

Health Tourism: Unlocking the Lockdown

Irving Stackpole



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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.

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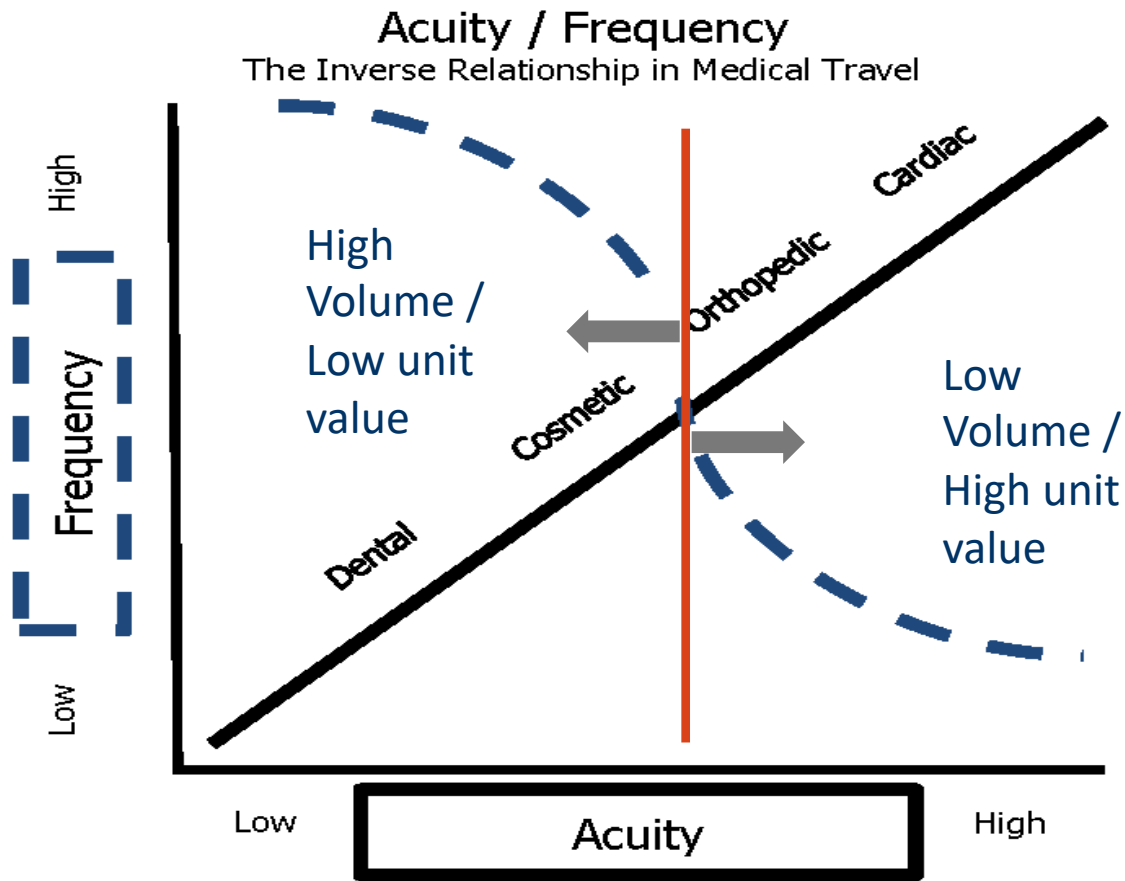
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Medical Tourism & Pandemic

- External Factors
- Demand
 - Travel
 - Psychology
- Supply / Capacity
- The Path to Recovery

The Markets



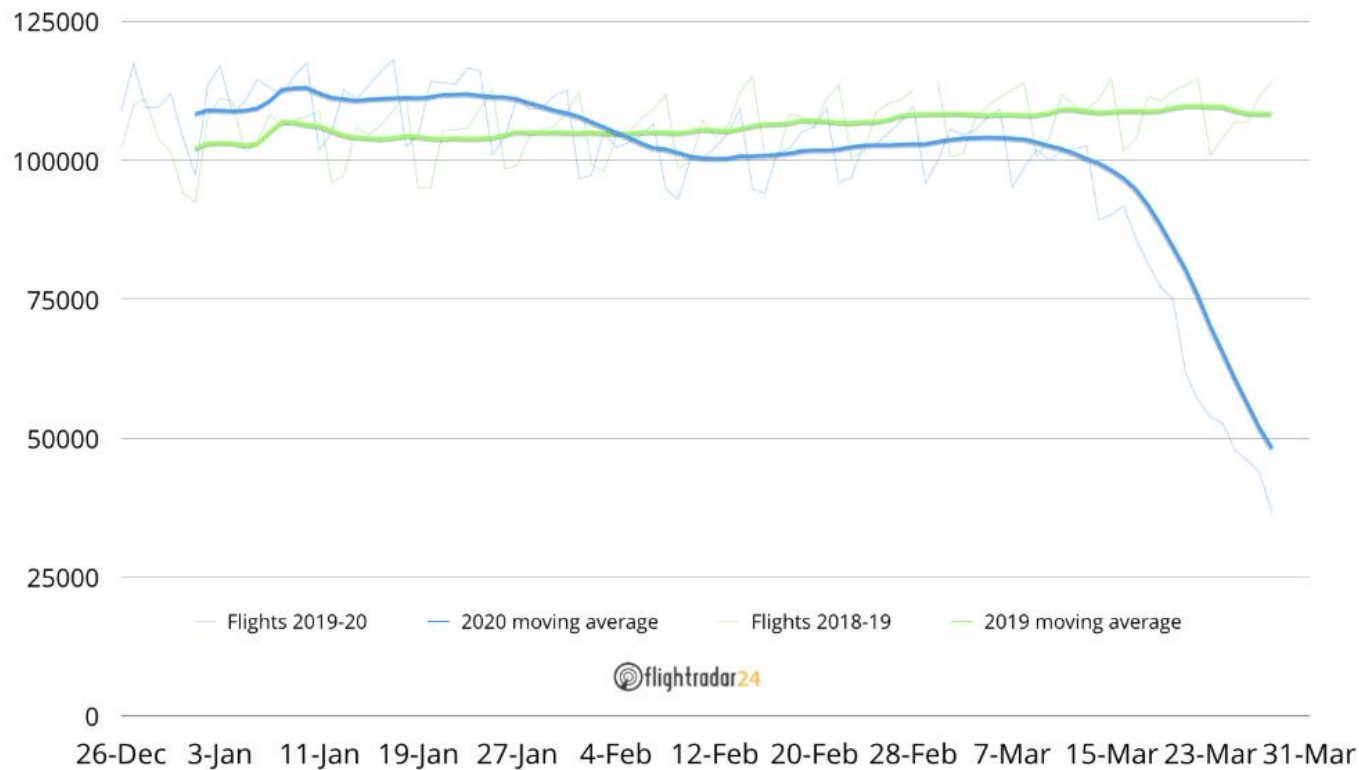
There is an inverse relationship between the acuity (complexity) of medical / healthcare service and frequency of utilization in the medical travel markets

Market Factors

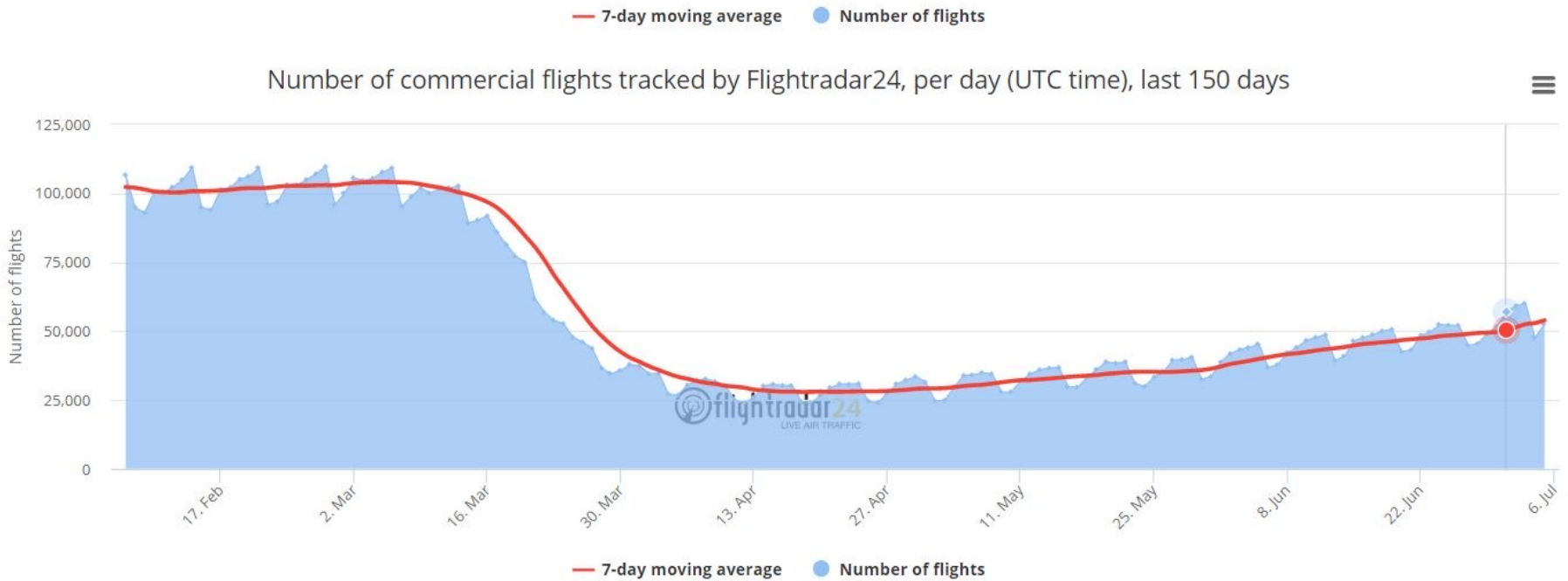
- Destination Stability - Perception
- Access – Travel
- Economics
 - Inflation / Recession & PPP
- Capacity
- REPUTATION / BRAND

Travel: Historical Comparison

7-day moving average of commercial flights tracked by Flightradar24
1 January-28 March 2019 vs 2020



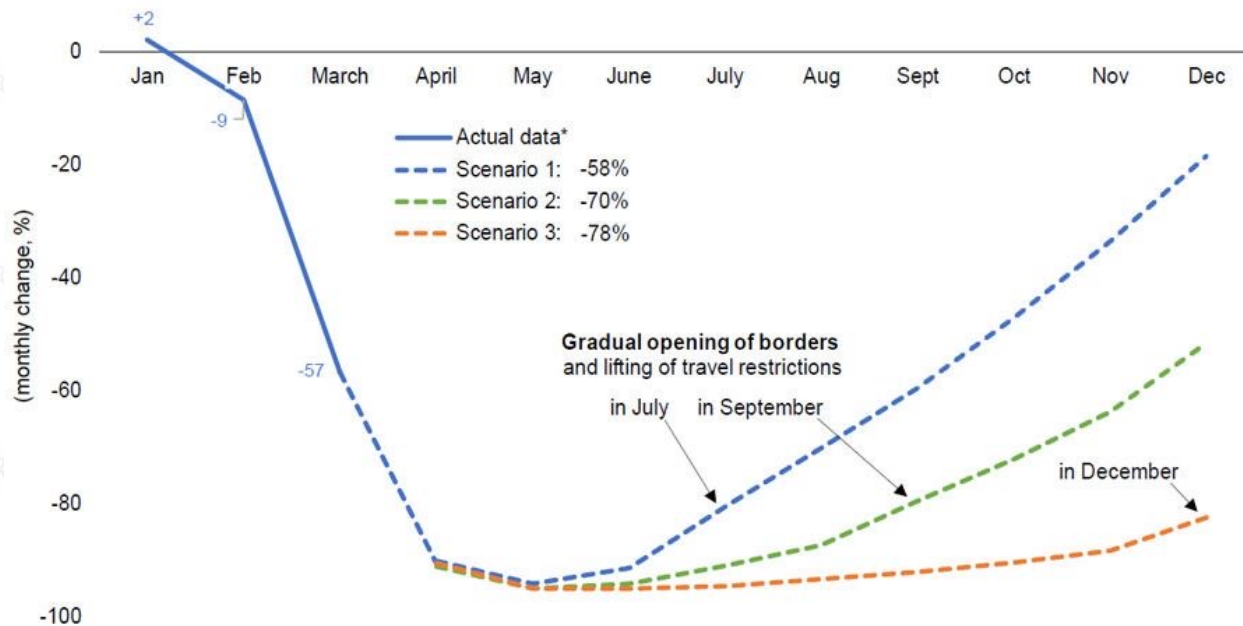
Travel: Recovery?



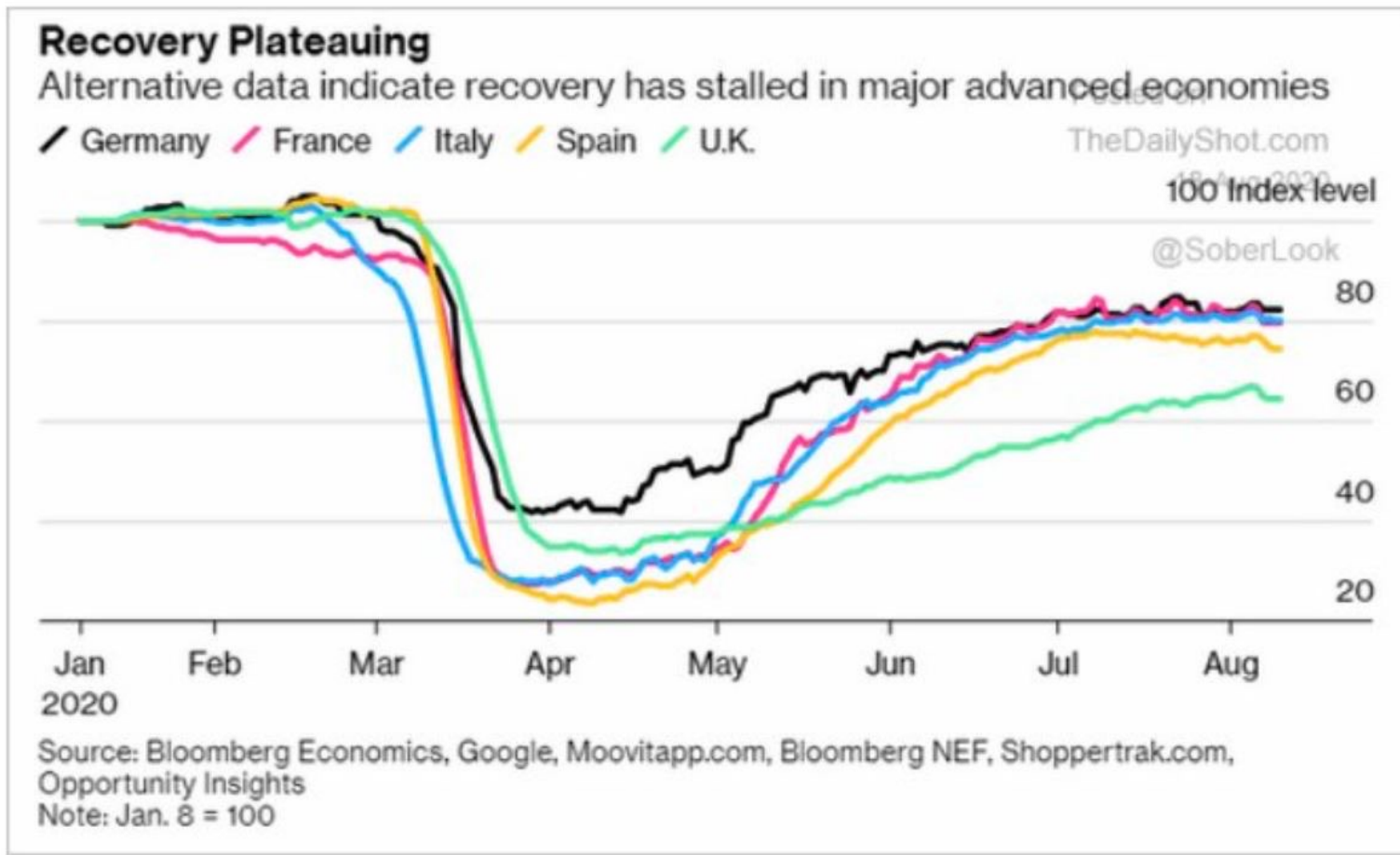
Travel: Tentative Re-Engagement

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

International tourist arrivals in 2020: three scenarios (YoY monthly change, %)



Economic Recovery



Healthcare: Impact on Capacity

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



Demand: Pent-Up?

The
Economist

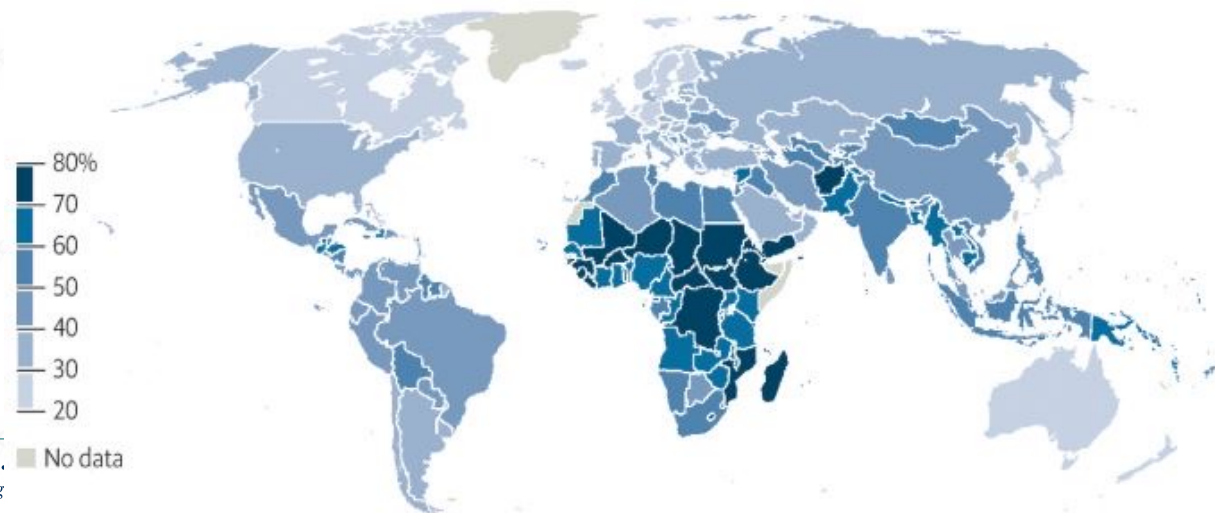
May 18, 2020

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, %



Waiting for the Thaw

STRATEGIC OPTIONS

- New Markets
 - Other service lines
- New Source Marketplaces

TACTICAL OPTIONS

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

If you clean it, will they come?



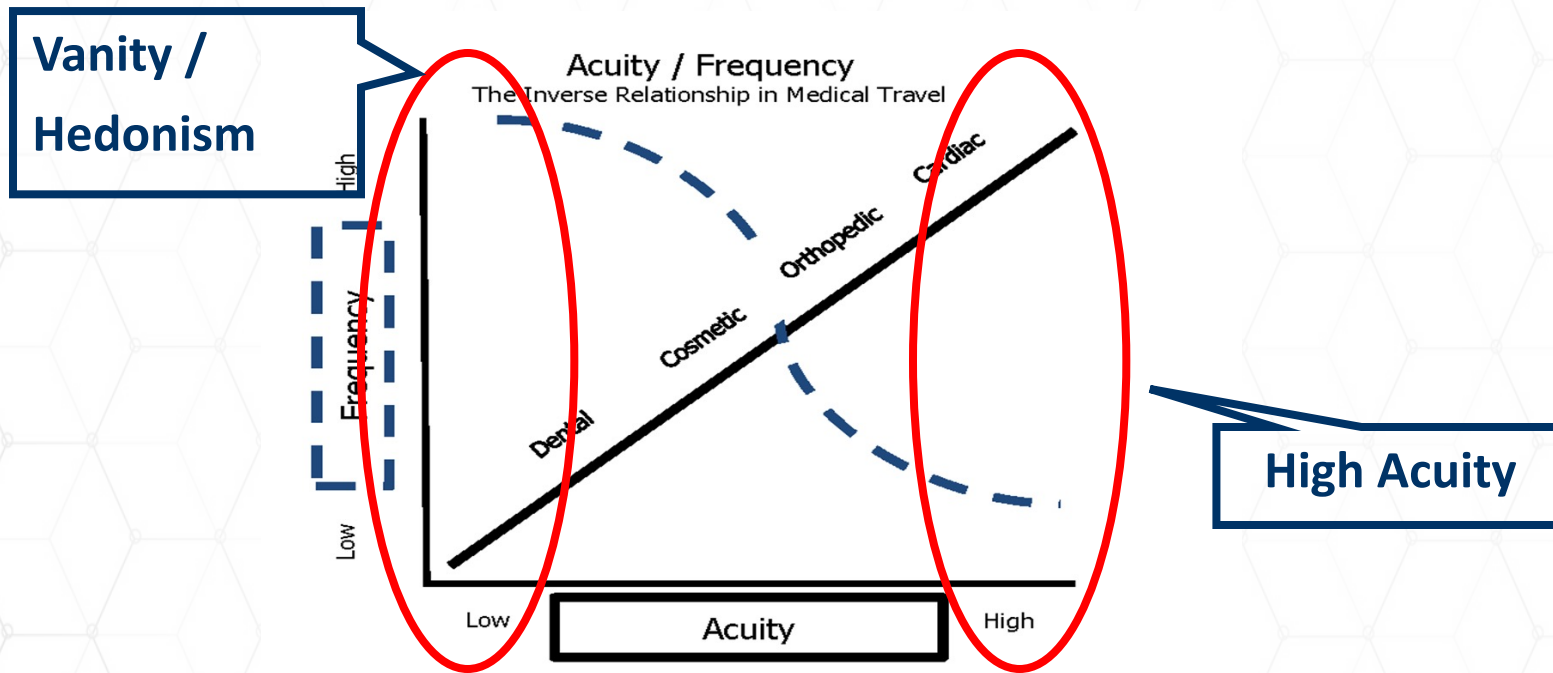
Assuring Consumers

- Testing, testing, testing



Medical Tourism – The Recovery

- 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

The Thaw - Tentative

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



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