



# Beyond the Horizon: Health Tourism Markets After COVID-19

*Irving Stackpole*



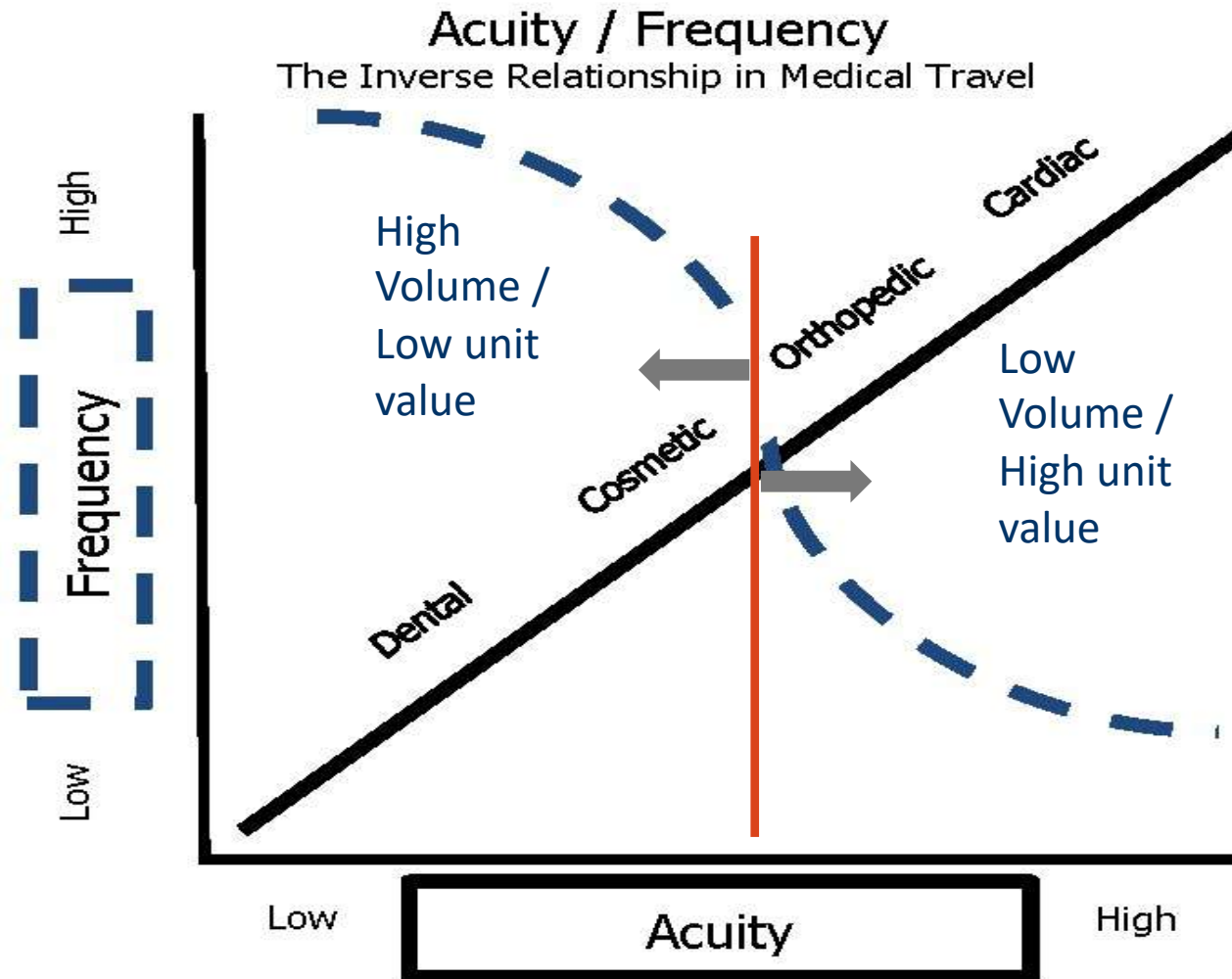
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# Health Tourism & Pandemic

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- External Factors – Response to the Pandemic
- Demand
  - Travel
  - Psychology
- Supply / Capacity
- The Path to Recovery

# The Health Tourism Markets



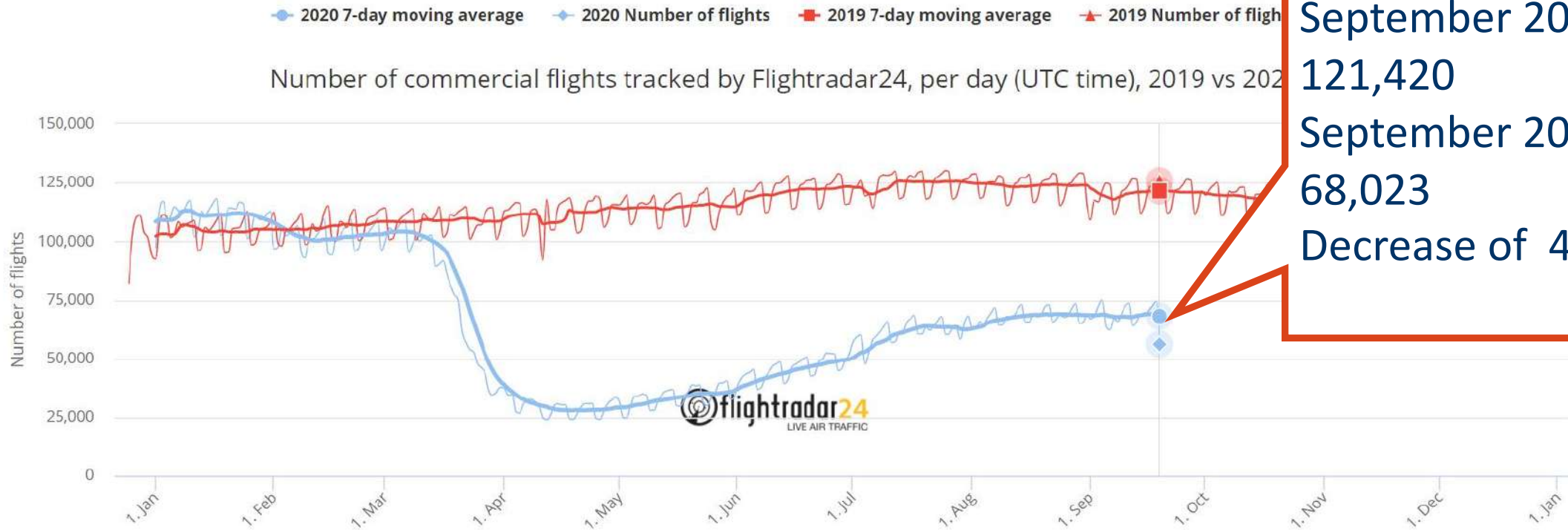
There is an inverse relationship between the acuity (complexity) of medical / healthcare service and frequency of utilization in the medical travel markets

# Market Factors – From the beginning...

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- Destination Stability - Perception
- Access – Travel
- Economics
  - Currency to Currency Comparison / PPP
- Capacity
- REPUTATION / BRAND

# Travel: Historical Comparison

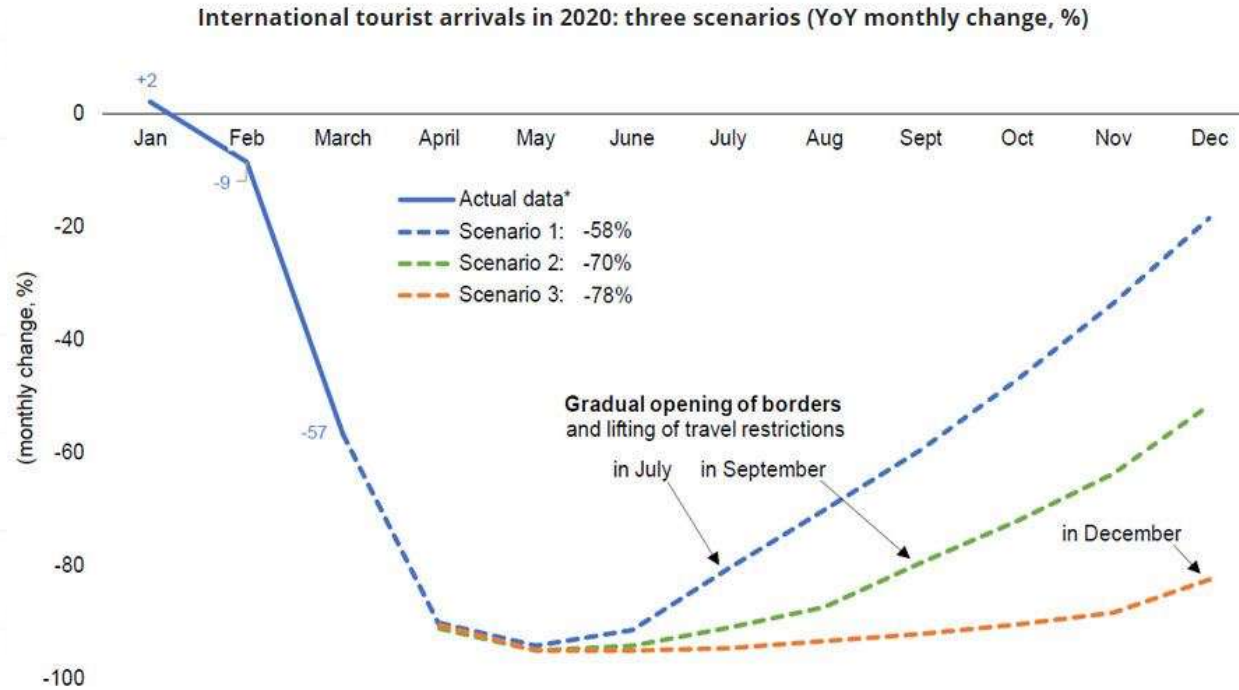


7 day moving average  
September 2019:  
121,420  
September 2020:  
68,023  
Decrease of 44%

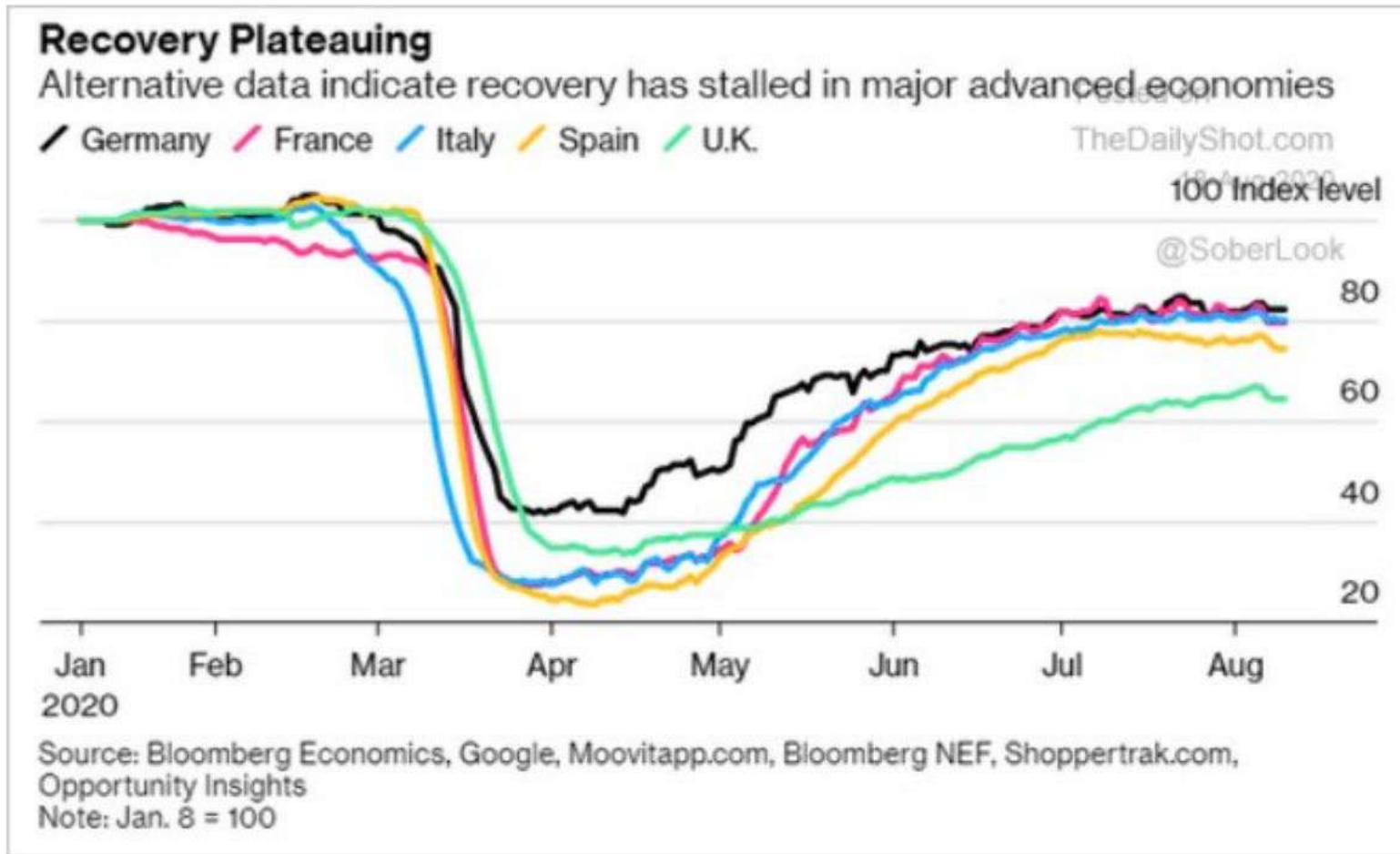


# Travel: Tentative Re-Engagement

- Incremental return
  - Not a “V” or a “U” but a Nike “swoosh”



# Economic Recovery & Market Recovery



# Healthcare: Impact on Capacity

- Supply diverted to COVID-19
- Few elective, non-urgent procedures
- “Turning the faucet back on”
- Some % will not come back
  - Adapting / Opportunities





# Pent-Up Demand

The  
Economist

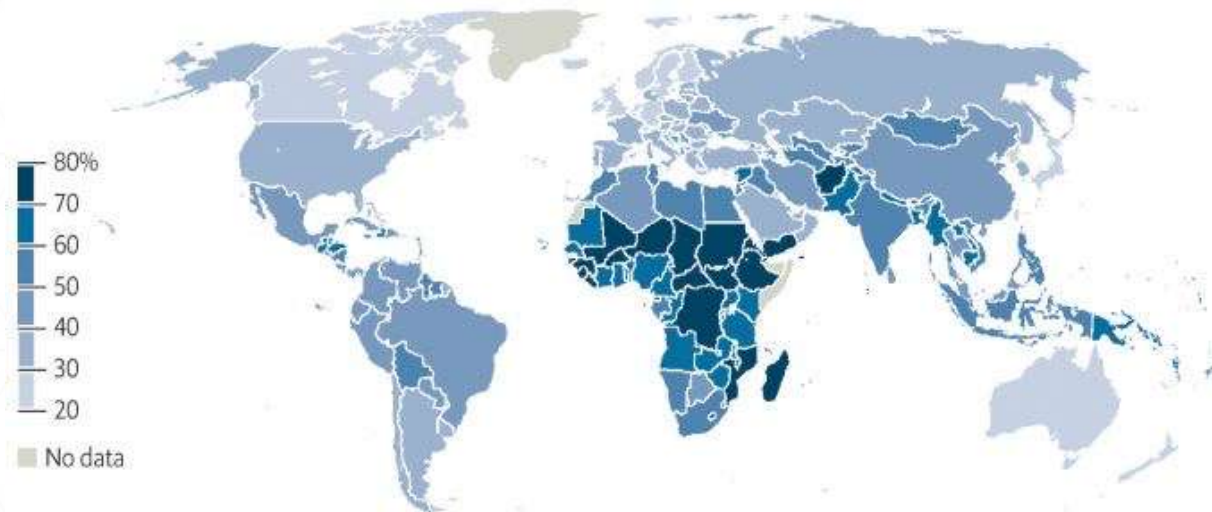
May 18, 2020

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, %



# While We Wait...

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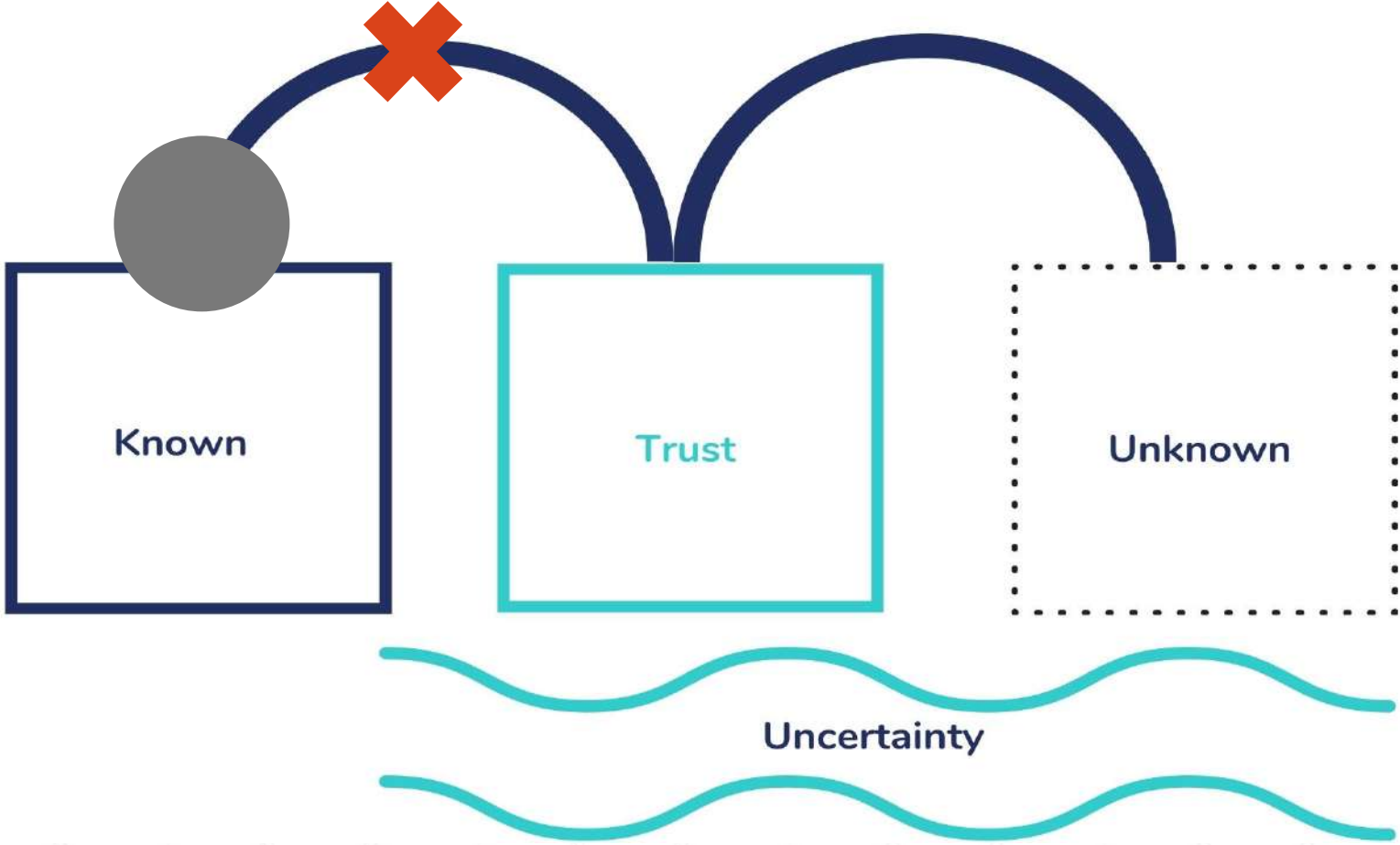
## STRATEGIC OPTIONS

- New Markets
  - Other service lines
- New Source Marketplaces

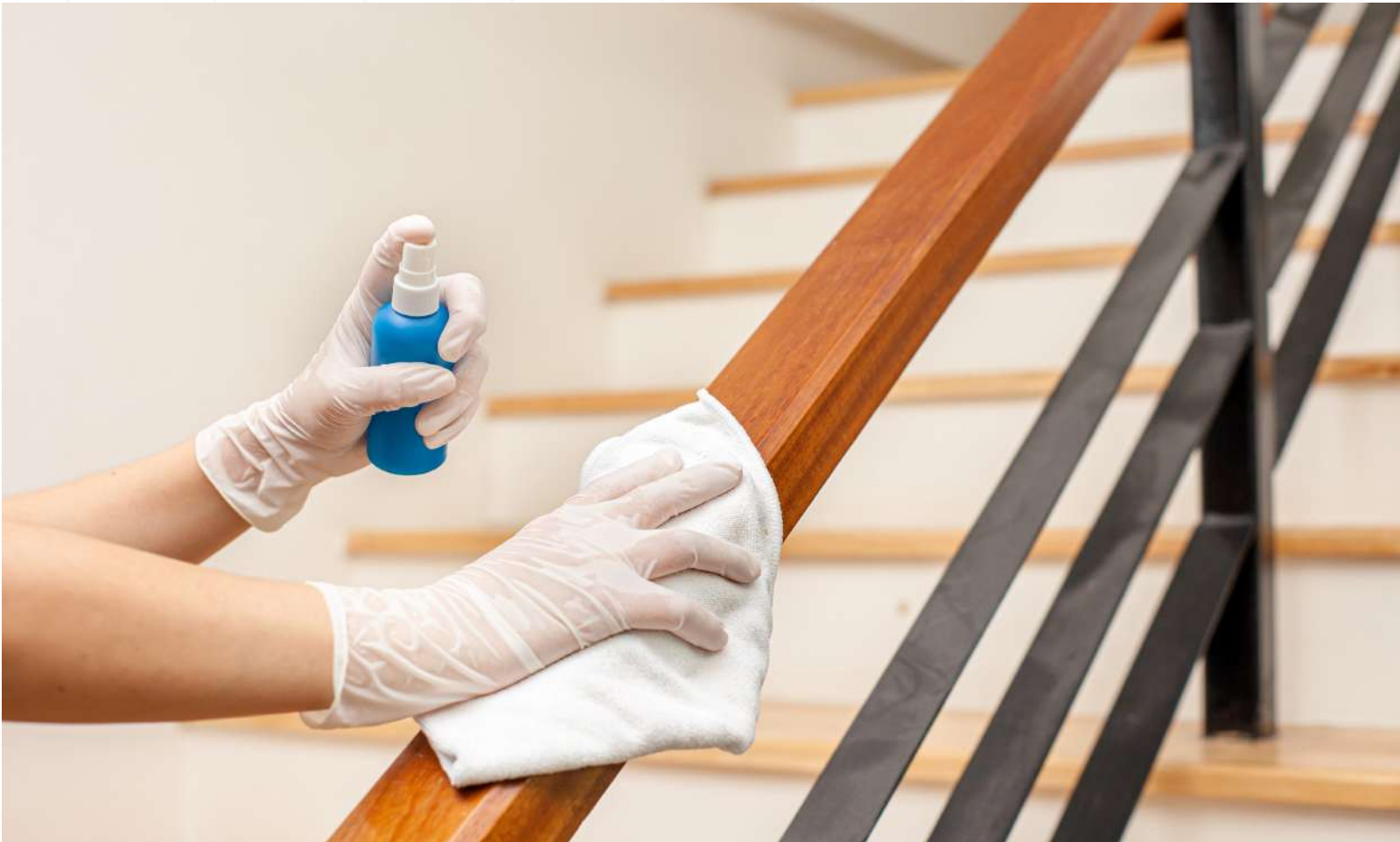
## TACTICAL OPTIONS

- Reduce consumers' fear
- Demonstrate / show “safety”
  - Testing, Masks, Cleaning

# How COVID-19 Could Change Health Tourists



# If you clean it, will they come?

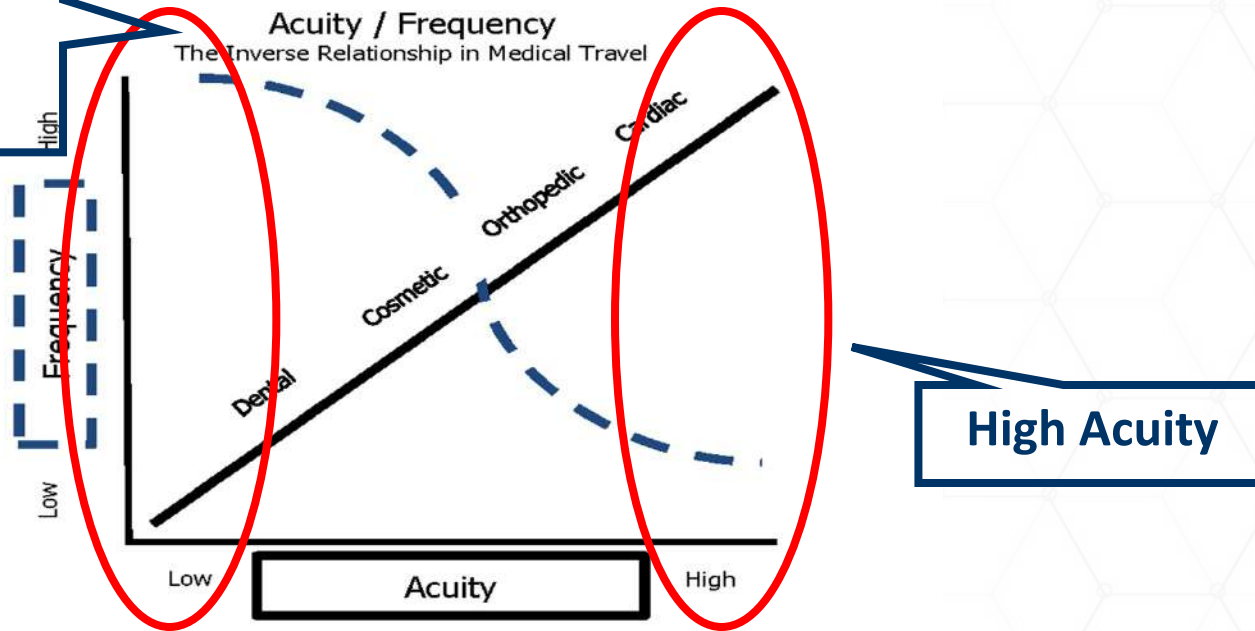




# Medical Tourism – The Recovery

- Segments which will come back soonest

Vanity /  
Hedonism Urgency



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# Health Tourism Recovery Sequence

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- Local before distant (travelling)
- 1<sup>st</sup> - Vanity & hedonism
- 2<sup>nd</sup> - Very high acuity
- 3<sup>rd</sup> - Middle market
- Tentative attitude / fear → consumer hesitation
- Remote solutions - telehealth
- Fear v. risk tolerance

## Who we are...

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

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