

Creativity

ADVERTISING | BRANDING | DIGITAL MARKETING

TOP 10

Strategies to boost

MEDICAL TOURISM



As the medical tourism industry continues to grow, the competition to attract international patients has never been fiercer. Patients are now more informed, tech-savvy, and selective when choosing where to receive treatment abroad. Whether you're a hospital, clinic, or specialised treatment centre, standing out in a crowded market and building trust with potential patients is crucial for success.

This guide outlines 10 proven strategies to help you boost patient acquisition, improve your global visibility, and convert inquiries into bookings.

From optimising your online presence to leveraging testimonials and utilising advanced marketing techniques like geo-targeted ads, these strategies are designed to provide actionable insights that you can implement immediately. Whether you're looking to enhance your website, improve your digital marketing efforts, or form strategic partnerships, this comprehensive checklist covers the essential tools and tactics to help you attract and retain more international patients.

1 OPTIMISE YOUR WEBSITE FOR INTERNATIONAL AUDIENCES

Multilingual Content



Ensure your website is translated into the primary languages spoken in your target markets. For instance, if you're targeting patients from Spain, make sure your site offers content in Spanish. This not only improves user experience but also boosts your search engine rankings in those regions.

Currency Converters & Travel Info



Include features like currency converters, visa information, travel guides, and even treatment cost estimates in different currencies. This can help patients assess affordability and feel more comfortable considering your services.

Mobile Optimization



With many users relying on mobile devices to research healthcare options, having a mobile-optimised website is critical. Ensure that your site is responsive, loads quickly, and offers easy navigation for people accessing it on phones or tablets.

2

FOCUS ON SEO FOR LOCAL AND GLOBAL SEARCH

GEO-TARGETED KEYWORDS



Use specific keywords that align with the search behaviour of potential international patients, such as “best hospitals for heart surgery in Thailand” or “affordable dental care in Mexico.” Include these phrases in key website areas like headers, meta descriptions, and content.

GOOGLE MY BUSINESS OPTIMIZATION

A strong Google My Business (GMB) profile helps increase visibility in local search results, especially for patients looking for care within a specific city or country. Add accurate details about your facility, services, and patient reviews.



HIGH-QUALITY BACKLINKS



Build relationships with healthcare blogs, international medical directories, and authority websites. Gaining backlinks from these reputable sites not only drives traffic but also improves your domain authority and search engine rankings globally.

3

LEVERAGE PATIENT TESTIMONIALS AND REVIEWS



Collect Testimonials

Reach out to past international patients and request detailed testimonials about their experiences. Be specific—ask them to describe the procedure, the care they received, and their overall journey.



Prominent Placement

Display patient reviews and testimonials on high-traffic areas of your website such as the homepage, service pages, and landing pages. Consider adding a dedicated “Patient Stories”



Video Testimonials

Video testimonials build an even stronger connection with prospective patients, offering a personal touch. Seeing and hearing real patients discuss their positive experiences can significantly

4 ESTABLISH TRUST WITH CERTIFICATIONS AND ACCREDITATIONS



Highlight International Accreditations

Reach out to past international patients and request detailed testimonials about their experiences. Be specific—ask them to describe the procedure, the care they received, and their overall journey.



Medical Tourism Associations

Affiliations with organisations like the Medical Tourism Association or other regional bodies add credibility and show that you adhere to best practices in the industry.



Safety Protocols

Post-pandemic concerns about safety and hygiene are paramount. Highlight your facility's infection control protocols, advanced sterilisation methods, and patient safety measures to reassure potential patients.

5

LEVERAGE PATIENT TESTIMONIALS AND REVIEWS



Educational Blog Posts

Write blog articles addressing common questions international patients have, such as “What to expect during recovery after surgery abroad?” or “How to choose the right healthcare facility overseas.” These build your authority and help with SEO.

Engaging Video Content

Use video to showcase your facilities, explain procedures, and feature patient testimonials. Video content tends to perform better on social media and helps connect emotionally with viewers.



Patient Success Stories

Sharing detailed stories of patients who've had successful outcomes provides potential patients with confidence in your services. Use blogs, social media, or videos to document these journeys from diagnosis to recovery.

6

USE SOCIAL PROOF AND SUCCESS STORIES



Case Studies

Publish detailed case studies that document a patient's journey, highlighting the specific problem they came to you for, the treatment provided, and their recovery process. Case studies give potential patients confidence in the effectiveness of your care.

Before-and-After Photos

For cosmetic or reconstructive surgery, before-and-after photos are essential. These visuals provide undeniable proof of your expertise and successful outcomes.



Social Media Reviews

Encourage happy patients to leave reviews on social media platforms like Facebook and Google. These reviews act as social proof and reassure future patients that your facility delivers high-quality care.

7 INVEST IN PAID ADVERTISING (PPC)



Geo-Targeted Google Ads

Use Google Ads to target specific countries or regions where patients are likely to search for medical services. Focus on treatments that are in demand, such as “cosmetic surgery in Turkey” or “orthopaedic surgery in India.” Ensure your ad copy includes a compelling call to action (CTA) like “Get a free consultation.”

Social Media Advertising

Use platforms like Facebook, Instagram, and LinkedIn to run targeted ad campaigns. Facebook Ads allow you to segment audiences by location, interests, and demographics, which can help you reach international patients interested in medical tourism.

Retargeting Campaigns

Retargeting ads help remind visitors who have previously engaged with your website to return and take the next step. These ads can be highly effective in nurturing leads who are still in the decision-making process.

8

DEVELOP PARTNERSHIPS WITH INTERNATIONAL MEDICAL TOURISM FACILITATORS

Collaborate with Facilitators

Partnering with medical tourism facilitators or agencies that connect international patients with healthcare providers can significantly expand your reach. These facilitators are often the first point of contact for patients seeking treatment abroad.



Joint Marketing Efforts

Collaborate on content creation, such as co-branded blog posts or social media campaigns. By working together, you can access new audiences and gain more exposure.



Commission-Based Incentives

Offer facilitators commission-based partnerships to encourage them to recommend your facility to their clients. This creates a win-win situation, as they earn a fee for referrals and you gain patients.



9

PROVIDE COMPREHENSIVE SUPPORT SERVICES

Concierge Services

Offer international patients a stress-free experience by assisting with visa applications, travel bookings, and accommodation. Having dedicated staff for these tasks enhances your patients' overall experience and shows that you care about their entire journey, not just the treatment.

Language and Cultural Support

Employ bilingual staff or offer translation services to help patients navigate their medical journey more easily. Understanding cultural differences and addressing them with sensitivity can greatly improve the patient experience.



Telemedicine for Pre-Treatment Consultations

Offer video consultations before patients commit to travelling. This allows them to ask questions, get to know their doctor and gain confidence in the treatment plan before making travel arrangements.

10 ENGAGE IN LOCAL SEARCH MARKETING AND GEO-TARGETING



Geo-Targeted Ads

Utilise geo-targeting in paid ad campaigns to focus on specific countries, regions, or cities that are known for high outbound medical tourism traffic. For example, if you know that many patients from the UK are looking for fertility treatments abroad, target your ads specifically to that demographic.

Local Search Listings

Make sure your facility is listed in local directories like Google Maps and Yelp, as well as medical-specific directories. Accurate listings with proper contact details, patient reviews, and service information can drive organic local search traffic



Collaborate with Local Influencers

Partner with influencers or bloggers from your target countries who specialise in healthcare or wellness. They can help create awareness about your services and establish trust within their audiences, making your facility more appealing to potential patients abroad.

By implementing these strategies, medical tourism providers can boost their visibility, attract more international patients, and establish themselves as trusted, global healthcare destinations. These actionable steps will help ensure that your marketing efforts are aligned with the unique needs of the medical tourism industry.

How Creafinity Can Help You Succeed

At Creafinity, we specialise in healthcare marketing with a particular focus on medical tourism. Our team understands the unique challenges of marketing to international patients and the competitive landscape in this rapidly evolving sector. We offer tailored digital marketing strategies, including SEO, PPC campaigns, content creation, and website optimization, all designed to help you build trust and increase patient inquiries.

Let us help you grow your business and position your facility as a global leader in medical tourism.

Reach out to us at **85910 35171** or write to us at **yash@creafinity.in**, today to learn how we can customise these strategies to meet your specific needs and goals.

About the Author



Yash Deshpande
Founder & CEO
Creafinity LLP

Yash Deshpande is a leading figure in the field of Branding and Digital Marketing, with a distinct focus on the Healthcare sector. His vast experience and deep understanding of the unique challenges faced by medical professionals have enabled him to craft tailored solutions that drive results.

Yash's expertise lies in enhancing the online presence of healthcare providers, building strong and credible reputations, and assisting in the sustainable growth of their practices.

His leadership at Creafinity has transformed the digital journeys of numerous healthcare brands, making them more accessible and trusted by their patients.

Creativity

ADVERTISING | BRANDING | DIGITAL MARKETING



85910 35171



www.creativity.in



yash@creativity.in



Pune & Mumbai