Medical Tourism:
Marketing to the High End Patient
Irving L Stackpole, RRT, MEd

Mastering Medical Tourism Marketing - AGENDA

• Marketing – the basics
• Do’s and Don’ts
• Examples
• Psychological Differences

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
  – Accessibility
  – Convert the prospects to clients
Marketing? A definition

• Marketing
  – Creating / Sustaining Awareness
  – Generating Leads
• Markets
  – Common groups –
  – For example – orthopedic surgeons, oncologists, insurance executives, middle aged affluent women – four 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
  ➔ Listening

Marketing 101

• 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
Marketing 101

- Product = Service
  - What you are selling?
- Orthopedics
  - Pain relief
  - Self image
  - Price advantage
  - Ease of Access
  - Setting / Location
- “How will you feel at the class reunion?”
Marketing 101

- Product = Service
  - What you are selling?
- Cardiovascular
  - Relief from fear / confidence
  - Legacy (Life / Death)
  - Price advantage
  - Ease of Access
  - Setting / Location
- “My family comes first.”

Marketing 101

- 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

The global market

- Worldwide, $5 Billion; +35% / year growth
- Low acuity is the largest volume in the market
- High acuity is highest per-unit charge

1018 Beacon Street, Brookline, MA 02446 USA Phone: +1-617-739-5900 Fax +1-617-739-5929 www.StackpoleAssociates.com
US – Health Insurance Reform

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

Market Facts- US

Out of pocket costs will be high after “Reform”
Demand for “High-End” services will grow as baby-boomers age
Demand in the US will overwhelm existing infrastructure & resources
“Reform” in the US will be in stages

Which Market?

- The “high-end” market
  - Orthopedic – joints
  - Orthopedic / neurological – Spine
  - Non-Urgent cardiac
  - Unavailable in resident country / location
    - Stem Cell
    - Alternative
    - Experimental
  - Perceived inferior / poor reputation
<table>
<thead>
<tr>
<th>What is important</th>
</tr>
</thead>
</table>

### High End Market – Psychographic Segments
- Content & Compliant – 28%
- Sick & Savvy – 25%
- On-Line & On-Board – 8%
- Shop & Save – 2%
- Out & About – 8%
- Casual & Cautious – 28%

Solution for ~ 43% of the overall market

---

### High End Market Providers

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sick &amp; Savvy</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Providers</td>
</tr>
<tr>
<td>Demonstrations of experience</td>
</tr>
<tr>
<td>Clinical credentials</td>
</tr>
<tr>
<td>Outcomes &amp; data</td>
</tr>
<tr>
<td>Comparative effectiveness</td>
</tr>
<tr>
<td>Full access to experts</td>
</tr>
<tr>
<td>Web site – effectiveness</td>
</tr>
<tr>
<td>Price</td>
</tr>
<tr>
<td>Component costs</td>
</tr>
<tr>
<td>Destination</td>
</tr>
</tbody>
</table>

---

### High End Market Providers (Continued)

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Line &amp; On-Board</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Providers</td>
</tr>
<tr>
<td>Web site – effective</td>
</tr>
<tr>
<td>Messages</td>
</tr>
<tr>
<td>Images</td>
</tr>
<tr>
<td>Testimonials</td>
</tr>
<tr>
<td>Access</td>
</tr>
<tr>
<td>Clinical credentials</td>
</tr>
<tr>
<td>Destination</td>
</tr>
<tr>
<td>Outcomes &amp; data</td>
</tr>
<tr>
<td>Package price</td>
</tr>
</tbody>
</table>

---
What is important

<table>
<thead>
<tr>
<th>High End Market</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Shop &amp; Save</td>
<td>• Demonstrations of experience</td>
</tr>
<tr>
<td></td>
<td>• Clinical credentials</td>
</tr>
<tr>
<td></td>
<td>• Outcomes &amp; data</td>
</tr>
<tr>
<td></td>
<td>• Comparative effectiveness</td>
</tr>
<tr>
<td></td>
<td>• Full access to experts</td>
</tr>
<tr>
<td></td>
<td>• Price</td>
</tr>
<tr>
<td></td>
<td>• Component costs</td>
</tr>
<tr>
<td></td>
<td>• Comparative costs</td>
</tr>
<tr>
<td></td>
<td>• Web site – effectiveness</td>
</tr>
</tbody>
</table>

What is important

<table>
<thead>
<tr>
<th>High End Market</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Out &amp; About</td>
<td>• Web site – effective</td>
</tr>
<tr>
<td></td>
<td>• Messages</td>
</tr>
<tr>
<td></td>
<td>• Images</td>
</tr>
<tr>
<td></td>
<td>• Destination</td>
</tr>
<tr>
<td></td>
<td>• Testimonials</td>
</tr>
<tr>
<td></td>
<td>• Access</td>
</tr>
<tr>
<td></td>
<td>• Clinical credentials</td>
</tr>
<tr>
<td></td>
<td>• Outcomes &amp; data</td>
</tr>
<tr>
<td></td>
<td>• Package price</td>
</tr>
</tbody>
</table>

What consumers expect

• 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 consumers expect

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

Mastering Medical Tourism Marketing

All successful marketing tools have these in common:

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

Contact us

- For this presentation:
  www.StackpoleAssociates.com
- Call us at:
  +1-617-739-5900
- Email:
  istackpole@stackpoleassociates.com