

CASE STUDY 11

Market Landscape Analysis

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**Where, who and what should we
market to Medical Tourists?**

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Considerations

- How is the healthcare travel landscape post-pandemic?
- Has the pandemic changed patient behavior and decision making?
- How do our customers perceive our competition?
- What specialties and services should we focus our efforts?

What We Did



In-Depth-Interviews with medical tourists



Market Assessment – Demand, Supply, Price Ranges, Patient Journey, Disease Trends and competitor activity tracking



Market demand assessment of both private and public services activity



Develop strategies for specialty, region and marketing

Enabled Our Client To



Understand the total serviceable market for the group, perceptions of competitor positioning and marketing initiatives



Prioritization of marketing focus of key specialties based on market demand



Fine-tuning existing patient pathway and behavior changes

