

— 6 - 8 —
DECEMBER
2020

Health Tourism & Cultural Safety



ONLINE

HEALTHCARE **FUTURE
SUMMIT**

BRINGING HEALTHCARE COMMUNITIES TOGETHER

HFS.AE

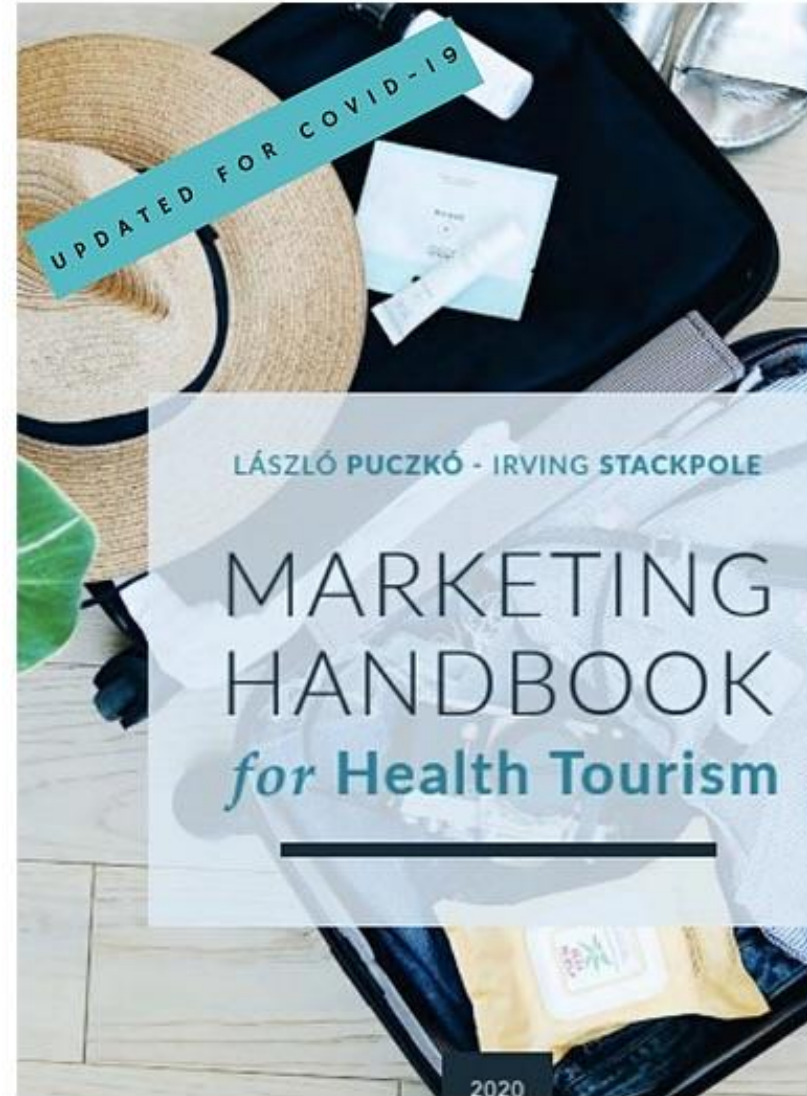
Who we are...

Stackpole & Associates has over 3 decades of experience in the healthcare and seniors' services markets throughout the world, delivering strategic and tactical marketing solutions.

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Marketingforhealthtourism.com

Health & Medical Tourism

- External Factors
- Demand
 - Travel
 - Psychology
- Supply / Capacity
- “Human Factors” – Cultural Safety

Healthcare: Stress on Capacity & Providers

- Healthcare supply was diverted to COVID-19
- Few elective, non-urgent procedures
- “Turning the faucet back on”



Demand: Pent-Up

The
Economist

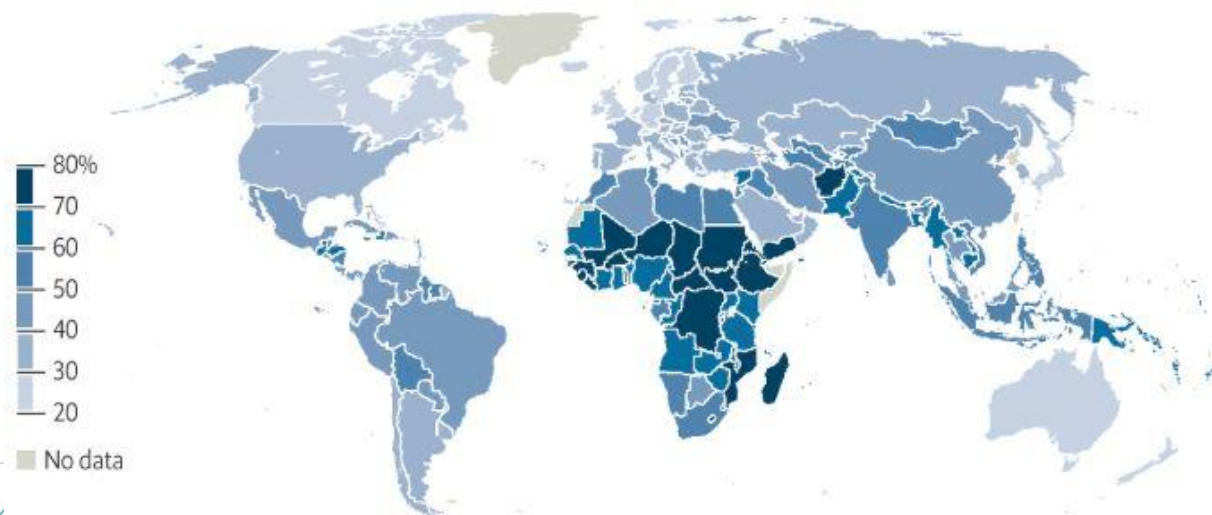
May 18, 2020

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

It will take hospitals months to work through the backlog

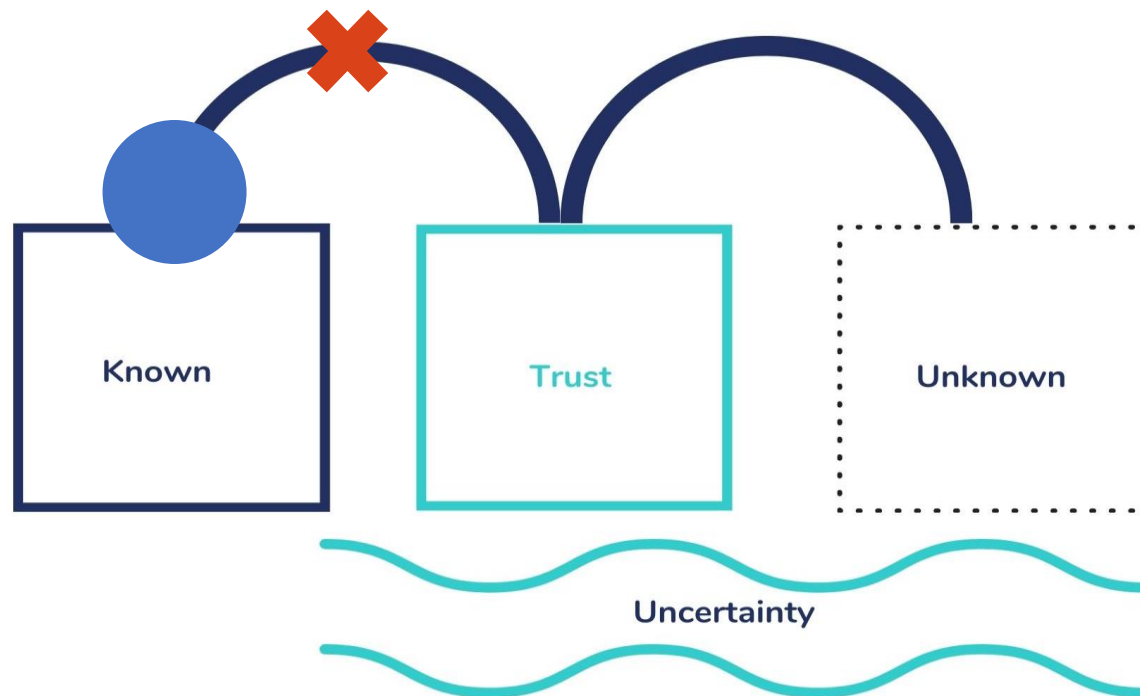
Collateral damage

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



The Health Tourism Journey

Health Tourists: Trust & Uncertainty



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Cultural Safety in Health Tourism

- Health Tourism
 - Modes of service delivery
 - Person-to-Person
- Cultural Safety
 - Critical to brand development
 - **Local delivery**
 - **Global awareness**

Cultural Safety in Health Tourism – MEANING?

- Local delivery
 - Healthcare consumers come for care
- Global awareness
 - Healthcare consumers come from *anywhere* and *everywhere*
- *Are we ready?*

What is “culture”

Power distance index

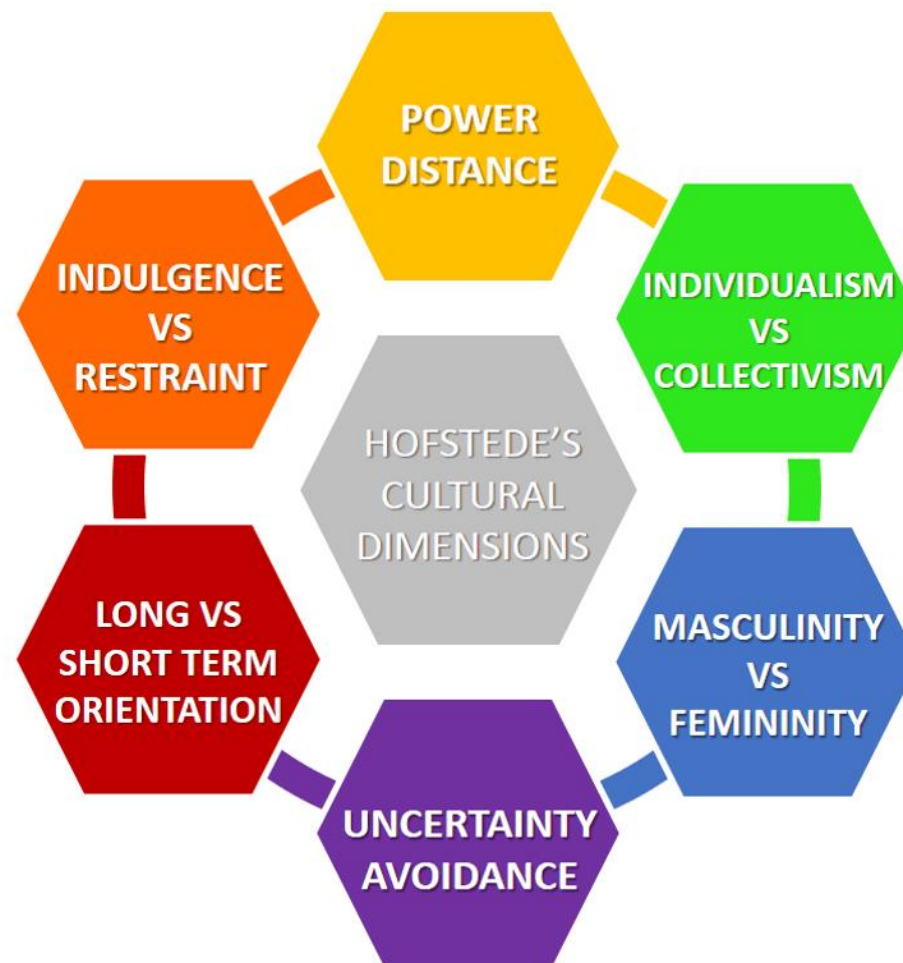
Individualism vs. collectivism

Uncertainty avoidance

Masculinity vs. femininity

Long-term vs. short-term orientation

Indulgence vs. restraint



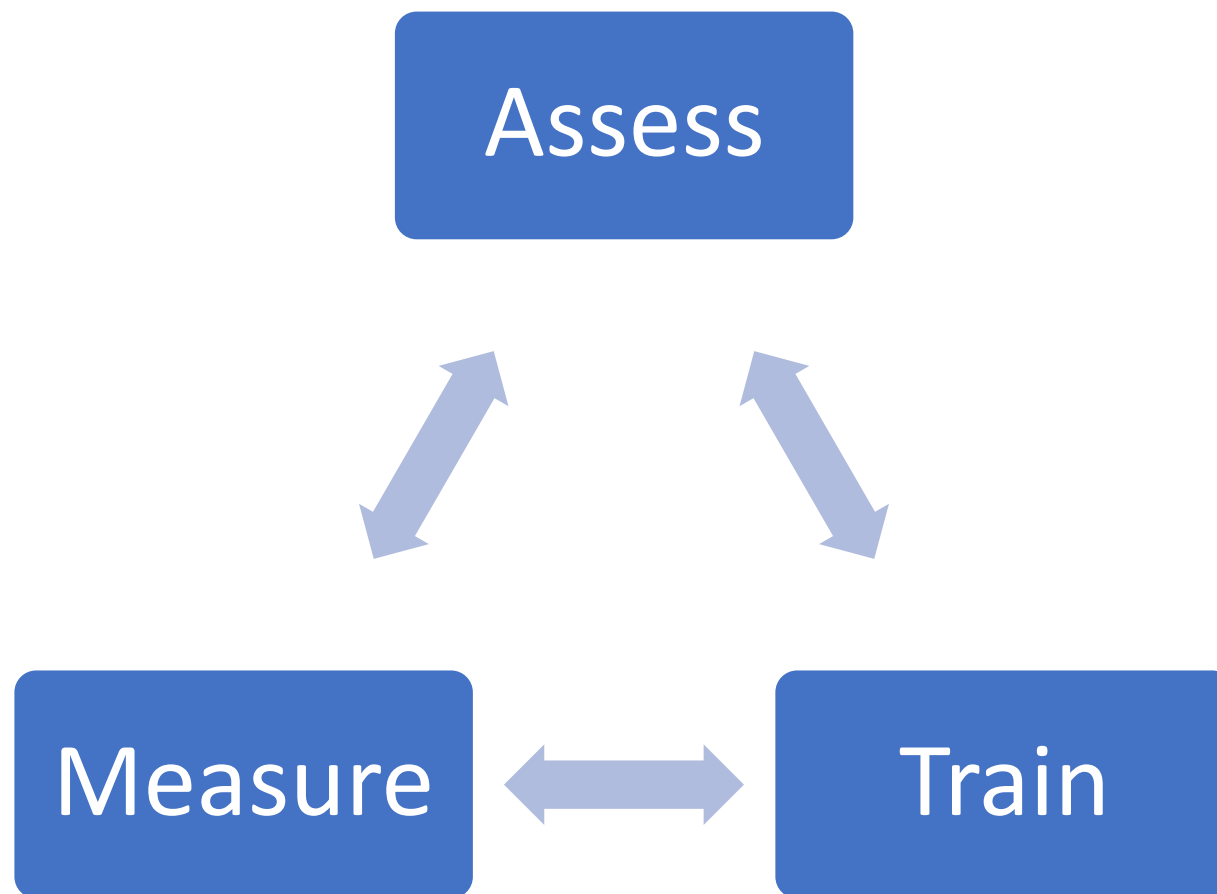
Cultural Safety in Health Tourism

- Principle 1: Improve health status and well-being
 - Healthier clients
- Principle 2: Improve the delivery of health services
 - More effective service delivery
- Principle 3: Focus - differences among your clients
 - Not everyone is the same
- Principle 4: Understand the power of health services
 - Powerful links between consumers and providers

Cultural Safety in Health Tourism

- Practice 1. Reflect on your own behavior
- Practice 2. Minimize the power differentials between yourself and your **[patients / clients / consumers]**
- Practice 3. Engage in a conversation with the **client**
- Practice 4. Undertake a **process** of equalization
- Practice 5. Treat clients sensitively, considering their cultural or individual differences

Improving Cultural Safety in Health Tourism



Health Tourism: Cultural Safety

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