



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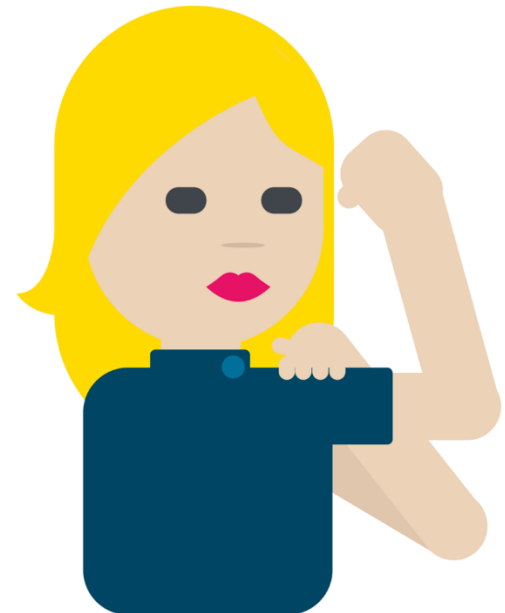
How do you see the future of medical tourism in Finland?

- 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?

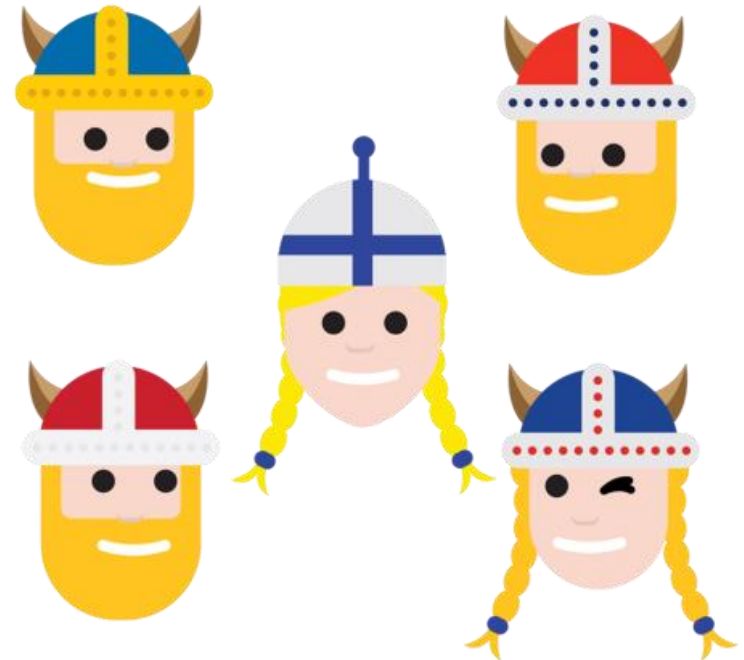
- **There is definitely a growing potential in the future.** In Finland, we have healthcare providers that can deliver high quality- and safe healthcare for medical travelers. The demand on the target markets is also growing. But if we want to succeed in Finland, **it requires know-how, commitment, resources 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





Visit Finland