

Medical tourism in Romania- from individual to country promo

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MODALITIES

- **Tourism journals/ televisions**
- **Dedicated exhibition spaces**
- **Publicity materiel (brochure, CDs)**
 - Very, very expensive
 - The limited audience

THE BEST MODALITY

INTERNET

ASSISTED
REPRODUCTION

PLASTIC SURGERY

OBESITY TREATMENT

PROTON THERAPY
OF CANCER

CONTACT



REFERENCES

Diana, Israel,
Liposuction - October
2014
Everything went very well
Everyone was friendly,
caring, and professional.
The clinic and the operating
room was first class! I was
very impressed. The
receptionists were friendly,
and me...
More...

Welcome to MEDICAL TRAVEL Czech Republic



We're the **leading medical tourism agency** in the Czech Republic and provide medical services for assisted reproduction, plastic surgery, weight loss procedures, cancer treatment, vision correction and dental care. We are **based in the magical city of Prague.**

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- help with recommending hotels
- fast transfer to the clinic
- sightseeing booking



Medical Travel Czech Republic



Facebook social share

Leave a message

Trash

Nice website

ESSENTIEL

but

no sufficiently

SEO

- **87 percent of travelers** using the internet for travel planning
- The content on your website
- Keywords
- Links
- Images

Hub Speaking

- **Interesting video from your medical professional or previous patients**
- **Photos and information about the destination**
- **Blog**
- **Take a look at your website, if you were a potential patient, does the website seem trustworthy?**

Go visual

- The medical tourism industry deals with both a serious topic (health care) and a fun one (vacation), to me this is an advantage.
- Why? Because you're selling not only a service, but a destination that lends itself to appealing visual
- [76 percent of consumers post vacation photos to a social network,](#)

Recommendations

- **92 % of consumers around the world used recommendations from friends and family**
- **70 % of consumers used online reviews**
- **People take planning a vacation and travel very seriously, but they take their health even more seriously.**

Engage on a personal level

- The first step
 - Being present where your customers are online
- The next step
 - being responsive and conversational.

Individual and country strategy to
promoting medical tourism

“High quality, latest technology, low cost”

is the repetitive chant of those who seek their fortune in medical tourism.

Destination attractiveness

The determinant of patient choice in medical tourism.

YES

- “Turism dentar in tara lui Dracula”/ Dental tourism in Dracula country



YES

- “Antiaging in tara Anei Aslan”/ Antiaging in Ana Aslan country



NO

- “ Romania - tara cu cele mai **IEFTINE** servicii medicale”/ Romania - the lowest medical services.

- Identify the target markets
 - Young patient/ old patient
 - Ex pats patients
- Identify competitive advantage
 - The cost
 - The tourism opportunities
- Create a focused and winning strategy

Destination attractiveness

- 7 significant determinants
- They are not equal in importance,
- Geographical proximity
- Cultural proximity
- Destination image
- Destination infrastructure
- Destination environment
- Risk and reward
- Price

Geographical proximity

- **Travel time**
 - A destination that targets source countries more than three hours flight time away is unlikely to succeed (in most cases.... but there are exceptions to the rule).
- **Medical travel is regional not international.**
- **Ease of airport access**
 - Travel is not just about flight time

Cultural proximity

- **Language: Good communication is key to a positive patient experience.**
- **Religion**
- **FOOD**
 - Arab patients bring the extended family. They may opt for apartment rather than hotel accommodation because the family wishes to cook their own meals

Destination image

- is rarely considered in medical tourism.
- **“Place myths”** determine how a patient views a destination.
- For example:
 - If you go to Germany, you can be sure that you’ll be treated with efficiency, but it may be lacking in the personal touch.
 - If you go to Italy, things may be a little more relaxed; the “va bene, va bene” approach may also apply to your medical care.
 - If you go to the USA, you'll find the latest technology (but pay highly for it!)
 - If you go to Romania

Destination infrastructure

- The role of image on internet



Destination infrastructure

- The role of image on internet



Destination infrastructure

- relates to the underlying services and facilities which are available at the destination.
- This can be on a **country and clinic/hospital level.**
- the concierge services
- the quality of accommodation
- the ease of getting around at the destination.
- **The role of the medical travel facilitator may be important**

Risk

- “Will I be safe?”
- “What could go wrong?”
- Guarantee: In measuring risk and reward, the existence of some form of treatment guarantee from the provider may provide a point of differentiation

PRICE

- **When it comes to medical tourism, many destinations believe that it is low treatment costs that will attract patients.**

it isn't.

- **Low cost or “cheap” treatment implies low quality**

Take home messages...

- Romania are cel puțin 2 brand – uri pentru turism medical (turism medical, terapie antiaging, terapie balneara)
- Obligatoriu sa invatam de la cei care fac de ani de zile turism medical
- Impovizatia nu isi are locul pentru ca este vorba de sanatatea pacientului s nu de o vacanta ratata

Multumesc



धन्यवाद **urler!**
Hindi

Gracias
Spanish

Obrigado
Brazilian Portuguese

Спасибо
Russian

감사합니다
Korean

Danke
German

多謝
Traditional Chinese

شكراً
Arabic

Grazie
Italian

Thank You

Merci
French

நன்றி
Tamil

ありがとうございました
Japanese

多谢
Simplified Chinese

