

# Medical Tourism: Private healthcare at the end of the COVID-19 tunnel

*Irving Stackpole*

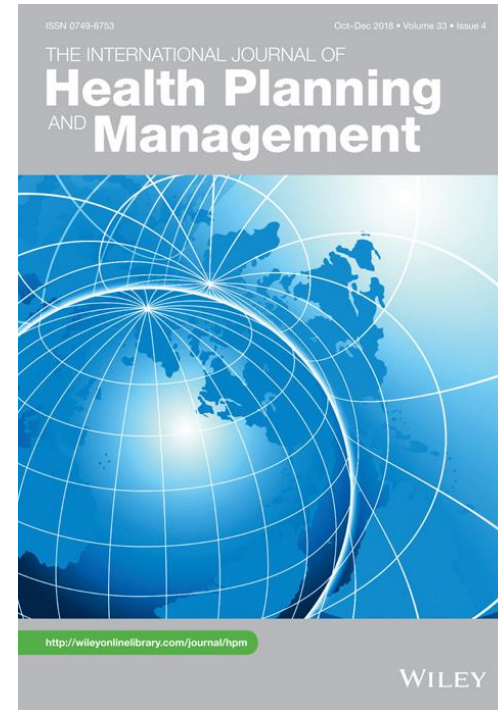
# AGENDA

1. What's around the corner?
  1. Demand & Supply
2. The Private Sector: Impact / recovery
3. Consumer behavior – what has changed?
  - a. Who is *not* afraid?

# WHO WE ARE...



[marketingforhealthtourism.com](http://marketingforhealthtourism.com)



# Demand: Pent-Up

The  
Economist

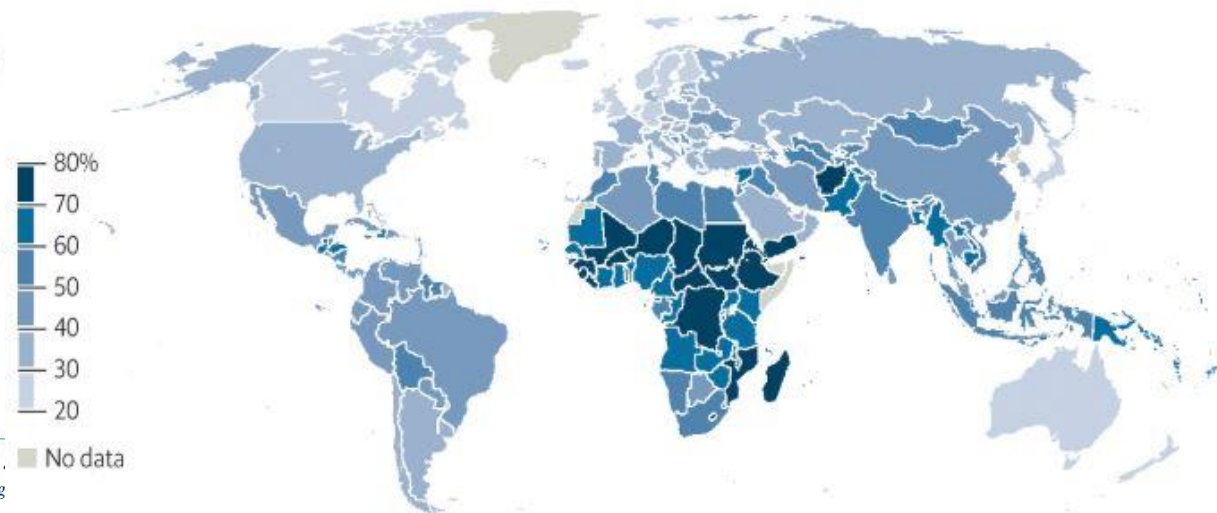
May 18, 2020

Tens of millions of surgeries are being postponed as a result of the pandemic

It will take hospitals months to work through the backlog

## Collateral damage

Share of cancer surgeries cancelled during the peak 12 weeks of disruption from covid-19, %



# Supply: Private Capacity

---

- Financial impacts
- Social & political dynamics

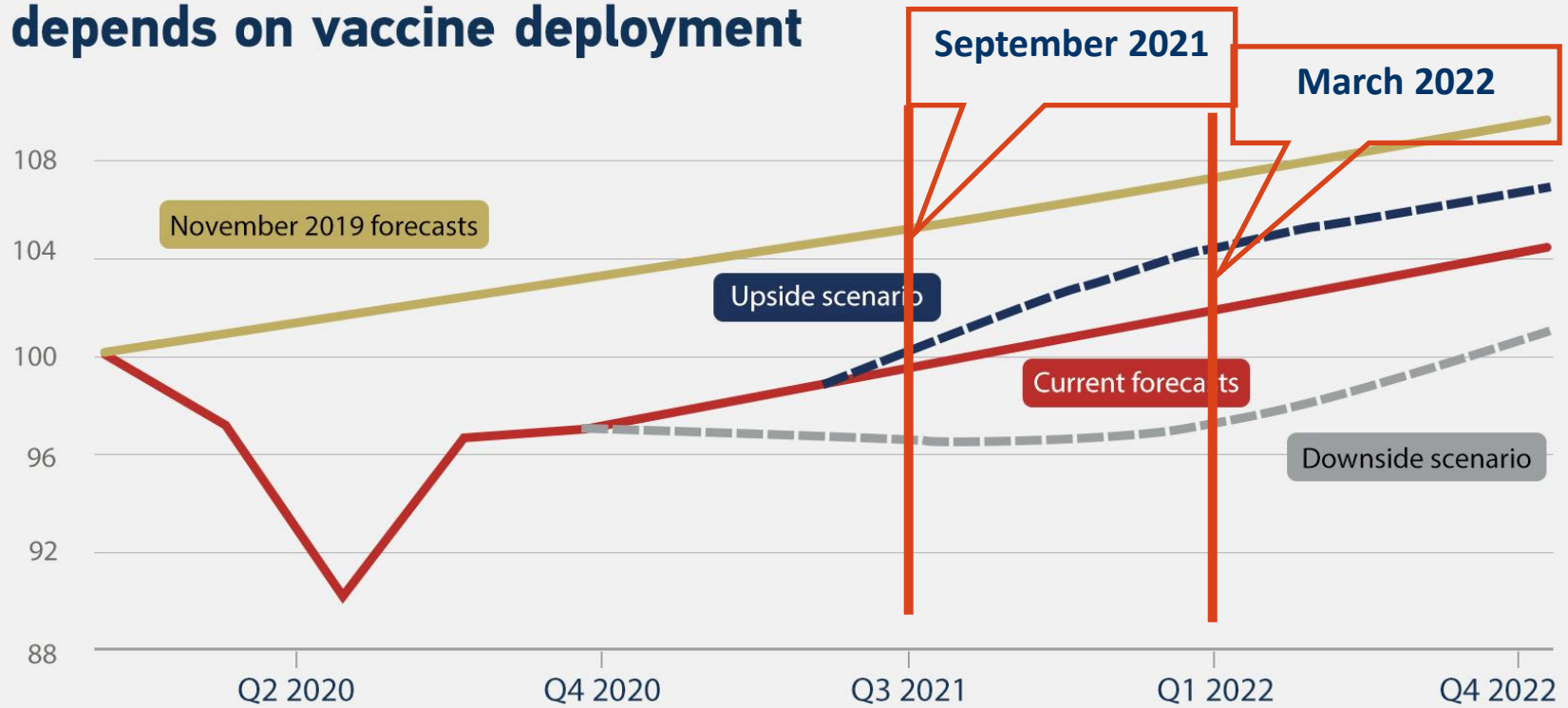
*Exclusive: Medical leaders seek to ‘shame’ private hospitals and their staff into supporting NHS*

By [Lawrence Dunhill](#) 10 January 2021



# Recovery?

# OECD projects bright global economic outlook, but confidence depends on vaccine deployment



World GDP, index Q4 2019=100

Source: OECD

CGTN



The FCDO advises against all but essential travel to the whole of the United Arab Emirates based on the current assessment of COVID-19 risks.

## Access?

### ! COVID-19 entry restrictions for the United Arab Emirates

Before you travel, [check the 'Entry requirements' section](#) for the UAE's current entry restrictions and requirements. These may change with little warning. Monitor this advice for the latest updates and stay in contact with your travel provider.

### ! Preparing for your return journey to the UK

The UAE is on the [red list for entering England](#). Check what you must do to [enter England, Scotland, Wales or Northern Ireland](#).

## Access?

# IATA Travel Pass Initiative



To re-open borders without quarantine and restart aviation governments need to be confident that they are effectively mitigating the risk of importing COVID-19. This means having accurate information on passengers' COVID-19 health status.

Informing passengers on what tests, vaccines and other measures they require prior to travel, details on where they can get tested and giving them the ability to share their tests and vaccination results in a verifiable, safe and privacy-protecting manner is the key to giving governments the

confidence to open borders. To address this challenge IATA is working on launching the IATA Travel Pass, a digital platform for passengers.

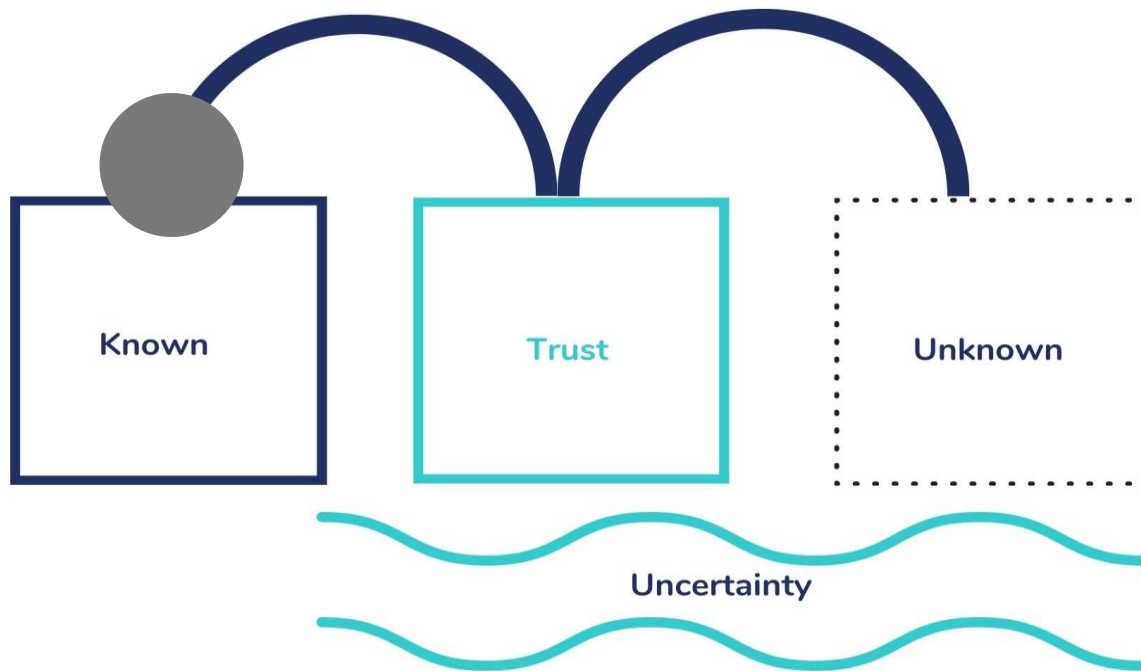
# CONCLUSIONS?

Uncertainty – “It’s a jungle out there” (Randy Newman)

- **Demand**
- **Supply**
- **Access**
- *What about consumer behavior?*

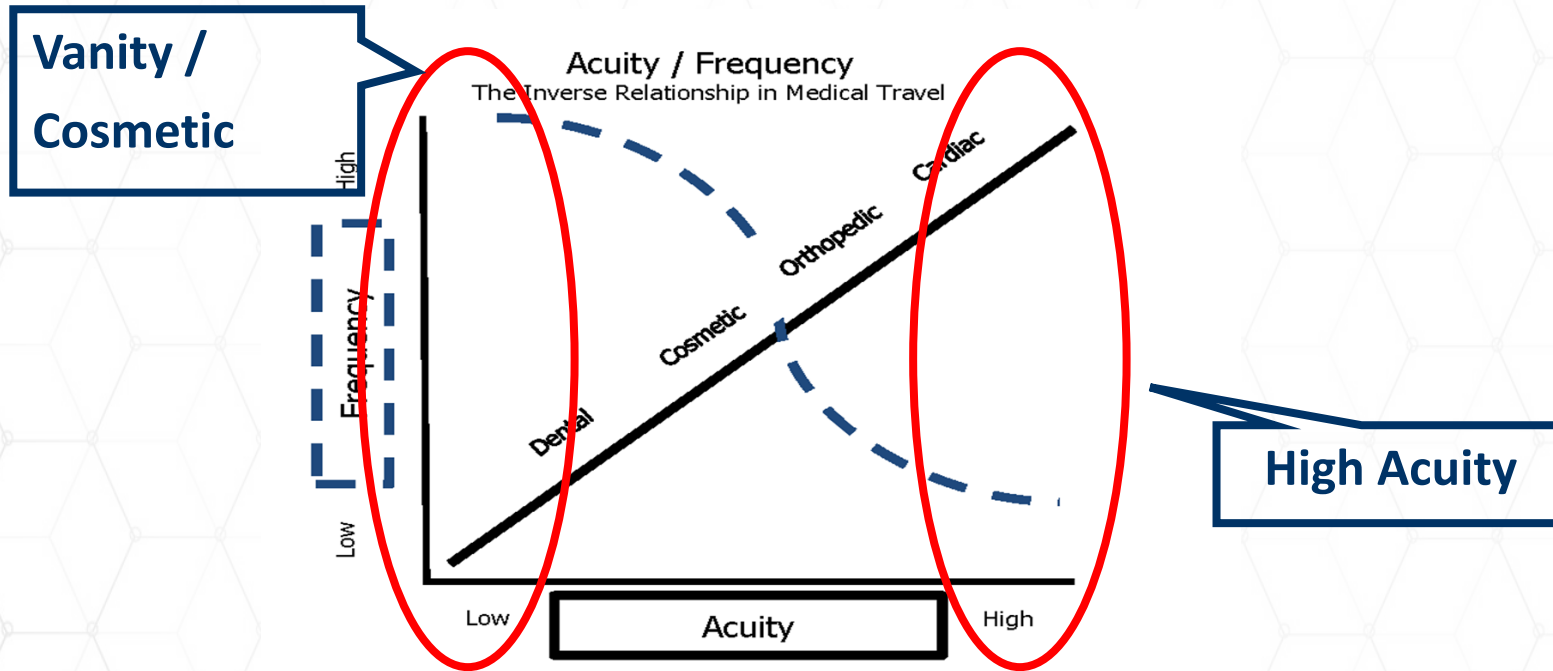
# The Medical Tourism Journey

## COVID-19 Will Change Health Tourists



# Medical Tourism – Segmentation

- Segments will come back



There is an inverse relationship between the acuity (complexity) of medical / healthcare service and frequency of utilization in the medical travel markets

# Take-Home Messages

- Surge of pent up demand is here
  - Pent up demand is not stable
- The asynchronous public health response is delaying recovery
- Some segments are more risk-tolerant
- Some segments are risk-averse

## Further Take-Home Messages: CONSUMER BEHAVIOR

---

- Who will be hesitant?
- What can **providers** do to overcome / counterbalance consumer fear / concern
- Will collaboration / cooperation help?

# Contact Details

Irving Stackpole

Stackpole & Associates, Inc.

[www.stackpoleassociates.com](http://www.stackpoleassociates.com)

Email: [istackpole@stackpoleassociates.com](mailto:istackpole@stackpoleassociates.com)

Mobile & WhatsApp: +16177199530

