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SAMPLE

[MEDICAL TOURISM & THE CIS]

The report analyses the competition and viable marketing strategies in the medical tourism market of the Commonwealth of Independent States – or more specifically Russia, Belarus and Ukraine. It investigates and subsequently rates 46 companies or clinics that engage in the industry. The most feasible marketing channels and the ways to advertise on those are also covered in the study. Finally, the market is segmented and suggestions on how to reach the right target group given.

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INTRODUCTION

This is a sample of the report, thereby it provides only excerpts. The parts that were removed from the original report are indicated as either [*<part> removed*] or replaced by *quick summaries*.

[*Introduction removed*]

COMPETITION

[*Overview removed*]

COMPETITOR ANALYSIS

The competitor analysis was carried out by 4 native Russian speakers on January, 2014. The demographic characteristics of the group are provided below:

- *The group consisted of 2 females and 2 males;*
- *They all are aged from 20 to 30 and either are university students or graduates (represents the upper part of the social ladder, see explanation under [TARGETING SEGMENTS](#));*
- *They originate from Belarus and Ukraine.*

The list of the shortlisted competitors (CIS medical tourism market players) is given in the [TABLE 1](#), while the framework used for the analysis and subsequent funneling is described in the sidebar.

[*Table 1 removed. Please see [ANNEX B](#)*]

Further in this part Table 1 is summarized.

FRAMEWORK USED:

A set of medical tourism / healthcare abroad related keywords was chosen (see [Annex A](#)) and typed in the most popular search engines (see [Table 2](#)) as the search term / phrase;

The websites of companies / clinics that appeared in the search results were listed (total number: 45) and then grouped according to the destination country(-ies), treatments offered, etc . (see [Annex B](#));

These medical tourism companies then were rated based on:

1. *The looks / design / feel of the website – being assigned from 1 to 6 points;*
2. *The content / relevance of the information on the website – being assigned from 1 to 6 points;*

These were added and then divided by two to get the average. Hence the minimum rating that the company could get was 1, whilst the maximum – 6. Afterwards, we have shortlisted top 16 websites according to the final rating. These represent both different destination regions and treatments'

ANALYSIS OF WHAT IS OFFERED

To research the specifics of what is being usually offered and at what price, the analysis was narrowed down only to the 16 shortlisted companies (see the [Competitor Analysis](#)). This was done in order to focus our research only on the main competitors, which represent the greater share of the market.

Careful (1) **website investigation** and (2) **direct inquiries** to the companies in question were made in order to determine:

- The most popular medical treatments / procedures offered;
- The price level (absolute and relative);
- Extra services (e.g. accommodation, transportation) that are included in the package;
- The usual sales' process (e.g. whether an online consultation is offered, the payment options).

The full breakdown of the above mentioned analysis for each of the previously selected companies is provided in the [ANNEX C](#). The short version (main facts only) is given below:

[15 companies' dossiers removed] Sample below:

BALTIC CARE

Website: <http://www.balticcare.eu/ru/>

Based in: Riga, Latvia

Offices in the CIS: none

Rating: 4.3

Offers: non-elective surgeries, elective surgeries, dentistry, ophthalmology, other

Languages spoken: Russian, English

Type: facilitators (redirects clients to specialized partner clinics)

Extra services: help with accommodation, flight tickets, transportation within Riga

Selected price: € 2,700 for 2 areas of liposuction (all medical costs included). Flights, hotel separately. Free online consultation not available. **Price level:** moderate

Further: summary of the 16 websites analysed above is given.

MARKETING STRATEGY

The marketing strategy part of our report determines the best marketing channels for medical tourism services in the CIS countries. This includes: search engines, social networks, coupon and other specific websites and forums. It also gives a detailed segmentation of the target groups, along with the viable ways to reach these.

MARKETING CHANNELS

Firstly, the report focuses on the most popular search engines (SE's) in the CIS market. An overview of the SE's by both absolute and relative visitors' count and the demographics is given in the [GRAPH 1](#) and [TABLE 2](#).

Table 2: CIS market share of search engines

Search engine	Russia (76.49M users)	Belarus (4.44M)	Ukraine (15.36M)	Total number of users
Yandex.ru	53%	39%	30%	46.88M
Google	34%	49%	62%	37.71M
Search.Mail.ru	9%	10%	7%	8.4M
Other	4%	2%	1%	3.3M

Further: comments and a summary on Table 2 are provided. A graph showing change of market share over time is given.

SE's is a place for millions of potential customers, judging from the search statistics. The study explores and summarizes these keyword trends on different SE's in [TABLE 3](#). Afterwards, the detailed outline on how to best advertise there is provided.

[Table 3 with comments & summary removed]

We follow a similar investigation for the CIS' most used social networks (SN's). Interestingly, Facebook, Twitter and other SN's dominant in the West have a rather low visitor count across these countries. The list of SN's based on the market share in the CIS is provided in the [GRAPH 2](#) and [TABLE 4](#).

Further in the report:

- *Graph 2 and table 4 with corresponding comments;*
- *The specifics of advertising in the researched SN's;*
- *One by one breakdown of the SN's;*
- *Other relevant specific websites (including coupon sites).*

TARGETING SEGMENTS

First of all, it is important to note that the mentality / mindset of the people in the CIS countries is different from the one observed in the Western/Central Europe. Hence, the segmentation of the market is rather different and this is where we focus our report. *[Subsequent explanation removed]*

Secondly, the study identifies the target groups for health / wellness services abroad and presents the best ways to target them through market channels mentioned and analysed in [Marketing Channels](#). It is only necessary to investigate the social networks, as these give the most options (whilst including the variables offered by other advertising tools if applicable) to funnel the right audience:

Further in the report:

- *4 segmentation factors, including 3 tables;*
- *Geographical segments;*
- *Summary.*

CONCLUSION / SUGGESTIONS

[Suggestions removed]

ANNEXES

ANNEX A

[Annex A removed]

ANNEX B

[Summary removed] Titles and URL 's are removed.

Title	URL	Website	Information	Rating	Destination country	Elective surgery	Non-elective	Vision	Dentistry	Other
		5.0	5.0	5.0	Germany	Yes	Yes	Yes	Yes	
		5.3	4.7	5.0	Estonia			Yes		
		5.0	4.7	4.8	Belarus	Yes	Yes	Yes	Yes	
		5.0	4.3	4.7	Germany		Yes	Yes		Yes
		5.3	4.0	4.7	Lithuania	Yes				
		5.0	4.3	4.7	Latvia	Yes		Yes	Yes	
		4.7	4.3	4.5	Ukraine			Yes	Yes	
		4.3	4.7	4.5	Various	Yes	Yes	Yes	Yes	
		4.0	4.7	4.3	Ukraine			Yes		
		5.0	3.7	4.3	Lithuania	Yes	Yes	Yes		
		4.3	4.3	4.3	Various	Yes	Yes	Yes	Yes	
		4.3	4.3	4.3	Latvia	Yes		Yes	Yes	Yes
		5.0	3.5	4.3	Hungary		yes			
		4.7	3.7	4.2	Hungary					
		3.7	4.3	4.0	Various					Yes
		3.7	4.3	4.0	Czech Republic	Yes	Yes	Yes	Yes	Yes
		4.3	3.7	4.0	Lithuania		Yes			
		3.7	4.0	3.8	Lithuania			Yes		
		4.0	3.7	3.8	Lithuania	Yes	Yes	Yes		Yes
		2.5	5.0	3.8	Various	yes	yes	yes	yes	
		4.0	3.5	3.8	UAE	yes			yes	yes
		3.3	4.0	3.7	Israel, Germany	Yes	Yes	Yes	Yes	
		3.3	4.0	3.7	Lithuania			Yes		
		3.3	4.0	3.7	Israel	Yes	Yes	Yes	Yes	
		3.3	4.0	3.7	Israel	Yes			Yes	Yes
		3.3	3.7	3.5	Various	Yes				Yes
		2.7	4.3	3.5	East Asia	Yes		Yes	Yes	
		3.3	3.3	3.3	Israel		Yes	Yes		
		3.3	3.3	3.3	Lithuania		Yes		Yes	
		3.7	3.0	3.3	Various	Yes	Yes	Yes	Yes	
		2.7	4.0	3.3	Germany, Spain, Switz.	Yes	Yes	Yes	Yes	
		2.7	4.0	3.3	Germany, Spain	Yes	Yes	Yes	Yes	Yes
		3.0	3.7	3.3	France	Yes	Yes		Yes	Yes
		4.0	2.5	3.3	UAE	yes	yes			
		3.0	3.3	3.2	Germany	Yes	Yes	Yes	Yes	
		3.0	3.3	3.2	Various		Yes	Yes	Yes	Yes
		2.7	3.7	3.2	Germany		Yes	Yes		
		3.0	3.0	3.0	Germany	Yes	Yes	Yes	Yes	

		3.3	2.7	3.0	Germany	Yes	Yes	Yes	Yes	
		3.0	3.0	3.0	Lithuania	Yes		Yes		Yes
		2.0	4.0	3.0	Latvia			Yes		
		3.5	2.5	3.0	Various	yes	yes			yes
		2.3	3.3	2.8	Various					
		2.7	2.7	2.7	Israel					
		2.7	2.3	2.5	Lithuania	Yes	Yes	Yes		

ANNEX C

[Annex C removed]

SOURCES

[Bibliography removed]