

 STACKPOLE & Associates, Inc.

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**Medical Tourism:**  
 Marketing to the High End Patient  
 Irving L Stackpole, RRT, MEd

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**Mastering Medical Tourism Marketing - AGENDA**

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- Marketing – the basics
- Do’s and Don’ts
- Examples
- Psychological Differences



**MEDICAL TOURISM MARKETING**  
*The Basics for Growing Your Business*  
 Edited by  
**IRVING STACKPOLE**  
Master of Science in Business, an Author of World Social Marketing

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**Mastering Medical Tourism Marketing**

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**All successful marketing has elements in common:**

- **Call to Action**  
 – What do you want your audience to do?
- **Match Images / Visuals to the Words**  
 – Do the pictures match the words?
- **Transparency**  
 – Who, what, where, & how
- **Lead Management**  
 – Accessibility  
 – Convert the prospects to clients

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**Marketing? A definition**

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- Marketing
  - **Creating / Sustaining Awareness**
  - **Generating Leads**
- Markets
  - Common groups –
  - For example – orthopedic surgeons, oncologists, insurance executives, middle aged affluent women – *four* distinct markets

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**Sales? A Definition**

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- Sales – a definition
  - **Behaviors which persuade** and influence customers and consumers to select yours vs. others' [PRODUCT]
  - **Securing commitment**
- Answering the phone
- Responding to emails
- ➔ **Listening**

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**Marketing 101**

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- Five "P's"
  - Product (Service or "Solution")
    - **All marketing starts here!**
  - What are You Selling?
    - **Easy to understand**
    - **Compelling message**
    - **Words that match the images**

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**STACKPOLE & Associates, Inc. Marketing 101**

- Product = Service
  - What you are selling?
- Cardiovascular
  - Relief from fear / confidence
  - Legacy (Life / Death)
  - Price advantage
  - Ease of Access
  - Setting / Location
- **“My family comes first.”**

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**STACKPOLE & Associates, Inc. Marketing 101**

- Five “P’s”
  - Product – what are you selling
  - Price – How much does it cost
  - Placement – Where do I access / buy / acquire
  - Promotions – Communicating your proposition to the markets
  - Position – The dominant opinion of your “brand” in the markets you serve

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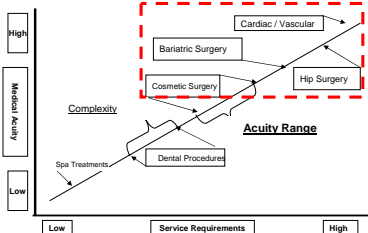
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**STACKPOLE & Associates, Inc. The global market**

- Worldwide, \$5 Billion; +35% / year growth
- Low acuity is the largest volume in the market
- High acuity is highest per-unit charge



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 **US – Health Insurance Reform**

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**Approximately 47 Million US w/ no health insurance – HOWEVER**

20 to 30 Million will be covered ~ 2014

Expect turmoil in the health insurance markets - regulations not yet promulgated

Premiums AND prices (cost) will **skyrocket**

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 **Market Facts- US**

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**Out of pocket costs will be high after “Reform”**

**Demand for “High-End” services will grow as baby-boomers age**

**Demand in the US will overwhelm existing infrastructure & resources**

**“Reform” in the US will be in stages**

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 **Which Market?**

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- The “high-end” market
  - Orthopedic – joints
  - Orthopedic / neurological – Spine
  - Non-Urgent cardiac
  - Unavailable in resident country / location
    - Stem Cell
    - Alternative
    - Experimental
  - Perceived inferior / poor reputation

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 **What is important**

**High End Market – Psychographic Segments**

- Content & Compliant – 28%
- Sick & Savvy – 25%
- On-Line & On-Board – 8%
- Shop & Save – 2%
- Out & About – 8%
- Casual & Cautious – 28%

Solution for ~ 43% of the overall market

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 **What is important**

<p><b>High End Market</b></p> <ul style="list-style-type: none"> <li>• Sick &amp; Savvy</li> </ul>	<p><b>Providers</b></p> <ul style="list-style-type: none"> <li>• <b>Demonstrations of experience</b></li> <li>• <b>Clinical credentials</b></li> <li>• <b>Outcomes &amp; data</b></li> <li>• <b>Comparative effectiveness</b></li> <li>• <b>Full access to experts</b></li> <li>• <b>Web site – effectiveness</b></li> <li>• <b>Price</b> <ul style="list-style-type: none"> <li>– Component costs</li> </ul> </li> <li>• <b>Destination</b></li> </ul>
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 **What is important**

<p><b>High End Market</b></p> <ul style="list-style-type: none"> <li>• On-Line &amp; On-Board</li> </ul>	<p><b>Providers</b></p> <ul style="list-style-type: none"> <li>• <b>Web site – effective</b> <ul style="list-style-type: none"> <li>– Messages</li> <li>– Images</li> </ul> </li> <li>• <b>Testimonials</b> <ul style="list-style-type: none"> <li>– Access</li> </ul> </li> <li>• <b>Clinical credentials</b></li> <li>• <b>Destination</b></li> <li>• <b>Outcomes &amp; data</b></li> <li>• <b>Package price</b></li> </ul>
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 **What is important**

**High End Market**

- Shop & Save

**Providers**

- Demonstrations of experience
- Clinical credentials
- Outcomes & data
- Comparative effectiveness
- Full access to experts
- Price
  - Component costs
  - Comparative costs
- Web site – effectiveness

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 **What is important**

**High End Market**

- Out & About

**Providers**

- Web site – effective
  - Messages
  - Images
- Destination
- Testimonials
  - Access
- Clinical credentials
- Outcomes & data
- Package price

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 **What consumers expect**

- Transparency
  - It should be easy to find out
    - Who you are
    - What you do
    - How you do it
    - Where you do it
  - And, of course,
    - Next Steps!!! (**Call to Action!**)

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 **What consumers expect**

- **Proper English**
  - Creates credibility, builds trust
  - Fosters effective communication
- **Compelling messages**
  - Quality
  - Available services
  - Price
- **Images that match the message**
- **Prompt responses**

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