

# MEMORIAL

**Managing Marketing Strategies Over Tens of Destinations**



## Why Memorial Hospitals Group is having such a speech?

- \* 15 years of experience,
- \* Turkey's 1st, World's 21st JCI accredited hospital, 5 times renewals,
- \* 4 JCI accredited hospitals over 10 hospitals,
- \* Chosen as one of the best abroad hospitals for American Citizens by U.S News,
- \* Receiving patients from 92 different countries all around the World,
- \* Received over 32.000 patients in 2014



## Why people are seeking medical services abroad?

- \* **P**rice
- \* **S**ervice Quality
- \* **M**edical Quality
- \* **A**vailability (Waiting List)
- \* **T**ourism
- \* **E**mergency (unintentionally)



## Obstacles/Concerns

- \* **L**anguage and Culture barriers
- \* **N**o Addressee
- \* **N**o Legal Recourse
- \* **D**istance



## International Marketing: Promoting Hospital Services Abroad

(Team dedicated to international patients)

- \* Marketing Team

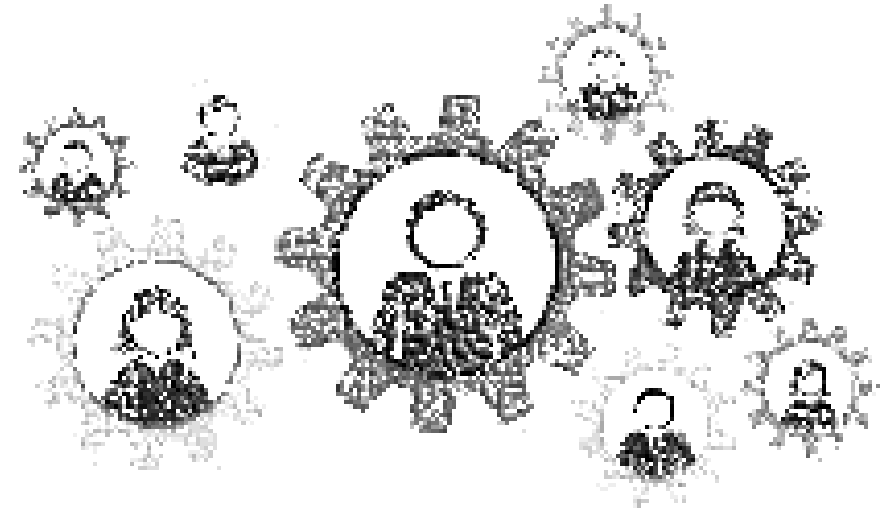
- > Brand Management,
- > Agreements,
- > Business Development,
- > Event Management,

- \* Digital Marketing

- > Digital Platforms,
- > Social Media,
- > Printed Materials,

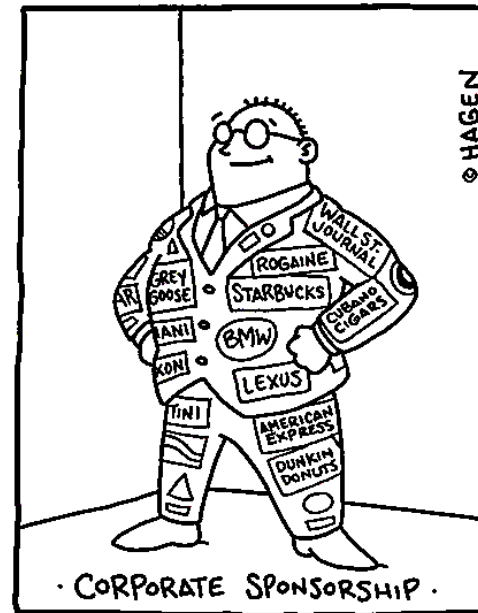
- \* Operations Team

- > MSO/Inquiries,
- > Hospitality,
- > Language Support,
- > Other Services, (Such as booking, transportation)



## How to promote:

- \* Fairs/Forums/Seminars
- \* Agents
- \* Insurance/Assistance
- \* Funds/Governmental Institutions
- \* Promotion of Medical Staff
- \* Technological Infrastructure
- \* Offices and Clinics
- \* Accreditation
- \* Affiliation
- \* Sponsorship



What should be considered:

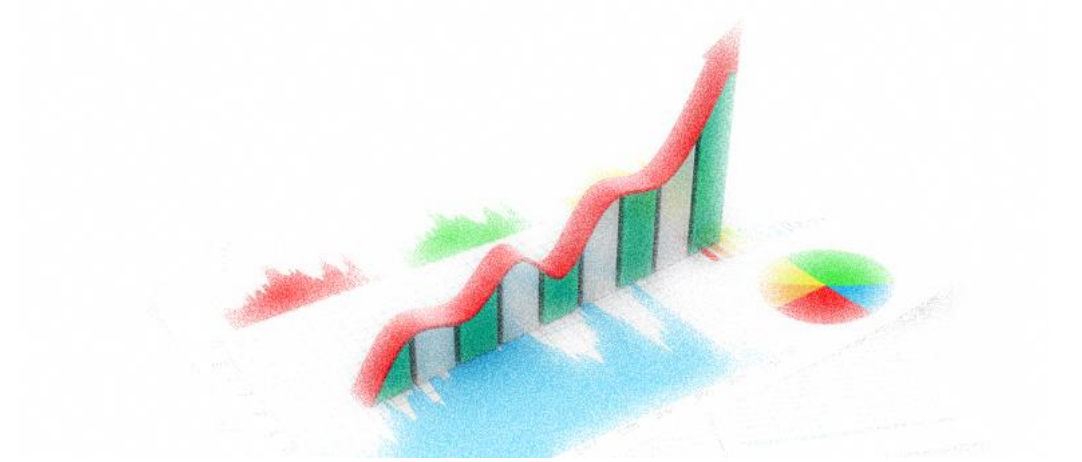
- \* Budget
- \* Pricing Analyses
- \* Cultural/Religious/Lingual
- \* Distance
- \* Competitors (Domestic/International)





## Evaluation

- \* Reporting/Analysis
  - Demographic
  - Clinic base
- \* Investment
- \* Renewing plans
- \* Risk *(It can't be eliminated, but it can be minimized.)*



Thank you for your participation.

If you have any questions, please do not hesitate asking.

