


# BUILDING BRAND AWARENESS IN THE MEDICAL TRAVEL MARKET

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“Travelling outside the  
country of residence to  
have access to medical  
services”

Marketing has the key role to convince and get patients to trust the foreign healthcare systems and hospitals.



# Objectives of the paper work

- ▶ Determine the factors that contribute to the construction of e-Reputation
- ▶ Identify the motivations of medical tourists
- ▶ Propose to medical facilitators Web marketing strategies, in order to build their image on the internet
- ▶ Improve the experience of the medical travelers



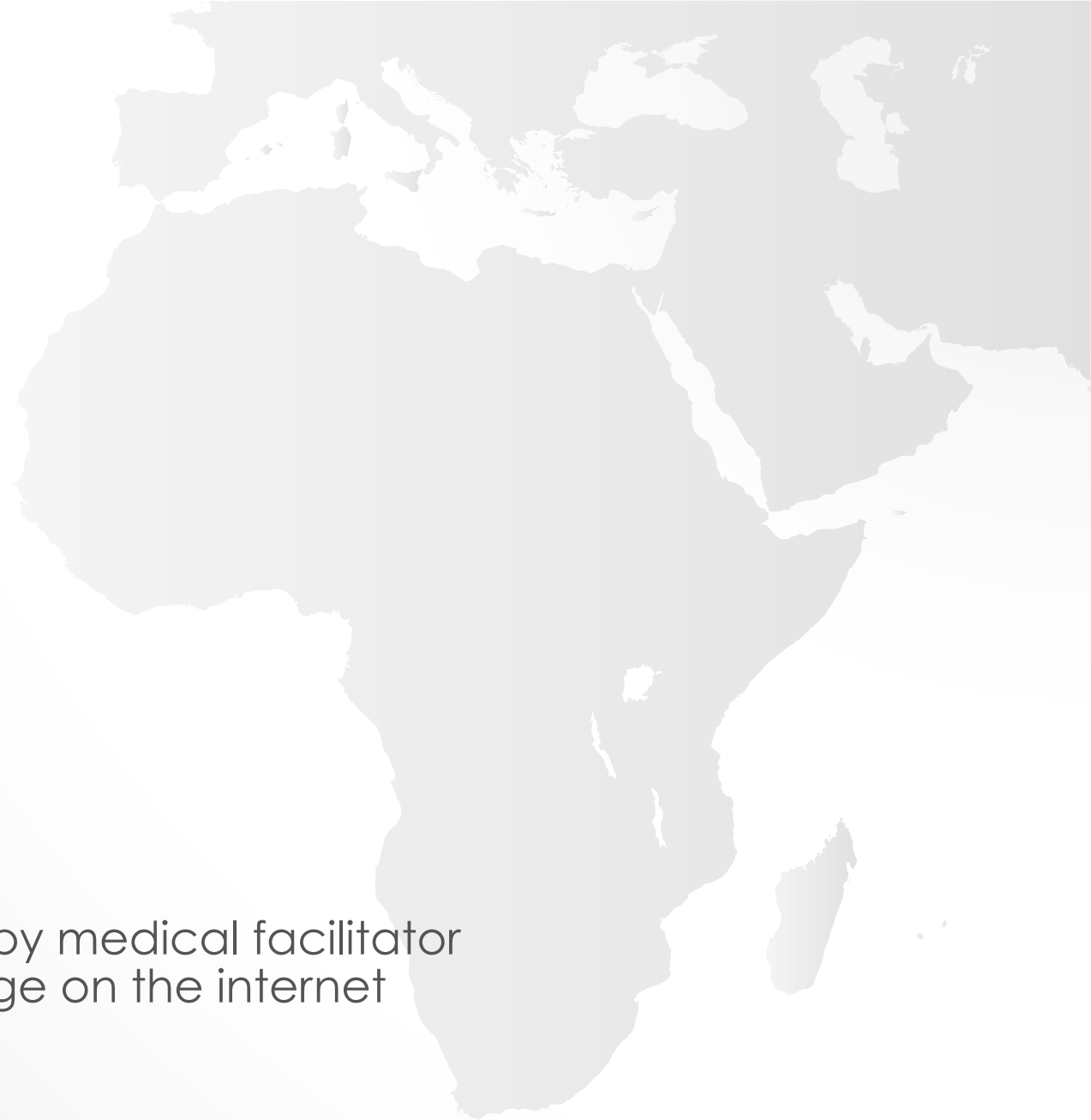


# Summary

- ▶ The first part exposes fundamental theories on medical travel:
  - ▶ Definition and History
  - ▶ Ethical Issues
  - ▶ Segmentation of the global market and the flow of patients
  - ▶ The medical facilitators' role
  - ▶ The internet and medical tourism
- ▶ The second part: research with a twofold objective.

# EMPIRICAL STUDY

The exploration of the services offered by medical facilitator platforms and how they build their image on the internet





# Hypothesis

- ▶ The internet plays a central role in the business of medical facilitators
- ▶ Potential patients:
  - ▶ Users who not only seek information on the Internet, but who influence the image of the company
  - ▶ Need to be reassured in order to trust medical facilitators to organize their medical stay abroad
  - ▶ Want interactive web sites, secure platforms and patient testimonials



# Methodology

- ▶ Quantitative analysis
  - ▶ The questionnaire includes questions about the motivations of medical tourists to seek treatment abroad and the information they need to trust the medical tourism
- ▶ Qualitative analysis
  - ▶ Interviews with medical facilitators

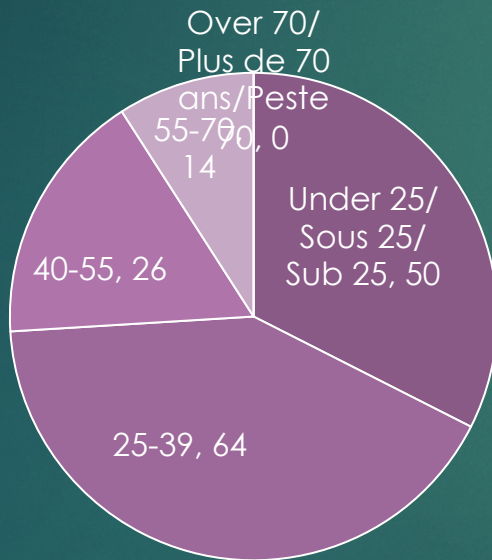


# THE QUERY STAGE

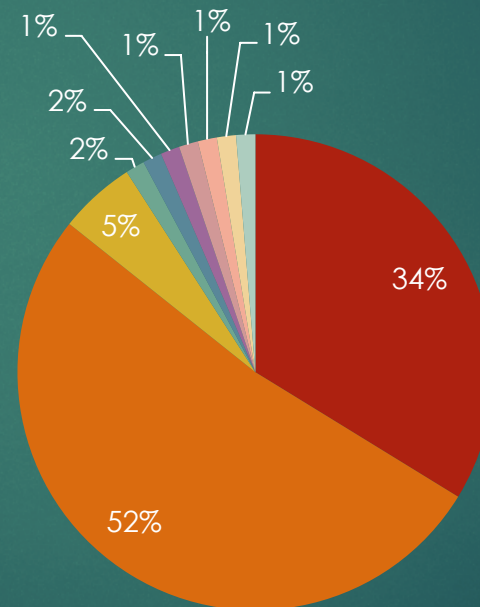


# Results

The age of the respondents



The countries where the respondents live



- France/France/Franța
- Romania/Roumanie/România
- Netherlands/Pays Bas/Olanda
- Nepal/Nepal/Nepal
- Pakistan/Pakistan/Pakistan
- United Arab Emirates/Les Emirats Arabes Unis/Emiratele Unite
- Austria/Autriche/Austria
- UK/Royaume Uni/Marea Britanie
- Spain/Espagne/Spania
- Germany/Allemagne/Germania



# Results

The motivational factors for choosing a country as a medical tourism destination

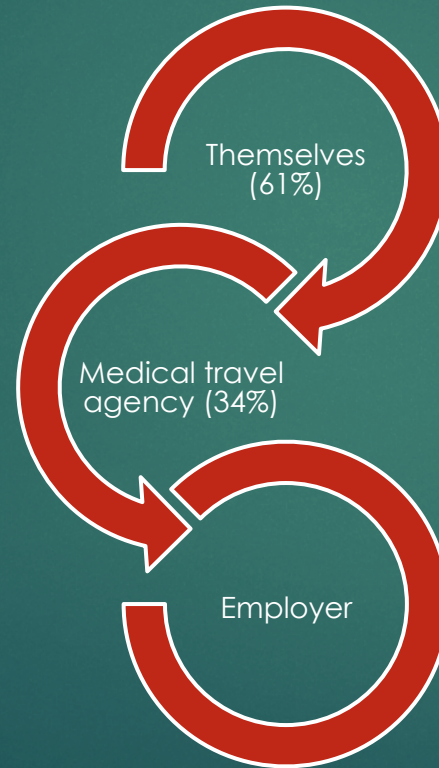


Professionalism of the doctors and dentists  
Quality of clinic and hospital



Similar cultures and beliefs  
Customized accommodation

Organization of the medical travel



The factors that count in the relationship between people and medical tourism agency



The professionalism of the staff

The understanding of the staff to their needs

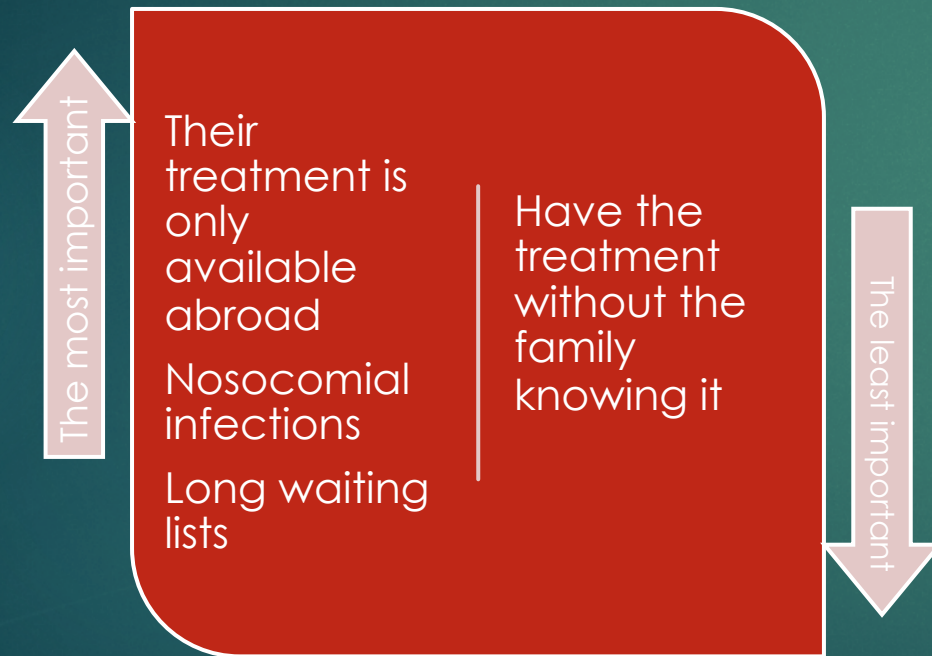


Technology to connect patients and doctors



# Results

The important factors in reaching the decision to go abroad for treatment



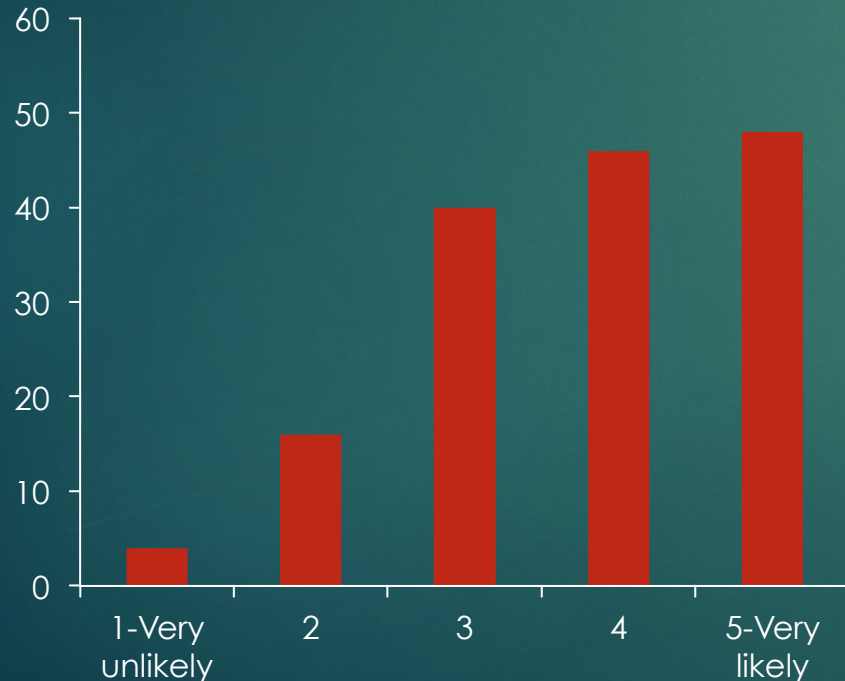
The important factors in choosing the company/hospital/clinic/doctor/dentist abroad

- ▶ Professionalism and reputation of the doctors
- ▶ Quality of health services
- ▶ Accreditation of the clinic/hospital
- ▶ The quality of information they provide about the clinic/hospital/doctor/dentist

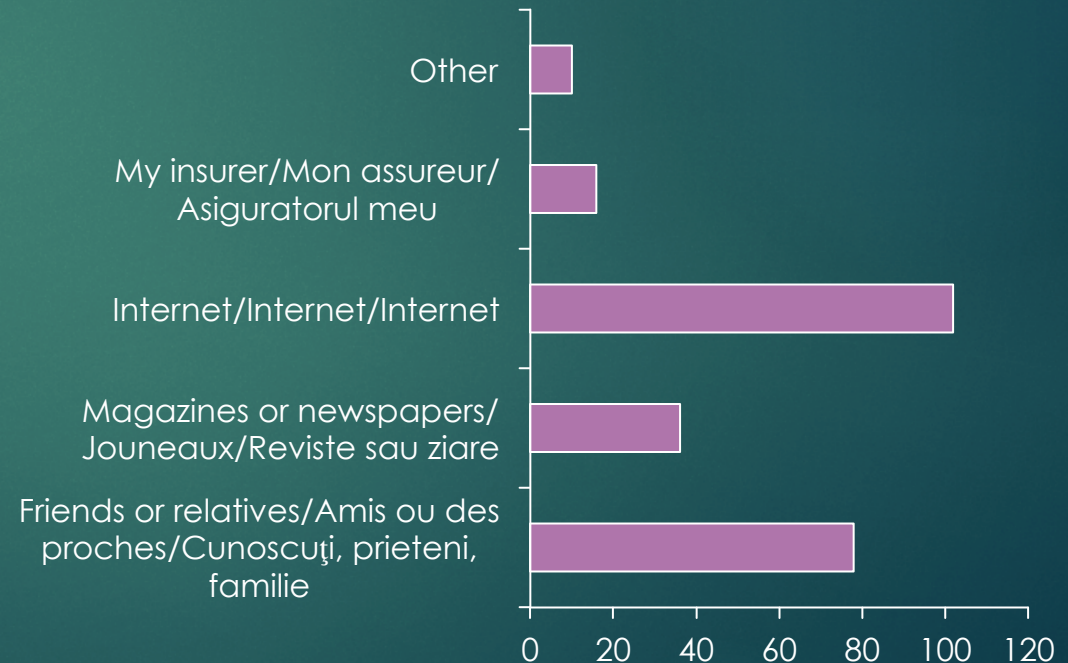


# Results

The probability that people recommend to a friend to seek treatment abroad



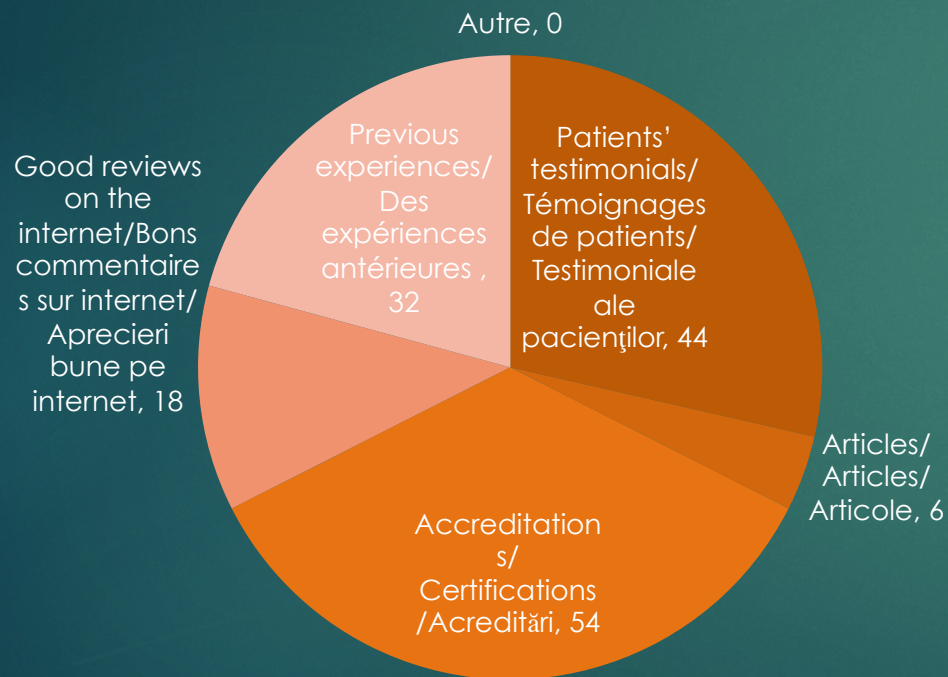
The channels most used for information on medical tourism



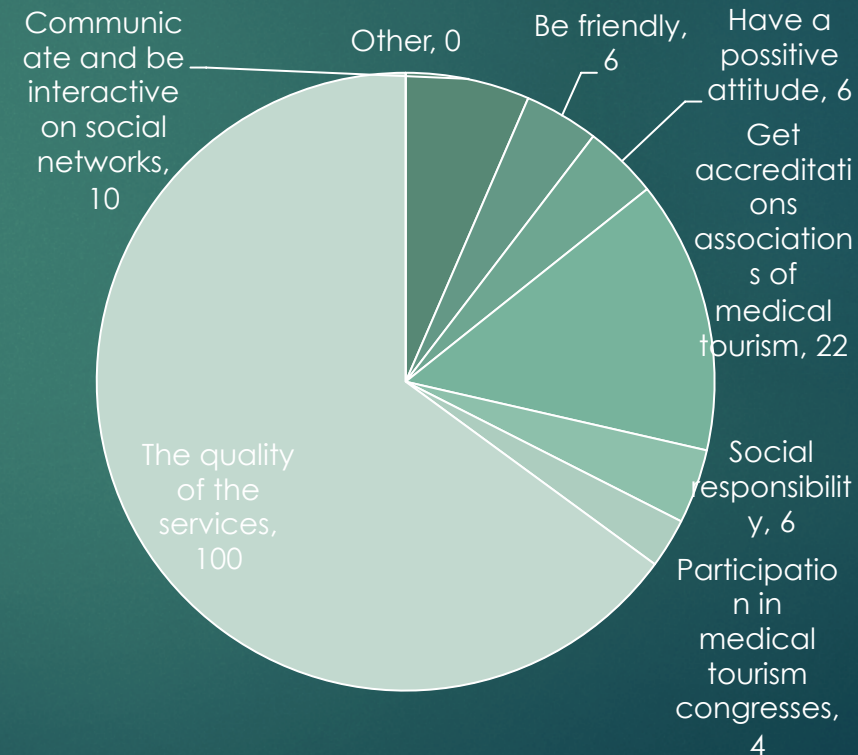


# Results

The information that respondents need in order to be reassured



The actions taken by the facilitator to generate a positive image about the company

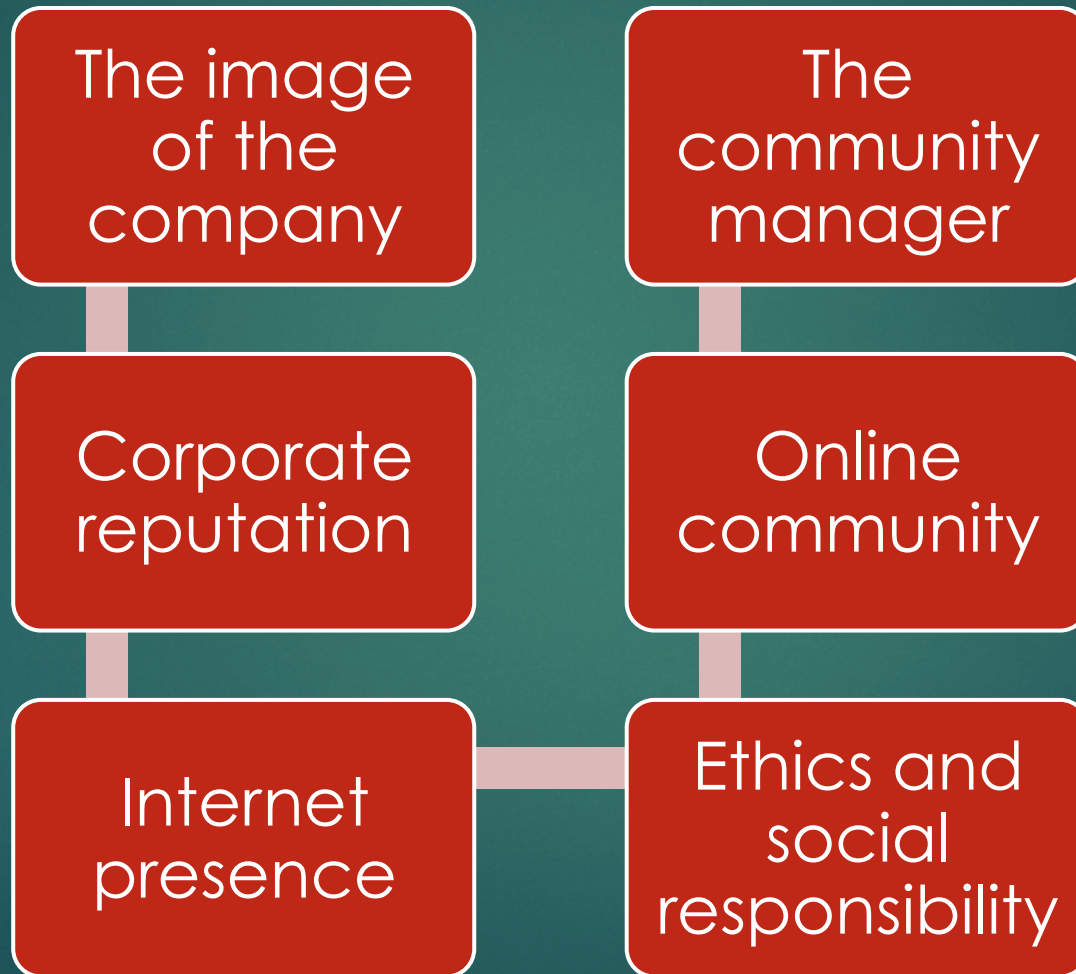




# THE INTERVIEW STAGE



# The interviews





# Interviews

- ▶ Both players would like to position themselves as partners of trust
  - ▶ Medical excellence, quality, accessibility, transparency, confidentiality
- ▶ The 2 companies differentiate from their competitors because they are among the only companies that offer medical tourism services in their countries.
- ▶ When talking about reputation, the two actors interact differently.
- ▶ Both actors recognize the importance of the Web in their business.
- ▶ France Surgery and Bbook think to dedicate someone from their team to community management.
- ▶ Regarding the patient approach, the 2 companies consider that the best way is to be advisors, not salespeople.
- ▶ The 2 players see ethical questions a little different, thanks to their culture



# CONCLUSIONS AND RECOMMENDATIONS



# Conclusions

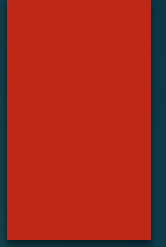
- ▶ The quality of medical services in the medical destination
- ▶ Staff professionalism and understanding of people's needs are the most important for future patients.
- ▶ Medical treatment is only available abroad, the risk of nosocomial infections and long waiting lists in the country of residence.
- ▶ The Internet is the channel most frequently used by people to learn about medical tourism.



# Recommendations

- ▶ Medical facilitators should:
  - ▶ Position on medical destinations promoting quality.
  - ▶ Listen to the patients and reassure them.
  - ▶ Be present on all the digital communication channels





“ Adapt their websites to cultural particularities of internet users. Integrate a secure platform that enables virtual consultations The website must have a user-friendly interface, easy navigation, so potential customers arrive more easily to the desired information. ”





# THANK YOU FOR YOUR ATTENTION!

Iulia-Maria APOSTU