



Polish Medical Tourism sector

Promotion of Polish Medical Tourism Sector

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Polish Medical Tourism potential



Poland
YOUR HEALTH DESTINATION



- 320 000 foreign patients visited Polish hospitals and outpatients clinics in 2011 and market value was estimated for 780 MIO PLN

Polish Association of Medical Tourism

- Estimation for 2012 is that 500 000 patients from abroad will visit Poland

- Market growth is above 39% yearly (CARG). Poland have the potential to be the leader among Center European Countries destination for foreign patients

Grail Research Raport, 2009

- *European Directive of cross - border care and medical services for european patients will be implemeted in 2013 in Poland.*

Why shout patients undertake treatment in Poland?



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- Innovative treatment technologies
- Professional medical personnel
- Modern Facilities
- Excellent location in the heart of Europe
- Lower prices - up to 80%
- Great tourist attractions

Most popular medical procedures



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- Plastic surgery (breasts, face, liposuction)
- Dentistry (implants, prosthodontis)
- Cardiology (by-passes, angioplasty)
- Orthopedics (knee replacement, rehabilitation)
- Bariatric surgery
- Infertility treatment (in vitro)
- Ophthalmology procedures (laser correction, cataract)
- Diagnostic packages (check-up)

Prices comparison for medical procedures



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Procedure	USA	India	Tailand	Singapur	Malaysia	Meksyk	Cuba	Poland	Hungary	UK
By-passes	113 000	10 000	13 000	20 000	9 000	3 250		7 140		13 921
Cardiology angioplasty	47 000	11 000	10 000	13 000	11 000	15 000		7 300		8 000
Hip replacenet	47 000	9 000	12 000	11 000	10 000	17 300		6 120	7 500	12 000
Knee replacement	48 000	8 500	10 000	13 000	8 000	14 650		6 375		10 162
Plastic surgery (nose)	4 500	2 000	2 500	4 375	2 083	3 200	1 535	1 700	2 858	3 500
Bariatric procedure	6 400	2 900	3 500	6 250	3 903	3 000	1 831	3 500	3 136	4 810
Dental implants	1 188	1 100	1 429	1 500	2 636	950		953	650	1 600

OECD 2011, Medical Tourism: Treatments, Markets and Health System Implications: A scoping review.

Patients Coordination in Poland




Before

Treatment

After

<ul style="list-style-type: none">• Professional website• Patients questions through e-mails, telephone• Free consultation• Individual treatment plan and dates• Promotional packages• Additional packages for accompanying persons or family (esthetic medicine, touristic guide etc.)• Flight booking• Hotel booking	<ul style="list-style-type: none">• Individual hosting for foreign patients/Individual coordinator for 24/7• English documentation• No communication barrier• Special trainings for personell• Individual menu/catering• Patients satisfactory surveys analysis and follow up• Patients testimonials (written, or video)	<ul style="list-style-type: none">• Full package of data of patients treatment, procedures description on CD or pen drives• Follow up with patients• Promotional offers for other treatments• Check ups
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Medical Offer for Patient "X" Special EVLT package EVLT + hotel + transport + 24/7 phone & individual coordinator for only 900 GBP	
EVLT Varicose veins treatment	
Clinic/Hospital	We have chosen for you a private clinic..... in Poland specializing in varicose veins surgeries. The surgery is performed there by a specialist with an extensive experience in endovascular procedures.
Prequalifying consultation	We are ready to coordinate the prequalifying FREE consultation for you. Our doctor will determine a detailed treatment plan for you.
Coordinator's assistance 24h/7	We would like to propose also a full coordination of your visit in Poland. We provide our patients with a prepaid mobile phone for the length of their stay in Poland. Our patients are staying in touch with our coordination team at all times.
Airline tickets	We guarantee the reservation of your airline tickets (we provide up to 20% on LOT Polish Airlines or 25% discount on Lufthansa flights).
Accommodation	Special offer! The cost of accommodation is included in the price of treatment.
Transport	We guarantee transport between the airport, the hotel and the clinic.
Additional services	We guarantee also the organisation of additional services (for example cosmetic surgery, sightseeing, event tickets etc.).
Medical records	We provide our patients with a memory stick with medical records at the end of your visit in Poland. You will receive the detailed medical documentation from your examinations and treatment and individual recommendations after the treatment.
After your return home	Your relationship with Medical Travel Europe does not end here. We provide our patients with a follow-up contact after returning home. Your even after going back to your country, if you need any further consultation or need to talk with a doctor, we will facilitate and coordinate it.
Costs	The price for EVLT varicose vein treatment (treatment, hospitalization, basic examinations, coordination assistance, accommodation) is 900 GBP (one leg).
Compare costs	You can compare costs of treatment on our website. Find out how much you could save. We offer unique calculator of costs on www.medicaltraveleurope.com ;
Payment	All payments for services provided through Medical Travel Europe will be processed by our office.
Stay in Polish Clinic	Estimated stay in a clinic - 2 days



Offer example

- 20% discounts for flights
- 24/7 coordination
- Free mobile phone during patients stay
- Free Transfers

Patients testimonials & recommendation



Patients survey analysis

- over 40 patients (UK, Canada, Scandinavia) ; July - September 2011
- Average score was above 6 (in 7 score scale)
- Questions were dedicated to coordinators, doctors, nurses, other personnel, menu, hotel, facilities, equipment, overall care, transportation etc.
- Lowest score 6,2 - hotels quality, price
- Highest score 6,5-6,9 - personnel (professionalism, care)

Most important question:

„Will you recommend treatment in Poland to others?”
100 % patients said „YES”

Based on Medical Travel Patients Survey analysis 2011

Satisfied patients is our major concern



- "I am very pleased that I have had a treatment from you. To the people who want to hear it I always say that the whole treatment, diagnoses and doctors are better than in Holland. In Holland the doctor do not have time to listen to you, so you get an assistant or trainee. In Poland I saw the doctors self and they take the time to listen."

Catherien Veld, Holland

- "Being in a wheelchair for many years, I now have been going almost everyday walking with a walker for 15-20 mins . Your doctors, nurses, staff were all so professional, friendly and so helpful. I would highly recommend anyone to go to Poland to help improve their quality of life.

Ruby Bell, Kanada



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Thank you for your visit in Poland!

