

MEDICAL TRAVEL INSIGHT

BENCHMARK YOUR INTERNATIONAL PATIENT SERVICES

In association with

IMTJ™

INTERNATIONAL MEDICAL TRAVEL JOURNAL
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR

Who can benefit?

- National tourism boards
- Regional tourism offices
- Medical tourism clusters
- Governments and health departments
- International hospital groups
- Hospitals and clinics with international patient departments

Do you know what your international patients think?

How well do you understand your international patients? What is their experience of treatment in your country's hospitals and clinics? What can you learn from what they have to say? How do you compare to other medical tourism providers and destinations?

Medical Travel Insight from LaingBuisson helps you to **benchmark and improve the service you deliver to international patients**. Our online research provides in-depth insight into the experiences of international patients who have come to your country for treatment, enables you to benchmark the performance of your destination and your hospitals and clinics and identifies areas for improvement to help you to increase your patient throughput.

How it works

We use our online survey tool to gather feedback from patients who have come to your country for treatment. We gather data on why they travelled, why they chose your destination, what they spent, who funded the treatment, what they liked and what they didn't like, their satisfaction with pre and post treatment care and communication, and their willingness to recommend the experience to friends. We then deliver a comprehensive report and recommendations for improvement.

Who we are

LaingBuisson is an experienced research business that is expert in the medical travel sector and the publisher of the International Medical Travel Journal. We are the chosen provider of independent sector healthcare market data to the UK government's Office for National Statistics.

 Office for
National Statistics

Chosen provider of independent sector
healthcare market data to the UK Government ONS

Benefits

- Gain a better understanding of the patient experience
- Benchmark against other destinations
- Compare hospital and clinic satisfaction levels
- Identify improvements in communication and services
- Increase patient to patient referral
- Grow your international patient business

WHAT DOES IT COST?

Core product - survey, report and recommendations €7,500

Optional add ons

Dispatch of survey to patient list €750

Second language version €1,500

Presentation for local use €350

In country presentation of results €1,000

Follow up workshop – half day €3,500