

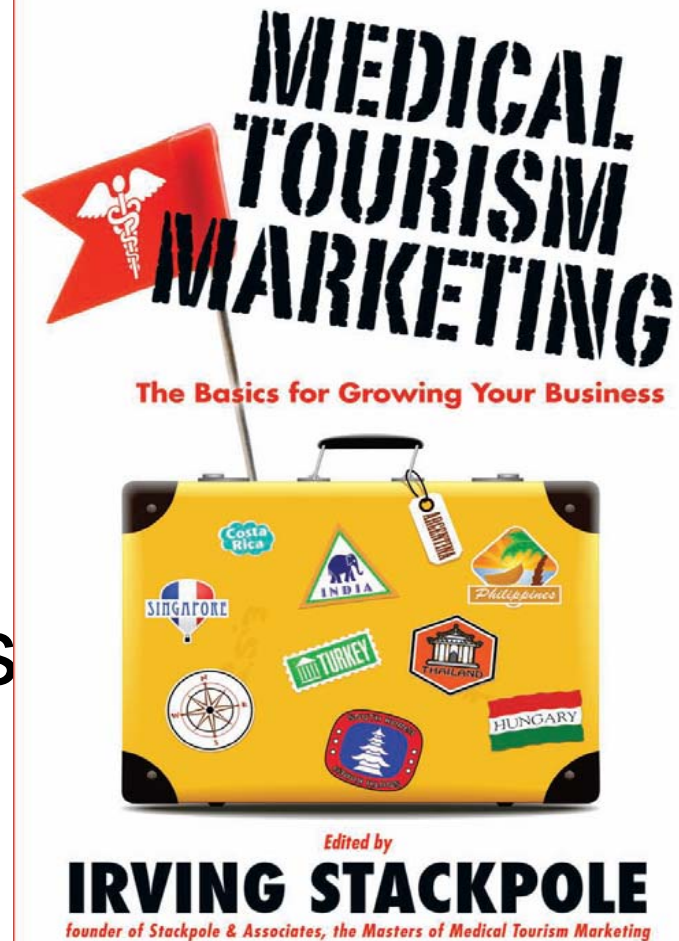


Medical Tourism: Marketing To Americans

Irving L Stackpole, RRT, MEd

Mastering Medical Tourism Marketing - AGENDA

- Marketing – the basics
- Do's and Don'ts
- Examples
- Cultural Differences



Mastering Medical Tourism Marketing

All successful marketing has elements in common:

- **Call to Action**
 - What do you want your audience to do?
- **Match Images / Visuals to the Words**
 - Do the pictures match the words?
- **Transparency**
 - Who, what, where, & how
- **Lead Management**
 - How to convert the prospects to clients?

Marketing? A definition

- Marketing
 - **Creating / Sustaining Awareness**
 - **Generating Leads**
- Markets
 - Common groups –
 - For example – cosmetic surgeons, insurance executives, middle aged affluent women – three distinct markets

Sales? A Definition

- Sales – a definition
 - **Behaviors which persuade** and influence customers and consumers to select yours vs. others' [PRODUCT]
 - **Securing commitment**
- Answering the phone
- Responding to emails

- Five “P’s”
 - Product (Service or “Solution”)
 - **All marketing starts here!**
 - What are You Selling?
 - **Easy to understand**
 - **Compelling message**
 - **Words that match the images**



Medicare Partners

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What are they selling?

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Is safety and high standard important for you?



Medicare Partners cooperates only with selected clinics and medical professionals in Poland. What's more, in Poland, there are binding regulations that allows only certified doctors to work as implantologists and plastic surgeons. They are all bound to have attestation and years of practice in this field. In Poland you are protected by the same legal regulations as in Great Britain. **Save up to 60%** and obtain better results using our experience and a wide spectrum of treatment, in

the range of: cosmetic dermatology, plastic surgery, ophthalmology, dentistry, laser varicose veins treatment and orthopaedy.

Medicare Partners takes care about organizing all formalites, like: cheap flight tickets, medical treatment, a tour guide, a hotel, personal care if needed and all transfers.



We invite you to Wroclaw, the fourth biggest city in Poland and the most popular destination for health tourism. Just let us know you want to come!

dental implants £660, refractive surgery LASIK £606, tummy tuck £2040, face lift £1930, eyelids £1300, breast enlargement £2190, breast reduction £2700, nose £1680, botox £300, ... see more by clicking on PRICES.



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WELCOME TO THE WELLNESS KLINIEK. WHERE PLASTIC SURGERY, AESTHETIC MEDICINE, COSMETIC DENTISTRY, BEAUTY AND HEALTH COME TOGETHER

AT OUR CLINIC YOU CAN EXPECT

- ISO 9001 & 14001 Certified QUALITY.
- Controlled safety & patient satisfaction.
- Highly qualified, European, registered surgeons, doctors and dentists.
- British FRCS & GMC certified Surgeons.
- All inclusive fees.
- A modern and luxurious facility.
- Next day Surgery program for international patients.
- Multilingual medical and nursing staff



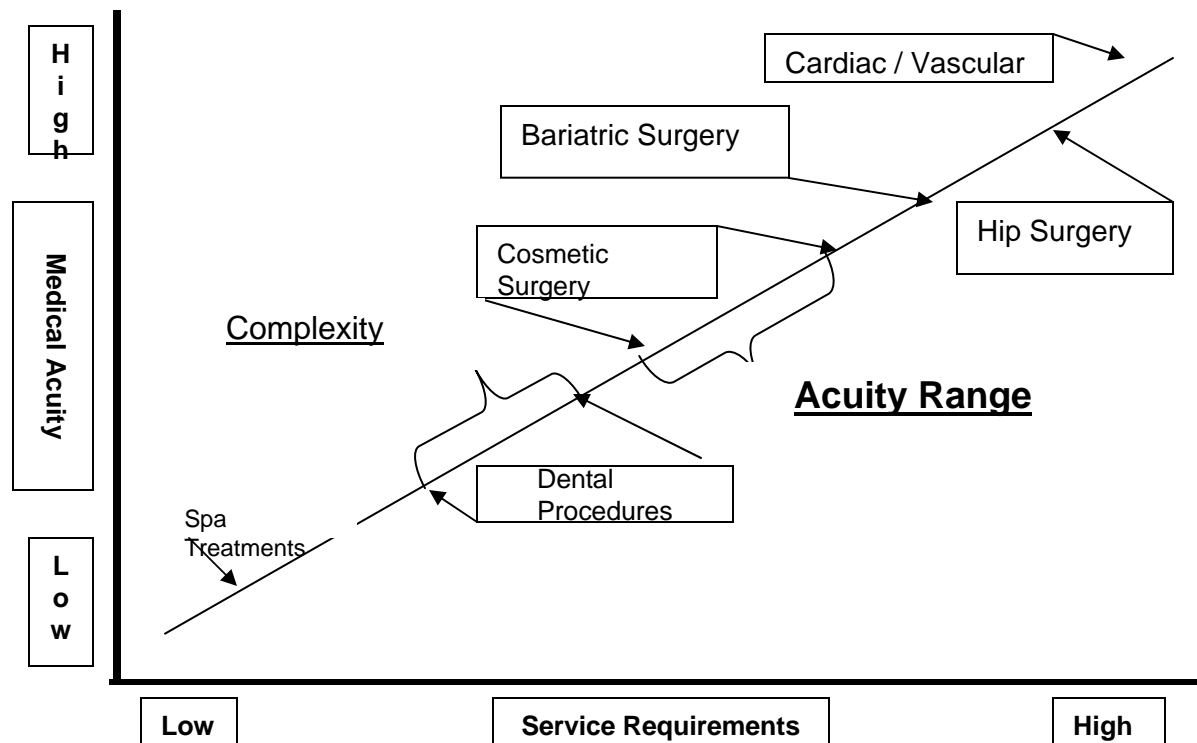
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- Product = Service
 - What you are selling?
- Cosmetic Surgery / Orthodontics
 - Self Image
 - Price advantage
 - Ease of Access
 - Setting / Location
- **“How will you feel at the class reunion?”**

- Five “P’s”
 - Product – what are you selling
 - **Price – How much does it cost**
 - **Placement – Where do I access / buy / acquire**
 - **Promotions – Communicating your proposition to the markets**
 - **Position – The dominant opinion of your “brand” in the markets you serve**

Facts about the market

- **Worldwide, \$5 Billion; +35% / year growth**
- **Low acuity is the largest part of market**



Approximately 47 Million US w/ no health insurance – *HOWEVER*

20 to 30 Million will be covered ~ 2014

Expect turmoil in the health insurance markets - regulations not yet promulgated

Premiums AND prices (cost) will **skyrocket**

Few w/ dental insurance; dental not part of “Reform”

Out of pocket costs will be high after “Reform”

Demand for Dental, Cosmetic and Non-Traditional, Lifestyle Treatments and Services will grow as baby-boomers age

Facts and the future

- Demand in the US will overwhelm existing infrastructure & resources
 - Money
 - Physical
 - Human resources
- “Reform” in the US will be in stages

Which Market?

- Direct to consumers in the US
 - Who is likely to buy
 - Gender / age / income / location
 - What are they likely to buy
 - When are they motivated
 - How do they choose

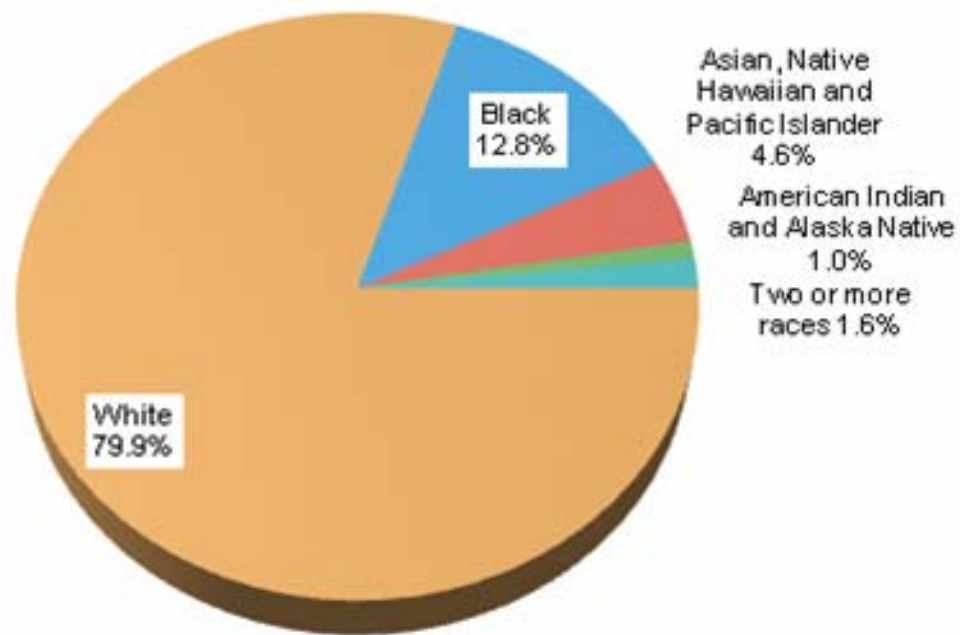
Who are Americans?

We are diverse – and becoming more so!



Racial and ethnic composition

Estimated population of the United States by race and ethnic origin, 2007



Note: Hispanic origin is considered an ethnicity, not a race. Hispanics of all races made up 15.1 percent of the population in 2007.

Source: "2007 Population Estimates," July 2007, U.S. Census Bureau

Differences within the US



How-Dee!



Hi.
What's
Up?



Hi, Y'all



Good
Afternoon!

- Communication
- Personal space and touching
- Sense of time
- What is most important

- Distinctions in ways of doing business – not stereotypes

Communication

- Americans
 - Direct, to the point
 - Willing to engage in conflict, confrontation
 - Rude?
 - Or just different?
- Latin Americans
 - Use more words, flowery language
 - Avoid conflict
 - Polite?
 - Or just different?



Personal Space/Touching

- Americans
 - Bigger zone of personal space
 - Firm handshake
 - Kissing – rarely
 - Sexual harassment?
- Latin Americans
 - Smaller zone of personal space
 - Gentle handshake
 - Kissing – frequently!



Sense of Time

- Americans

- Time is money!!\$\$
- 20 minute rule
- Fast-paced



- Latin Americans

- Tico Time
- Starting and ending times are fluid
- Pura vida!



What is important

- Americans
 - Task-oriented
 - Get the job done
 - Get a lot done!
 - Network for business
- Latin Americans
 - It's all about the relationships!
 - Network for pleasure (1st) business (2nd)



- Transparency
 - It should be easy to find out
 - Who you are
 - What you do
 - How you do it
 - Where you do it
 - And, of course,
 - Next Steps!!! (***Call to Action!***)

What

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A dental network providing safe, affordable, and superior dental services in nearby Mexico.
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A high-quality network of carefully selected Mexico dentists.
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Who

»Who is Dayo Dental?
A US company that facilitates dental treatments in Mexico.
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»Where do I Start?
Click here to continue your journey in well-being.
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Resources

- » Tips for Choosing Dentists
- » Transportation to Mexico
- » Dental Procedures



Don't know how to see a dentist in Mexico ?

Where

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As a pioneer in the industry, we understand that finding the right dental specialist is the most important part of travelling to Mexico for dentistry. Dayo Dental is a U.S.-based company that seeks the latest advancements and best practices in the field of dentistry in Mexico. Dayo clients are connected to our network of pre-screened dental facilities along the U.S.-Mexico border, ensuring superior quality treatments from only the most qualified dentists in Mexico. We specialize in guiding you to the best dental specialist based on your unique dental needs and preferences.

Your dedicated Dayo Program Counselor will work closely with you and the Mexican dental facility throughout your treatment plan to ensure you have a convenient experience with the least amount of trips as possible. At Dayo, we make world-class dentistry affordable at no extra cost to our clients.

Dayo delivers you to the doorstep of one of our preferred dental facilities, helps guide you during your visit, and brings you home, all while providing the best services possible. That's the Dayo promise!

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A Simple Process



Dayo in the News

- »HDNet World Report
- »ABC15 TV News
- »Natural Awakenings
- »Business Journal



Customer Testimonial

"In 65 years I've never had a better Dentist who cared more about his patients. He even emailed to check up on me a week later!"

- Irving Drummer. Mesa, AZ

Call to Action

Call to Action

What US consumers expect

- **Proper English**
 - Creates credibility, builds trust
 - Fosters effective communication
- **Compelling messages**
 - Quality
 - Available services
 - Price
- **Images that match the message**
- **Prompt responses**

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