

Increasing the **Reputation** and **Revenue** of Medical Clinics In **Romania**

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GLOBAL CLINIC RATING™
THE WORLDS STANDARD FOR CLINIC RATINGS

I'm obsessed.

1. What makes a good clinic
- a great clinic?
2. Making choosing a medical clinic
something that can be done in under
60 seconds

International comparison between clinics

?




?





?








3,45/5



4,52/5



3,84/5



International comparison with GCR



Healthcare Reputation In Romania?

Clinic Reputation = Clinic Revenue

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A large, light blue watermark logo for GCRclinics is centered in the background. It features a stylized 'X' shape with the letters 'GCR' in a bold, sans-serif font overlaid on it.

Recent Data suggests that there are
some GREAT clinics in Romania



Clinic Reputation = Clinic Revenue

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Medical Travel Driving Factors:

- Cost of treatment
 - Necessity
 - Accessibility

but...

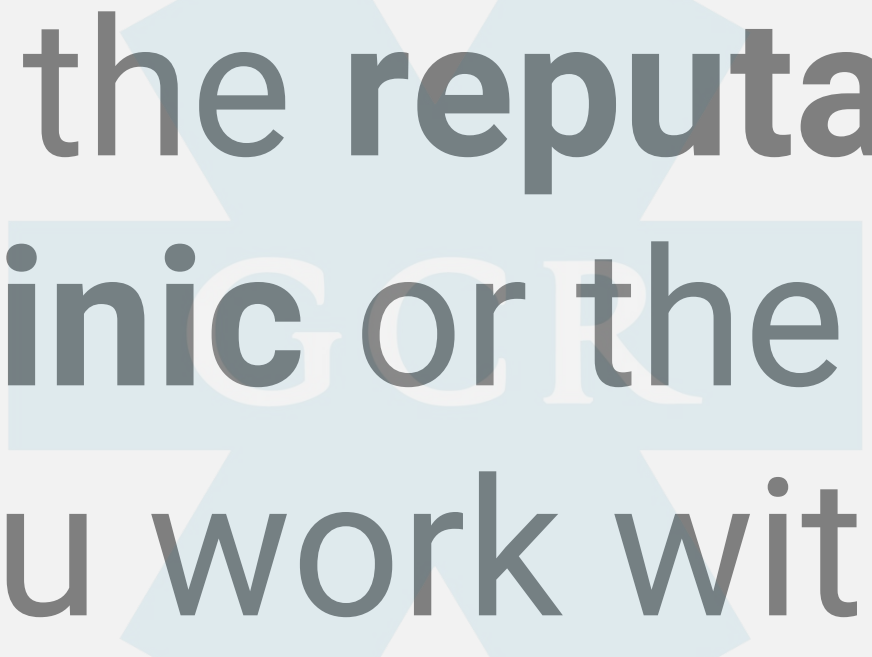


What do patients look for when **cost of treatment is not the no.1 issue?**

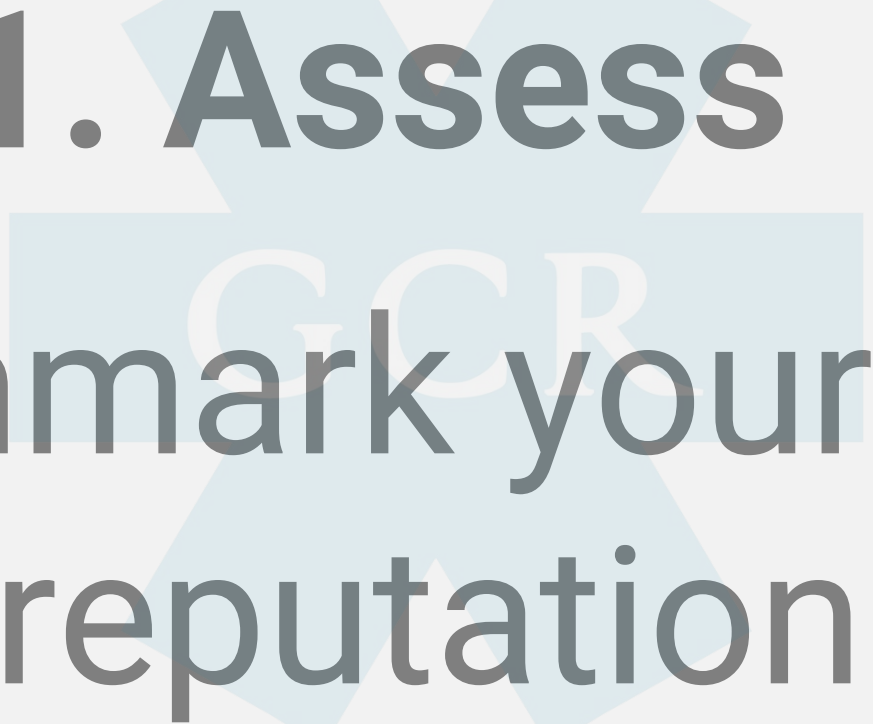
A large, light blue watermark of the GCR logo is centered in the background. The logo consists of a stylized 'X' shape with the letters 'GCR' in a bold, sans-serif font overlaid on it.

*“93.7% of new patients reported considering the **clinic reputation** before booking treatment in the clinic”*

source: GCR 2015 study of 12,211 patients from Nov. 2014 to Nov. 2015 in 26 countries opting for treatment in a choice of 225 clinics in Europe and 182 clinics in Asia-Pacific

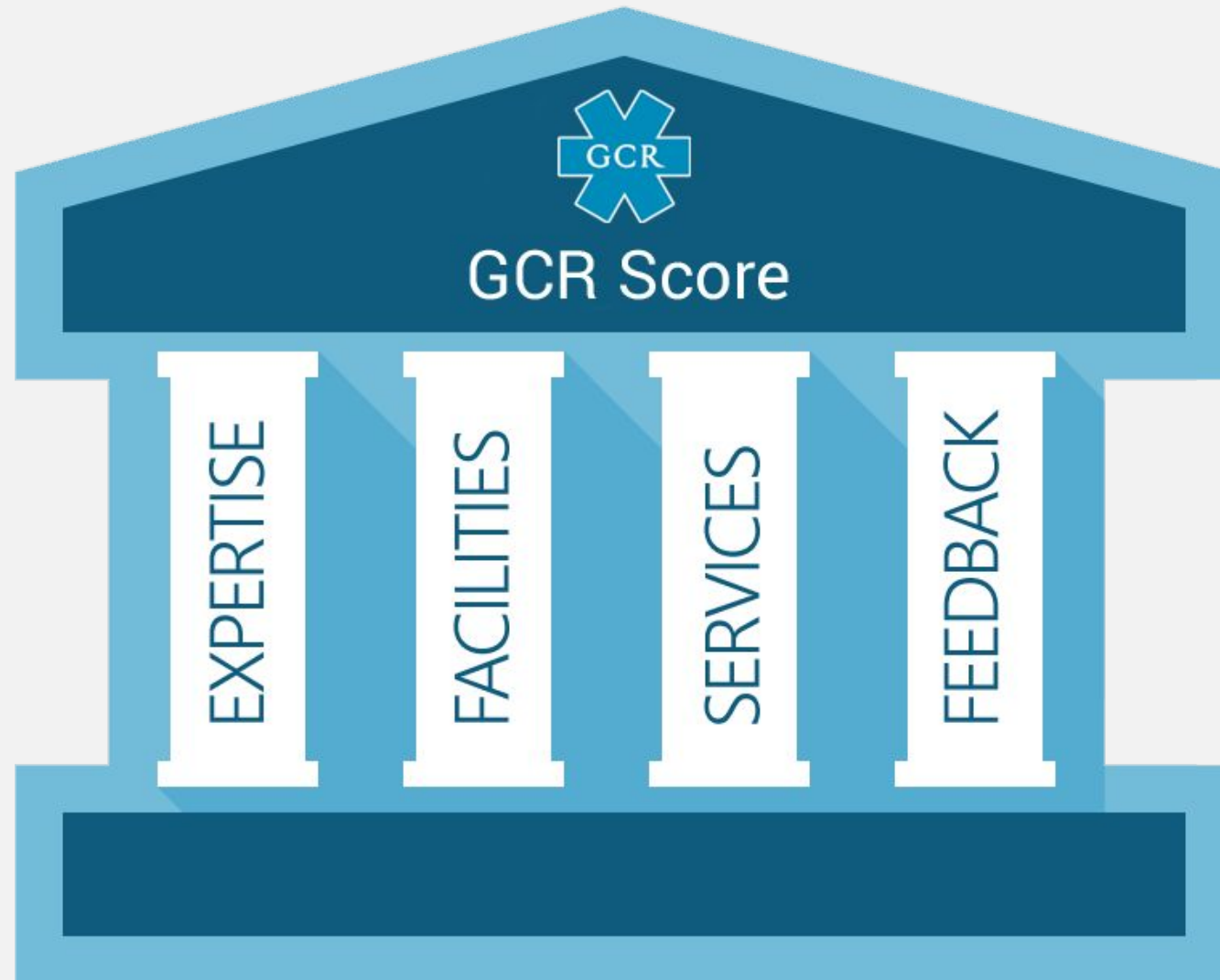
A large, light blue watermark logo for GCRclinics is centered in the background. It features a stylized cross shape with rounded ends, and the letters 'GCR' are prominently displayed in the center of the cross.

What's the reputation of
your clinic or the clinics
you work with?



1. Assess

Benchmark your clinic reputation



GCR Clinic Reputation Model



GCR Clinic Reputation Model

2. Increase

Work to improve clinic
reputation

Clinic Reputation = Clinic Revenue

Given equal prices & distance,
patients are **3.9x more likely to book**
into a clinic with a better reputation.

Develop the team

Success Metrics

Increase patient feedback

Accreditation, awards, certification

develop non medical facilities

App / Map Intergration

act on patient feedback

add “non
medical” services

**Update Medical
Technology**

**Improve patient
communication**

hire new talent

Clinic Reputation = Clinic Revenue

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Clinic Reputation = Clinic Revenue

76% of patients said they were **willing to pay more** for a clinic with a better reputation.

GCR

source: GCR 2015 study of 12,211 patients from Nov. 2014 to Nov. 2015 in 26 countries opting for treatment in a choice of 225 clinics in Europe and 182 clinics in Asia-Pacific

Clinic Reputation = Clinic Revenue

1 point increase in a clinics GCR Score results in the clinics ability to **raise treatment prices** by up to 11.2% with no loss in patient numbers

source: GCR 2015 study of 12,211 patients from Nov. 2014 to Nov. 2015 in 26 countries opting for treatment in a choice of 225 clinics in Europe and 182 clinics in Asia-Pacific

3. Demonstrate

Work to demonstrate
clinic reputation

Clinic Reputation = Clinic Revenue

If the reputation of a clinic increases by 10%:

patient bookings increase by:
10.2% from Europe and
7.8% from Asia-Pacific.

Website

In Clinic

Current Patients

Accreditation, awards, certification

Brochure Increase patient feedback

App / Map Intergration

Clinic Portals

Newspapers & Magazines

**Conferences &
Trade Shows**

Former Patients

Video & Sound Marketing

Targeted Online Ads

Clinic Reputation = Clinic Revenue

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Case Study - Helvetic Clinics Budapest

April 2015 (reputation score = 2.94)

April 2016 (reputation score = 4.53)

59% Increase in **clinic reputation**

74% Increase in **patient reviews**

70% Increase in **patient leads**

95% Increase in **patient bookings**

65% Increase in **clinic revenue**



Clinic Reputation = Clinic Revenue

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Summary:

- Assess
- Improve
- Demonstrate

The reputation of clinics in Romania



Warning:
GCR
ZERO reputation?

Patient Reviews = Clinic Revenue?

If the average review score of the clinic (*facebook, google+, yelp, whatclinic, local review sites*) improves by 10%:

the number of bookings increase by:
2.2% in Europe and
2.9% in Asia-Pacific.

Daniel C. Shaw

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*“Excellence in healthcare is our duty,
responsibility and obligation”*



GLOBAL CLINIC RATING™
THE WORLD'S STANDARD FOR CLINIC RATINGS



EXPERTISE



FACILITIES



SERVICES



FEEDBACK

Clinic Reputation = Clinic Revenue

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