



MEDICAL TRAVEL
WORKSHOP **2018**

SESSION 2

CREATING A UNIQUE VALUE PROPOSITION

A WORKSHOP!

(You're going to have to do some work.....)

THE FOUR “P”S OF MARKETING



FIRST TASK

**WHAT DOES BRAND
ACTUALLY MEAN?**



“Your brand is about what other people say about you when you’re not in the room.”

amazon.com

**Jeff Bezos
Founder of Amazon.com**

YOUR **BRAND** IS ABOUT...

The key **qualities**, the key **benefits** that your brand offers that make you **unique**.

YOUR BRAND IS...

A reflection of your **Unique Value Proposition**.

The UVP is the **foundation** on which your brand is built.

UVP IN DENTAL TOURISM

BUDAPEST,
HUNGARY



DENTAL TOURISM IN BUDAPEST, HUNGARY

DO THESE CLINICS
COMMUNICATE A
CLEAR UVP?





KREATIV DENTAL

Telephone
0203 6530 331

office@kreativdental.co.uk



Kreativ Den...

Like Page

WHY 1000'S CHOOSE KREATIV

TESTIMONIALS

HAND-WRITTEN REVIEWS

VIDEO REVIEWS

FREE DENTAL CONSULTATION

PRICE LIST

GUARANTEE & UK AFTER CARE

BEFORE AND AFTER PHOTOS

NEWS & ARTICLES

PRESS COVERAGE



KREATIV DENTAL CLINIC - DENTAL IMPLANTS & DENTAL TREATMENT ABROAD



HOME DENTAL TREATMENTS THE CLINIC THE LABORATORY THE DENTAL TEAM PLANNING YOUR VISIT CONTACT

Dental Implants Abroad in Hungary

Professional Dentistry Abroad.

Advanced, High Quality, Affordable dentistry in Europe.

If you require cosmetic dentistry or **dental implant treatment**, you should consider visiting our World Class dental facility in Hungary. We specialise in **dental implants abroad**, Artificial Bone Replacement, Sinus Lifting, Porcelain Crowns, Bridgework, Veneers, Root Canal Treatment and Periodontal Surgery.

Our patients regularly save 50% to 70% compared to the quotes they receive in the UK.

If you are in need of [Dental Implants](#), [Crowns](#), [Bridge Work](#), [Veneers](#) or [Teeth Whitening](#) at affordable prices contact our UK team who will be only too pleased to arrange your trip to see us.

Call 0203 6530 331 or email office@kreativdental.co.uk.

CROWN
£250

ABUTMENT
£180

IMPLANT
£400

TOTAL £830
LIFETIME GUARANTEE



share your smile for less...

dental implants
now available in
London & Budapest



Dental Implants from £399

The Same Highly Experienced Surgeons from a Multi Award Winning Clinic

[READ MORE](#)

Orthodontics from £1100

London or Budapest

Our TV & Press

Client Testimonials

[Home](#) > [Dental Implants From Just £399 – First Class Treatment At Affordable Prices](#)



! provided a means of smelting. A smelter is a furnace used for smelting metal.
 smile /smaɪl/, smiles, smiling, smiled
 smile is an expression on your face in which the corners of your mouth curve upwards and you sometimes show your teeth. A smile usually shows that you are happy, pleased, or amused.

Save money, save time!
 Book your smile now!



Quick Contact

Your name *

Your phone number *

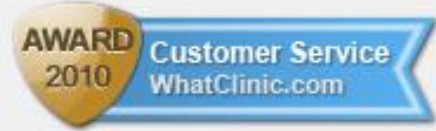
Your email address *

Message

Dashio

Type the word:

Why Hungary?



- because Hungary is the world's capital for dentistry

DARE TO SMILE

SWISS QUALITY



IMDENTAL

Fixed teeth
IN 5 DAYS
with implants!

GET TEETH LIKE YOU NEVER HAD BEFORE IN 5 DAYS

in Budapest, the picturesque capital of Hungary!

SAVE UP TO 70%

on your dental treatment at our state of the art clinic

99% SUCCES RATE!

When it comes to teeth issues, there is no place for mistakes!

PAINLESS TREATMENT

blood free teeth replacement with premium quality Swiss implants

GENERAL ANAESTHESIA

If you are afraid of your procedure, we can put you under so you will wake up pain free with your new smile!

YOUR UVP?

1. EXPLAINS HOW YOU SOLVE A PROBLEM OR **MEET A NEED**
2. HIGHLIGHTS SPECIFIC **BENEFITS**
3. TELLS THE CUSTOMER **WHY THEY SHOULD BUY FROM YOU**
4. COMMUNICATES **HOW YOU ARE DIFFERENT/BETTER**

SECOND TASK

SO...
WHAT IS YOUR HOSPITAL
OR CLINIC'S UVP?



LET'S TEST YOUR UVP!

DOES IT....

1. EXPLAIN HOW YOU SOLVE A PROBLEM OR **MEET A NEED?**
2. HIGHLIGHT SPECIFIC **BENEFITS?**
3. TELL THE CUSTOMER **WHY THEY SHOULD BUY FROM YOU?**
4. COMMUNICATE **HOW YOU ARE DIFFERENT/BETTER?**

UNIQUE VALUE PROPOSITION

HOW DID YOU SCORE?



“UVP is the sweet spot between - what you can offer, what others are not offering and what your customers need.”

Vivek Shukla, Marketing Consultant, India



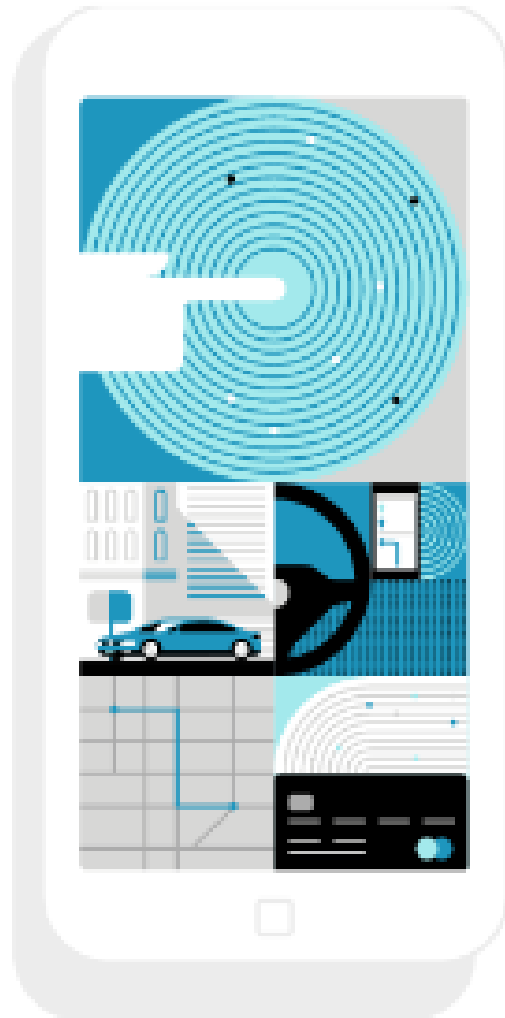
LaingBuisson

COMMON MISTAKES

1. IT'S ABOUT ME, NOT YOU (THE CUSTOMER)
2. IT'S NOT UNIQUE
3. IT'S CONFUSED
4. IT DOESN'T SAY HOW THE CUSTOMER WILL BENEFIT



SOME MORE EXAMPLES



Tap the app, get a ride

Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows exactly where to go. And payment is completely cashless.

[MORE REASONS TO RIDE >](#)

CLEVELAND CLINIC

The screenshot shows the Cleveland Clinic website with a breast cancer awareness banner. At the top, there are navigation links: Education, Clinical & Lab Research, Resources for Medical Professionals, Cleveland Clinic Careers, and Phone Directory. A green button labeled 'Be the Next One MAKE A GIFT' is positioned on the right. A search bar with 'Search For:' and a 'Go' button is also present, along with a link to 'Advanced Search'. The main navigation bar includes: Online Services, Health Information, Find a Doctor, Appointments, Patients & Visitors, Locations & Directions, and Institutes & Services. The banner features a pink background with a pink ribbon icon and the text 'One team rallying against breast cancer.' Below this is a 'Learn More' button. On the left side of the banner, a vertical list of roles is shown: my doctor, my oncologist, my plastic surgeon, my social worker, my art therapist, my pastor, my husband, my dad, and my daughter. At the bottom of the banner, there are three call-to-action boxes: 'Call today for an appointment today. 888.223.CARE' with a link to 'Online Appointment Request'; 'Get an online second opinion.' with a link to 'Here's How'; and 'Access. Anytime, anywhere.' with a link to 'Learn More'.

Education Clinical & Lab Research Resources for Medical Professionals Cleveland Clinic Careers Phone Directory

Be the Next One
MAKE A GIFT

Search For: Go
Advanced Search

Online Services Health Information Find a Doctor Appointments Patients & Visitors Locations & Directions Institutes & Services

Appointments Questions

my doctor,
my oncologist,
my plastic surgeon,
my social worker,
my art therapist
my pastor,
my husband,
my dad,
my daughter,

One team rallying
against breast cancer.

Learn More

Call today for an
appointment today.
888.223.CARE
Online Appointment Request

Get an online
second opinion.
Here's How

Access.
Anytime, anywhere.
Learn More

GREAT ORMOND STREET

The screenshot shows the homepage of the Great Ormond Street Hospital website. The top navigation bar is blue and contains the slogan "The child first and always" on the left, the NHS logo and "Great Ormond Street Hospital for Children NHS Foundation Trust" on the right, and a search bar. Below this is a secondary navigation bar with tabs for "Our hospital site" and "Our charity site". A main navigation menu includes links for Home, Medical information, Parents and visitors, Teenagers, Children, Health professionals, About us, Research and innovation, Working here, and News. The main content area features a large image of a young child with a bandage on their nose. To the right of the image is a purple sidebar with the heading "Great Ormond Street Hospital" and the text "One of the world's leading children's hospitals". Below this are three links: "Information for parents and visitors >", "Maps, directions, parking, and more >", and "International and private patients >". To the right of the sidebar are three stacked buttons: "Parents and visitors" (purple), "Teenagers" (pink), and "Children" (orange). Below these is a "Health professionals" button (blue). At the bottom of the page is a row of five blue buttons: "Medical Conditions", "About us", "Find us", "Research and innovation", and "Contact us".

BUMRUNGRAD



WORLD-CLASS CARE CAN CHANGE A LIFE

"My eternal thanks to the surgeons, doctors and nurses at this amazing hospital for everything they have done in the last two days to operate on, and take care of my precious daughter who is making an amazing recovery after surgery..."

-from a parent's letter

[More patient testimonials](#)



Find a doctor



Make an appointment



Conditions & treatment



Plan a trip to Bumrungrad

Quick links

- Testimonials
- How much will it cost?
- Map & directions
- Our overseas offices
- Bumrungrad in your language

TYPICAL ELEMENTS OF THE VALUE PROPOSITION IN MEDICAL TRAVEL

1. HIGH QUALITY
2. LOW PRICE
3. ERR.....

**“IF YOU DON’T HAVE A
COMPETITIVE ADVANTAGE,
DON’T COMPETE”**

Jack Welch:
One of America’s Greatest CEOs



HOW OFTEN ARE THESE THE FOCUS OF THE UVP?

- 1.SERVICE, HELP, SUPPORT
- 2.SATISFACTION
- 3.CARING
- 4.MAKING STUFF EASY
- 5.SPEED

LET'S TRY SOMETHING
DIFFERENT...

“MEDICAL TRAVEL IS
A DECISION OF **LAST
RESORT**”



CUSTOMER **NEEDS**

1. WANTS TO FEEL SAFE
2. WANTS TO KNOW HE/SHE WILL BE CARED FOR
3. WANTS TO KNOW IT WILL BE OK
4. WANTS TO KNOW WHAT IT WILL COST
5. WANTS REASSURANCE

A **UVP** WHICH COULD FORM THE FOUNDATION OF YOUR **BRAND...**

“For international patients travelling for major surgery who are concerned about the risks of medical travel, the team at XYZ Hospital make medical travel worry free. We look after every aspect, from the moment you first get in touch, throughout your treatment and in the weeks and months after you’ve returned home.”

A **UVP** WHICH COULD FORM THE FOUNDATION OF YOUR **BRAND...**

“We take the fear and uncertainty out of
medical travel....
Every step of the way....”

A **UVP** WHICH COULD FORM THE FOUNDATION OF YOUR **BRAND...**

“Pain free medical travel“

“Trouble free medical travel”

WHAT IS THE CUSTOMER'S **VIEW?**

THINK... LIKE A CUSTOMER

- I came to your clinic because...
- The things I value most about your service are...
- You're better than other hospitals and clinics because...



REINFORCING YOUR BRAND

BUILD TRUST, REMOVE RISK

RESEARCH
AND
EVALUATE

DECIDE

TREATMENT
EXPERIENCE

FOLLOW
UP

FORM
OPINION

PROMOTER
AND PUBLICIST

SHOULD YOUR UVP BE
THE SAME FOR
DIFFERENT MARKETS
AND AUDIENCES?



DIFFERENT SEGMENTS... DIFFERENT NEEDS?



YOU CAN'T BE **EVERYTHING** TO
EVERYONE

“Lack of a UVP is one of the most common shortcomings in medical travel marketing.”

Vivek Shukla, Marketing Consultant, India



ANY QUESTIONS?



IMTJ MEDICAL TRAVEL SUMMIT, BERLIN 28-30 APRIL 2019

