

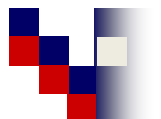
# **Importance of Accreditation as a Marketing Strategy**

**Prof. Nagwa El Hosseiny**

**Quality consultant, MoHP**

**Egypt**

12 March 2009

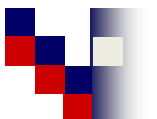




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# Healthcare Marketing

- It is only in the last two decades that more formal means of communication have evolved within health care & that marketing strategies have become more visible.
- **P**roduct, **P**rice, **P**lace & **P**romotion are referred to as the four Ps of marketing strategy.

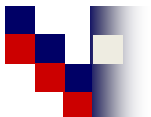


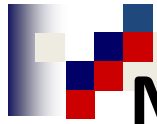


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# Healthcare Marketing

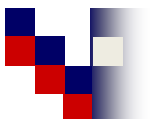
- **Product:** Represents services or ideas offered by the firm.
- **Price:** Focus on what customers are willing to pay.
- **Place:** Includes decisions regarding the location or number of hours the medical service can be accessed.
- **Promotion:** Represents any way of informing the marketplace that the organization has developed a response to meet its needs.

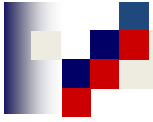




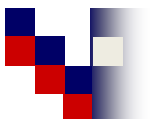
# Marketing change at various stages of growth of a hospital

- When a hospital is new, it markets itself for **bed occupancy**.
- When it has attained a stage wherein it has reached reasonably good patient flow, marketing will then change focus to enhancing **visibility, quality of service and brand building**.





- Globalization is the watchword of the current generation, giving rise to new phenomena day by day.
- One such phenomenon is "**medical tourism**" which has given patients the option to shop for affordable healthcare worldwide





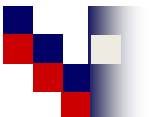
# Medical tourism

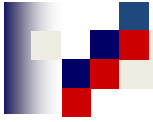
- Also called **medical travel, health tourism or global healthcare**

**It describe the rapidly-growing practice of traveling across international borders to obtain health care.**

**It is considered the rapidly growing health care marketing strategy**

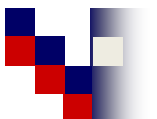
- **Such services typically include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip) , cardiac surgery, dental surgery, and cosmetic surgeries.**

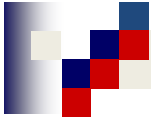




# Medical tourism

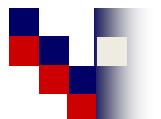
- **Over 50 countries have identified medical tourism as a national industry.**
- **Factors that have led to the increasing popularity of medical travel include :**
- **The high cost of health care,**
- **long wait times for certain procedures,**
- **The ease and affordability of international travel,**
- **Improvements in both technology and standards of care in many countries.**

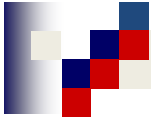




# Medical tourism

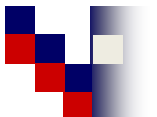
- **Medical tourists can come from anywhere in the world, including**
- **Europe, the UK, Middle East, Japan, the United States, and Canada.**
- **This is because of their large populations, comparatively high wealth,**
- **the high expense of health care or lack of health care options locally**

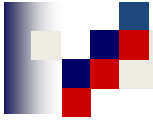




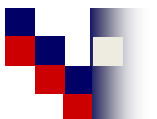
# Medical tourism

- **Popular medical travel worldwide destinations include:**  
**Argentina, Brunei, Cuba, Colombia, Costa Rica, Hong Kong, Hungary, India, Jordan, Lithuania, Malaysia, The Philippines, Singapore, South Africa, Thailand, & recently Saudi Arabia, UAE, Tunisia ,Egypt & New Zealand.**





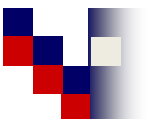
- **Because standards are important when it comes to health care, there are parallel issues around medical tourism,**
- **International Healthcare Accreditation,**
- **Evidence-based Medicine, and**
- **Quality assurance.**

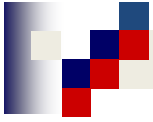




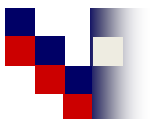
# VALUE OF ACCREDITATION

- **Many international hospitals today see obtaining JCI accreditation or any internationally recognised accreditation as a way to attract Foreign patients.**
- **Standards, as a result, are rising. Several decades ago very few hospitals in poor countries could claim to offer the highest quality of health care.**





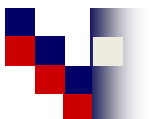
- **Today, there are dozens of hospitals around the world that meet the stringent requirements for accreditation by Joint Commission International, that assesses the quality & safety of health-care programs.**





# THE VALUE OF ACCREDITATION

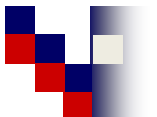
- **Accreditation is regarded as one of the key benchmarks for measuring the quality of an organization, along with its products and services.**
- **Accreditation standards provide the catalyst for organizational management strategy.**
- **The hospital accreditation focus on patient satisfaction .This is very important for successful marketing as it proves that the hospital is customer responsive.**





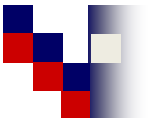
# THE VALUE OF ACCREDITATION

- Those who will seek healthcare service nationally and internationally will look for :
- **Low cost & high quality of care** based upon international accreditation standards.
- **High level of staff qualification,**
- **Certification of the hospitals & the processes**
- as well as **constant quality control** will determine positive patient outcomes.





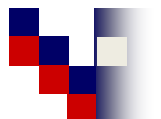
# **THE VALUE OF ACCREDITATION**

- **The following is a list of typical results of hospitals becoming accredited:**
  - **Better business plan ,Improved policies**
  - **More effective and efficient operations**
  - **Stronger risk management strategies**
  - **Reduction in incidents**
  - **Enhanced team awareness**
  - **Credibility with government and third-party payors**
  - **Marketing edge**
  - **Greater customer trust**
  - **Professional self-respect.**
- 



# VALUE OF ACCREDITATION

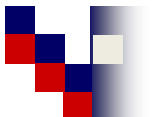
- As per the accreditation standards, special attention is paid to core aspects of patient care, together with such essential requirements as :
  1. **Admission policy** that has in place for access to and continuity of care,
  2. **Evaluation** of the medical needs of the patient before being admitted and this in itself is highly reassuring.
  - 3- **Discharge procedure**, provide to all the patients with a complete discharge history and recommended follow-up care to take back home to their physicians.
  - 4- **Referral, follow-up and transfer** of patients.





# VALUE OF ACCREDITATION

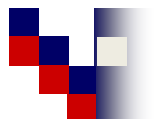
- **These policies are in the interests of the medical tourists who provide a **Communication** with the doctor's office prior to actually arriving at the hospital for treatment.**
- **Once the treatment is over, the issues of follow-up care arises, as the patient needs to be back home within a week or two.**





# VALUE OF ACCREDITATION

- Accredited hospitals also take special care of **drinking water** facilities and other issues of **cleanliness and safety**.
- An accredited hospital has instituted policies requiring the use of gloves, masks, soap and disinfectants, has developed **infection reduction** strategies, and supports programs designed to improve patient care and safety.
- Besides, it will also be able to monitor the patient according to established procedures while in **surgery** or when anesthesia is administered prior to and during the procedure.

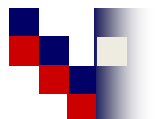




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# VALUE OF ACCREDITATION

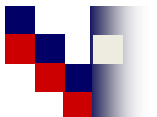
- **Medications** administered to patients during and after their stay in the hospital may also be safer in accredited hospitals as accreditation standards require that medications be prepared, stored and dispensed according to set norms.
- Accredited hospitals acknowledge the views of the family members or companions of the medical tourists while making decisions pertaining to treatment of the patients.





# **RISKS OF Medical Tourism**

- **Different infectious disease-related epidemiology to Europe and North America. Exposure to diseases without having built up natural immunity.**
- **Traveling long distances soon after surgery can increase the risk of complications.**
- **To minimize these problems, medical tourism patients often combine their medical trips with vacation time set aside for rest and recovery in the destination country.**





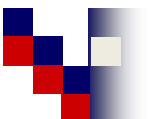
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## **LEGAL ISSUES**

- **By traveling outside their home country for medical care, medical tourists may encounter unfamiliar ethical and legal issues.**

## **ETHICAL ISSUES**

- **There can be major ethical issues around medical tourism. For example, the illegal purchase of organs and tissues for transplantation.**

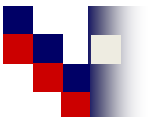




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# Dar Al Fouad Hospital

- Is an Egyptian tertiary care private hospital, started in 1998
- Number of beds 134
- Dar Al fouad was JCI accredited in 2005 and reaccredited in 2008



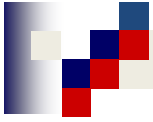
Dar Al Fouad **vision** is to be a leader in healthcare services provision through compliance to the best-known international quality standards of Joint Commission Accreditation, aiming at increasing our market share in Egypt & Middle East area.



Dar Al Fouad  
Hospital

Joint Commission  
ACCREDITED  
INTERNATIONAL





# Marketing & Sales Dept.

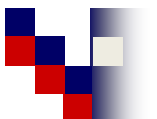
## Structure:

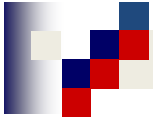
### Marketing:

- **Marketing Specialist**
- **Marketing Coordinator**

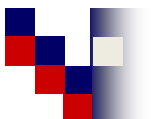
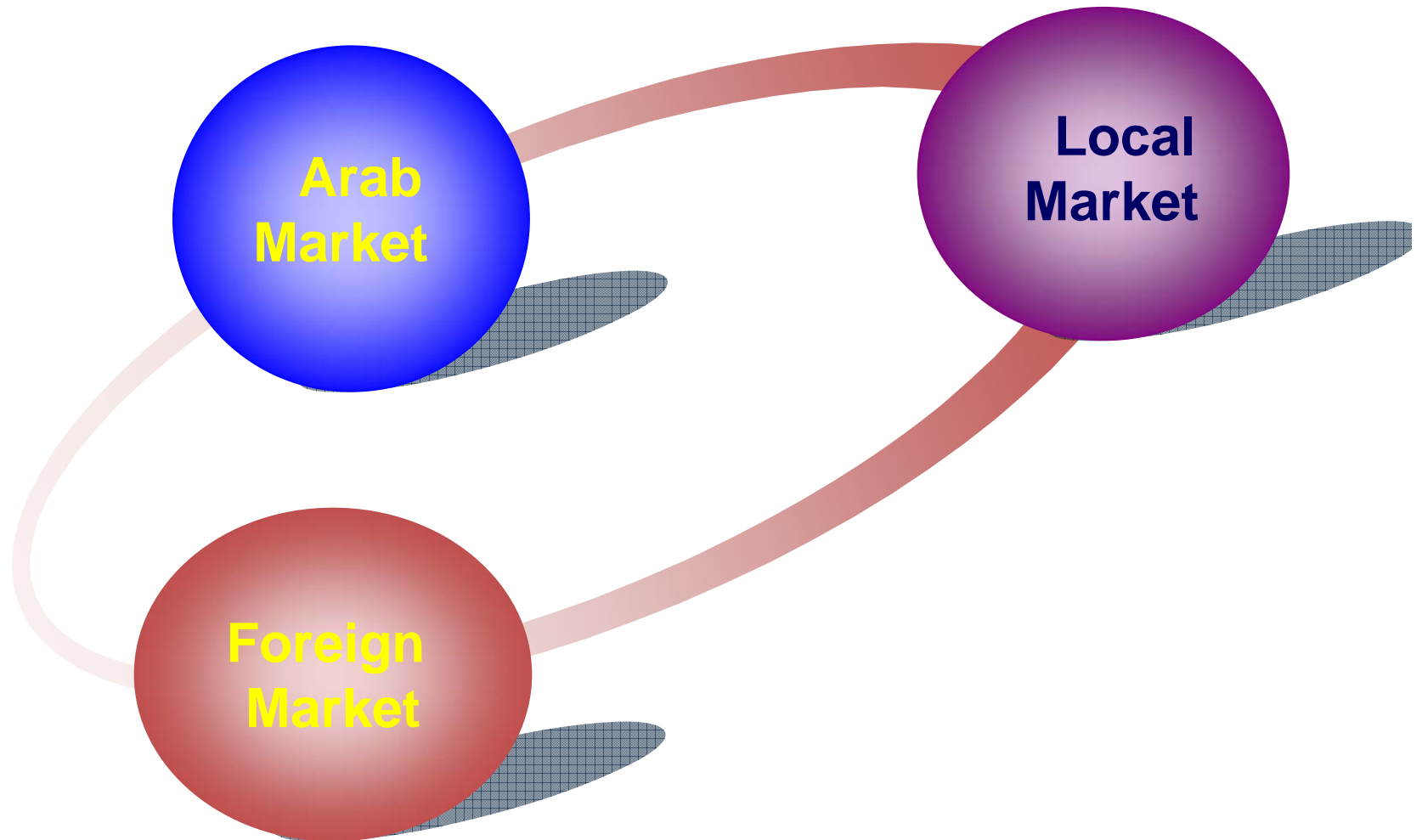
### Sales:

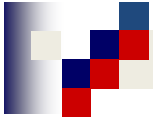
- **Local Sales Manager**
- **International Sales Manager**
- **9 Sales Representatives**





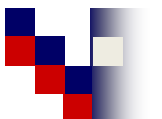
# Sales & Marketing Department Reports

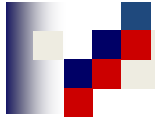




# Local Market

- A. Contracted patients.**
- B. Local insurance companies.**
- C. Out-of-pocket patients.**





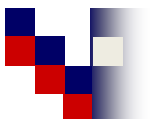
# Activities of the Marketing Department

## Phase One

- Facilitate corporate tie-ups for both inpatient and outpatient,
- Health check-up tie-ups and
- Credit client service

## Phase two

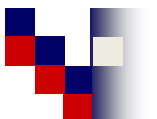
- maintaining the existing tie-ups and
- renewing contracts,
- maintaining communication channels.





# HOW ?

- The hospital organises conferences, seminars, workshops, exhibitions, etc which would include all event management activities both within the hospital premises and at venues other than the hospital.
- Publication, brochures, patient information material, corporate film, website , press and media relations, VIP and visitor hospital tour and conduct patient satisfaction evaluation



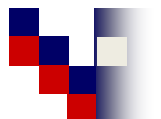


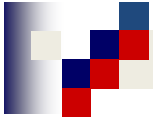
# International Market

- It starts by Research to study the culture , population commonest diseases , the available healthcare services and the needs
- Stress on :

Affiliation with Cleveland clinic

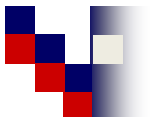
- **JCI Accreditation**
- Tertiary care services
- Multinational nursing team
- International services

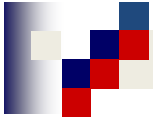




# International Market

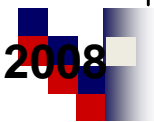
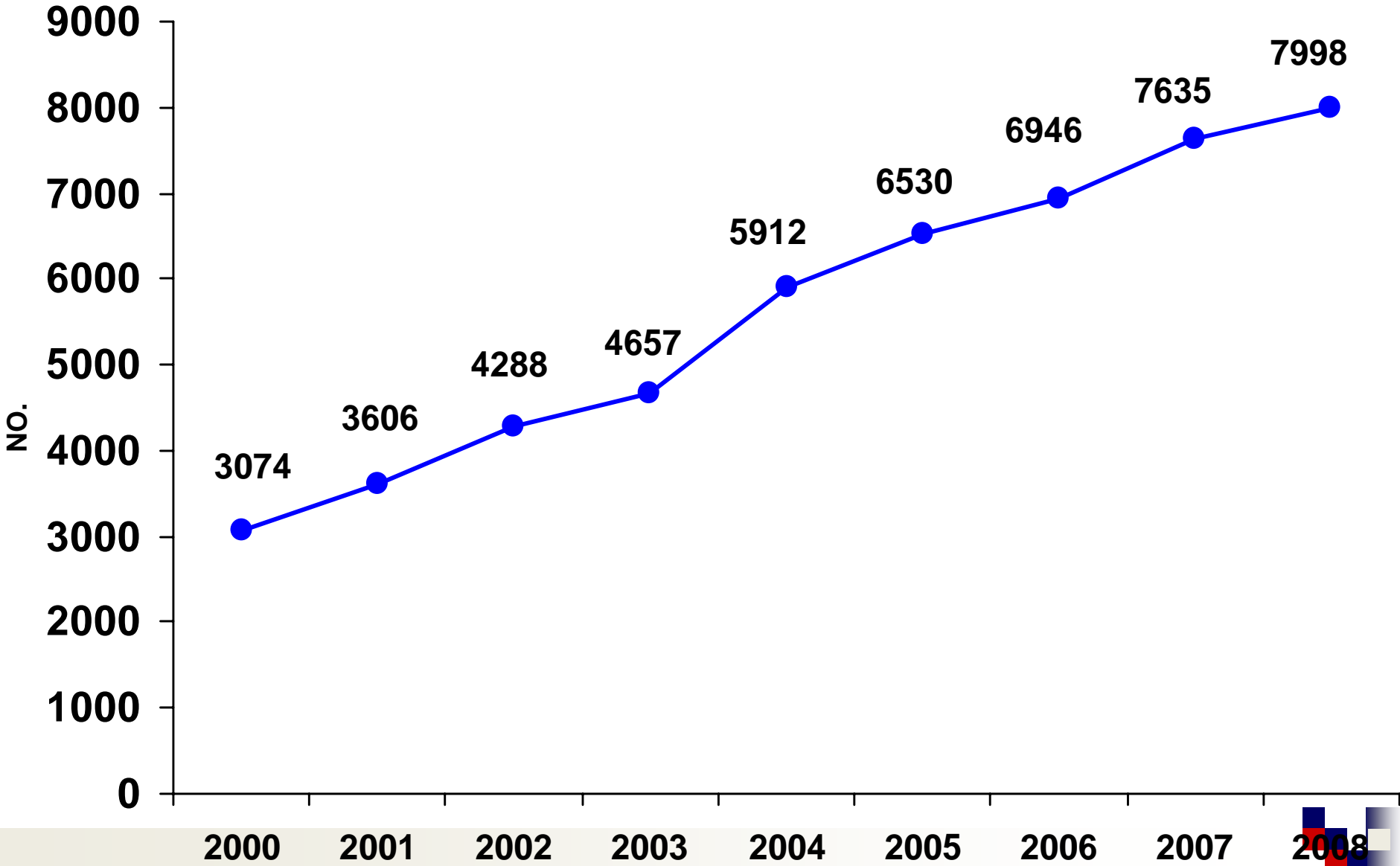
- **Dar al Fouad hospital also provide value-added services such as transfers, hotel reservations and airline ticketing,**
- **Presenting a good quality of service at an affordable price will make these patients the best 'sales managers' once they return to their home countries**

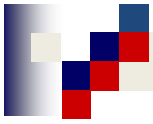




# IN-PATIENT CENSUS ACTIVITY

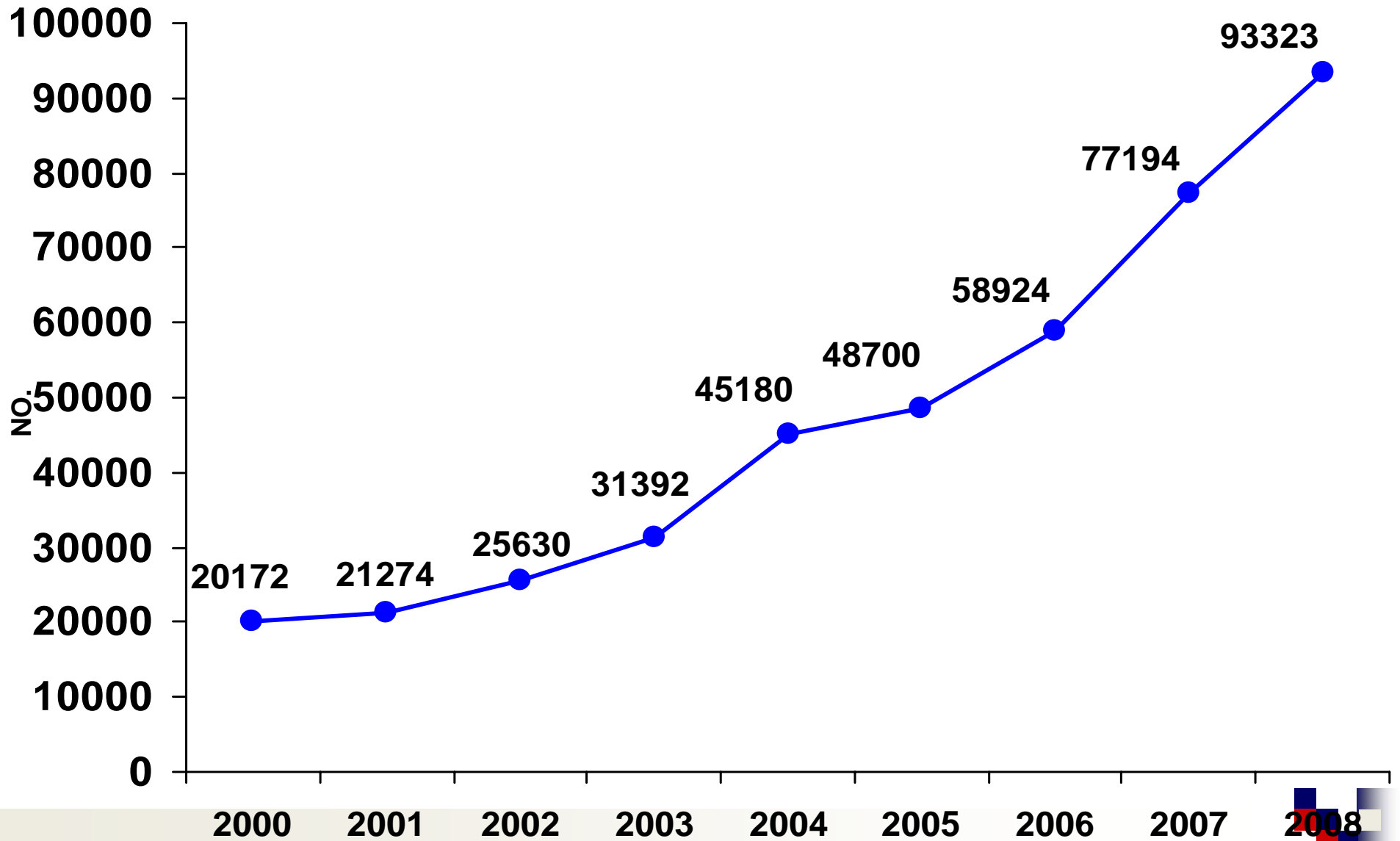
## DAFH, 2000 - 2008





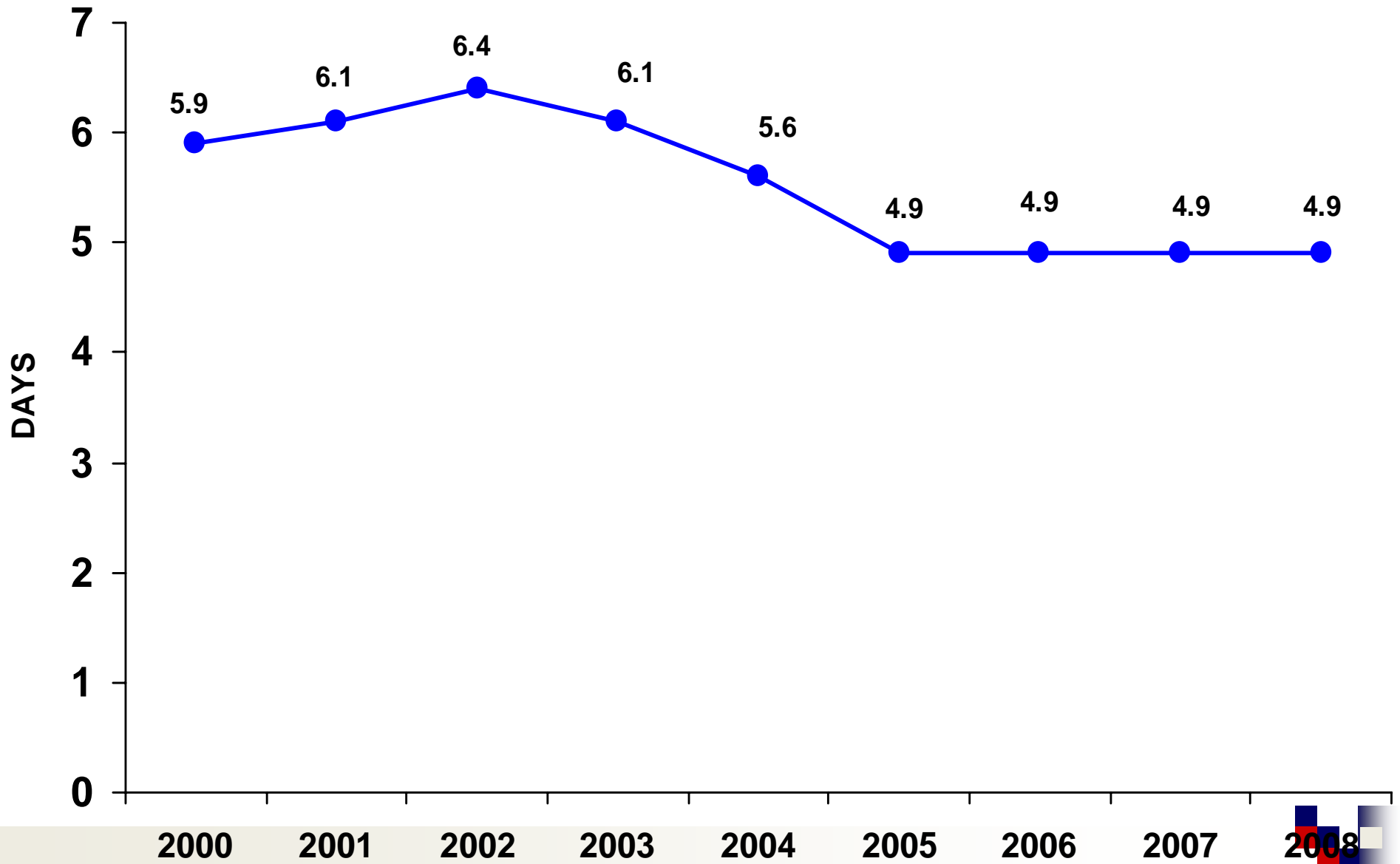
# OUT-PATIENT CENSUS ACTIVITY

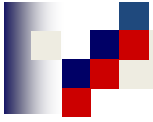
## DAFH, 2000 - 2008



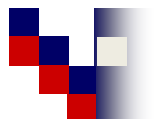
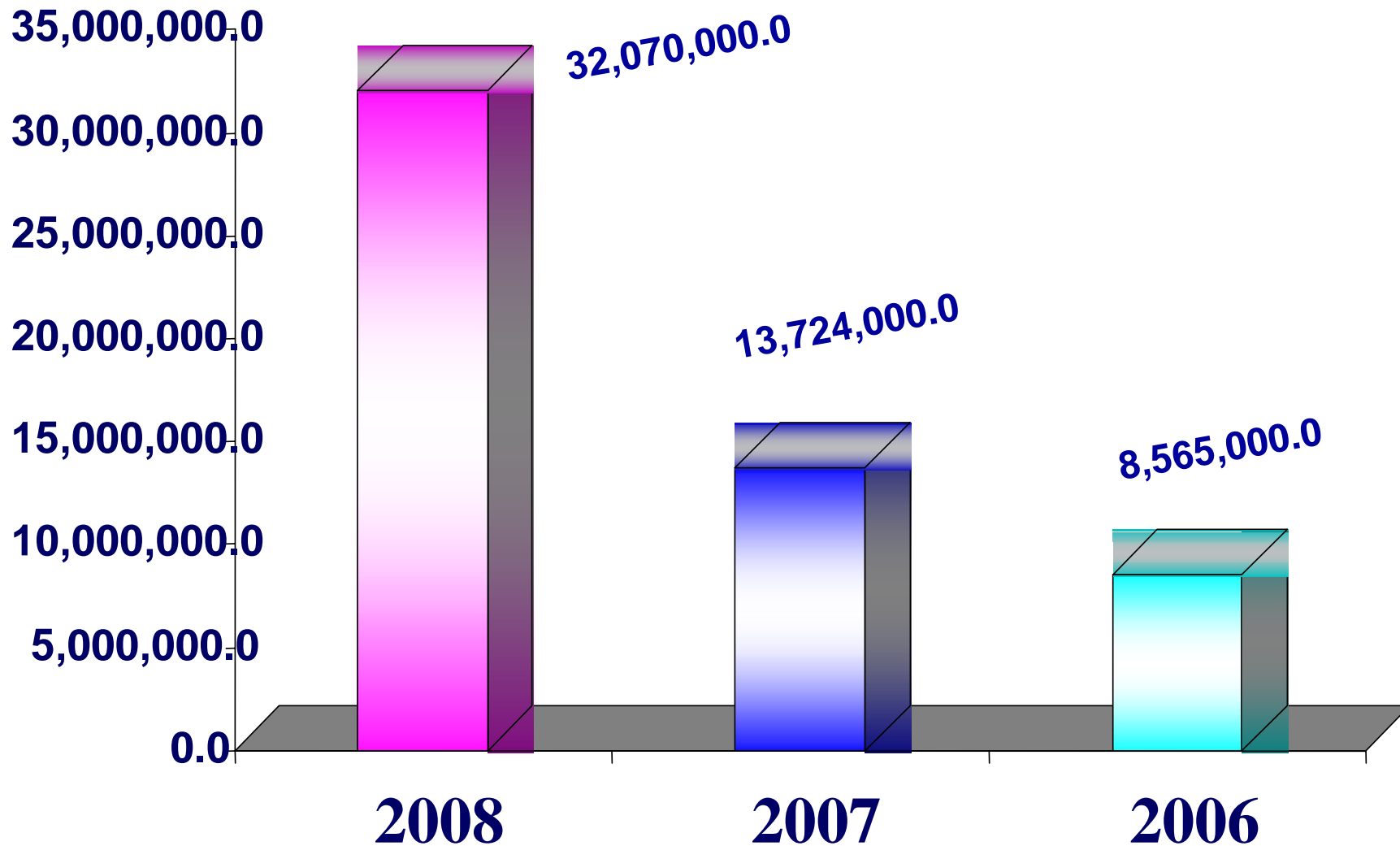
# AVERAGE LENGTH OF STAY (A.L.O.S)

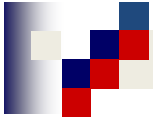
## DAFH, 2000 - 2008





## Arab and Foreign Patients Revenues (2006, 2007, 2008)

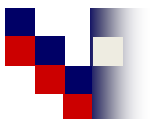


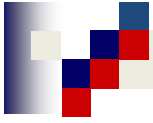


# Other Hospitals in Egypt

**There are many hospitals now ,private and even public are preparing for accreditation**

**They are aware of it's importance as a marketing tool to attract national and international patients**





THANK YOU

