

Establishing International Patient's Office-

St. Adalbert's Hospital in Poznań

MARLENA WYSOCKA

CRACOW, 8TH OF OCTOBER, 2019

St. Adalbert's Hospital in Poznań



Establishing of The International Office

Swot ANALYSIS



STRENGTHS

- Availability of highly skilled & specialized doctors
- Reputation
- Technology & top level equipment
- Cost advantages
- Good infrastructure & geographical location
- Special services for international patients

WEAKNESSES

- Marketing deficiencies
- Internal communication
- Staff members lack English language
- Lack of cooperation with insurance companies

OPPORTUNITIES

- New technologies
- Lack of dominant competition
- Improvement of quality standards
- Branding development
- Affiliation with some other care providers

THREATS

- New & increased competition
- Patient traveling issues, e.g. Visa
- Communication/ language
- Maintaining the high level of services

Decision criteria of an International Patient

- Availability of medical services, ex. the **unique procedure** that cannot be found in the patient's location
- **Quality**- a **good care** experience & highly qualified/**skilled staff** combined with advanced **technology**
- International standards in terms of patient **safety**
- Affordability & **price** transparency
- **Logistically** attractive
- **Hospitality**- international assistant's service



INTERNATIONAL PATIENT SERVICE

St Adalbert's Hospital services include:

1. Travel and Lodging

- ▶ Ticket Arrangement
- ▶ Visa
- ▶ Transportation/Airport Pickup
- ▶ Accommodation
- ▶ Leisure and Entertainment

2. Financials & Payment

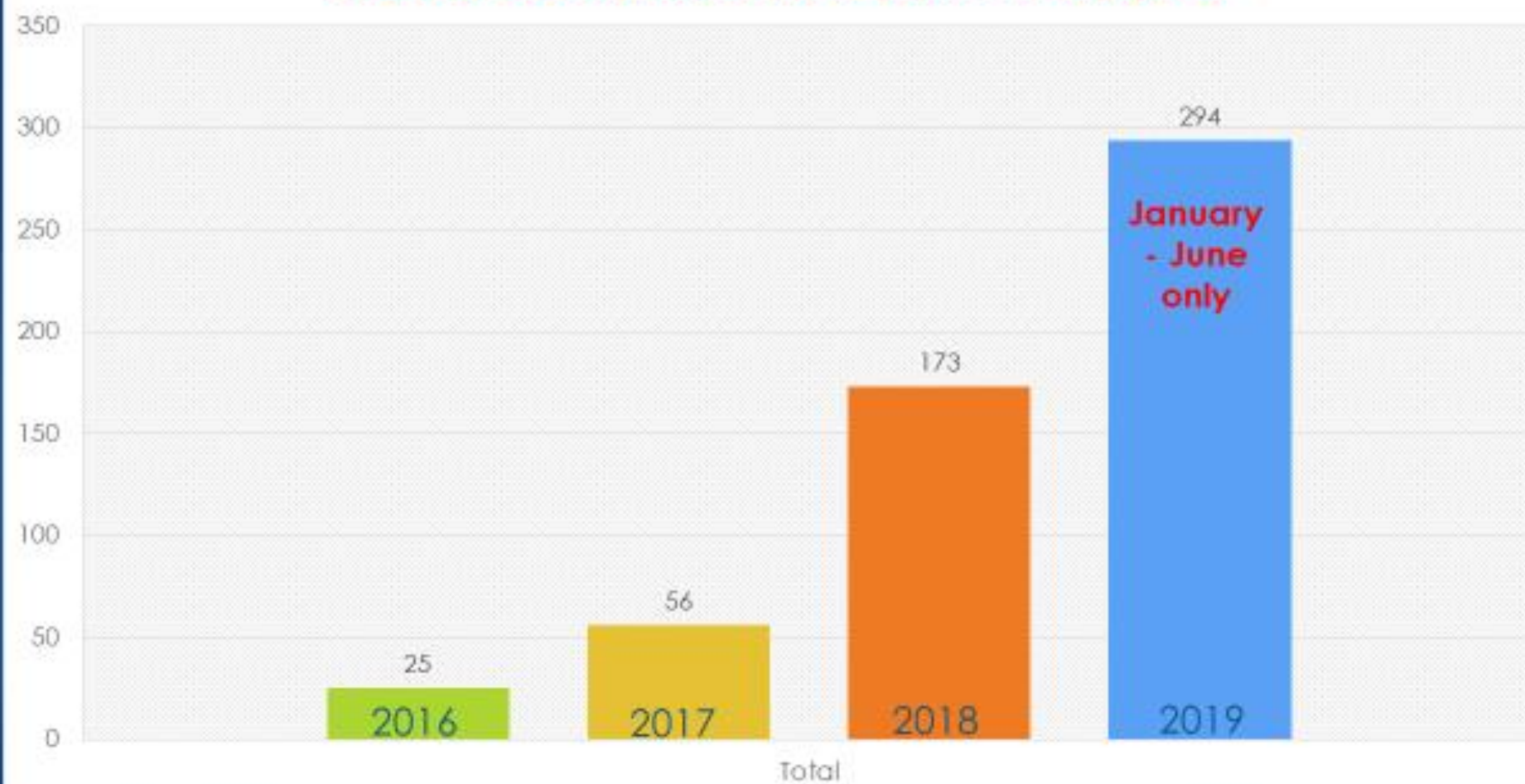
3. Language Assistance

4. Medical Traveler's Essential Information



St. Adalbert's Hospital International Patients
(by Marlena Wysocka)

Increase of international patients by year



Country	2019 (6months)
Germany	103
UK	52
Ireland	4
Netherland	15
Island	1
Norway	8
Denmark	2
Finland	1
Sweden	9
Swiss	3
France	4
Italy	1
Belgium	1
Ukraine	22
Spain	8
China	2
USA	1
Cyprus	1
Caribbean Islands	1
Libya	1
Unknown	54
Total	294



To think about...

- ❖ Branding means team work- one single goal, one single message
- ❖ Good patient's experience is a combination of care, standards and hospitality before and after the procedure
- ❖ 1000 good experiences- you hear about, but 1 bad experience- you really hear about
- ❖ Good experience is going to be communicated by word-of-mouth (free marketing, the best you can imagine)
- ❖ Developing an international brand takes time, unfortunately it doesn't happen over night. Be patient!



***Thank you
for your attention***

Contact details:

Marlena Wysocka

E mail: mwysocka@interia.pl

Mobile: +48 660 062 722