Health Travel Annual Survey 2020

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RUSSIA
RUSSIA

POTENTIAL SERVICE AREAS:

- Preventative care & "health holidays"
- Cancer treatment
- Orthopedics, sports medicine
- Heart diseases
- Gynecology, childbirth & infertility treatment
- Arthroplasty and spinal (back) surgery
- Vaccinations for children
- Rehabilitation services
RUSSIA

OPPORTUNITIES:

• Export of know-how related to major development areas in Russia (e.g. rehabilitation).

• Wealthy and middle-class Russians continue to be potential customers. Wealthy patients have low trust in Russian services and look for luxury services, "second opinions" and anonymity.

• Despite of the economical and political situation, people get sick and seek medical treatment from abroad.

• Russian health tourism is estimated by different sources between 15,000 - 150,000 patients per year and estimated around 1-2 BUSD per year. There's a potential and we should invest in the Russian market.
RUSSIA

RISKS:

- Rapid exchange rate changes of the Russian ruble
- New restrictions on visa practices
- Structural and economical reforms might affect the long term outlook
- COVID-19 in short / medium term
RUSSIA

CHALLENGES:

• COVID-19
• Different culture and consumer behavior (Russians are demanding consumers)
• Payment policies
• Last minute cancellations
• Competing countries with established reputation in medical tourism
• Getting Finland's brand in medical treatment well-known
• Ensuring the reliability of local intermediaries
RUSSIA

DEVELOPMENT NEEDS:

• Build customer **loyalty / trust**.

• Increase the Finnish healthcare providers **brand awareness** in the Russian market.

• Provide a **seamless customer journey** and **better experiences** in healthcare.

• Provide other **activities pre and post treatment / examination** (especially related to rehabilitation). In this way we can possibly attract larger groups (families and friends) to visit at the same time while buying/using our healthcare services in Finland.

• Build a strong **partnership network** with various stakeholders on the Russian market.

• **Communication & Russian language services**
CHINA
CHINA

POTENTIAL SERVICE AREAS:

• Preventative healthcare & wellbeing (mental and physical)
• Diagnostics, incl. (executive) health check ups and cancer screening
• Cancer treatment
• IVF especially for women couples and families who would like to have a second child
• Special vaccination
• Rehabilitation services; combining recovery and holiday
• Second opinion services
CHINA

OPPORTUNITIES:

• Chinese people are gaining more wealth and can therefore travel more as well as take care of themselves and their family members more freely. Therefore an **increasing number of people afford to travel abroad for treatments.**

• The **political problems China has with the USA** is good for Finland, as people who used to have the USA might decide to come to Finland instead. At the moment, **Finland has a good opportunity to utilize both the economical and political situation in China** (however this might change when the Corona virus is over).

• New collaboration opportunities have already emerged as the **Chinese Government invests more in healthcare and rehabilitation** availability and quality.

• Two children policy gives us a good opportunity to develop IVF products for the Chinese market.
CHINA

CHALLENGES:

- **COVID-19**: economical effects; ban on group & international travel; Chinese population now has a growing trust towards Chinese medical system.

- Finland is too unknown as a medical destination. **The country brand** should be built before smaller companies e.g. hospitals have any chance of attracting customer on their own.

- Finland's **limited medical collaborative network** in China, incl. local clinics & hospitals

- **Finland hasn't formed a unique selling point** strategically in medical treatments to Chinese market.

- Finland's healthcare system is still strongly focused on the public sector, and the **offering that can be privately handled is very limited.**

- **Low trust and lack of supervision (of IVF services) in China**. First of all, we have to build the confidence on IVF for Chinese people.
CHINA

CHALLENGES:

• **Geographical and cultural distance**

• **Language skills**: many Chinese people do not speak fluently English. In Finland we have to be able to provide services in Chinese.

• **Payment policies**

• How to build the **confidence**

• **The visa process** needs to be simplified. Easy visa approval will increase the demand for medical travel.

• **Global competition** for medical travelers is hard and increases all the time as demand for health related travelling grows.

• Travel industry is also very sensitive for economical fluctuations even that medical focus reduces the influence.
CHINA

DEVELOPMENT NEEDS:

• Co-operation with local clinics; joint investments
• Build strong partnership network with various stakeholders in the Chinese market
• Build trust / confidence
• Learn more about the Chinese culture
• Provide a seamless customer journey (end to end) and better experiences in healthcare.
• Provide other activities pre and post treatment / examination (especially related to rehabilitation). In this way we can possibly attract larger groups (families and friends) to visit at the same time while buying/using our healthcare services in Finland.
FUTURE ASPIRATIONS
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How do you see the future of medical tourism in Finland?

- We see the future, but we don't know when it will get to that point. It really requests active collaboration from all players, including hopefully also public hospitals.

- Will increase. Just need to invest more on visibility and deals.

- The demand for affordable quality medical treatments is rising and, therefore, there is a good chance for Finland to stand out from competition.

- Very promising.

- Health tourism is a niche that Finland has lot to offer and should focus more, not only in terms of excellent healthcare expertise but also as a clean, safe and peaceful destination.

- We hope that patient flow will grow up.

- Finland has good facilities and expertise in the care of foreign patients also in the future.
FUTURE ASPIRATIONS

How do you see the future of medical tourism in Finland?

• There is definitely a growing potential in the future. In Finland, we have healthcare providers that can deliver high quality- and safe healthcare for medical travelers. The demand on the target markets is also growing. But if we want to succeed in Finland, it requires know-how, commitment, resources and collaboration with various stakeholders in the field (healthcare, insurance, travel / tourism industry). We also need to increase the Finnish healthcare providers brand awareness on the target markets. It takes time to get familiar with a new culture and to build trust and customer loyalty.

• Positive for those who are active.

• Positive

• Have a heavy investment in marketing from government level.

• It will be growing.

• Uncertain at the moment.
FUTURE ASPIRATIONS

Do you see any new "rising" markets?

- Sweden
- Ukraine
- Belarus
- Baltic states
- India?
- Strengthening the existing ones