

 STACKPOLE & Associates, Inc.

Medical Tourism:
 Marketing to the High End Patient
 Irving L Stackpole, RRT, MEd

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Mastering Medical Tourism Marketing - AGENDA

- Marketing – the basics
- Do's and Don'ts
- Examples
- Psychological Differences



IRVING STACKPOLE
Master of Science in Business, an Master of Public Social Marketing

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Mastering Medical Tourism Marketing

All successful marketing has elements in common:


- **Call to Action**
 – What do you want your audience to do?
- **Match Images / Visuals to the Words**
 – Do the pictures match the words?
- **Transparency**
 – Who, what, where, & how
- **Lead Management**
 – Accessibility
 – Convert the prospects to clients

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Marketing? A definition

- Marketing
 - **Creating / Sustaining Awareness**
 - **Generating Leads**
- Markets
 - Common groups –
 - For example – orthopedic surgeons, oncologists, insurance executives, middle aged affluent women – *four* distinct markets

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Sales? A Definition

- Sales – a definition
 - **Behaviors which persuade** and influence customers and consumers to select yours vs. others' [PRODUCT]
 - **Securing commitment**
- Answering the phone
- Responding to emails
- ➔ **Listening**

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5



Marketing 101

- Five "P's"
 - Product (Service or "Solution")
 - **All marketing starts here!**
 - What are You Selling?
 - **Easy to understand**
 - **Compelling message**
 - **Words that match the images**

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- Product = Service
 - What you are selling?
- Cardiovascular
 - Relief from fear / confidence
 - Legacy (Life / Death)
 - Price advantage
 - Ease of Access
 - Setting / Location
- **“My family comes first.”**

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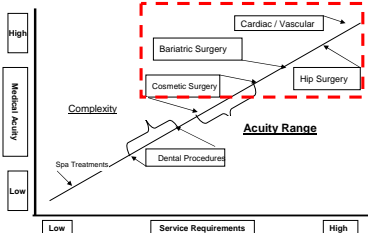
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- Five “P’s”
 - Product – what are you selling
 - Price – How much does it cost
 - Placement – Where do I access / buy / acquire
 - Promotions – Communicating your proposition to the markets
 - Position – The dominant opinion of your “brand” in the markets you serve


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STACKPOLE & Associates, Inc. The global market

- Worldwide, \$5 Billion; +35% / year growth
- Low acuity is the largest volume in the market
- High acuity is highest per-unit charge



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 **US – Health Insurance Reform**


Approximately 47 Million US w/ no health insurance – HOWEVER

20 to 30 Million will be covered ~ 2014

Expect turmoil in the health insurance markets - regulations not yet promulgated

Premiums AND prices (cost) will **skyrocket**

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 **Market Facts- US**


Out of pocket costs will be high after “Reform”

Demand for “High-End” services will grow as baby-boomers age

Demand in the US will overwhelm existing infrastructure & resources


“Reform” in the US will be in stages

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 **Which Market?**

- The “high-end” market
 - Orthopedic – joints
 - Orthopedic / neurological – Spine
 - Non-Urgent cardiac
 - Unavailable in resident country / location
 - Stem Cell
 - Alternative
 - Experimental
 - Perceived inferior / poor reputation

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 **What is important**

High End Market – Psychographic Segments

- Content & Compliant – 28%
- Sick & Savvy – 25%
- On-Line & On-Board – 8%
- Shop & Save – 2%
- Out & About – 8%
- Casual & Cautious – 28%


Solution for ~ 43% of the overall market

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 **What is important**


<p>High End Market</p> <ul style="list-style-type: none"> • Sick & Savvy 	<p>Providers</p> <ul style="list-style-type: none"> • Demonstrations of experience • Clinical credentials • Outcomes & data • Comparative effectiveness • Full access to experts • Web site – effectiveness • Price <ul style="list-style-type: none"> – Component costs • Destination
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 **What is important**

<p>High End Market</p> <ul style="list-style-type: none"> • On-Line & On-Board 	<p>Providers</p> <ul style="list-style-type: none"> • Web site – effective <ul style="list-style-type: none"> – Messages – Images • Testimonials <ul style="list-style-type: none"> – Access • Clinical credentials • Destination • Outcomes & data • Package price
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 **What is important**


High End Market

- Shop & Save

Providers

- Demonstrations of experience
- Clinical credentials
- Outcomes & data
- Comparative effectiveness
- Full access to experts
- Price
 - Component costs
 - Comparative costs
- Web site – effectiveness

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 **What is important**


High End Market

- Out & About

Providers


- Web site – effective
 - Messages
 - Images
- Destination
- Testimonials
 - Access
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 **What consumers expect**

- Transparency
 - It should be easy to find out
 - Who you are
 - What you do
 - How you do it
 - Where you do it
 - And, of course,
 - Next Steps!!! (**Call to Action!**)

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 **What consumers expect**

- **Proper English**
 - Creates credibility, builds trust
 - Fosters effective communication
- **Compelling messages**
 - Quality
 - Available services
 - Price
- **Images that match the message**
- **Prompt responses**

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