

How to market medical tourism to a U.S. patient via all **brand touchpoints**?

## For discussion today

- Know what branding really means
- Define your customers: Self analysis, Competitor analysis, Customer analysis
- First time buyer concept
- Brand audit, through all touchpoints
- Manage expectations, what are logical and reasonable expectations from our market
- What will be your actions when you leave this conference
- Why should you listen to me?

# What is branding?

**A** Brand is an intangible asset that resides in your customers' minds, and is based on current and past experiences they have with your brand. Since they own it (not you), customers will resonate only with truthful communications from the brand, but most importantly they will respond to **ACTIONS**

# Strategic Brand Analysis

## Customer Analysis

- Trends
- Motivation
- Unmet needs
- Segmentation

## Competitor Analysis

- Brand Image/Identity
- Strengths, strategies
- Vulnerabilities
- Positioning

## Self Analysis

- Existing brand image
- Brand heritage
- Strengths/strategies
- Organization values

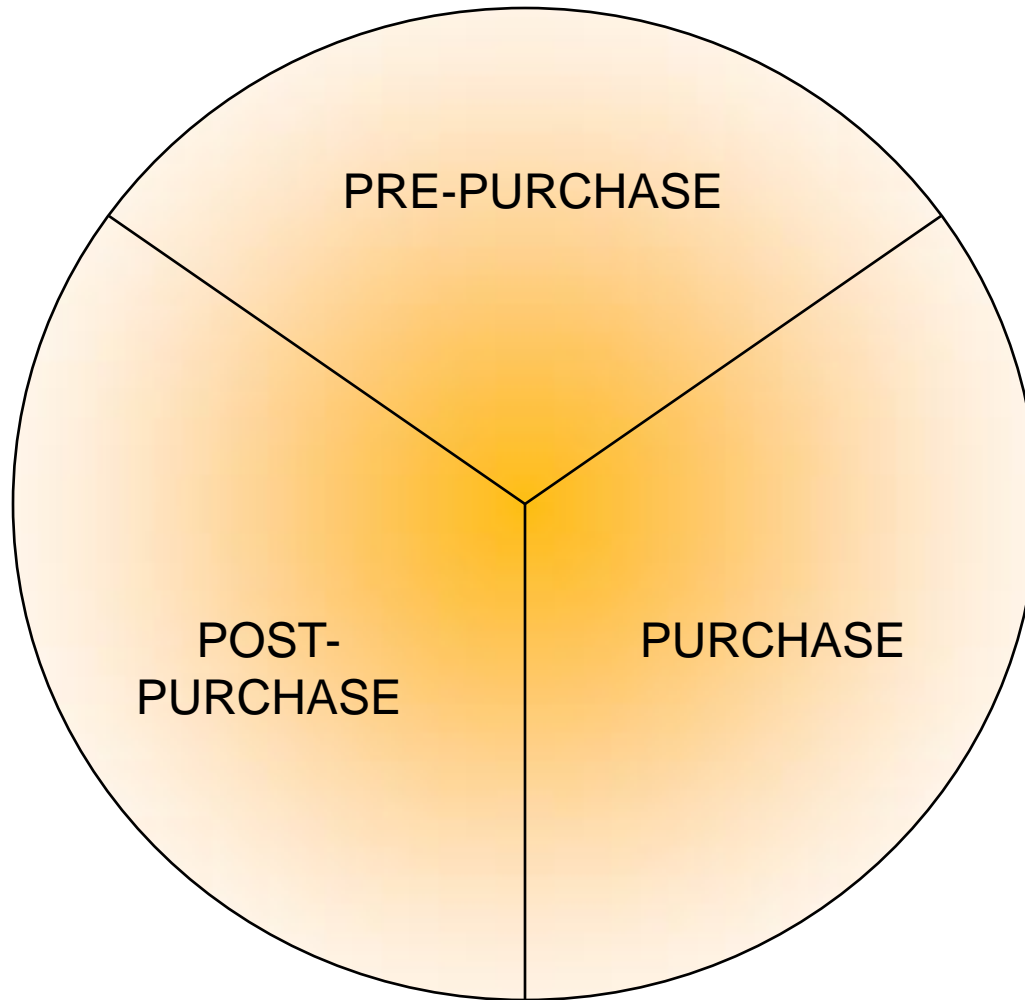
## First Time Buyer concept

- The vast majority of your patients will be first time buyers
- The vast majority will have a need, not a “want”
- Your future is built on first time buyers
- You don’t have a second chance to make first impression
- Find all the brand touchpoints a FTB has to go through, put yourself in those shoes!

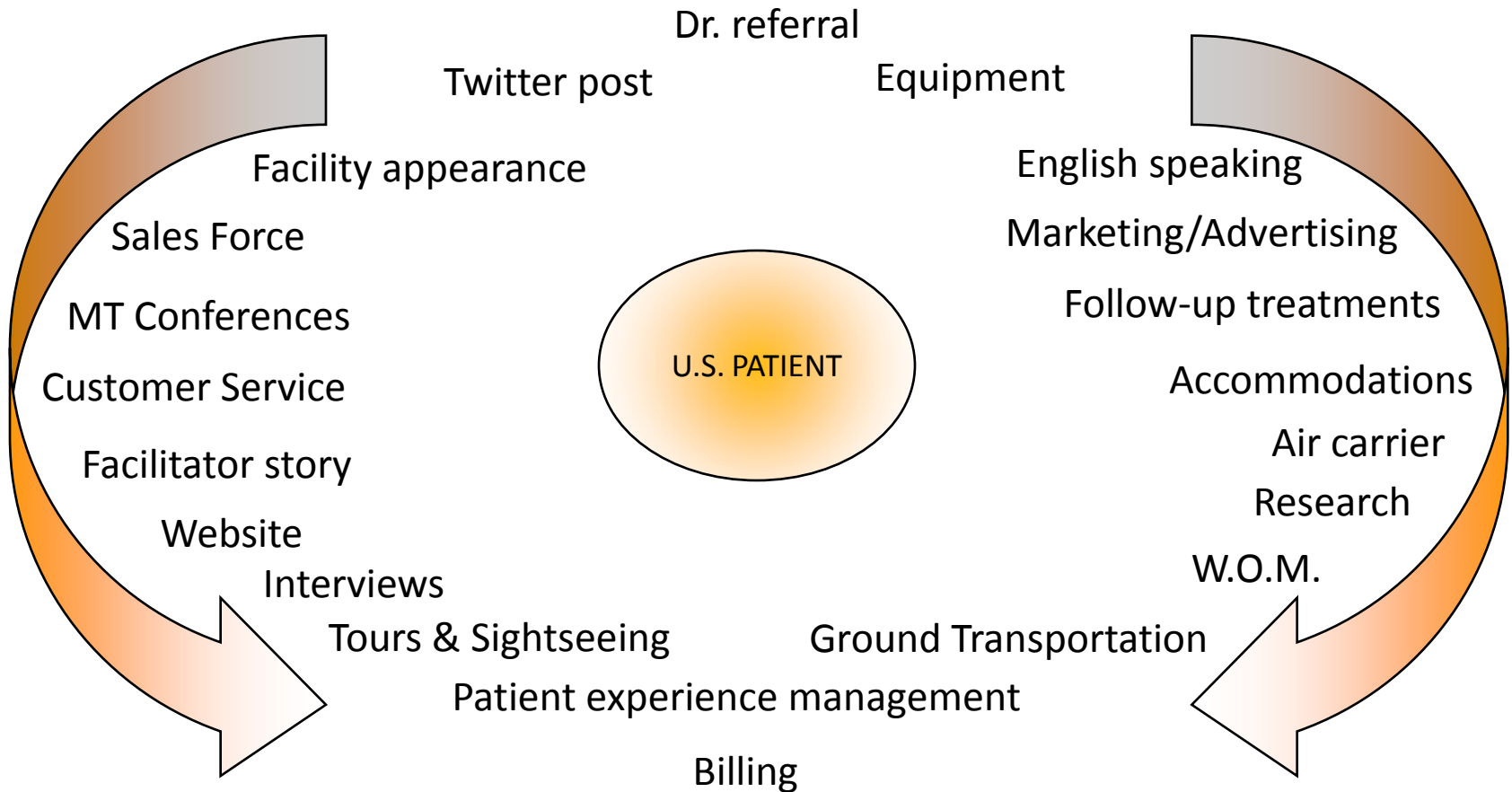
## Brand audit will combine the following

- The *consumer's perception of your Brand*
- What do *you* want to be known for
- How an *independent branding expert* sees you

## Brand audit of all Touchpoints



# Brand audit of all Touchpoints





## Manage expectations, that are logical and reasonable

- Deloitte forecast **12 months ago**: 6 million patients will leave the U.S. for treatments overseas in 2010
- Deloitte forecast **6 months ago**: 1.6 million patients will leave the U.S. for treatments overseas in 2010
- Deloitte forecast **today**: 878,000 patients will leave the U.S. for treatment overseas in 2010
- FACT: No one can give us the exact numbers of patients who left the U.S. for treatments overseas during 2009
- FACT: No one can give us the exact breakdown numbers of U.S. based patients who visited each of the 40 (or so) countries offering Medical Tourism services in this market
- Are you matching your expectations with your offering?



Memorial Sloan-Kettering  
Cancer Center

## One touchpoint example

The world's oldest and largest private cancer center, **Memorial Sloan-Kettering Cancer Center** has devoted more than a century to patient care as well as to innovative research, making significant contributions to new and better therapies for the treatment of cancer.

Ellen Sonet, the Marketing chief at Memorial Sloan-Kettering Hospital, tells a simple story to the author of “Marketing in the Groundswell:



Memorial Sloan-Kettering  
Cancer Center

## How do our patients decide **where** to get treated?

Prevailing wisdom:  
Because we are the most reputable  
hospital, our brand awareness.

All the doctors at Memorial Sloan-  
Kettering believed the reputation and  
brand recognition of the famous  
cancer treatment hospital will always  
bring new business.





Memorial Sloan-Kettering  
Cancer Center

Cancer patients do not make a decision like business people do. They make their decisions based on the advice of the person they trust most at a time of extreme distress: **Their physician.**



The conclusion from that simple valuable lesson:

Worldwide, there are about

30,000

hospitals

Give a patient  
One good reason  
Why he should be admitted  
**To yours!**

Or better yet:  
Fly thousands of miles  
To **your country!**



This alone, will not build your brand...



This alone, will not build your brand...



These alone, will not build your brand...



But managing ALL your brand touchpoints properly will!

12% of “The 100 best companies to work for”  
in the U.S. are in the medical business.

Do you think their patients are brand loyal?



## What will be your actions when you leave this conference

- Share, teach, train, educate, spread the word
- The knowledge you earned here is not yours alone
- If your CEO wasn't here, he/she should know about it
- Don't be afraid to say: "We don't know enough, we need help!"
- Move immediately to ACTION!
- Consumers don't care about your knowledge, they react to your actions.
- Remember: Knowing is not the solution. DOING IS!

And why should you listen to me at all?







Major American healthcare insurance company



Lasik vision correction surgery procedures.



Comprehensive eye-care services



Helps patients make sense of complicated medical information



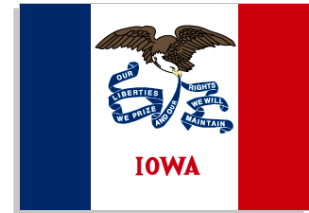
Sedation dentistry, helps patients overcome their fears



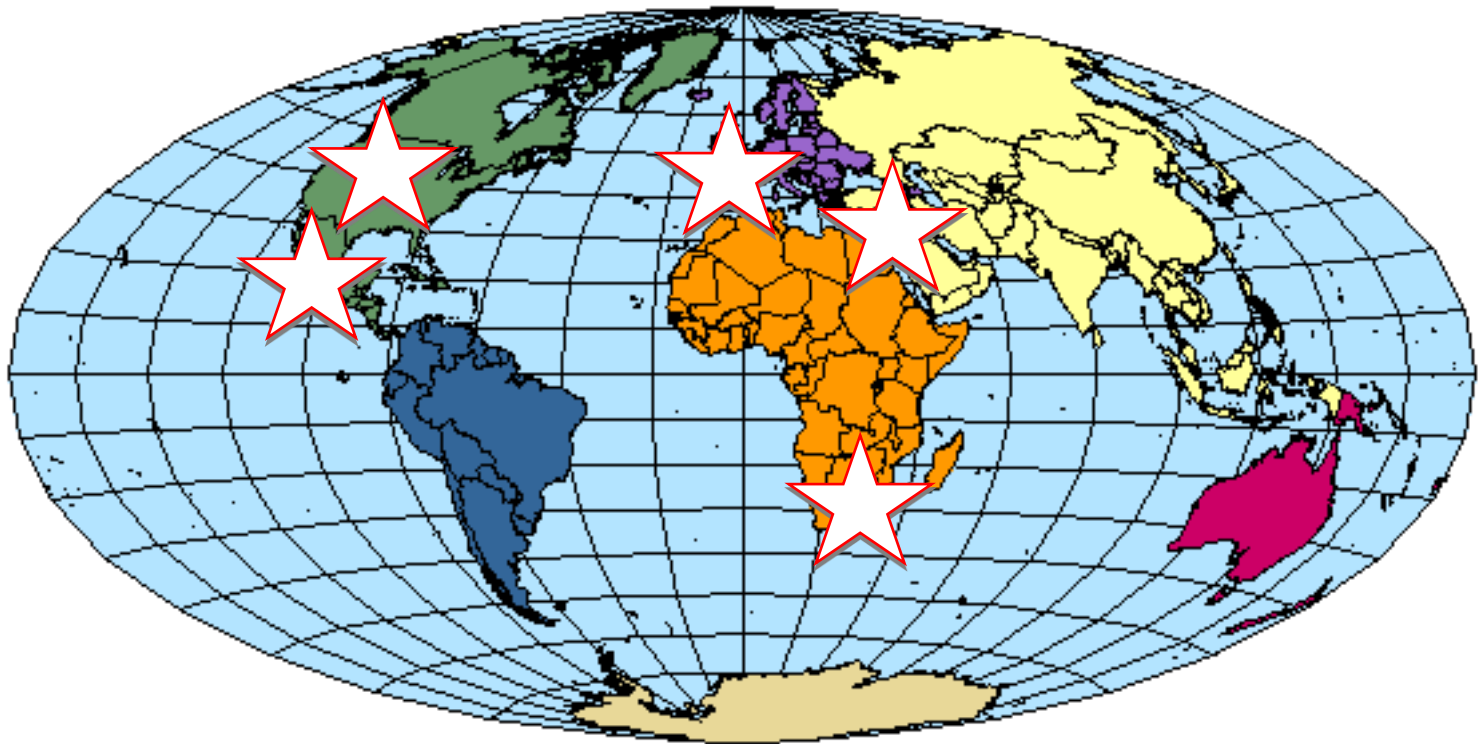
Comprehensive education solutions to healthcare facilities



Medical imaging practice for Early Disease Detection



Our influence in global touchpoint communications for commerce



# Thank You!

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