

THE ROLE OF MARKETING IN MEDICAL TRAVEL

KEITH POLLARD, CEO
Intuition Communication

WHAT WE DO

WE INFORM



```
graph TD; A[WE INFORM] --> B[ ]; B --> C[ ]
```

WHAT WE DO

The screenshot displays the homepage of the International Medical Travel Journal (IMTJ). The website has a blue and green color scheme. At the top, there is a navigation bar with links for Home, About Us, Site Map, and Login. Below this, the IMTJ logo is prominently displayed, along with the tagline 'THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR'. A secondary navigation bar lists various sections: News, Articles, Medical travel directory, Marketplace, Events, Education, Opinion, Resources, and About us. The main content area is divided into several sections. On the left, there is a sidebar with a search bar, a 'Write for us' section, and a 'Healthcare' section with links to Medical, Dental, Cosmetic, Private, Infertility, and Weight. The central part of the page features a large advertisement for MediCare International with the headline 'DON'T WORRY, WE SPEAK FLUENT HEALTHCARE WORLDWIDE'. Below the ad, there is a section titled 'Latest news, articles, and research on medical travel and medical tourism' which includes a list of recent additions and a list of latest articles. To the right of the main content, there is an 'Email Newsletter' sign-up section and a 'Follow us on Twitter' section. At the bottom right, there is another advertisement titled 'STAMP OUT FRAUD FOR EVERYONE'S BENEFIT'. The footer of the page contains the IMTJ logo and the website address www.imtj.com.

Home | About Us | Site Map | Login

Home Site Map Text Only Text size: A A A

Login | Register

News | Articles | Medical travel directory | Marketplace | Events | Education | Opinion | Resources | About us

Something to say?
Join the forum, ask us a question, or comment on the blog

Advertisement

DON'T WORRY, WE SPEAK FLUENT HEALTHCARE WORLDWIDE

MediCare
INTERNATIONAL

Email Newsletter
Sign up for our free weekly newsletter

Follow us on Twitter

Stay up to date with the latest news and updates on medical tourism from the International Medical Travel Journal.

twitter

Considering travelling for treatment?

If you are a PATIENT, and you are interested in learning more about medical travel, **download a free guide to medical tourism**

Advertisement

STAMP OUT FRAUD FOR EVERYONE'S BENEFIT

Home

Latest news, articles, and research on medical travel and medical tourism

The International Medical Travel Journal (IMTJ) provides insight into the medical travel and medical tourism sector, and welcomes contributions from all within the industry.

- Submit an article to our [IMTJ Articles and Features](#)
- List your business for free in the [IMTJ Marketplace](#) or the [IMTJ Medical Travel Directory](#)
- Contribute a discussion paper, your research, a conference presentation or your latest press release to [IMTJ Resources](#).
- Subscribe to the weekly [IMTJ medical travel e-newsletter](#)
- Participate in [IMTJ Opinion](#) - join the forum, ask us a question or comment on the blog.

Latest additions

- HungaryEurope's no 1 destination for dental tourists
- Hygeia: evaluation of a JCI certification from a customer viewpoint
- Retiree Market in Europe: Insurance Provider Networks

From the IMTJ blog

- How do you deal with negative reviews?
- The medical tourism numbers game: Part 3... "Medical tourism skyrockets"
- Medical tourism....it's

Latest articles

- Beyond accreditation in medical travel**
Ian Youngman, medical tourism writer, researcher and analyst reviews the current role of accreditation in the medical travel sector. What does...
- Delivering a better medical tourism experience: Part 2: Developing a training plan**
In the second part of a two part article on training to improve the patient and medical tourist experience, Elizabeth Ziembra, President of Medical...
- Delivering a better medical tourism experience: Part 1: Why bother with training?**
In the first part of a two part article on training to improve the patient and medical tourist

Patients worldwide want to hear from "people like me" before they decide on which

WHAT WE DO

WE INFORM

A light blue downward-pointing arrow indicating a flow from the first step to the second.

WE RESEARCH

A light blue downward-pointing arrow indicating a flow from the second step to the third.

WHAT WE DO

WE INFORM

A light blue downward-pointing arrow with a subtle gradient, positioned between the 'WE INFORM' and 'WE RESEARCH' boxes.

WE RESEARCH

A light blue downward-pointing arrow with a subtle gradient, positioned between the 'WE RESEARCH' and 'WE ADVISE' boxes.

WE ADVISE

HOW DO YOU SUCCEED IN MEDICAL TRAVEL?

FOUR STEPS TO SUCCESS

IDENTIFY OPPORTUNITIES



UNDERSTAND NEEDS

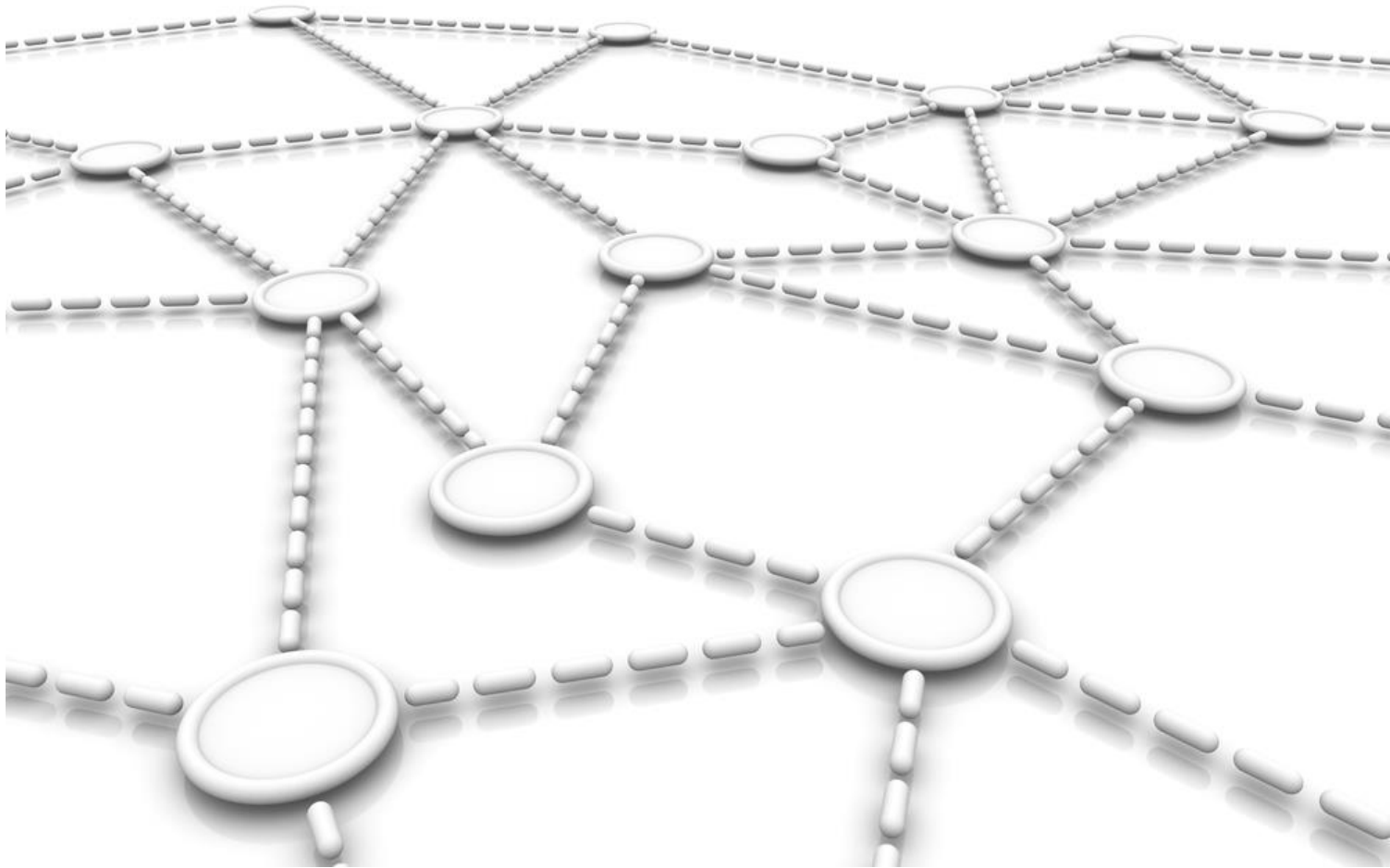


DEVELOP SERVICE AND BRAND

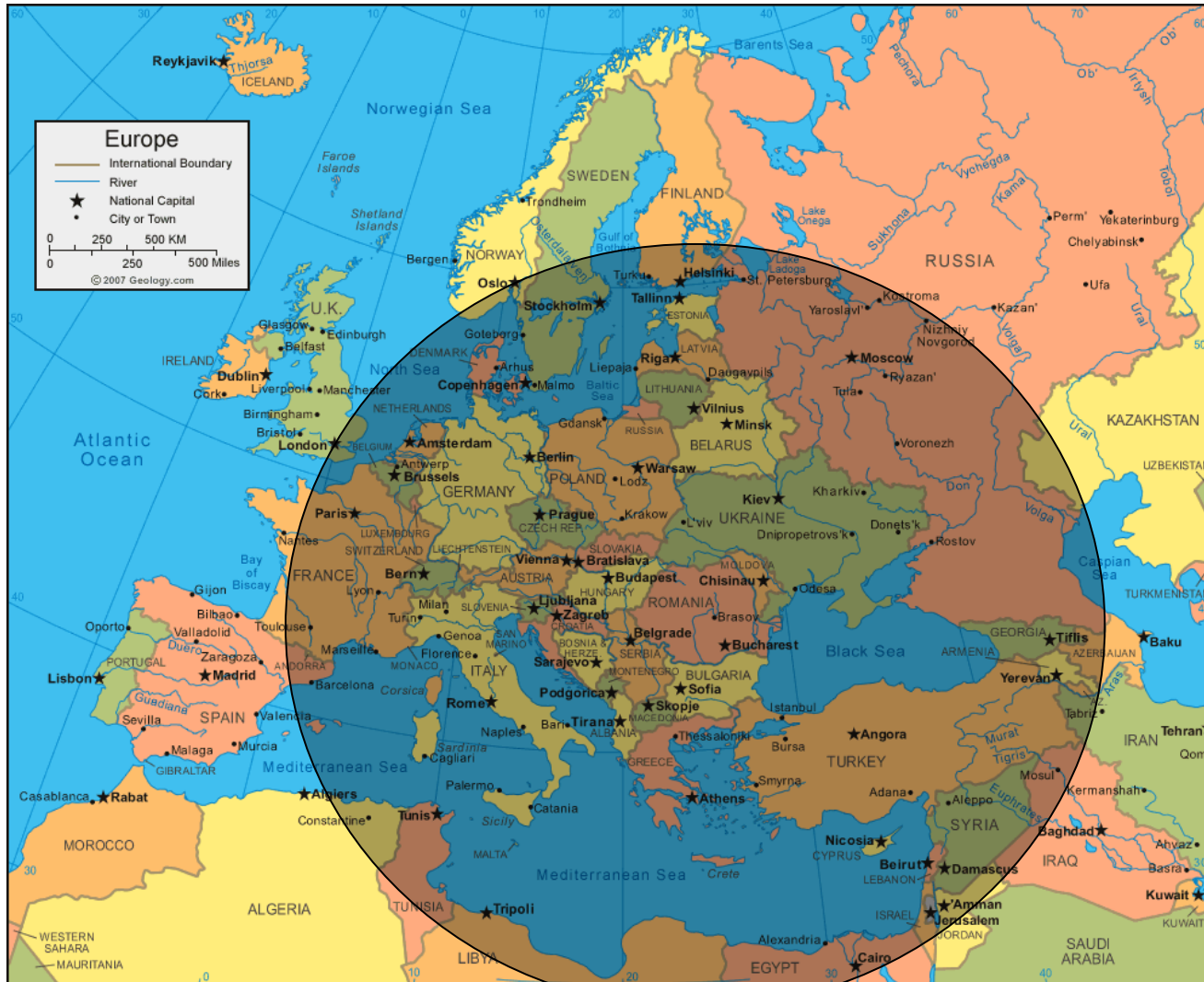


COMMUNICATE THE MESSAGE

THE MEDICAL TRAVEL MARKET



WHERE ARE MY CUSTOMERS?



GLOBAL HEALTHCARE?



WHO ARE **THE BUYERS?**

COMPANIES

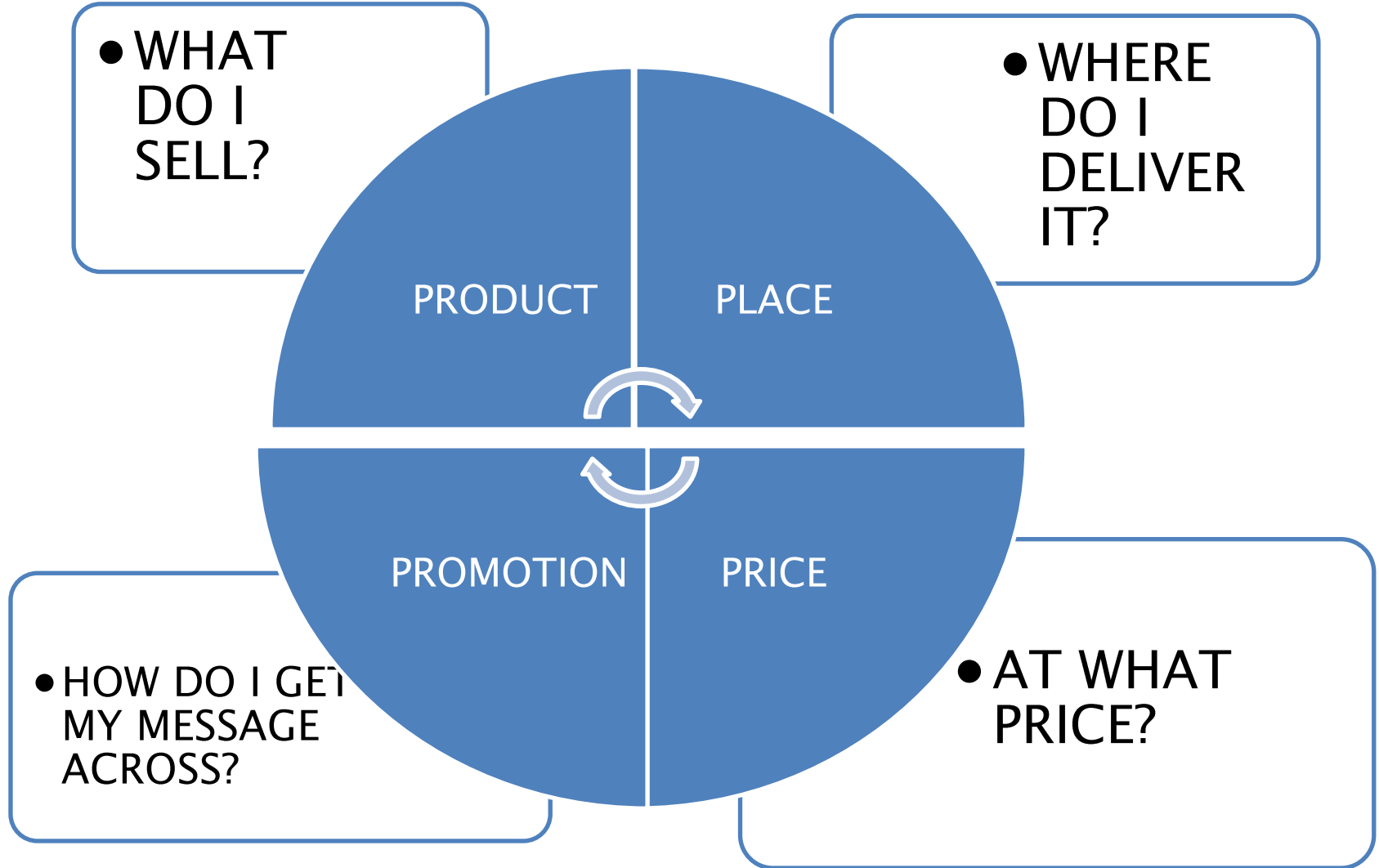
GOVERNMENTS

INDIVIDUALS

INSURERS

WHAT IS **MARKETING**?

THE FOUR P'S



**GET THE PRODUCT AND
THE BRAND RIGHT!**

BOTCHED UP BODIES.. ON TV

CHANNEL 5 Demand 5 Shows Schedule Search

Botched Up Bodies

[Main](#) [Episodes](#) [The Surgeons](#) [The Dentists](#) [Contact the show](#) [Clips](#)

Series 2 ▾

	Episode 6 Featuring a cut price boob job and a £7,000 hair transplant. Available until 22:00 23 Jan 2015	22:00 23 Jan 2014 Channel 5
	Episode 5 A man left with a permanent erection, a woman with a permanently disfigured lip and a man left toothless and terrified of the dentist tell their tales. Available until 22:00 16 Jan 2015	22:00 16 Jan 2014 Channel 5
	Episode 4 Marie has masses of loose skin following gastric surgery, Apryl's buttock injections ended in amputation and Shenise cannot see after her eye operation. Available until 22:00 9 Jan 2015	22:00 9 Jan 2014 Channel 5
	Episode 3 A woman has had sealant and glue injected into her face. Available until 21:00 5 Aug 2014	21:00 5 Aug 2013 Channel 5

More like this

Too Fat To Fly
New eye-opening documentary that hears the holiday horror stories of Britain's...

The Cave: Hiding From The Nazis
This programme tells the amazing story of the longest recorded...

Monty Halls And...
In search of the real stories behind some of the world's greatest underwater...

[Browse all shows](#) ➔

www.channel5.com/shows

AND ON... FACEBOOK



**Keith Pollard**
Edit Profile

FAVOURITES

- News Feed
- Messages
- Events
- Find Friends

PAGES

- Berkhamsted Raider... 2
- Treatment Abroad 1
- Pages feed 20+
- Create Advert

GROUPS

- victims of botched sur...**
- Create group

FRIENDS

- Acquaintances
- Close Friends

APPS

- Games
- ★ True Age Test
- YoVille
- Slide FunSpace
- Boostedpagelike

**victims of botched surgery- campaign uk**

MembersEventsPhotosFiles

Write PostAdd Photo/VideoAsk QuestionAdd File

Write something...

**Antonia Mariconda**

Your group made it on Mr Keith Pollards rant June Jonigk - have a read of this 😊 http://www.imtj.com/blog/2014/what-happens-when-medical-tourism-goes-wrong-botched-up-bodies-abroad-40189/?utm_source=IMTJ_News&utm_medium=Email&utm_campaign=IMTJ_News_140321&utm_content=TextLink

Like · Comment · 9 hours ago

4 people like this. Seen by 12

View 2 more comments

**June Jonigk** Excellent article highlighting the dangers - if only people would listen. I spent about an hour last night telling someone that it was foolhardy to go abroad for surgery with the same surgeon who botched me, but as is usual, he has been brainwashed by Angela Chouaib and her cronies! Thanks for highlighting Antonia x
9 hours ago · Like · 2

**June Jonigk** The chap had a wife and 2 kids too - wouldn't you think he would at least listen to warnings - lots of people told him, but he believes that Angela is the victim of a hate campaign!!!!

About 106 members
Closed Group

Have u been a victim of botched of surgery either in UK or abroad???

Found yourself alone and a... **See more**

106 members · Invite by Email

+ Add people to Group

Suggested Groups See All

-  **INTERNATIONAL PLASTIC SURGERY**
1,244 members
Join group
-  **Plastic**
1,860 members
Join group

Games You May Like See All

-  **Deer Hunter 2014**
1 mill
Chat

IMTJ
www.imtj.com

 **Treatment Abroad**
www.treatmentabroad.com

WHAT PRODUCT DO WE **SELL**?

**WELLNESS AND
SPA**

DENTAL

COSMETIC

ELECTIVE

DIFFERENT MARKETS...
DIFFERENT CUSTOMERS...
DIFFERENT APPROACHES...

WHY DO PATIENTS TRAVEL?



BECAUSE...



HOW DO WE GET OUR MESSAGE ACROSS?

NICHE WORKS...

BUDAPEST



- 500 – 800 PATIENTS PER MONTH
- CLEAR STRATEGY
- TARGETED MARKETING

LOCAL MARKET PRESENCE

MailOnline



Deflated charges at the blow-up dental surgery: Travelling Hungarians offer half-price treatment in the UK

By JAYA NARAIN

Last updated at 8:36 AM on 03rd September 2008

[Comments \(69\)](#) | [Add to My Stories](#)

The first inflatable dentist surgery is set to tour Britain undercutting the hefty prices charged by private dentists.

Hungarian practitioners using the latest equipment will offer treatments for half the price of their UK counterparts.

Such is the team's confidence, they believe the whistle-stop tour of major towns and cities will attract thousands of patients who have been unable to register with an NHS dentist or cannot afford to travel abroad for treatment.



A HIGH VALUE NICHE

FLORIDA



PROTON BEAM

FROM THE UK:

- 200 PATIENTS
- €100,000 PER PATIENT
- €20 MILLION REVENUE

DOCTOR TO DOCTOR

WORKS



HCA HOSPITALS
20% INTERNATIONAL

BUPA CROMWELL
50% INTERNATIONAL



GREAT ORMOND STREET
95% INTERNATIONAL

BUT... WHAT ABOUT ONLINE?



HOW DO UK PATIENTS CHOOSE?



What
experience
do they
have?

Is the
surgeon
any good?

How can I
check
them out?

Will I
understand
them?

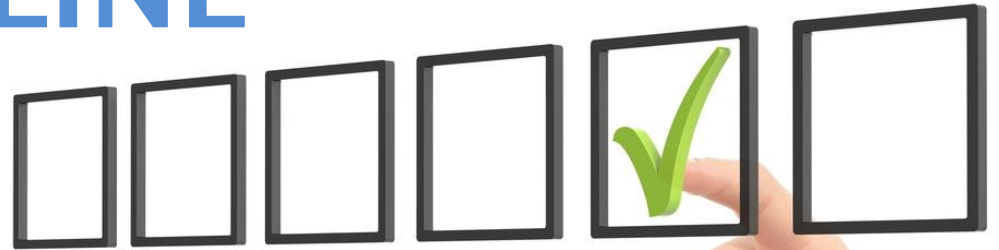
What
happens if it
goes
wrong?



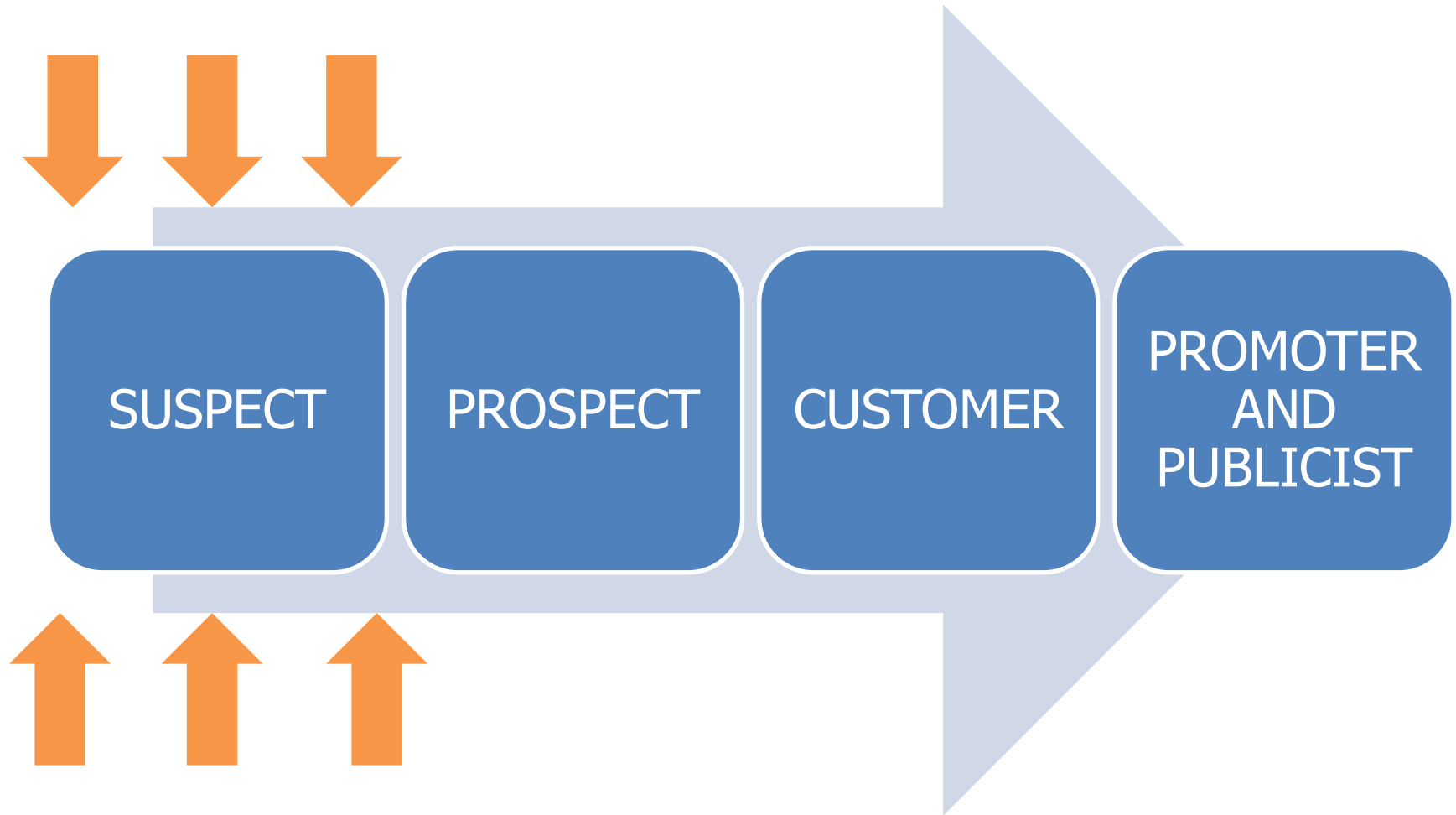
TRUST

!

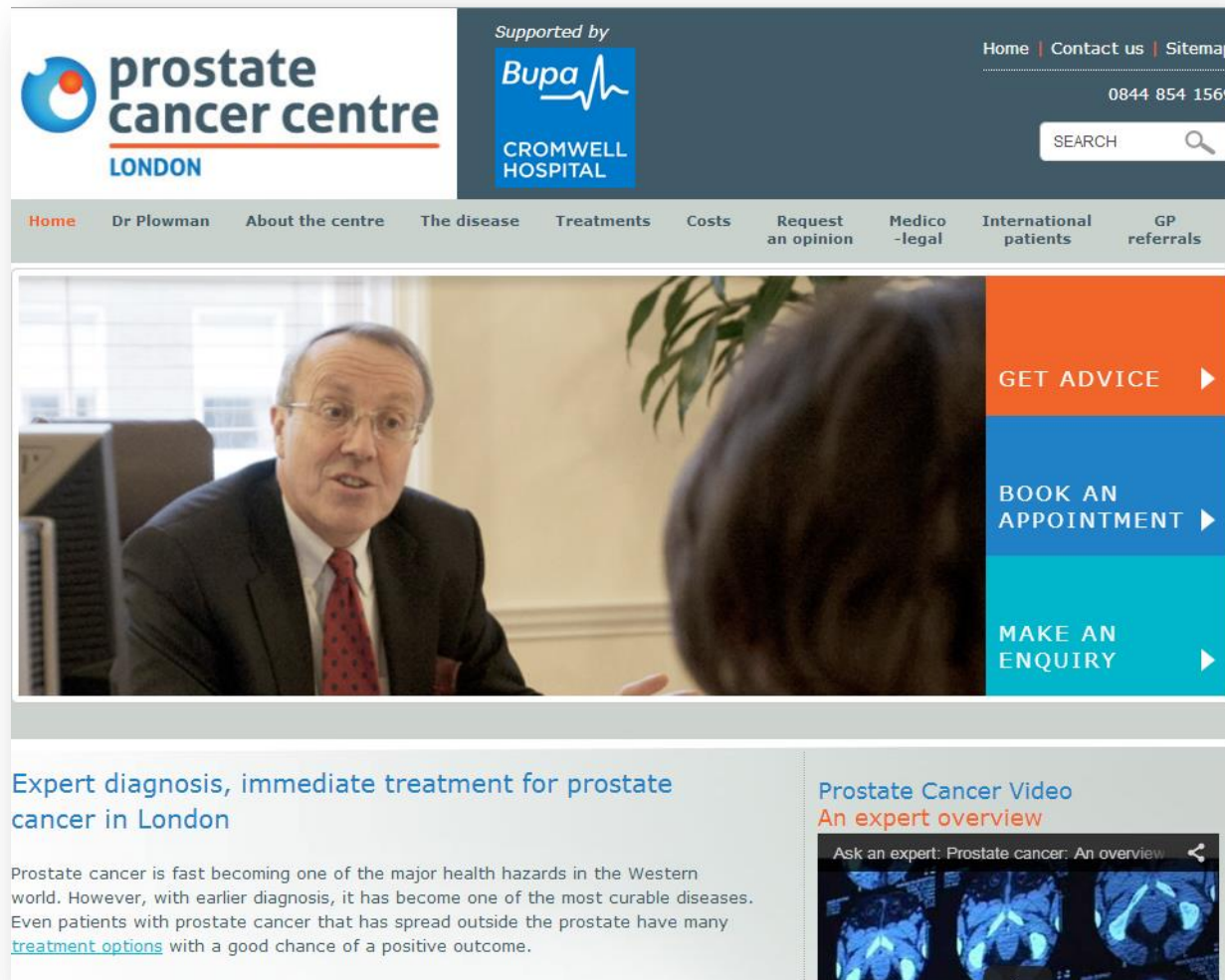
INFLUENCING **PATIENT** **CHOICE ONLINE**




ONLINE INVESTMENT



A BETTER WEB SITE



CONTENT MARKETING



Private Healthcare UK
helping you make the right choice

[Home](#) | [About Us](#) | [Jobs](#) | [Industry](#) | [Advertisers](#) | [Site Map](#)

[Operations and treatments](#)

[English](#)

[الرئيسية](#)

[خريطة الموقع](#)



Home > Articles and feature

August 2007

Advances in the treatment of prostate cancer

العلاج

وجهات السفر

المستشفيات والأطباء

خدمات السياحة الطبية

دليل السياحة الطبية

احصل على سعر

أخبار

مقالات طبية

عن الشركة

Doctorinternet

طبيب على الإنترنت


بوابة المعلومات عن السياحة الطبية للمرضى العرب

أعلان



WEIGHT

أعلان



9 اكتشف عالمنا من الأصوات

MED9EL

أعلان



نيك بلاومان: أخصائي أورام سريري استشاري، لندن

أحصل على سعر

الرئيسية < المستشفيات والأطباء < الأطباء المميزون < أخصائيو الأورام < نيك بلاومان، المملكة المتحدة

نيك بلاومان: أخصائي أورام سريري استشاري، لندن

نيك بلاومان هو خبير ميني في هارلي ستريت، متخصص في استخدام العلاج الإشعاعي والعلاج الكيميائي لعلاج السرطان، ولديه اهتمام خاص في تحسين معدلات النجاح في علاج السرطان، بينما يقلل من العوارض الجانبية للعلاج.

[اعرض هذه الصفحة بالإنجليزية](#)

د. نيك بلاومان (ماجستير، دكتور في الطب، زميل الكلية الملكية للأطباء، زميل الكلية الملكية للجراحين، زميل الكلية الملكية لأخصائيي العلاج الإشعاعي) هو كبير أخصائيي الأورام السريريين في مستشفى سانت بارثولوميو ومستشفى غريت أورموند ستريت للمرضى الأطفال، لندن. كما يجري العلاجات كطبيب زائر في مستشفى سينت مارك في هارو، وهو المستشفى المتخصص الرائد في علاج أمراض الأمعاء والقولون والمستقيم، وفي مستشفى مورفيلد للعيون، لندن.

تخرج د. بلاومان من كلية الطب في مستشفى غي عام 1974، بعد أن كان قد حصل على درجات شرف أولى في امتحاني Tripos العلوم الطبية و Tripos العلوم الطبيعية في جامعة كامبريدج. أكمل بعدها أطروحته في جامعة كامبريدج قبل الانضمام إلى مستشفى بارثولوميو حيث تعيّن رئيس قسم منذ عام 1989.

ابحث سريع

ابحث عن طبيب أو عيادة أو شركة خدمات صحية في الخارج

اختر علاجاً

اختر دولة

ابحث

أخصائيو الأورام <

نيك بلاومان، المملكة المتحدة

VIDEO

YouTube GB

nick plowman

Keith Pollard

Private Healthcare UK
helping you make the right choice

Home | About Us | Jobs | Industry | Advertisers | Site Map

Operations and treatments | Health Professionals | Hospitals, Clinics & Services | Costs | Health Insurance | Health Info | Health Store | Dentistry Centre | Cosmetic Surgery Centre

Advertisement

We have the UK's best prices
Get an instant quote and save up to 72%!

[Click here to read our guide](#)

Advertisement

Home > Doctors and specialists > Find a consultant > Oncologists > Nick Plowman > Prostate cancer > How is it diagnosed?

Prostate cancer

How is it diagnosed?

What are the symptoms?

What treatment is there?

Tell me about surgery

Tell me about radiotherapy

What if the cancer is advanced?

Ask an expert: Prostate cancer video: Diagnosis

Want to know more about prostate cancer? [Dr Nick Plowman](#), Clinical Oncologist at St Bartholomew's Hospital in London answers some common questions about the symptoms, diagnosis, and treatment of prostate cancer. Use the video clip menu below to select a question.

Video menu

Select a prostate cancer video clip

- [How is prostate cancer diagnosed?](#) (NOW PLAYING)
- [What is prostate cancer?](#)
- [What are the symptoms?](#)
- [What treatment is there?](#)
- [Tell me about surgery for prostate cancer](#)
- [Tell me about radiotherapy](#)
- [What if the cancer is advanced?](#)

Read a transcript
Click below to read a video transcript
[Video Transcript](#)

The expert: Dr Nick Plowman
Clinical Oncologist, St Barts, London
[View Dr Plowman's profile](#)
[Request an opinion or consultation with Dr Plowman](#)

Related pages

[Cancer treatment breakthrough for prostate cancer](#)

health-on-line

Surprisingly affordable health insurance

[Get a quote](#)

MON @ CODE
CERTIFIED
10/2012

This site complies with

SOCIAL MEDIA

The image shows a screenshot of a LinkedIn profile for Nick Plowman. The profile is for a Consultant Clinical Oncologist based in London, United Kingdom, working in Hospital & Health Care. His current employer is Barts Health NHS Trust, Great Ormond Street Hospital for Children NHS Foundation Trust, and BUPA Cromwell Hospital. His education is from Guy's Hospital. The profile has 41 connections. The activity section shows two recent connections: Sanjay Shah, Chief Financial Officer at The London Clinic, connected 8 hours ago, and Megan Moscos, Office Manager/Co-ordinator at MediConsultants Ltd, connected 10 days ago. The right sidebar features recommendations for Penny Kehagioglou, a Consultant Clinical Oncologist, and several advertisements including Generator Recruitment, Float (a scheduling tool), and TheOneOff (a design agency). The top of the image shows a Twitter header and a search bar.

Nick Plowman
Consultant Clinical Oncologist
London, United Kingdom | Hospital & Health Care

Current: Barts Health NHS Trust, Great Ormond Street Hospital for Children NHS Foundation Trust, BUPA Cromwell Hospital
Education: Guy's Hospital

41 connections

[Send a message](#) [Suggest connections](#)

uk.linkedin.com/pub/nick-plowman/6a/b91/638/ [Contact Info](#)

Activity

Nick Plowman is now connected to **Sanjay Shah**, Chief Financial Officer at The London Clinic
8 hours ago

Nick Plowman is now connected to **Megan Moscos**, Office Manager/Co-ordinator at MediConsultants Ltd-Recruiting doctors for UAE&Saudi Arabia-megan.m@gulfmedicaljobs.co.uk
10 days ago

[See More](#)

People Similar to Nick

Penny Kehagioglou 3rd
Consultant Clinical Oncologist
[+Connect](#)

ADS YOU MAY BE INTERESTED IN

Generator Recruitment
Recruiting Business Development people for Marketing and Creative Agencies


Manage your team workload
Float is a scheduling tool for managing your team's time.

Recommended Design Agency
Branding and retail specialists. Discover: www.TheOneOff.com

People Also Viewed


Independent Oncology
Consultant Medical Oncologists offering expert medical care to private

MEDICAL “TRIPADVISOR”



Medical Tourism Reviews
helping you make the right choice

Home | About Us | Site Map | A A A

brought to you by
 **Treatment Abroad**
helping you make the right choice


Write or Read a review

Search for healthcare provider by:

Name of provider (e.g. 'Clinic Beaucare')

Treatment they provide (e.g. 'Cosmetic surgery')

Country they're based in (e.g. 'Belgium')




Thinking of travelling abroad for an operation or treatment?
Medical Tourism Reviews, managed by [Treatment Abroad](#), enables patients to publish reviews and comments about their experience of travelling for treatment.

Get a Quote

Find the Cost

Advertisement



Top rated healthcare facilities

- [TourMedical](#) (91) ★★★★★
Dental clinic, Turkey
- [Varde Heart Centre](#) (55) ★★★★★
Private hospital, Denmark
- [Dental Holiday \(Piestany\)](#) (54) ★★★★★
Dental clinic, Slovakia

What is top rated? [View All](#)

Healthcare providers

- [Medical travel agency](#) (722)
- [Dental clinic](#) (424)
- [Cosmetic clinic](#) (178)
- [Private hospital](#) (93)
- [Infertility clinic](#) (66)
- [Weight loss clinic](#) (14)

[View More](#)

Healthcare facilities by country

Hungary (138)	Turkey (123)
Belgium (112)	Slovakia (64)
Denmark (56)	Cyprus (36)
Czech Repu... (34)	Spain (32)
Poland (31)	Croatia (20)

[View More](#)

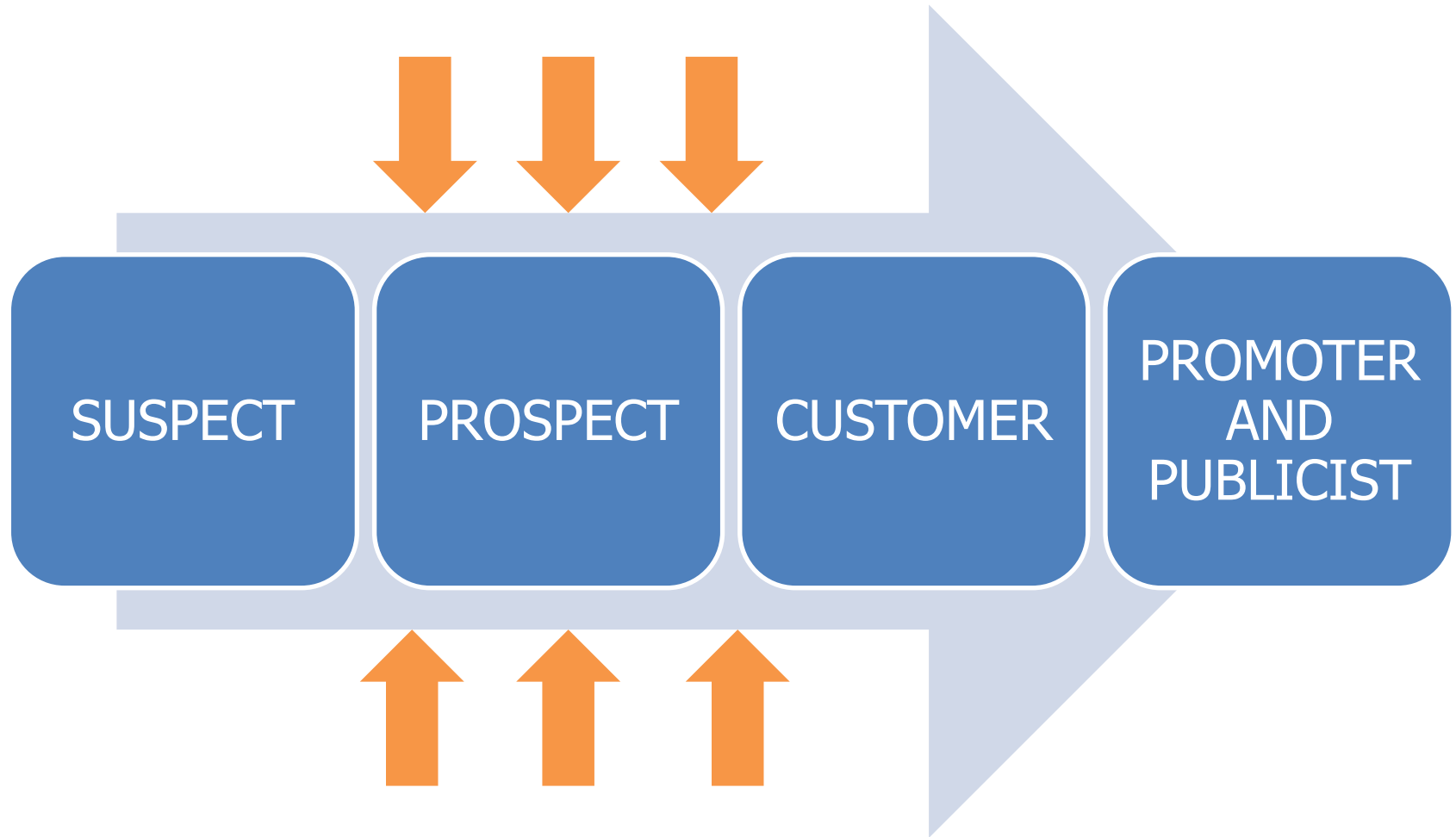
Top rated agencies

- [Secret Surgerv Ltd](#) (102) ★★★★★
Poland
- [Revitalize In Turkey](#) (75) ★★★★★
Turkey
- [Gorgeous Getaways](#) (71) ★★★★★
Thailand

[View All](#)

**BUT IT MUST NOT STOP
THERE!**

ONLINE INVESTMENT



FIRST TOUCH...

- THE EMAIL OR WEB ENQUIRY



FIRST TOUCH...

- ... WHY DON'T YOU **ANSWER???**

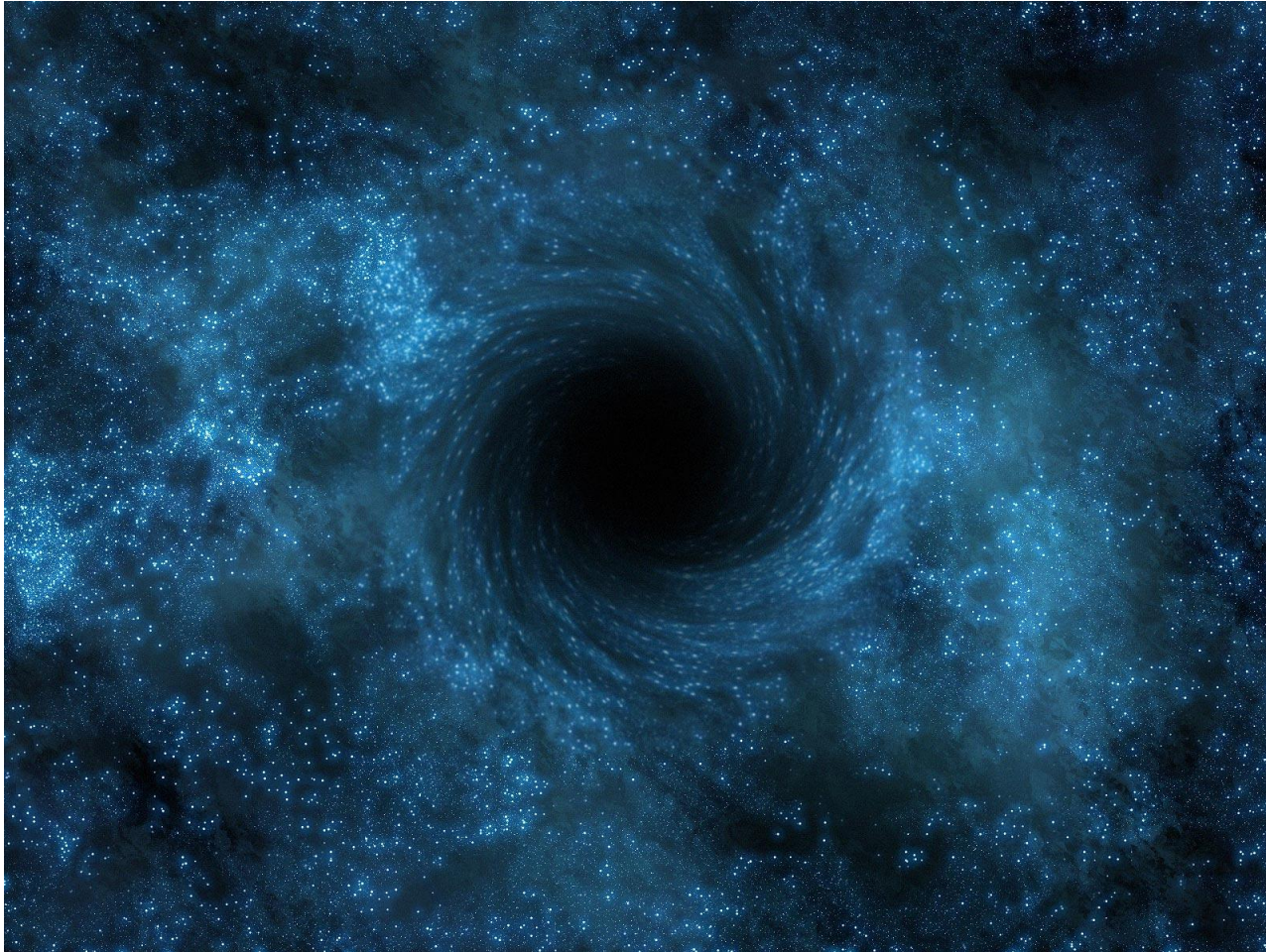


FIRST TOUCH...

- WHY DONT YOU **LISTEN???**



IN EVERY HOSPITAL...



MARKETING AUTOMATION

Day 2



SUCCESS
RATES

Day 4



QUESTIONS
AND
ANSWERS

Day 6



HOW WE
COMPARE

Day 8



SUPPORT
SERVICES

Day 10

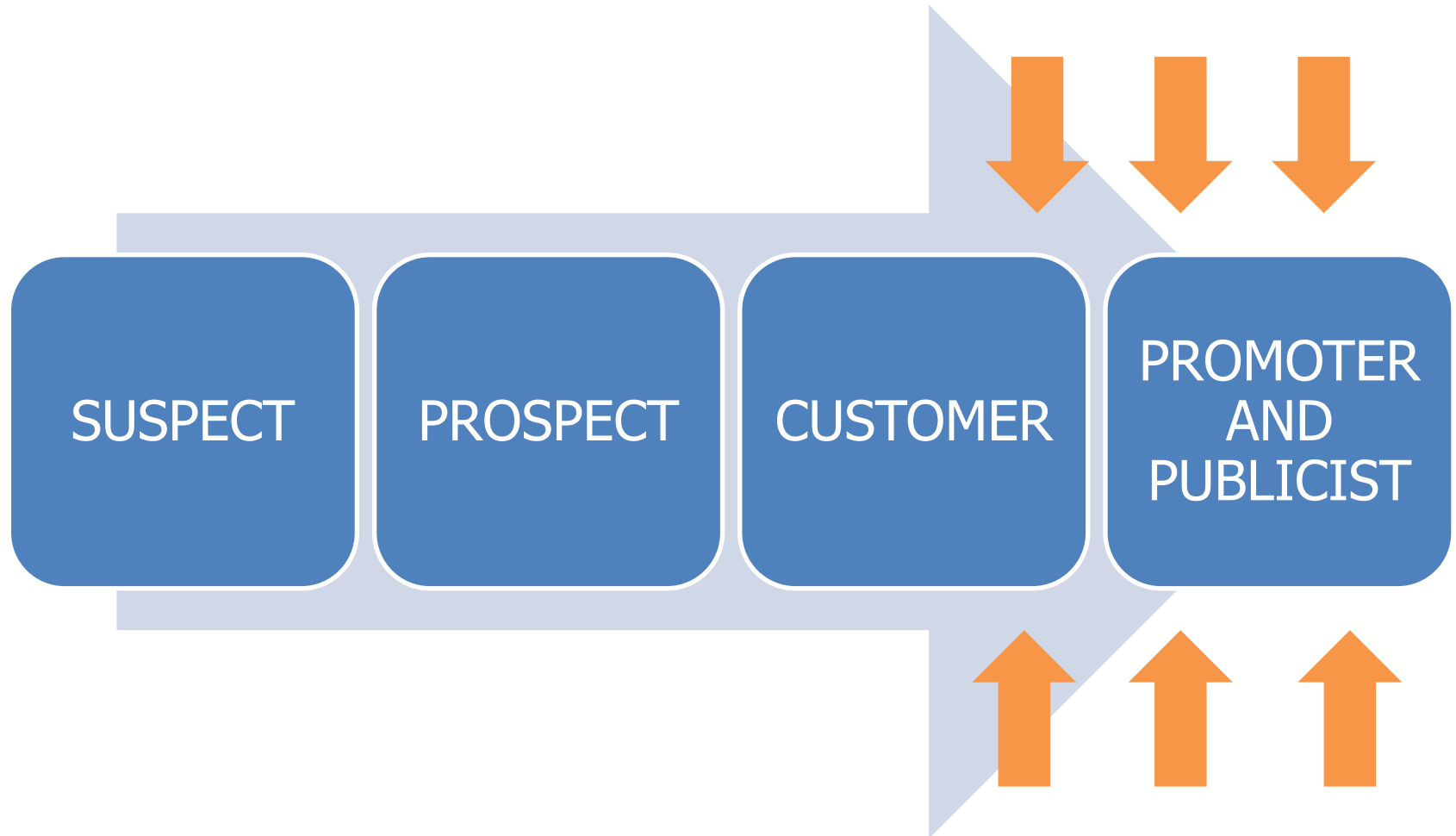


REASSUR-
ANCE

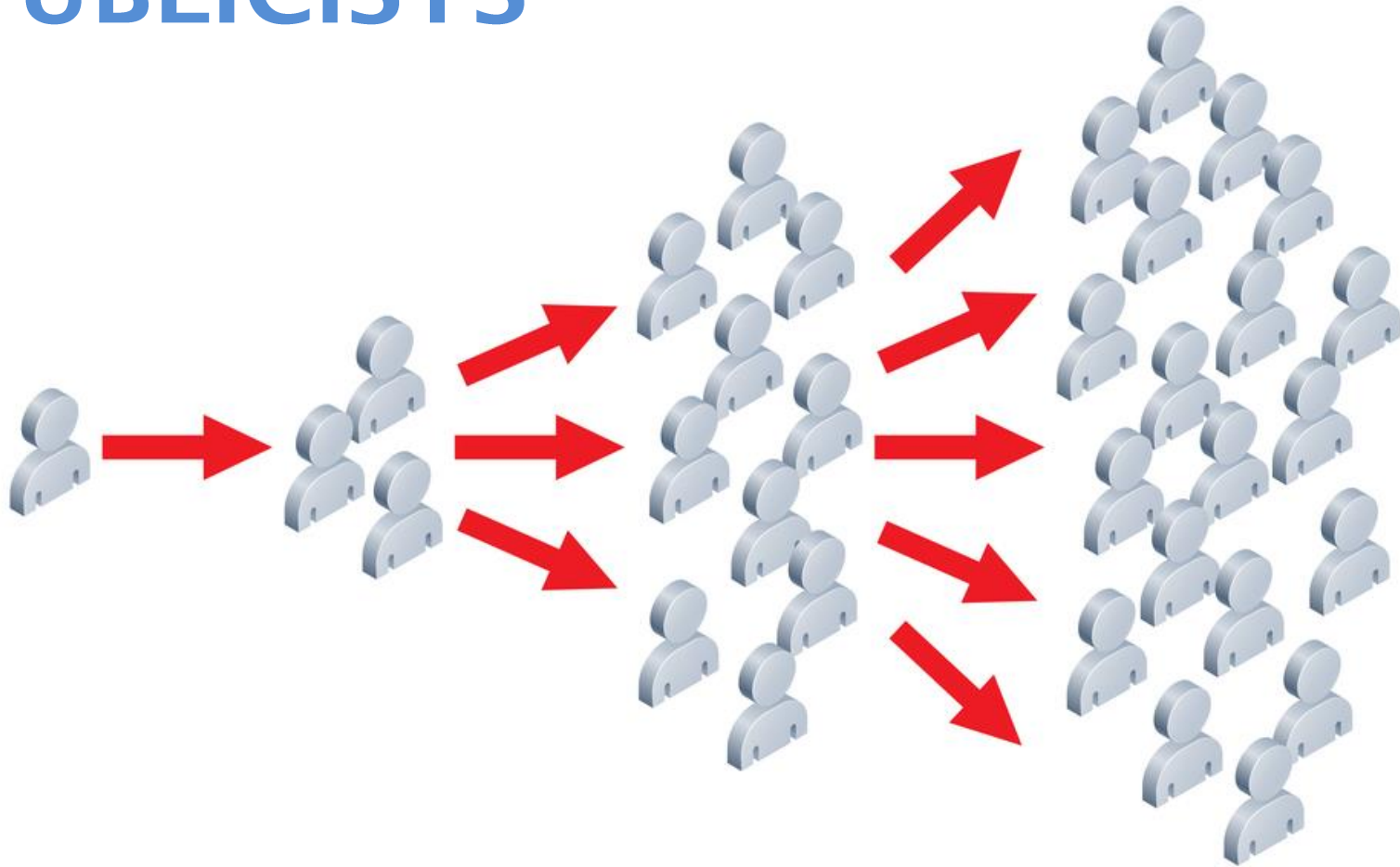
DOES IT STOP **HERE?**



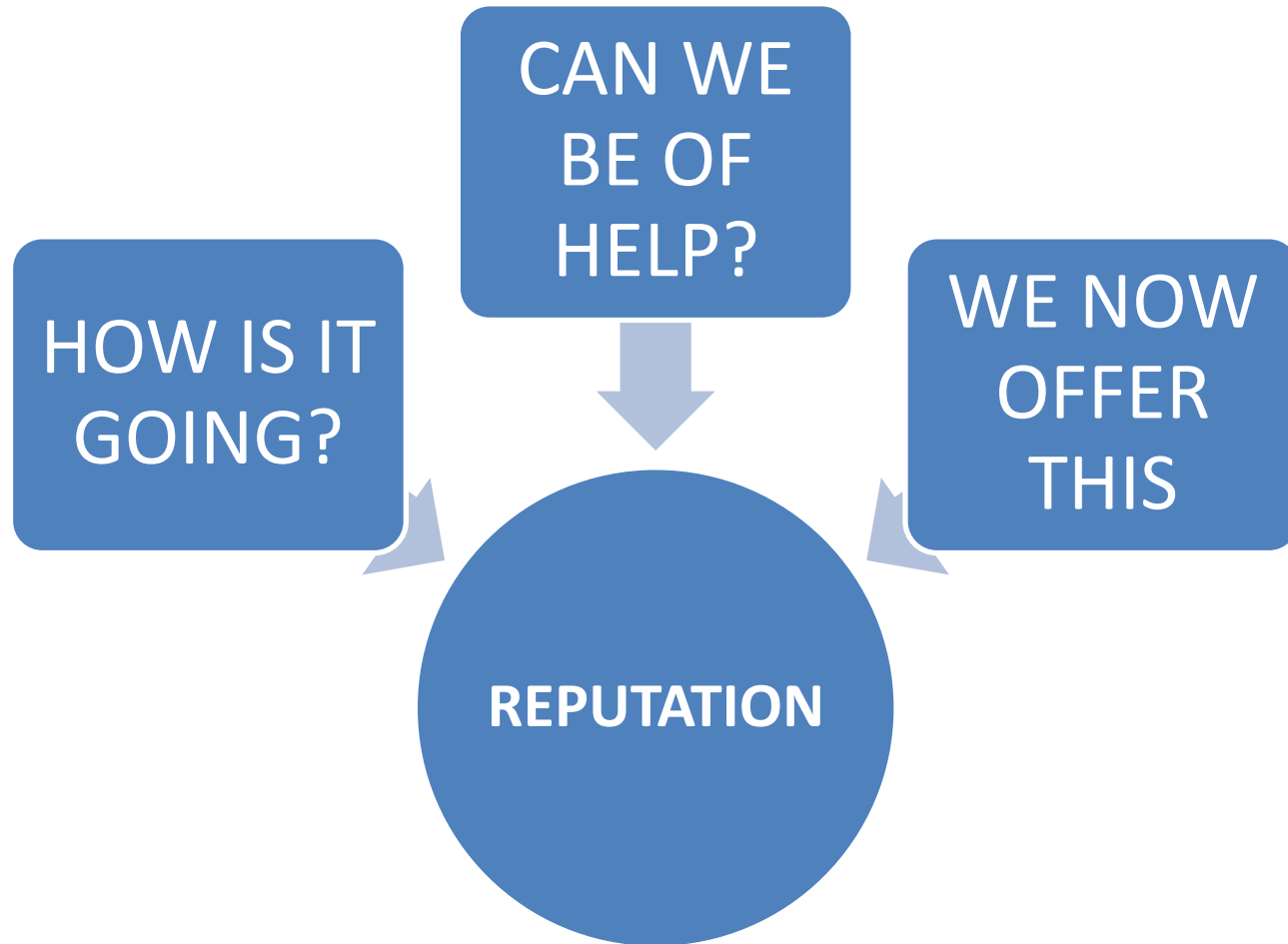
MARKETING INVESTMENT



CREATING PROMOTERS AND PUBLICISTS



WHAT DO YOU SAY TO YOUR PAST CUSTOMERS?



AUTOMATION... AGAIN!

Week 1



ANY
QUESTIONS?

Week 2



WRITE A
REVIEW?

Week 4



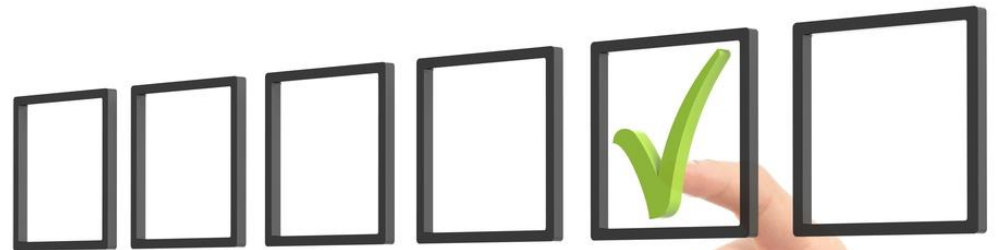
EVERYTHING
OK?

One year

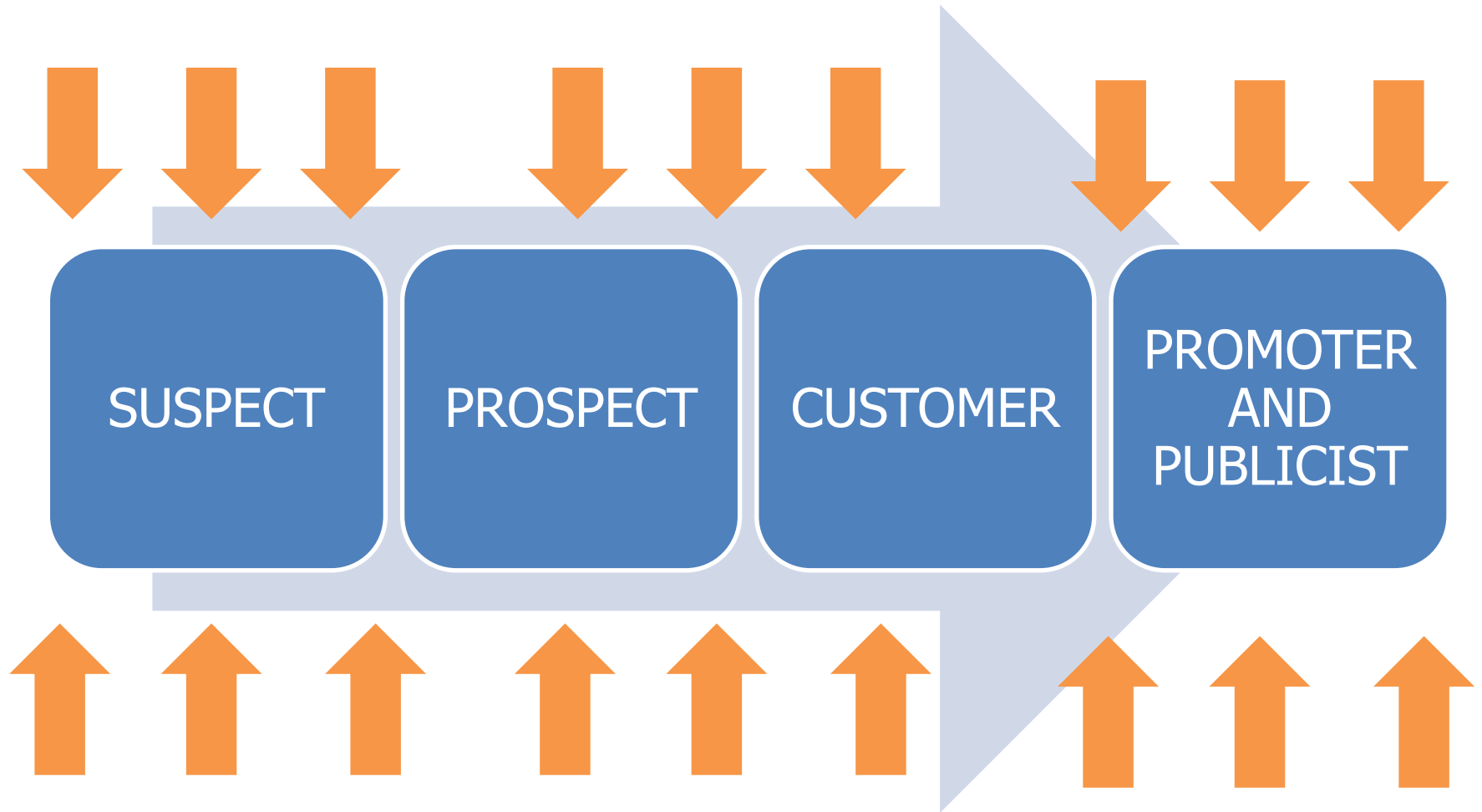


DID YOU
KNOW?

GETTING ONLINE **RIGHT!**



THE PATIENT JOURNEY



WANT TO KNOW MORE?

- International Medical Travel Journal –
www.imtj.com
- Treatment Abroad –
www.treatmentabroad.com