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Stackpole to Give Workshop for Costa Rican Medical Tourism Businesses

BROOKLINE, Mass., February 11, 2009: On Wednesday, February 25, 2009, Irving Stackpole, President of Stackpole & Associates, will present a full day marketing and business development workshop in San Jose, Costa Rica, sponsored by PROCOMER.

PROCOMER, Costa Rica's agency designed to promote trade and investment, is hosting the workshop for businesses and individuals involved with medical tourism. The training sessions will focus on giving Costa Rican business people the tools they need to attract and care for US and other international clients. Topics include direct marketing and lead management, direct to consumer and business-to-business marketing methods, as well as customer satisfaction improvement and measurement.

“International health travel can be a low cost, high value option for cash strapped insurance companies and consumers”, states Stackpole. “Costa Rica's excellent healthcare infrastructure, geographical proximity to the US, and warm, friendly providers, many of whom are US trained, make Costa Rica an excellent destination for people seeking health and wellness”.

Established in 1991, Stackpole & Associates provides marketing, market research, and business development solutions for providers, consumers, and customers in healthcare, senior living and human services. For the medical tourism industry, Stackpole & Associates can help businesses identify prospective clients in the US, UK and Canada, and then ensure that the products and services offered to those customers carry the right message in the right way.

PROCOMER (The Foreign Trade Corporation of Costa Rica), a non-governmental public agency, was created in November 1996 and is the official agency responsible for promoting Costa Rican exports. PROCOMER designs and coordinates programs related to investments in and trade with Costa Rica.

For more information about Stackpole & Associates and its services including the upcoming workshop in Costa Rica, please visit www.StackpoleAssociates.com or call Irving Stackpole at +1-617-739-5900 x11.

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