

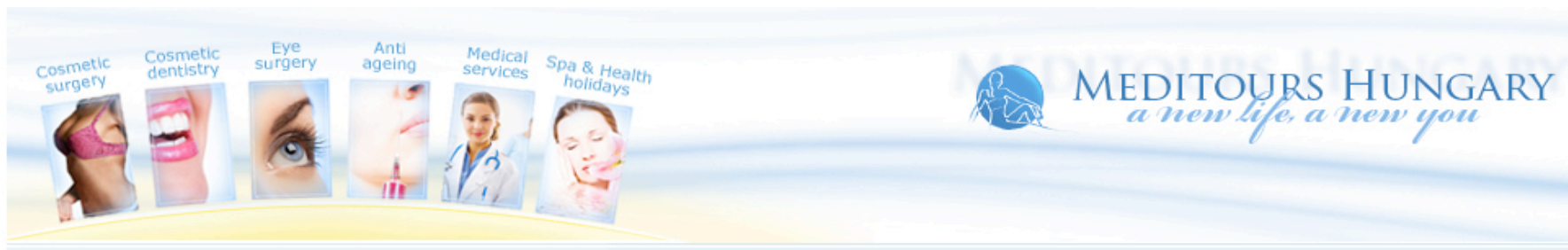
Medicine, Tourism, Hungary and the Facilitator Company

By Dr. Randy Simor

Meditours Hungary-Established in 2005 as a
"One-Stop Shopping Solution" for the medical treatment seeking
traveler or tourist.

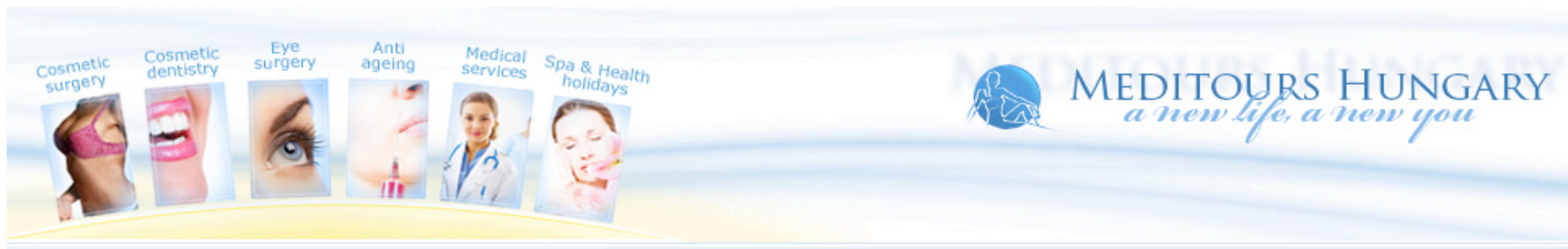
Company Profile: Dentistry, Plastic Surgery, One-day surgery, Health Screening,
Laser Skin Rejuvenation Treatments, Hair Transplantation, Lasik Eye Surgery, Anti-
Aging Treatments, PET-CT Scanning, other diagnostics.

Hotel, Apartment accommodation, airport-, clinic transfers, hostess services



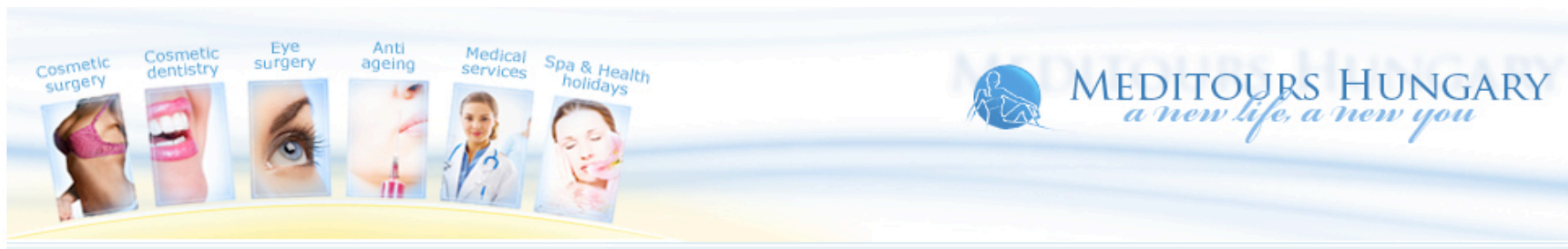
„In the beginning, there was Dentistry“

- **What?** Dental tourism was the first area of growth and has been an ever growing revenue sector in Hungary over the last 1-2 decades. Today Hungary is the “mecca of dental tourism in Europe”
- **Why?** - Significant savings compared to Western countries, high quality dental treatments.
- **Where?** - Patients have traveled to Hungary from Germany, Austria and other surrounding countries to take advantage of these affordable prices. Especially in Northern parts of Hungary.(ie Sopron, Mosonmagyaróvár)
- **How?** - transportation by car, bus, train in only a few hours times.
Regional



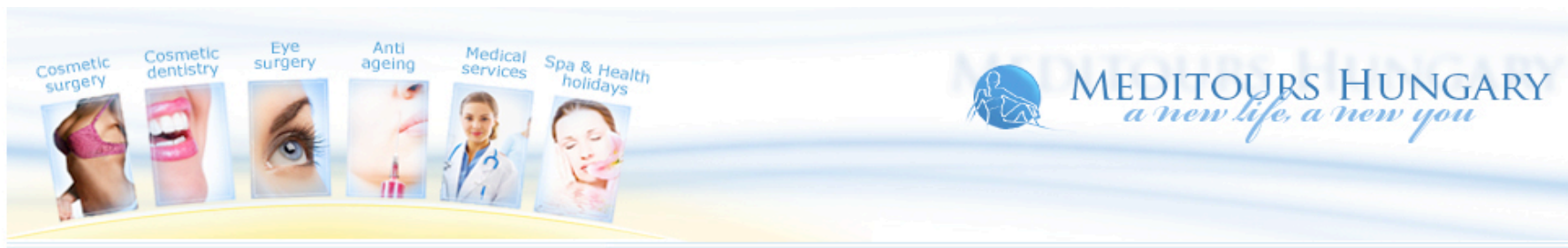
Aspects of the typical dental tourism revenue :

- Cost Savings -Dental Treatment was up to 70% cheaper in Hungary compared to the West.
- Stay Duration („sleep tourism”) - 1-3 trips each lasting 3-14 days for completion and patient needs to sleep somewhere.
- Program Tourism – downtime, patient goes shopping, sightseeing, tours, cultural & recreational programs, cafes, restaurants.
- All three aspects are tourism generating revenues.



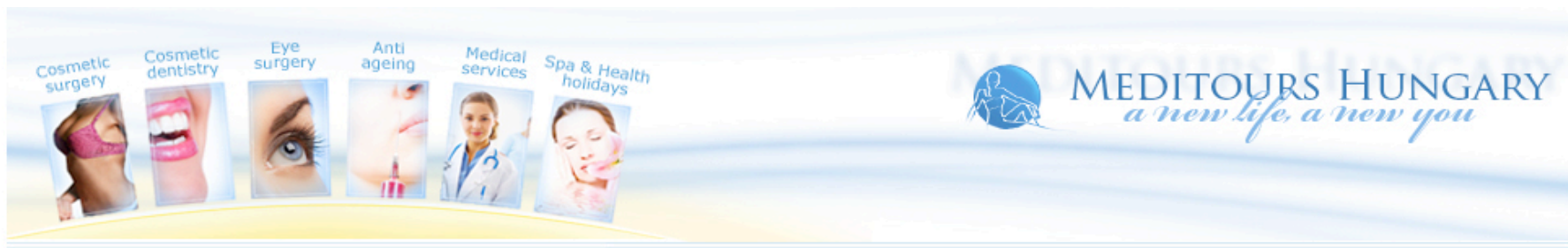
Emergence of the MT Facilitator Company

- **When?** cc. 2003-4 (Meditours Hungary 2005)
- **Why?**
- **Prohibitively high treatment costs for aesthetic procedures (plastic surgery, dentistry), Long waiting lists**, underinsured (high co-payments, deductibles, out-of-pocket expenses for treatment), uninsured (self-employed), limited physicians choice.
- **Budget Airlines** – Easy Jet, Ryan Air, Wizzair, SkyEurope etc..made possible affordable, frequent flying to Budapest.
- **Where?** – UK, Europe and the USA



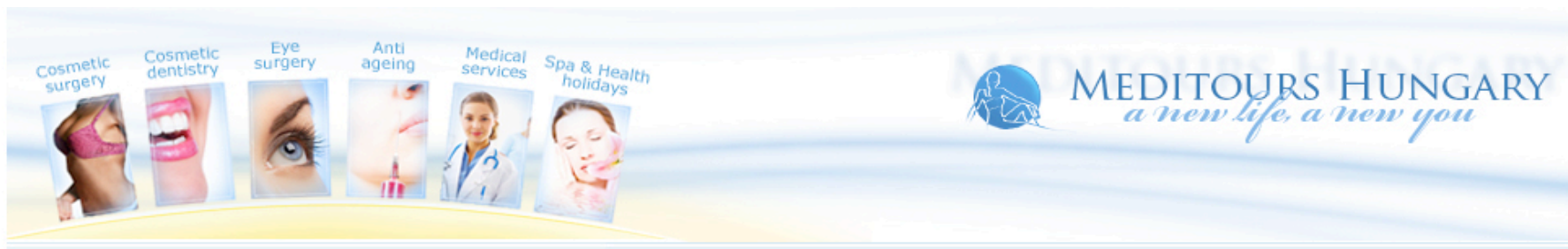
Budapest as a destination for Medical Tourism

- Budapest – Cultural, Recreational, Relaxational 'city of wellness'
- Good infrastructure – everything is close
- Highly qualified practitioners
- Price competition – Regional, Pan-European
- Proximity – Few hours flight from anywhere in Europe



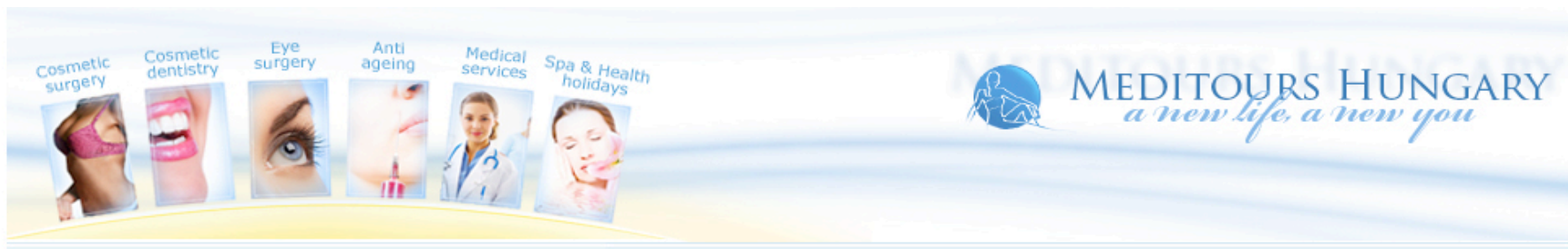
Role of the Medical Facilitator Company (2005)

- **Advisory Services** – dentists, clinics, Hungary stay times, hotels, programs
- **Bookings/organization** – medical/dental consultation/treatment dates, times, hotel/apartment accommodation, airport-, clinic transfers.
- **Hostess Services** – bridging of language, communication barriers, payment difficulty, escorting patient to- and fro- the clinics and making patients feel at home while resting post treatment, etc.
- **Program organization** – tours, sightseeing, cultural events, shopping, restaurants, etc



Medical Tourism Expands into Plastic surgery

- More involved process for Facilitator company
- Provision of more information about surgeons, clinics, accommodations
- Need for initial screening to determine suitability of the patient for surgery..ie pictures, health questionnaire with past and current health status, complications from previous surgery, anesthesia etc.
- Hostess Services/"Nursing care" – patients less mobile, need more care.
- Average stay time 5 days – 3 weeks



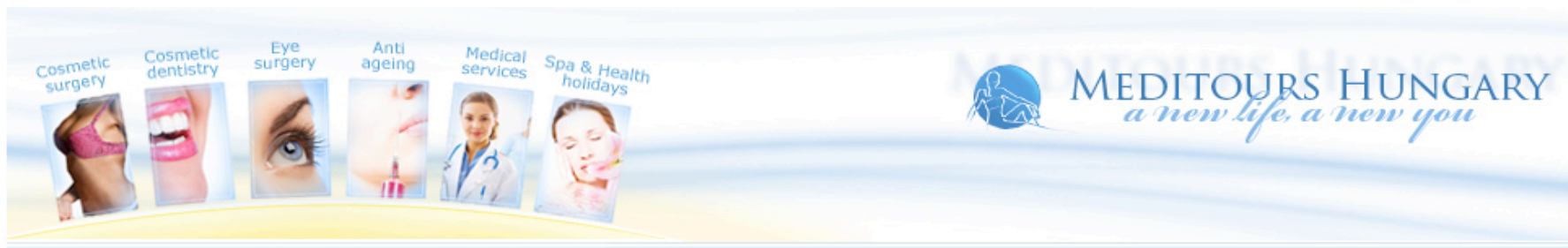
Role of the Medical Facilitator company today in 2010

➤ **Much the same as before**

- Booking of appointments
- Presenting information about surgeons, clinics, accommodations, etc
- Patient Escort back and forth to clinics
- Program organization

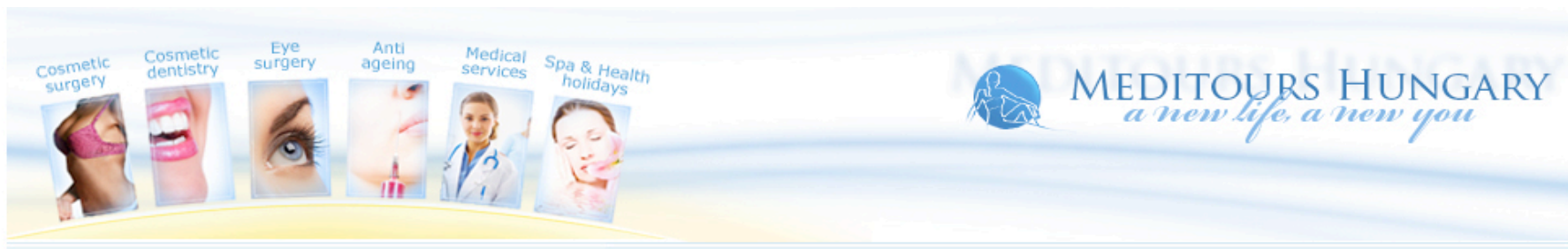
• **New Developing Areas –**

- On-line telephone and email consultation more involved
- Medical + Dental Consultation abroad with treatment in Budapest
- More comprehensive client, data base creation
- Marketing - Newsletters, blogs, website, treatment portals
- On-line appointment booking



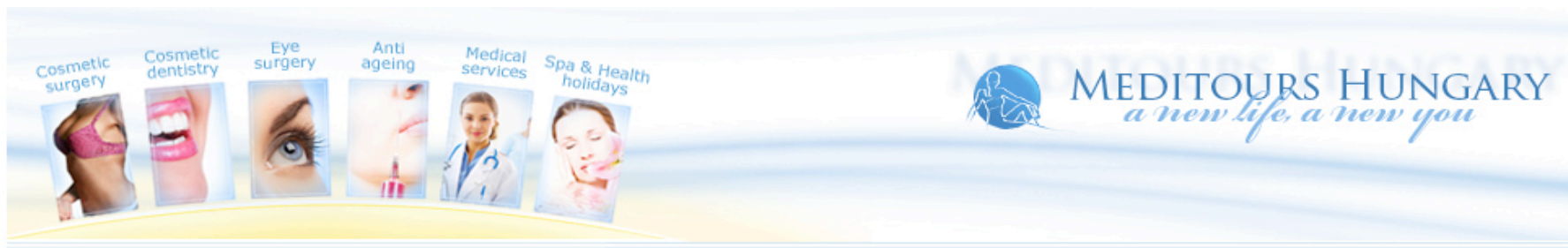
Revenue from Medical Tourism

- Long stay times – 3 days to 3 weeks
 - Hotel – 50 – 100 eur/night
 - Apartments 40 – 70 eur / night
- Treatment Revenue –
 - Dentistry – 1000 – 20,000 eur / treatment
 - Plastic Surgery – 1000 – 5000 eur / treatment
- Supplementary programmes – sightseeing, restuarants, day spas, pools.
 - 20 – 100 eur / day



New/developing Fields for Medical Tourism

- Dermatology – Laser Skin Resurfacing, Rejuvenation Treatments
- Obesity – gastric bands
- Orthopedics – orthopedics, hips, knees etc.
- Varicose Veins – laser treatments, stripping
- Outpatient/1-day surgery – hernia,
- Eye surgery (Lasik, PRK)
- Health Check ups



Challenges for the MT facilitator company

- Language – fluent language English, German, French, Italian, Russian, Japanese, etc..
- Clear and accurate communication of available services, costs, doctors, etc
- More Services – requires more knowledge of treatments
- Personal attention to individual needs of patients
- Good guarantees from clinics, doctors
- Post treatment follow up
- Marketing – Internet, patient testimonials, magazine articles, videos
- Legal – liability, contracts