worldwide median: 10%³

Connect international clients with Colombia's aesthetic specialists, personalised treatments and recovery services.

DENTAL TOURISM

2025 PLATFORM PATIENTS⁴

DentaVacation · patient share

- 01  Mexico · 42.68%
- 02  Vietnam · 17.50%
- 03  Turkey · 7.89%
- 04  Colombia · 4.63%
- 05  Thailand · 3.45%
- 06  Costa Rica · 2.66%
- 07  Indonesia · 2.56%
- 08  South Korea · 1.87%
- 09  Albania · 1.82%
- 10  Morocco · 1.58%

 **COLOMBIA #4**
4.63% platform share

Explore Colombia's cosmetic and restorative dental care, from smile makeovers to implants and coordinated follow-up.

LONGEVITY

Connect international clients with Colombia's preventive healthcare, advanced diagnostics and personalised healthy-ageing services.

-  SWITZERLAND
-  UAE
-  SINGAPORE

BEAUTY

Discover Colombia's hair, skincare and beauty services, with convenient bookings throughout your stay.

-  SOUTH KOREA
-  THAILAND
-  JAPAN

HOLISTIC

Experience Colombia's nature retreats, mindfulness practices and holistic wellness offerings.

-  INDONESIA
-  INDIA
-  COSTA RICA

PET HEALTH

Travel and explore Colombia with your pets through connected accommodation, transport and trusted local services.

-  FRANCE
-  GERMANY
-  NETHERLANDS

THE ORQUIRA OPPORTUNITY

Make your services more visible to international clients through ORQUIRA's multilingual marketplace, trusted provider profiles and future booking and concierge services.

¹ Travel And Tour World (June 2026): editorial Top 50 medical-tourism destinations; methodology and scoring are not independently reproducible.

² Travel And Tour World 2026 Top 50 Wellness Destinations: editorial destination ranking, not independently verified inbound visitor counts. Signature services are illustrative.

³ ISAPS 2025: median foreign-patient percentages among surveyed surgeons, not visitor counts; countries reporting 20% are tied.

⁴ DentaVacation 2025: international dental patients using that platform; Colombia #4 within its dataset, not an official global tourism rank.

Why are we speaking with providers now?

- ✓ ORQUIRA is currently in product development and market validation, preparing for a controlled private beta in Medellín.
- ✓ Early provider engagement helps validate real needs before the private beta begins.
- ✓ Providers may help shape workflows and marketplace requirements.
- ✓ A small group of selected providers will be invited to participate in ORQUIRA's private beta before public launch.

ORQUIRA Development Roadmap

We're currently in the Marketplace Design Preview phase. ORQUIRA will progress towards an initial public launch, followed by phased category expansion.





Why become a Founding providers?

Join ORQUIRA before launch and help shape the platform while positioning your practice for future international patient demand.



Early Visibility

Be among the first providers considered for ORQUIRA's Medellín private beta.



Shape the Platform

Help influence the provider experience before launch.



International Readiness

Prepare your business or practice for future international demand.



Verification Pathway

Prepare for ORQUIRA's category-specific provider verification process.



Priority Consideration

Be considered for early participation as relevant categories launch.



Exclusive Benefits

Access opportunities reserved for Founding Providers.

Exclusive Founding Benefits

Access opportunities available to qualifying Founding Providers, including early updates, potential pilot invitations and early access to selected new features before public release.

Vendor Groups & Types

ORQUIRA is building a broader care and travel ecosystem made up of different types of providers and supporting businesses. The eight vendor groups below show where your organisation may fit within the marketplace.

Top 10 vendor types are currently prioritised based on:

- ✔ Customer demand
- ✔ Revenue potential
- ✔ Colombia's strengths as a destination

 **HEALTHCARE**

01 Dental Clinic

02 Plastic Surgery Clinic

03 Fertility / IVF Clinic

04 Stem Cell & Regenerative Medicine Clinic

05 Menopause & Hormone Clinic

06 Bariatric & Weight Loss Clinic

07 Dermatology & Aesthetic Clinic

08 Hospital / Multi-Specialty Center

09 Vision Correction Clinic

10 Integrative & Functional Medicine Clinic

 **LONGEVITY & PREVENTIVE HEALTH**

01 Longevity Medicine Center

02 Preventive Health & Executive Screening Center

03 Regenerative Medicine Clinic

04 Advanced Diagnostics & Biomarker Center

05 Functional & Precision Medicine Clinic

06 Metabolic Health Clinic

07 Hormone Optimization Clinic

08 Women's Longevity Center

09 Cardiovascular Prevention Center

10 Biological Age & Health Assessment Center

 **BEAUTY PROVIDERS**

01 Beauty Salon

02 Hair Salon

03 Beauty Studio

04 Nail Salon

05 Brow & Lash Studio

06 K-Beauty Clinic

07 Permanent Makeup Studio

08 Makeup Studio

09 Scalp Spa

10 Beauty Academy

 **RECOVERY & AFTERCARE**

01 Recovery House

02 Aftercare Nurse

03 Lymphatic Drainage Specialist

04 Physiotherapy Provider

05 Hyperbaric Oxygen Therapy Provider

06 Recovery-Friendly Hotel

07 Medical Transportation Provider

08 Compression Garment Provider

09 Wound Care Specialist

10 Home Healthcare Provider

 **LIFESTYLE & SUPPORT**

01 Wellness Retreat

02 Longevity & Biohacking Center

03 Spa & Recovery Center

04 Nutritionist

05 Physiotherapist

06 Fitness & Movement Studio

07 IV Therapy Provider

08 Meal Delivery Service

09 Medical Spa (Med Spa)

10 Women's Health & Wellness Center

 **STAY & LOGISTICS**

01 Recovery-Friendly Hotel

02 Recovery-Friendly Short-Term Rental

03 Airport / VIP Transportation

04 Bilingual Medical Concierge Service

05 Medical Interpreter

06 Travel Concierge Service

07 Wellness Hotel

08 Executive Transportation

09 Tour & Experience Provider

10 Corporate Housing Provider

 **RELOCATION & RESIDENCY**

01 Health Insurance Broker

02 Immigration Lawyer

03 Relocation Consultant

04 Real Estate Agent

05 Bilingual Personal Assistant

06 Medical Tourism Airbnb Host

07 Furnished Rental Provider

08 Property Management Company

09 Banking & Fintech Provider

10 Spanish Language School

 **VETERINARY & PET CARE**

01 Veterinary Hospital

02 Veterinary Specialist

03 Veterinary Surgeon

04 Veterinary Oncologist

05 Veterinary Dentist

06 Pet Travel Coordinator

07 Pet Transport Service

08 Pet Recovery Boarding

09 Pet Rehabilitation & Physiotherapy

10 Home Veterinary Nurse

Note: The examples below represent ORQUIRA's current priority vendor types within each group. Rankings are directional and may evolve through market validation. They do not represent launch order, service availability or guaranteed onboarding.
Source: ORQUIRA Marketplace Structure v4.0, 2026.

Who are we looking for?

ORQUIRA is building its provider network across eight marketplace categories, which will be introduced progressively.

Top 10 sub-categories are ranked using the ORQUIRA Priority Score:

- ✓ Willingness to travel
- ✓ Revenue potential
- ✓ Demand and market trends
- ✓ Colombia's competitive advantage
- ✓ Repeat booking potential
- ✓ Strategic fit with ORQUIRA

MEDICAL	DENTAL	AESTHETICS	LONGEVITY	WELLNESS	BEAUTY	HOLISTIC	PET HEALTH
01 Fertility / IVF 02 Regenerative / Stem Cell 03 Weight Loss / Bariatric 04 Orthopedics / Sports 05 Endometriosis Care 06 Menopause Care 07 Executive Check-Ups 08 Vision Correction 09 Heart Health 10 Digestive Health	01 Dental Implants 02 Full-Mouth Restoration 03 Veneers / Smile Design 04 Crowns / Bridges 05 Oral Surgery / Grafting 06 Cosmetic Dentistry 07 Root Canals 08 Gum Health 09 Braces / Aligners 10 Dentures / Prosthetics	01 Liposuction / Contouring 02 Breast Surgery 03 Rhinoplasty / Facial Contouring 04 Mommy Makeover 05 Tummy Tuck / Body Lift 06 Hair Transplants 07 Wrinkle-Relaxing Injections 08 Fillers / Facial Balancing 09 Face / Neck Lift 10 Eyelid Rejuvenation	01 Longevity Medicine / Healthspan 02 Biomarkers & Advanced Diagnostics 03 Preventive Health / Early Detection 04 Biological Age / Ageing Assessment 05 Metabolic Health 06 Hormone Optimization 07 Precision Nutrition 08 Sleep & Recovery 09 Women's Longevity 10 Regenerative Longevity	01 Post-Surgical Recovery 02 Menopause Retreats 03 Thermal Retreats 04 Hydrotherapy / Recovery Spa 05 Sleep / Recovery 06 Stress / Burnout 07 Nutrition / Metabolism 08 Strength / Mobility 09 Lymphatic / Recovery Massage 10 Physiotherapy / Rehabilitation	01 Haircuts / Blowouts 02 Hair Colour / Balayage 03 Facials / Skincare 04 K-Beauty Treatments 05 Brows / Lashes 06 Nails 07 Hair Repair / Extensions 08 Textured Hair 09 Makeup 10 Permanent Makeup	01 Women's Renewal Retreats 02 Spiritual Retreats 03 Plant Medicine Integration 04 Wise Women / Matriarch Circles 05 Ancestral Colombian Wellness 06 Nature & Forest Therapy 07 Breathwork 08 Women's Circles & Feminine Wellness 09 Therapeutic Yoga 10 Somatic Practices / Embodiment	01 Pet Wellness Exams 02 Emergency Pet Care 03 Pet Diagnostics 04 Pet Dental 05 Pet Medical Travel 06 Senior Pet Care 07 Vaccinations / Parasites 08 Pet Travel Certificates 09 Pet Nutrition / Weight 10 Pet Skin / Allergies

Note: Sub-category rankings reflect ORQUIRA's internal Priority Score, based on willingness to travel, revenue potential, demand and market trends, Colombia's competitive advantage, repeat booking potential and strategic fit. Rankings are directional and may evolve through market validation; they do not represent launch order or service availability. Source: ORQUIRA internal market research and marketplace prioritisation, 2026.

How the early process works

- 01 Submit an expression of interest
- 02 ORQUIRA reviews the provider information
- 03 Selected providers may be contacted for feedback or additional information
- 04 Qualified providers may be invited to participate in ORQUIRA's limited private beta, subject to verification and onboarding requirements.

What becoming a Founding Provider means today

- ✓ Founding Provider registration is currently an expression of interest.
- ✓ ORQUIRA is preparing for a limited private beta and is not yet publicly available.
- ✓ Registering does not mean verification has been completed.
- ✓ Registering does not guarantee acceptance.
- ✓ Private beta participation, onboarding requirements and commercial terms will be communicated to selected providers before participation.





Register Your Interest for the Founding Provider Private Beta

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Help shape ORQUIRA before public launch and be considered for our first Medellín provider cohort.

ORQUIRA

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