

“Romanian Health Destination through the eyes of a foreign expert”

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Why we know?



Why we know?

- Hospital visits

Why we know?

- Conferences Participation

Why we know?

- Business relations with healthcare providers

Why we know?

- Interaction with **Patients** who have an interest or have received healthcare services in Romania.

What have we checked!



The 5 “Ps” of Romanian health Tourism



Place



Place Pros Location



Place Pros

EU Destination

**EU member country since: 1 January
2007 ***



Place Pros

Undiscovered Beauties



Place Pros

Undiscovered Beauties



Place Pros

Undiscovered Beauties



Place cons

- Infrastructure / Transportation



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Product (Service)



Product (Service) Pros

Undiscovered Developed Medical technology



Product (Service) Pros

Undiscovered Experienced doctors – a majority of which have been trained abroad



Product (Service) Pros

Undiscovered Modern hospitals



Product (Service) Pros

Undiscovered Modern hospitals



Product (Service) Pros

Undiscovered Modern hospitals



Product (Service) Cons

- Range of services *

Product (Service) Cons

- Poor use of international languages (personnel, in medical facilities signs, general infrastructure)

Price



Price Pros

- Currency Difference



Price Pros

- Reasonable pricing



Price Pros

- Reasonable Accommodation Rates



Price Pros

- Inexpensive “Shopping”

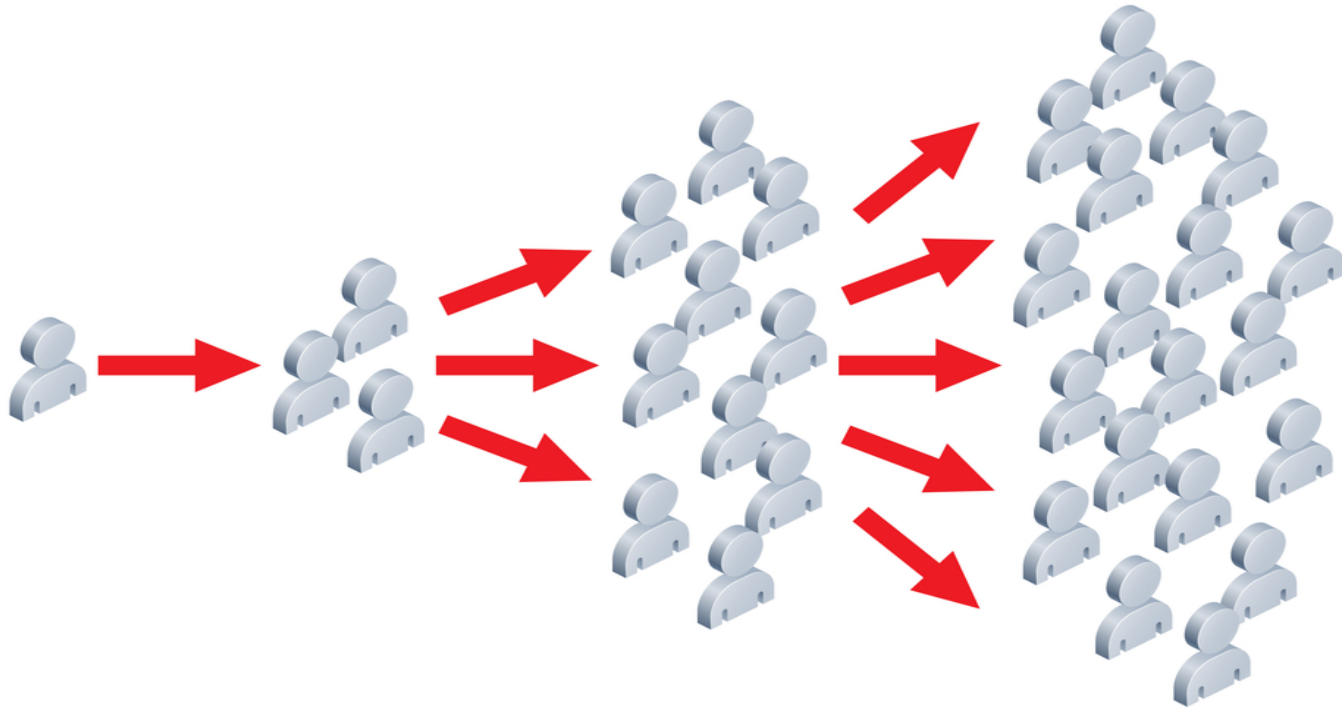


Price Cons

- Adjusting rates due to “expensive” countries rate

[illegible]

Promotion Pros



Promotion Pros

- First international campaigns

Promotion Cons

- poor MT branding VS existing branding

Myths and Tradition



Promotion Cons

- Poor central promotion

Promotion Cons

- Poor presence in International events (speakers, visitors, exhibitors)

Promotion Cons

- Country agreements

Patient



Patient

Sort reviews by **Newest first** ▼

"Very happy" by Sihanada

Submitted on: 4 Nov 2016



I'm extremely happy with the treatment I received. I ended up having more work that I thought I would need (my teeth where in a worse state) but very happy with the outcome. All the way through out my treatment it was very professional the dentists was better equipped than my dentist in the uk, and more professional and friendly. I was asked to right a review and more than happy to and I feel it was money well spent and I would have no problem recommending them to family or friends. They put the smile back on my face

Reviewer:

Username:	Sihanada
Age:	55-0
Location:	Devon uk
Gender:	male
Operation or treatment:	

Ratings:

Outcome of treatment:	★★★★★
Quality of care:	★★★★★
Value for money:	★★★★★
Patient Communication:	★★★★★
Hospital/clinic environment:	★★★★★

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Plan

?

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The banner features the IMTJ logo on the left, which consists of a blue speech bubble containing the text 'IMTJ™'. To the right of the logo, the text 'MEDICAL TRAVEL SUMMIT 2017' is displayed in a yellow and blue font. The background of the banner is a scenic view of a coastal town with a red-roofed building and a marina with several boats. Overlaid on the right side of the banner is the text 'Join the "Measuring Medical Travel" Best Practice Forum April 24-27, 2017, Croatia' in white. In the bottom right corner, there is an orange button with the text 'BOOK NOW' in white.

Join the "Measuring Medical Travel"
Best Practice Forum
April 24-27, 2017, Croatia

BOOK NOW