



## Confidential Client Worksheet

# Identifying medical tourism buyer personas



**Medical Tourism Strategy®**

Medical Tourism Strategies for Governments, Investors, Insurers, Employers, & Industry

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## INSTRUCTIONS

The hospital, physician or medical tourism facilitator shall complete the following table and submit the information to us via email for analysis.

## FEES AND COSTS

1. The cost of the analysis and report of your submitted data is USD \$1250 .
2. Please submit your data to us via email to Mercury Advisory Group. You will be invoiced via email in the amount of USD \$1250.
3. Your report will be completed within 15 days of receipt and sent to you in a PDF format, in English.
4. Payment in full must be received prior initiation of the analysis.

## CLIENT INFORMATION

Please complete the Client Information section so that we may invoice you to begin your analysis and report.

Client Name: \_\_\_\_\_

Authorized Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Payment Method:  CREDIT CARD  INVOICE for Bank Transfer in USD

Your data will always remain confidential and proprietary to your organization.

## What are buyer personas?

Buyer personas are the individual and identifiable groups of people who buy your products. For example a healthcare provider has at least three important and very distinct buyer personas.

- Those looking for better care than that which is available locally
- Those who know they want to travel to a specific provider / brand / destination for care

## How we profile your buyer personas

Firstly, all the people who visit your website aren't buyers. We base our assessment of your buyer personas on buying customers, not browsers, what you believe, generic market surveys, tourist arrivals, or other factors. The fact is, you are like to have more than one buyer persona for your business.

1. **Gender.** We realize this may feel awkward for some people, but you should know the gender of a specific buyer persona.
2. **Age.** The age of a buyer persona is the simplest part of the profile. The age of a person tells you a lot about them. How they view the world and what they prioritize, depends largely on one's age.
3. **Profession.** In B-to-C business this may not be so obvious. But if you enter this data in your initial history and physical consult note or in social history, we can begin to find a common profession or a status of your buyers, and your buyer persona profiles will be so much more accurate. It's also very important to know how well they understand your product- are they professional users or laypersons.
4. **Financial situation.** This is one of the most important aspects of the profile, so make sure you get it right. Don't concentrate on your customers' bank accounts, but instead on how much they're willing to pay and if

insurance is available to cover their medical costs.

5. **Purpose.** Why did they buy your products? The problem your product solves is the core of your marketing. If you don't know what your customers problems are, you can't market or sell your services effectively.

6. **Education.** How well-educated is each buyer persona? The educational background makes the profile deeper. It can help you figure out how they process information in your advertising and website content. We dig deeply to determine if they understand graphs, statistics, and study results, or are they more concerned with customer testimonials and simplified features.

7. **Free time.** How do they spend their time? Common hobbies, interests, TV shows, even eating habits can get you closer to them. You cannot know your buyer persona too well, so even these small details can prove to be valuable.

8. **Buying decision.** Which factors they take into account when they make the decision to buy? Price, features, ease of access, customer service, and outcomes can all play a part in the decision. If you don't understand this part of your customers, your marketing can only work if you get lucky.

9. **Shopping habits.** What else do they buy? This is important when you start creating your business network. What else can you offer to them, and what else are they looking for. What level of hotel did they choose, what class of airline seat did they buy, how did they get from the airport to the hotel, spa or clinic and to their appointments?

10. **Traveler experience.** Are they seasoned travelers or first timers? Do they travel often? Alone? With Companions? Are they situationally aware and independent? Or overly-cautious or timid in new places or with foreign languages and cultures?

***When we tender your analysis and report, you will have detailed buyer personas that you can and should use in your marketing and product development strategy.***

## Here are a few ways you will benefit from using buyer personas in your medical tourism marketing.

**1. Your messages will be more relevant.** You'll be able to address specific people. When you know your buyer, you can talk to him/her directly.

**2. You'll be able to address specific problems.** Talking about a specific problem is more engaging than a general problem. But it only works if you address a problem your buyers have, so you need to know your buyer personas first. In other words, you won't make the mistake of talking cheaper prices if their concerns are not about the cost.

**3. Address specific beliefs.** You can create a feeling speaking directly to someone who shares certain beliefs, mores, cultural or religious ideals.

**4. Pinpoint accurate placement.** Placement is a key to effective marketing. When you understand

your buyer personas, you know where they are, and how to reach them and connect at the right time.

**5. Showcasing the right price range.** If you market a product a buyer cannot afford, they can't buy it, no matter how good the quality or service or how advanced the technology might be. And they'll be left with a belief that you're over-priced for them.

**Just remember that understanding your buyer persona is not sufficient to create effective marketing. You must couple this information with the right product strategy and value proposition.**

For medical tourism, this is a destination issue as much as it is a medical issue. Tie a unique value proposition to pitch and position so that one or more featured aspects of your product are only available in your destination. Your value proposition is the only reason that people in your

target persona groups read your website content, buy your products, reserve rooms in you hotel or spa, or hire you to perform surgery on them.

Marketing is a game where you get points for style and the consumers decide who wins. When your value proposition is compelling to a particular target market persona, you will know

1. What are the things people want to pay for

2. What people believe to be true, and what they won't believe

When people visit a website, if what they see isn't what they need, what they want, or something surprising, they don't even notice it; their brain decides it's not worth wasting time on.

To grab your visitors' interest, give them exactly what they want or hit them in the head with something completely unexpected.

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## Tell a story that is interesting to a particular buyer persona

People are essentially more interested in themselves than they are in you or anyone else. As long as you focus on the buyer persona visiting your website or reading your content, you have a fair chance of keeping them captivated and engaged. The moment you wander to features they don't care about or cannot evaluate (such as technical quality explanations and all your accreditations/certification investments) they tune out.

***It's not enough to write about their problems or goals; you need to write from the readers' point of view.***

Imagine someone reading your advertising copy and content on your website or brochure. Would it sound like they're reading about you? or your prospective patient or customer? If your message is not clearly focused on the listener, you can expect a low conversion rate.

That applies to all copywriting (and writing in general) whether it's a sales page, home page, or a blog post.

## Consumers' harsh rules of medical tourism marketing

The marketing game is harsh; in medical tourism, winning once gives you no guarantees of another win. So, you can get one medical tourism customer without ever even interesting anyone else.

Every consumer writes their own rules. And every consumer evaluates your marketing and advertising with those rules in their mind – without even noticing it.

### You lose if you make one foul.

Humans are very good at making instant decisions. We learned this skill during the prehistoric times; if you didn't react quickly to the smallest things, you were on the predators' menus.

Most peoples' snap evaluations are correct, so we trust them without noticing it. People see so much marketing and advertising that they don't have the time to concentrate on every message. The decision they subconsciously make within seconds, is usually their last.

Medical tourism marketing often speaks to a group of prospects at once. When you can't break any one's rules, the only solution is to decide conveniently prejudiced referees.

The first step in effective marketing is to attract the right people's attention. NOTE! The "right" people; not "as many as possible". Target like a laser beam.

### If you target everyone, you attract no one.

You can never please every one. That applies to you, your products, your destination, and your marketing messages.

Those who notice your messages will evaluate them. If they decide (consciously or subconsciously) that your product isn't good for them, it's difficult to change their opinion later. Pick a target and aim like a laser beam, *not like a shotgun*.

It's easy to make an advertisement that attracts a lot of attention. But that's not the goal. **The goal of advertising is to attract the attention of your target audience.**

The most typical mistake is to make an ad that would attract your attention. A typical mistake is to pick the wrong problem. In medical tourism, most advertisers, for example, focus on cost comparisons or some brand of accreditation or certification.

If your product is the answer to even just one good problem, then advertising it is relatively simple.

So, what's a good problem for marketing like?

- **Easily relatable.** Use a problem your potential customers can easily relate to.
- **Important.** This is a no brainer, but the problem has to be important enough to drive sales.

- **Visual.** The best problems create vivid mental images.

**Without clear customer profiles marketing is about luck. The better your customer profiles are, the better are your chances of success.**

The point of customer profiles is to segment potential customers into manageable groups. You can then target a specific segment with a marketing message.

The importance of different problems is maybe the most important part of your customer profiles for effective advertising.

Usually it's best to concentrate on just one problem in each marketing message you create.

It's better to be focused and speak to a specific group of people rather than trying to address every problem you can solve.

**Effective medical tourism marketing is based on targeting.**

**Every bit of information that the listener doesn't need is a distraction from the message you want them to understand and remember.**

So let's get started on identifying your target buyers. Complete your data collection and submit it to us this week so we can get started on your analysis and report.

Data From: \_\_\_\_\_ to \_\_\_\_\_ (date range)

Provider Type  Hospital  Clinic  Thermal Hotel /Spa  Medical doctor  Dentist  Facilitator  Rehabilitation  Dialysis

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**\* Patient Referral Source**

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| 1. Direct Referral To Physician    | 5. Hometown Physician Referral   |
| 2. Direct Referral To Hospital     | 6. Local Area Resident / Expat Referral  |
| 3. Contracted Facilitator Referral | 7. Lead Sourcing Internet Directory (WhatClinic, PlacidWay, Treatment Abroad, PatientsBeyondBorders, etc.) |
| 4. Internet / Website Landing Page | 8. Other source, not elsewhere listed  |

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**QUESTIONS?**  
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