

How COVID-19 will Change Medical Tourism

Irving Stackpole

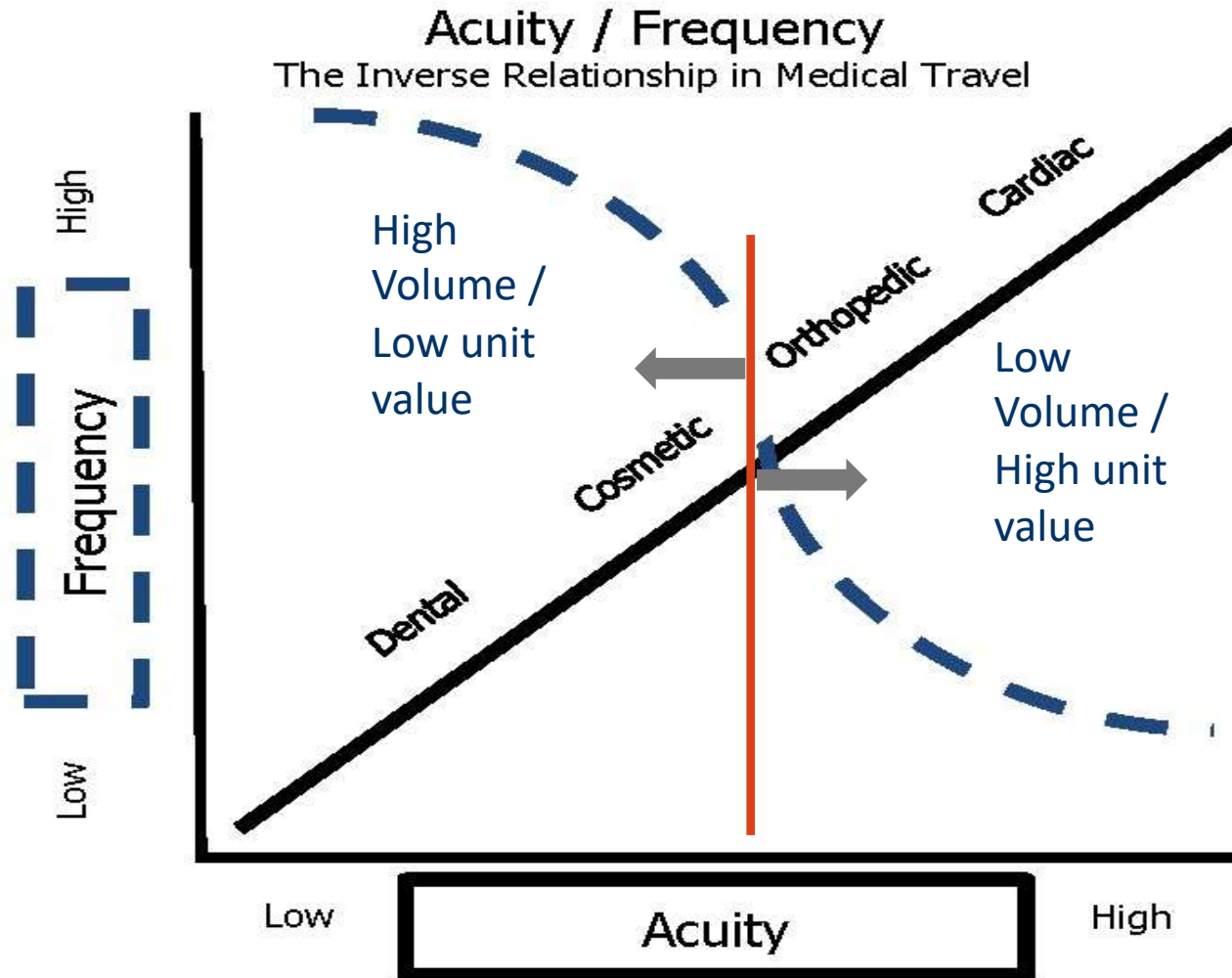


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Medical Tourism & Pandemic

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

The Markets

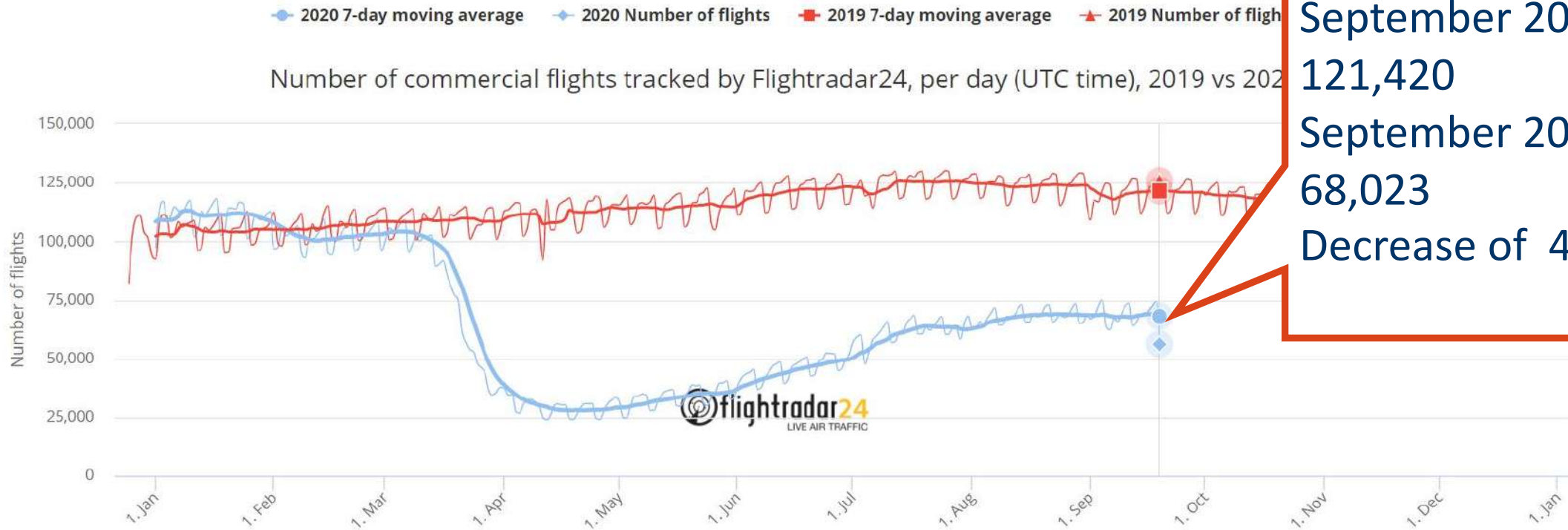


There is an inverse relationship between the acuity (complexity) of medical / healthcare service and frequency of utilization in the medical travel markets

Market Factors – From the beginning...

- Destination Stability - Perception
- Access – Travel
- Economics
 - Inflation / Recession & PPP
- Capacity
- REPUTATION / BRAND

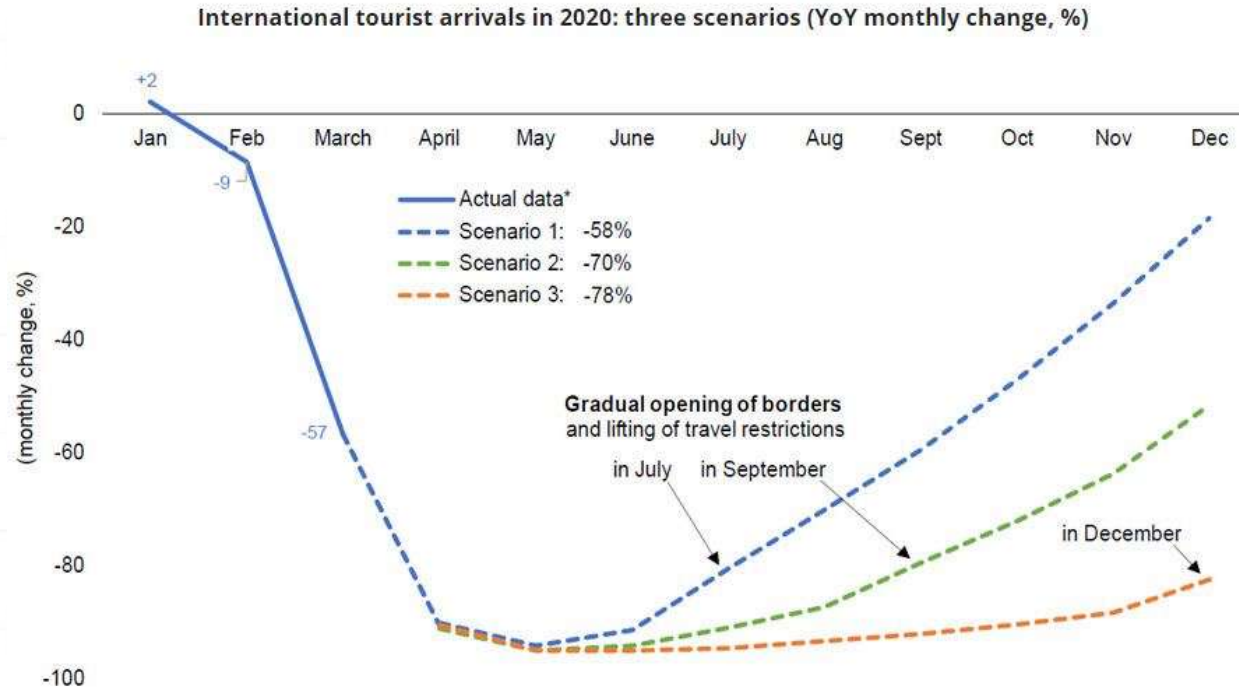
Travel: Historical Comparison



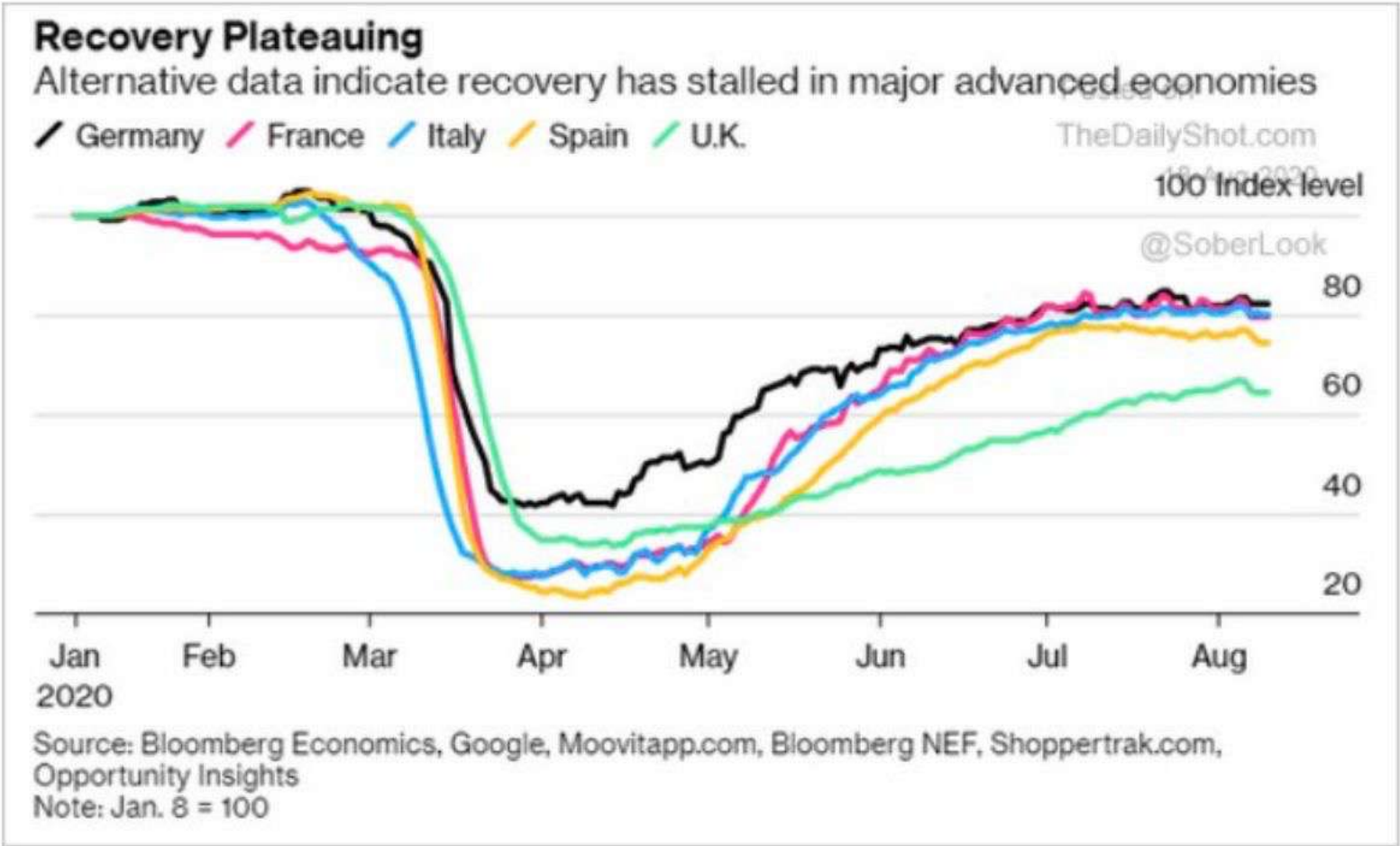
7 day moving average
September 2019:
121,420
September 2020:
68,023
Decrease of 44%

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

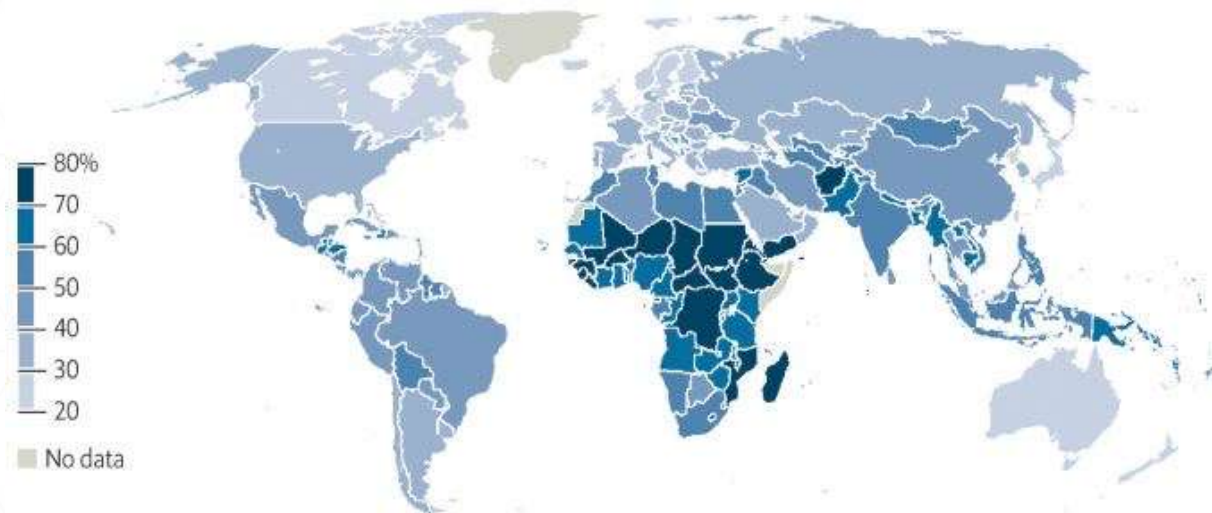
May 18, 2020

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're Waiting...

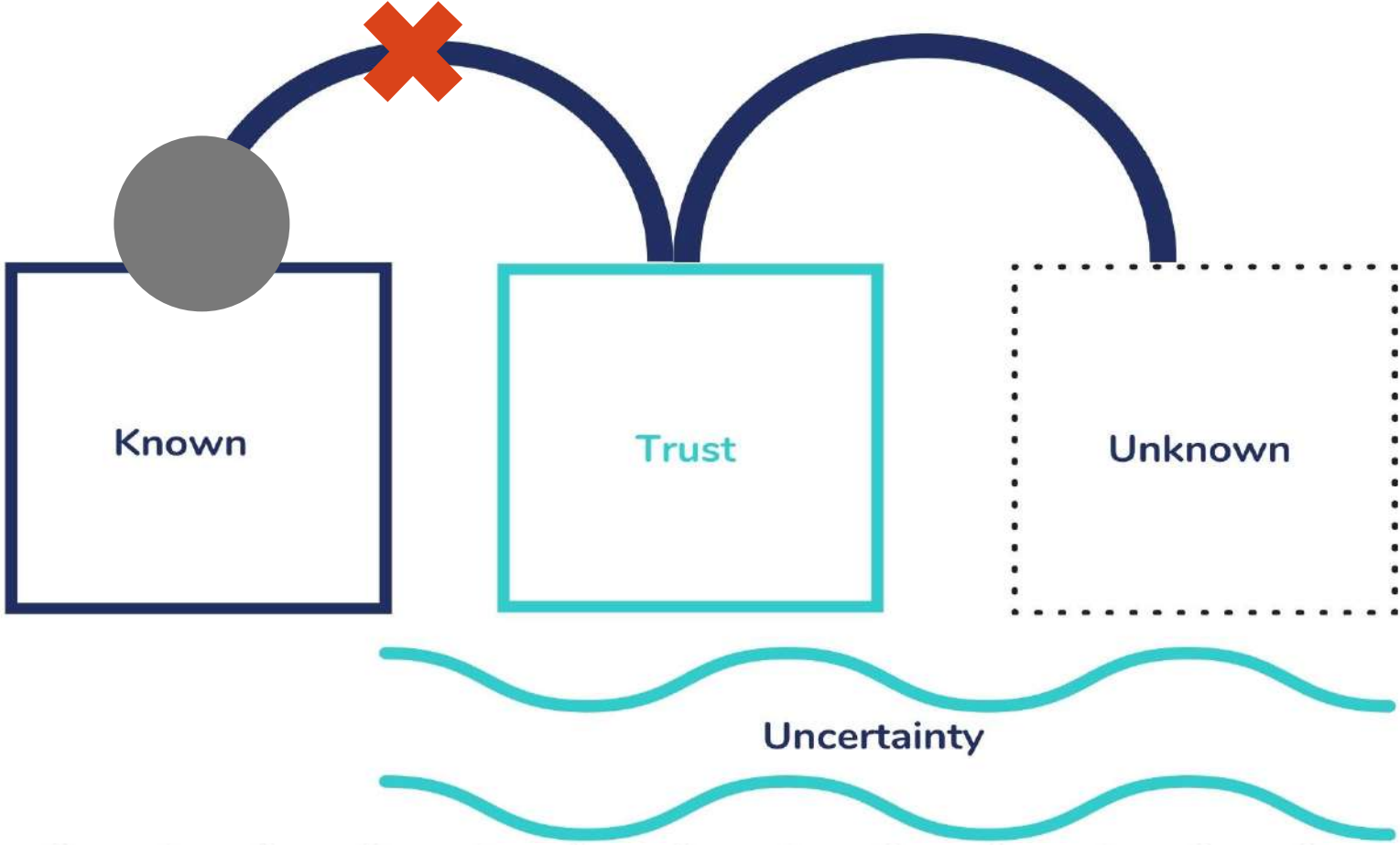
STRATEGIC OPTIONS

- New Markets
 - Other service lines
- New Source Marketplaces

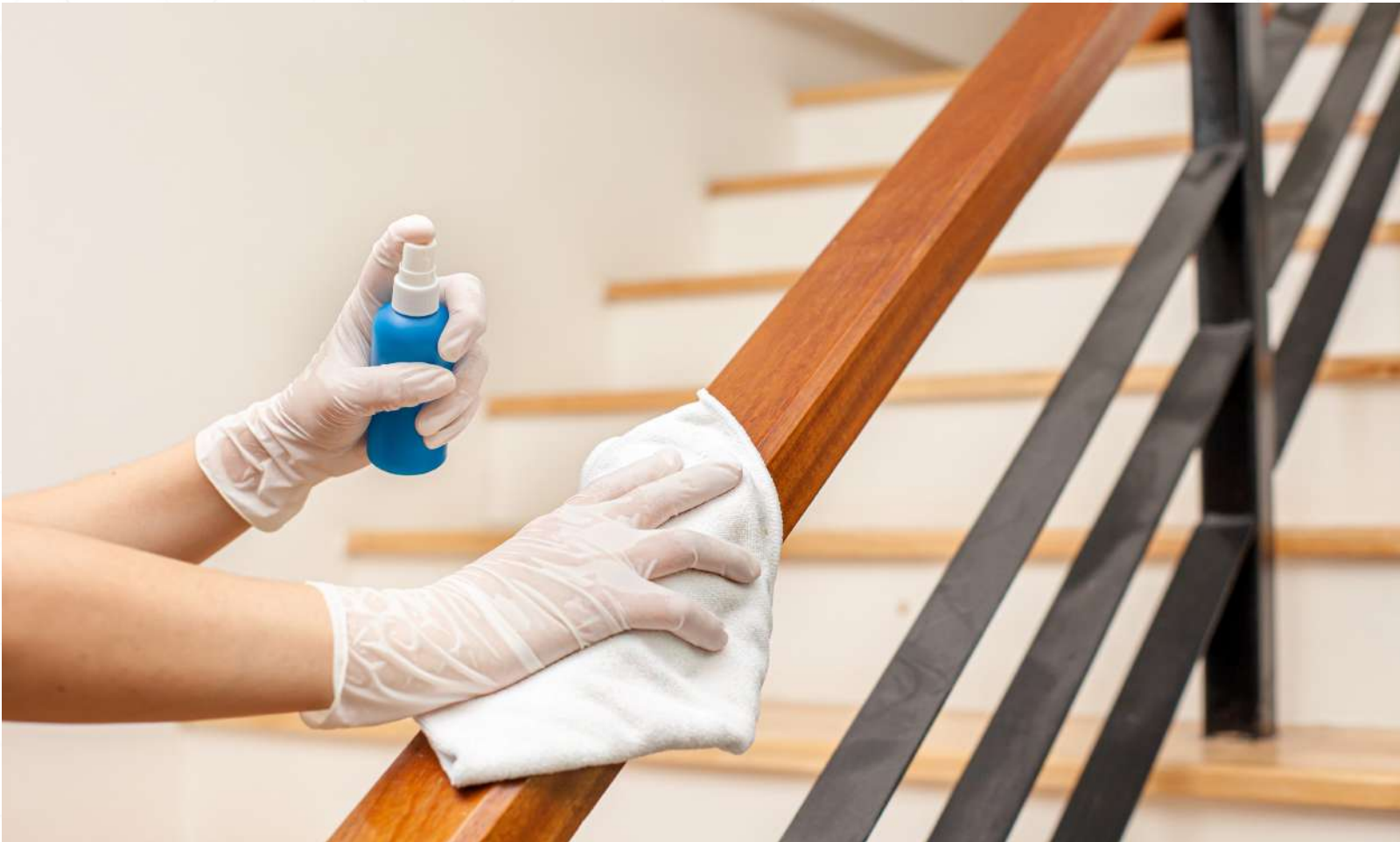
TACTICAL OPTIONS

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

How COVID-19 Could Change Health Tourists



If you clean it, will they come?



Assuring Consumers

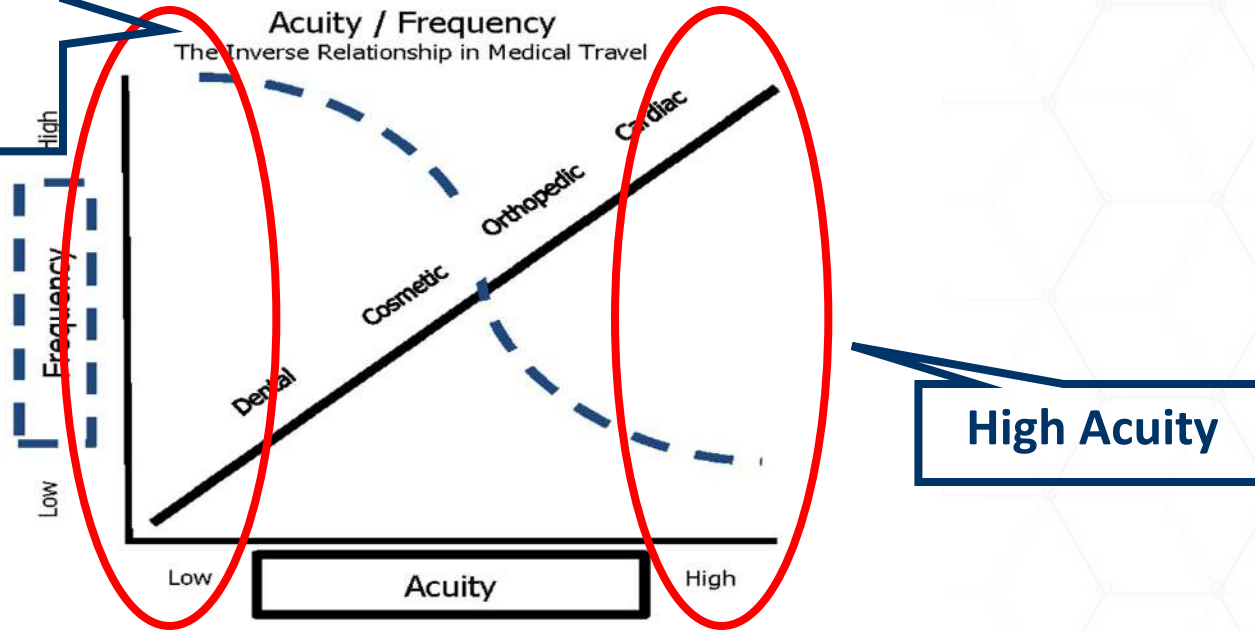
- Testing, testing, testing



Medical Tourism – The Recovery

- Segments which will come back soonest

Vanity /
Hedonism Urgency



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

Health Tourism Recovery Sequence

- Local before distant (travelling)
- 1st - Vanity & hedonism
- 2nd - Very high acuity
- 3rd - 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 healthcare and seniors' housing markets throughout the world, delivering strategic and tactical marketing solutions.

www.stackpoleassociates.com

Email: istackpole@stackpoleassociates.com

Tel / WhatsApp: +16177199530

