

# How to position your product on the Russian market successfully

DoctorGEO & SPA journal  
is your tool and agency on CIS market

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**RUSSIAN-SPEAKING  
MARKET IS:  
20 490 528 km<sup>2</sup>  
212 mln people**

Russia	144 mln	#97 – health index 33,7
Ukraine	42 mln	#99 – health index 33,2
Kazakhstan	17 mln	#111 – health index 24,6
Azerbaijan	9 mln	#87 – health index 43,8

**Croatia is 56,542 km<sup>2</sup> 17 mln #36 – health index 69,9**

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# The tourists' flow decrease from CIS to EU 2014 - 2015

Russia -40%

(currency devaluation, sanctions)

Ukraine -30%

(political and military conflict, currency devaluation)

Azerbaijan -15%

(currency devaluation)

Kazakhstan -25%

(currency devaluation, the conflict in tourism)

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# Top Medical Tourism destinations in the world (by GHTC)

1. Surgery
2. Wellness & SPA tourism
3. Thermal tourism
4. Tourism elderly people
5. Dental tourism



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DoctorGEO & SPA

MONITORS CHANGES IN THE MARKET

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# The drivers of medical tourism in the CIS countries 2014-2015

Clinics	Resorts
<ul style="list-style-type: none"><li>➤ second opinion, Skype consultation</li><li>😊 the oncological treatment</li><li>😊 difficult cases</li><li>➤ thyroid treatment</li><li>➤ rehabilitation</li><li>joint replacement ➤</li><li>plastic surgery ➤</li><li>➤ non-surgical methods of rejuvenation</li></ul>	<ul style="list-style-type: none"><li>➤ detox program</li><li>😊 bronchopulmonary diseases</li><li>😊 urolithiasis</li><li>😊 skin diseases</li></ul>

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It is possible to take  
a worthy place today!

- The market is changing
- New players come

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# Countries that implement a strategy to promote medical tourism in Russia for 2016

**Turkey**

**Czech Republic**

**South Korea**

**Greece**

**Latvia**

What is the position of Croatia?

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# Advantages Croatian Health Tourism market for Russian patients

- ✓ Highly qualified surgeons
- ✓ High level of Rehabilitation Medicine
- ✓ A large number of thermal spas
- ✓ Excellent the ratio price/quality
- ✓ A simple visa procedure
- ✓ Opportunities for VIP-clients
- ✓ The people, similar in spirit and in character
- ✓ A large number of scheduled flights via Istanbul

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# DoctorGEO & SPA research

THINK AS YOUR CUSTOMER THINKS

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# What is the way the Russian patient takes a decision?



- studies problem, "the Professor" for his illness
- listens to the recommendations
- makes the decision independently
- verifies the validity and reliability of the company
- calculates the ratio price/quality
- loves attention and enhanced respectful attitude

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# What determines the trust of the Russian patient

**Treatment:** philosophy of reliability and guarantees

**Spas:** philosophy of emotions and sensations

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# How to show you competence?

1. To post competent articles about the treatment methods in Russian language
2. To promote articles in the popular search systems Yandex (Russia) and Google (Ukraine, Kazakhstan, Azerbaijan)
3. To create short videos and to promote it in YouTube
4. To take severe patients on the charity treatment
5. To update monthly information with the mention of the clinic in Internet or print media
6. To receive doctors for training from CIS

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# USE COMMUNICATION STRATEGY and main promotion tools with DoctorGEO & SPA



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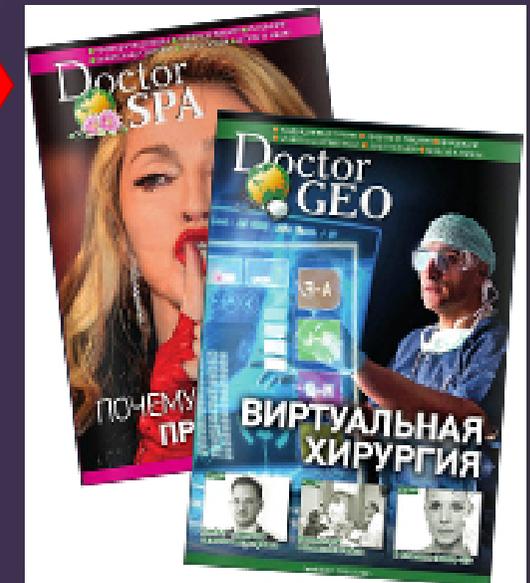


# What is DoctorGEO & DoctorSPA?



← The website [www.doctorgeo.info](http://www.doctorgeo.info) founded 2012  
2 500 – 3 000 unique users per day

The journal founded 2013  
International Certificate  
Circulation: 12,000 copies  
Frequency: 3 times a year



← Natalia STROKOVSKA  
is owner and Editor-in-chief  
journalist and entrepreneur

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## Your benefits of cooperation with us

- We use our tools and we work as an agency
- We connect our customers with our partners in 4 countries (Associations of Medical Tourism, organizers of exhibitions and B2B workshops)
- Request for discounts for participation in fairs and B2B workshops in the CIS

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# DoctorGEO & SPA tools

- The wide coverage of the audience: patients and medical agents at one time
- The presence on 4 markets - Russia, Ukraine, Kazakhstan, Azerbaijan
- Qualitative texts, considering the latest requirements for marketing promotion
- Attracting patients through online publications in Russian
- Attracting VIP patients through publications in the Journal
- Participation in the leading events of medical tourism in Russia, Ukraine, Kazakhstan, Azerbaijan with our journal
- Mailing lists and a digest of your novelties for physicians and partners in the CIS, updating information on the social networks

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# DoctorGEO & SPA Agency

- Communication with and publications in others media and web resources
- Organizing a press tour for medical journalists
- Promotion of articles in Internet on Russian area
- Promotion of video in YouTube on Russian area
- Advertising on the Wi Fi Internet in Moscow subway  **NEW!**
- Search customer specific solutions

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# Our partners



Global Healthcare Travel Council  
[www.globalhtc.org](http://www.globalhtc.org)



Ukrainian Medical Tourism Association  
[www.uamt.com.ua](http://www.uamt.com.ua)



Medical Association of Kazakhstan  
[www.mta.kz](http://www.mta.kz)



Azerbaijan Tourism Association  
[www.azta.az](http://www.azta.az)



Russian Association of Medical Tourism  
[www.amtrf.ru](http://www.amtrf.ru)



Association of Physicians in Medical Tourism  
[www.medtourdoctors.com](http://www.medtourdoctors.com)

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# COOPERATION



Intermed, by MITT, Moscow

MTEC.Kiev

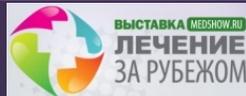
MTEC.Kiev, Medical Tourism Exhibition and Congress, Kiev



Healthcare Travel Expo, International Medical Tourism exhibition, Kiev



OTDYKH SPA&HEALTH, International Exhibition and Conference on medical and health tourism, Moscow



MedShow, Treatment Abroad, Moscow



Healthcare Tourism, International Exhibition in the International Health Forum, St. Petersburg



International Exhibition Treatment in Russia and abroad, Kazan and Samara



BIHE, Azerbaijan International Exhibition "Health Care", Baku

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# About our partners in Ukraine



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Let's develop together!

Violetta Yanyshvetska,  
Chairman of UAMT  
[v.yanyshvetska@uamt.org.ua](mailto:v.yanyshvetska@uamt.org.ua)  
+380503301008



# Organization & participation in exhibition & conferences





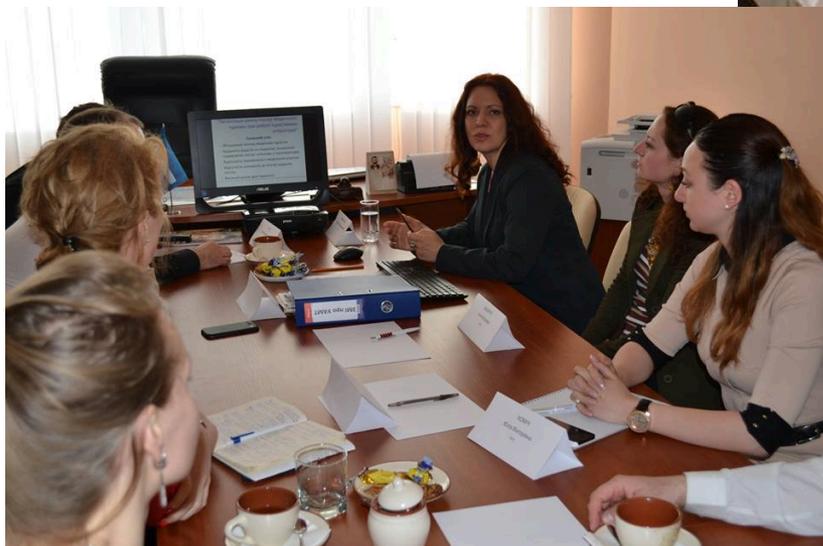
# B2B meetings





# Projects with Ministry of Health of Ukraine

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## The Association of Physicians in Medical Tourism (APMT)

- The Association of Physicians in Medical Tourism (APMT) is a self-governing and independent public organization, which brings together the physicians of different specialties.
- At the present day, the number of the Members of APMT is approaching 1600 physicians, and it keeps on growing.
- The main activity of the Association is an improvement of public awareness of the opportunities in medical tourism.

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I wish you prosperity  
and believe in your success!

## Contact :

**Tel.:** +38 044 383 50 65

**Mob.:** +38 067 296 08 08 (WhatsApp)

**Skype:** Doctorgeo.info

**email:** *strokovska@doctorgeo.info*  
*ad@doctorgeo.info*

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