

# Online marketing to **medical tourists** and the **medical travel** sector

## Media Pack **2013**



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## What we can do for you

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Medical travel and medical tourism are becoming a popular choice for healthcare consumers and these consumers go to the same place for information on healthcare services as they do for everything else; the web. If you want to attract international patients to your hospital, clinic or medical tourism agency, promoting your services through the Intuition family of international medical travel portals is the option that delivers the best return on your online marketing investment.

Our sites are aimed at “active treatment, service or product seekers” in the medical travel sector – people who are actively seeking a solution to their healthcare need. The sites give people the opportunity to research a variety of services in different countries, and to contact healthcare providers direct, or through our Enquiry Forwarding Service.

We attract around 60,000 visitors to our medical travel sites every month, mainly through the internet search engines. Our sites are regularly visited by search engine “spiders”, and achieve high “natural” ranking positions due to the nature and construction of our content.

Our clients range from major hospitals worldwide, to small clinics and individual clinicians that are seeking to attract international patients. Our clients benefit from a variety of options to promote their services:

- **Featured Profiles** provide the opportunity for your hospital, clinic or healthcare service to stand out in a given treatment or service area.
- The **Enquiry Management Service** delivers leads from potential patients who are exploring the options for treatment in another country.
- **Banner Advertising** enables you to target specific treatments, promote your brand, highlight offers and generate traffic to your web site.
- **Video Profiles** mean that patients can get a real feel for the services that you offer and “get to know you” online.

Our sales team can tailor a package of promotion that will match the services that you wish to promote and your budget, large or small.

# A network of leading medical travel sites

Intuition Communication operates a network of medical travel sites covering various sectors of the medical tourism marketplace. You can focus your investment on one specific site that best meets your audience needs or use our network to target healthcare consumers in related market segments.

## Treatment Abroad

Treatment Abroad ([www.treatmentabroad.com](http://www.treatmentabroad.com)) was the first medical tourism portal for people



seeking information on cosmetic surgery, dentistry, infertility treatment and hospital treatment abroad. The site is nine years old and has established a worldwide reputation. It incorporates a "Guide to Medical Tourism", price comparisons, patient stories, videos, and destination guides.

## Treatment in.....Spain, Malta, Czech Republic



Alongside Treatment Abroad, we operate a network of medical tourism sites that focus on specific destinations such as Treatment in Spain ([www.treatmentinspain.com](http://www.treatmentinspain.com)).

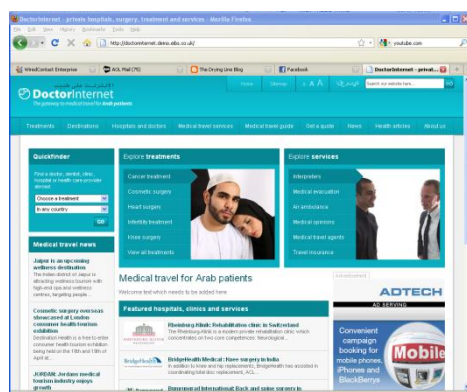
These sites are targeted at medical tourists who have a specific destination in mind when seeking healthcare abroad.

## Fertility Treatment Abroad



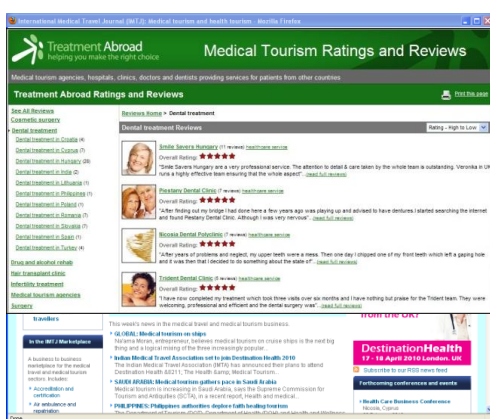
Fertility Treatment Abroad is aimed at patients seeking fertility treatment in another country. The site provides information on clinic services, success rates, quality standards and staff, and enables infertile couples to search, research and compare the clinics and treatment options online.

## DoctorInternet



DoctorInternet is the leading online resource for Arabic patients who are seeking information about travelling overseas for treatment. Visitors to the site benefit from independent and impartial advice and can explore the options available for surgery, dentistry, infertility treatment and cosmetic treatment in countries that offer services for Arabic patients. DoctorInternet appears as an English language version at [www.doctorinternet.info](http://www.doctorinternet.info) and an Arabic language version at [www.doctorinternet.ae](http://www.doctorinternet.ae).

## IMTJ - International Medical Travel Journal



IMTJ ([www.imtj.com](http://www.imtj.com)) is an online business to business industry journal that provides insight into the medical travel and medical tourism sector. IMTJ publishes a weekly e-newsletter and regular articles from opinion leaders and experts in the sector that reaches over 18,000 major players in the industry. The site also provides a calendar of medical travel events, a business directory, a medical travel marketplace and access to research and statistics on medical travel.

## Medical Tourism Ratings and Reviews

We were the first to provide a system whereby patients can publish their ratings and comments about their experience of travelling for treatment <http://reviews.treatmentabroad.com/>. Patients want to know about other patients' experiences, and Medical Tourism Ratings and Reviews provides them with the "word of mouth" that helps them to make the right choice of healthcare provider in another country.

## UK sites

Intuition also operates a network of UK focused healthcare sites that contain dedicated sections on the options for medical tourism. These include:

- Private Healthcare UK ([www.privatehealthcare.co.uk](http://www.privatehealthcare.co.uk))
- Netdoctor Private Healthcare Guide (<http://netdoctor.privatehealth.co.uk>).

## Irish Site



Medpages ([www.medpages.ie](http://www.medpages.ie)) is Ireland's leading health portal for those seeking healthcare services and treatment.

# Opinion leaders and innovators in medical travel

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The medical tourism community pays attention to what we do and what we say. We have recorded a number of firsts and are the first stop for the media when they are seeking a comment or information on the medical travel business.

## ***Google approved news feeds***

Google News aggregates headlines from more than 4,500 English-language news sources worldwide. Becoming an “approved” Google news feed is a lengthy process and is subject to Google’s content, quality and technical guidelines. Both Treatment Abroad and IMTJ are Google approved news feeds for the medical travel sector. When a client provides us with a press release or news item, our editorial team adds it to our news feed. Within minutes, this news item will have been indexed by Google and will appear in news results worldwide.

## ***Medical Tourism Ratings and Reviews***

We introduced the concept of patient ratings and reviews in medical tourism. Consumers worldwide want to hear from “people like me” before they buy a product or service. Patients are researching hospitals and clinics online before they decide where to go. Choosing a doctor, operation, or hospital, is a big decision; the more opinions a patient can gather, the more secure they feel with their ultimate choice.

## ***Research into medical tourism***

There is a significant lack of meaningful data about the size and nature of the medical tourism market, and the prevailing prices. We have made a positive effort to fill this gap in knowledge.

- In 2006, we set up the Treatment Abroad PriceWatch, the first ever comprehensive analysis of worldwide medical tourism prices. We will be publishing the most recent results later in 2013.
- In 2007, we invested in the first ever provider survey of medical tourism, gaining responses from over 130 service and healthcare providers to an extensive online survey. Our 2013 survey resulted in responses from over 400 medical tourism providers.
- In 2008, we invested in the first ever survey of medical tourists, gaining responses from 648 people who had travelled for treatment.
- In 2011, we invested in additional research into patient experiences of medical tourism, gaining responses from 1,048 people who had travelled for treatment.

## ***The first code of practice for medical tourism***

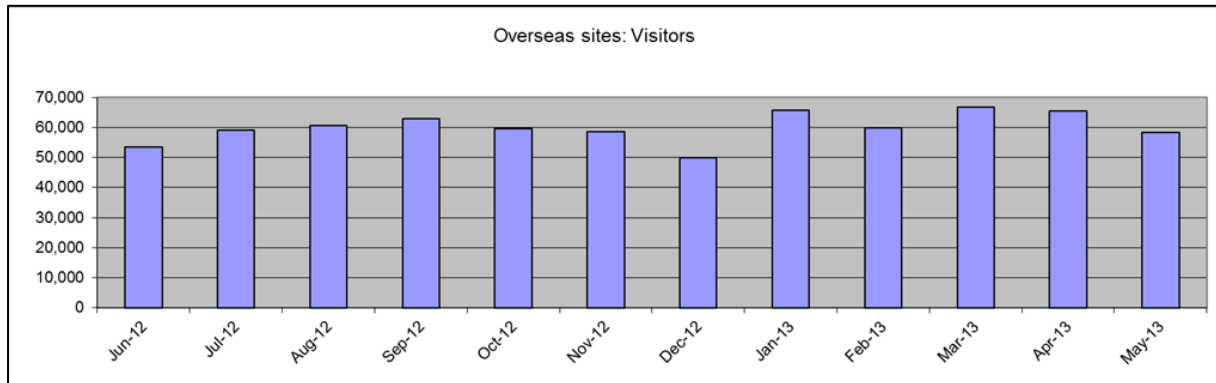
Increasing attention is being paid to issues such as quality of treatment, accreditation of surgeons and dentists, hospitals and clinics in medical tourism. Aware of these concerns, we were keen to reinforce the standards which the medical tourism industry is gradually adopting and therefore introduced a “Code of Practice for Medical Tourism”. See: [www.treatmentabroad.com/medical-tourism/code-of-practice](http://www.treatmentabroad.com/medical-tourism/code-of-practice)

# The numbers

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Our clients use the Intuition network of medical travel sites because of the quality of visitors and enquiries that they receive. It's not just a numbers game. However, the numbers are impressive!

## Monthly Unique Visitors



**Total traffic for medical tourism from all of our sites is around 60,000 unique visitors and 150,000 page impressions per month.**

## Enquiries

Our network of healthcare sites generates around 3,000 enquiries each month for all kinds of healthcare service in the UK and across the world. They are a great way of attracting warm leads for your healthcare services.

## Search engine visibility

In terms of optimising healthcare content for search engines, we are the experts. In fact, when we invited three of the leading UK SEO companies to pitch for our business, two declined to pitch saying that they could not improve on our own in-house efforts.

85% of our traffic comes from Google searches. Our sites dominate Google search results for search terms related to medical travel and medical tourism, and thus attract "active treatment or service seekers" - people who are seeking information about medical travel AND who are close to making the decision on where to go. When patients visit our sites, they are close to the point of purchase.

If you want to get into the Google top ten, then our sites provide a rapid route to success.

Inbound links from our sites to your own web site can improve your own Google rankings both significantly and quickly. One Featured Profile on one of our sites can often achieve a top ten Google position within a couple of days.

Again and again, we have taken our clients into the Google top ten results for search terms and phrases that are key to their medical travel business.



# Promotional opportunities

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Hospitals, clinics and medical tourism companies can partner with our sites in the following ways:

## Featured Provider Listings/Featured Profiles

These provide the opportunity for your healthcare facility or service to benefit from enhanced visibility on the site, and enhanced visibility on search engines such as Google UK.

Within a specific area, your facility or service is shown as a Featured Provider, Featured Clinic, or Featured Service. This can appear on one of our sites or across the network.

To view some of our clients' featured content, click on some of the examples below:

- [Mills Medical Group – Obesity](#)
- [Clinic Beaucare - Cosmetic Surgery](#)
- [Cosmetic Dentistry Abroad : Croatia](#)

Once you have signed an Order Confirmation, we prepare your Featured Listing and Featured Profile and submit it for your approval.

## Costs

The cost of a Featured Profile depends on the type of treatment being promoted and the region you are in. An investment of around £950 - £1,750 per annum is required.

This represents excellent value compared to other media. For example, a small advertisement for cosmetic surgery abroad in a national women's magazine costs around £1,500 per issue. An investment in our sites lasts for 12 months and reaches people who are actively researching overseas treatment.

## Guide Sponsorship

Consumers, patients and medical tourists want to be more informed about their healthcare, the options for treatment abroad and the services and products that can help them to achieve their healthcare goals. Online and offline resources that inform the patient's choice are an excellent way of getting your message across and establishing your hospital, clinic or business as an authority in a particular area of treatment.

If you want to attract medical tourists, promoting your services through a Sponsored Guide within the Intuition family of medical tourism and healthcare portals or as a standalone guide delivers an excellent return on your marketing investment.



To view some of our sponsored guides, click on the examples below:

- [A guide to cosmetic surgery abroad](#)
- [A guide to dentistry abroad](#)

### ***Sponsorship Costs***

Investing in a Sponsored Guide makes great sense and it's great value for money. Typically, our clients invest from £8,000 to £15,000 in sponsorship of a guide for one year. This includes the cost of editorial and production in the first year of sponsorship.

### **Banner advertising**

Banner advertising can be placed on all pages of our sites as well as within specified sections, e.g. cosmetic surgery abroad, infertility treatment abroad.

Banner positions are shown below.

The screenshot shows the Treatment Abroad website in a Windows Internet Explorer browser window. The website has a green header with the logo and navigation links. A purple banner at the top reads 'Leading infertility specialist in Turkey'. Below this is a navigation bar with links like 'About medical tourism', 'Get a quote', 'Treatments', etc. The main content area features a 'Quickfinder' on the left, a 'FREE GUIDE' section, a video player, and various links for 'Cosmetic surgery abroad' and 'Dentistry abroad'. On the right, there's a 'Get a quote for treatment abroad' section and a 'Top rated clinics and hospitals' list. A vertical sidebar on the far right promotes 'Health cover from £10 per month'.

Callouts indicate banner positions:

- 468 x 60 Top banner**: Points to the purple banner at the top of the main content area.
- 120x 600 Skyscraper**: Points to a vertical banner on the right side of the page.

## **Banner Costs**

There are two ways to buy banner advertising on the site, by “impression” or by “click”.

### **Cost per Impression (CPM)**

With this method you book a set amount of activity within in specific section and with a confirmed position on the page, i.e. side banner 2. This method allows you to secure a specific position and a guaranteed level of activity. Cost per impression banners are charged at rates starting from £10 CPM (Cost per 1,000 impressions), depending on where they appear on our sites.

### **Cost per Click (CPC)**

Cost per Click is a results based model. You simply book a set amount of clicks; the cost per click is affected by the number of clicks you buy, how you then deliver the clicks is up to you. For example, you could book 500 clicks and spread these across multiple sections of the site and over whatever timeframe you wish.

#### **Click costs:**

From: £2 per click

### **Enquiry forwarding**

Our sites enable visitors to complete an enquiry form for a particular service and submit this to a number of providers in one easy step.

For example, a visitor looking for cosmetic surgery abroad completes the cosmetic surgery enquiry form, selects the countries in which he/she is interested, and this enquiry is automatically forwarded to participating cosmetic surgery providers. A maximum of three providers can sign up to receive enquiry forwarding for a specific enquiry form for a specific country.

- [Click here](#) to see an example of the Enquiry Form for dentistry abroad.

### **Costs**

The Enquiry Forwarding Service is charged at a rate of £3 - £8 per enquiry depending on the treatment selected, and is payable at a fixed rate, quarterly in advance.

## **Video content**

Video content is becoming increasingly common on the web, driven by the growth of sites such as YouTube and Google Video, and the adoption of broadband by the vast majority of internet users. News sites such as the BBC, CNN and online print media such as the Telegraph have rapidly adopted video on the web.

We invite clients to profile and promote their services through video content.

Our offering includes both the production of professionally made video content for your business or service and the promotion of this content on our healthcare sites and on the web in general.

### ***The impact of video on search results***

Video content is becoming an important element in “organic” search engine visibility. As usual, Google is leading the way. Google Universal Search indexes videos, 23 document types, and images. Google Universal Search results will incorporate information from a variety of previously separate sources – including videos, images, news, maps, books, and websites – into a single set of results. The implementation of Google Universal Search is a gradual process but it is beginning to affect search results already.

### ***Video Costs***

We can arrange to have the videos produced as well as hosting them. We do not charge a hosting fee. Production cost can again vary depending on the type of video being produced and the amount of time required. As a guide these will cost between £1,500 and £2,500; this is a one off fee.

Please contact us for more information about video production.

## How we add value

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At Intuition Communication, we don't just sell advertising. We want our clients to succeed in the healthcare business. So, we provide a range of value added services to help you attract more patients.

- **Publication of News.** Treatment Abroad has "Google Approved News Status", the only company in the medical tourism market to do so. This means that any article that is published on our sites will be featured on Google News within 1 hour
- Our "**Managing Web Enquiries**" guide shows you how to respond and convert more enquirers into private patients.
- Our **Patient Stories** mean that you can share the experiences of your past patients and build trust in services with potential patients.
- Through our **Healthcare Ratings and Reviews**, patients can get "word of mouth" recommendations on the services that you provide.
- Our **video production service** delivers high quality video content for use on Treatment Abroad or on your own web site.
- If you don't have in-house design expertise, our **banner advertising production service** delivers effective banner advertising for your Treatment Abroad campaign or elsewhere.
- **A code of practice for medical tourism.** As medical tourism grows to become a worldwide phenomenon, increasing attention is being paid to issues such as quality of treatment. At Treatment Abroad, we are aware of these concerns and are keen to reinforce the standards which the medical tourism industry is gradually adopting. We have therefore produced a "Code of Practice for Medical Tourism".
- **Perfect English Service:** For many medical travellers, the first point of contact with a hospital or clinic is often a web site. And since many of them are seeking healthcare providers where communication in the English language is important, the web site can be an important factor in patient choice. A site that has been written in poor English reflects badly on you and the service that you offer and can discourage potential patients. Our "Perfect English" team provides a review of the English version of your site and gives you a version re-written in "perfect English".

## What our customers say

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We know our site is successful and so do our clients! Our clients come back and renew their listings and enquiry services every year. Here's what some of our clients have said about us:

### ***Euromedical Tours – Zahid Hamid***

Having associated ourselves with Treatment Abroad virtually concurrent with our inception, there has been no looking back for Euromedical Tours. By providing a comprehensive overview of treatment choices and related information to the wary, information-seeking 'medical pilgrim', TA takes the onus off us and allows us to get down to the nitty-gritty of assisting people with real options and real decisions. Being on Treatment Abroad means competing with the best and there can be nothing better for the healthcare industry in general and the end user in particular.

### ***The Medical Tourist Company - Dr Premhar Shah***

"The Medical Tourist Company has been the client of Treatment Abroad for the second year running. Treatment Abroad is the most respected website for would be medical tourists since it gives very impartial and easy to understand information to the patients. They carry out regular surveys about the medical tourism markets and keep their clients informed. Whenever we meet any of the directors in conferences they are ready to help and guide us in promoting medical tourism business."

### ***Mills and Mills Medical Group - David Mills***

As you know, we were one of the first companies to advertise on your site and it has been pleasing to see how your site has grown together with our own company. Your sites are a vital source of leads for us, always perfectly targeted and plentiful in number. In fact, treatment abroad provides us with more leads than any other source. We are also happy to continue to assist you wherever we can in your efforts to establish credibility and professionalism in the industry, and your initiatives in this regard are to be both welcomed and commended. Registration in your approval scheme is high on our priority list. Once again many thanks, keep up the good work and all the best for the future.

### ***Picture Perfect Medical Coordinators – Joanna Matsentides***

We have been advertising with Treatment Abroad since we started operations. We have so far spent thousands of pounds on advertising, and the most effective was listing with Treatment Abroad. We are constantly updated on happenings around the world concerning Medical Tourism and are also benefiting from Treatment Abroad's regular surveys concerning the Medical Tourism market. Treatment Abroad know Medical Tourism and they are definitely ahead of the game!!

### ***Kilinek Beaucaire/Cosmetic Surgery Belgium – Luc Varmbout***

Comprehensive, easy to use, effective and efficient ...the best way to describe Treatment Abroad

### ***Surgery In France Ltd – Laurent Locke***

Although dozens of "specialised" medical tourism websites promise business leads, Treatment Abroad is the only one that delivers a steady stream of relevant prospects. The combination of professional-looking, informative websites, consistently high search engine rankings and a responsive team make Treatment Abroad a vital partner in our continued business growth. Just a few lines to inform you how pleased we are with our marketing presence on treatment abroad and Private health websites.

### ***Cosmetic Surgery Cyprus/2BBeautiful - Jackie Sinnou***

www.TreatmentAbroad.com is without doubt the number one medium for attracting interest to our services. The makeup of the site is both informative and ethical in its approach to medical tourism. There is simply no one better within this industry. I would recommend Treatment Abroad for any provider looking to attract prospective patients. Not only is the site effective but, also the level of service I receive efficient and polite.

### ***Perfect Contours - Anette von Götzen***

We at Perfect Contours are now in our 3rd year of using www.treatmentabroad.com to promote our cosmetic surgery services in Hungary. We have always been impressed by everyone at the company, they are at the forefront of the medical tourism market and it has been extremely beneficial to be involved. The leads we get from interested patients are always of a high quality and mean we get a good flow of patients. Treatment Abroad is constantly striving to offer the best possible marketing solutions. They launched a country specific site for Hungary (www.treatmentinhungary.net) sometime ago which has further helped establish the region as one of the key destinations. We have also used the "Ratings and Review" service which allows past patients to review their treatment with us and share their experience with people considering us. It is just another example of why they are the best at what they do and why we will continue to use them for the foreseeable future.

### ***Scan Health Norway - Turid Staveland Nygaard***

www.scan-health.co.uk has been using the www.treatmentabroad.com website to promote our services in Norway since late 2006. Treatment Abroad is the company when it comes to Medical Tourism, their knowledge and understanding of the market is unsurpassed. We are proud of our association with them.

### ***Serokolo Health Tourism - Dr Tshepo Maaka***

www.TreatmentAbroad.com offers a complete and comprehensive solution to all your marketing needs. The site is effective, highly visible to search engines and the team both approachable for discussion and efficient. I would not hesitate to recommending the website for any medical tourism company that wants to expand internationally.

### ***Fertility Argentina - Demián Glujovsky***

www.TreatmentAbroad.com is a very good platform for medical tourism. Our website receives lots of visitors through treatment abroad.

## Who to contact

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For further information about Treatment Abroad:

Call                      Nick Darby - International Sales Manager  
                                 +44 (0)1903 503820  
                                 M:07510 144831

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                                 Wilderness  
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