Medical Tourism Category Overview
Medical Tourism Market and Health Treatment Abroad

- Market Volume
- Market Structure
Market Size

In 2013 Russians spent over 1.1 billion dollars on health care abroad.

Source: Insurance Marketing Report
Medical tourism makes up the majority of all healthcare services provided abroad (58.8% of market).

Source: Insurance Marketing Report
With over $43 billion spent on international tourism in 2012, Russia shows an impressive advance in recent years, moving up to 5th position with over 35% annual growth. Russia along with China, India and Brazil will drive growth in the coming years.

Source: World Tourism Organization (UNWTO), Data as collected by UNWTO June 2013
Main Locations & Purposes of Tourism

- Beach tourism: 28.3%
- Medical tourism: 16.5%
- Sightseeing holiday: 19.7%
- Hiking: 13.4%
- In the Country: 14.2%
- Sanatoriums and rest houses: 7.9%

Medical tourism made up 16.5% of the tourist market in Russia.
Over 300,000 Russians traveled abroad for medical care in 2013.
Projected Growth in 2014

In 2014 the number of search queries on outbound medical tourism grew by 23%. Future growth is expected to be fueled by:

• Population aging and the rise of chronic diseases
• Rising interest in disease prevention
• Decreasing trust to the local health care system
• Rising interest to alternative therapies
Medical Tourism Market and Health Treatment Abroad

- Motivation behind outbound medical tourism
- Market structure
Motivation of Outbound Medical Tourism

Determining factors for outbound medical tourism in Russia:

Russia

- Cannot obtain treatment in the home country 72.0%
- Seeking treatment in CIS countries to save money 7.0%
- Combining both treatment and rest 21.0%

Other Countries

- Need urgent help, cannot obtain treatment in the home country 15.0%
- Seeking treatment abroad to save money 10.0%
- Going abroad for tech medical help 42.0%
- Rely on a higher service quality 33.0%

The lack of domestic high quality treatment in a wide range of cases is the major reason for outbound medical tourism for Russians.
Local Opinion on Healthcare in Russia

This objective state of things combined with a profound lack of trust in the local health care system contributes to a low opinion of the Russian healthcare system.

Source: Medical & Health Tourism Magazine, №6
The Russian audience is still extremely price-conscious. Approximately 50% of searches related to treatment abroad are made by users from the outer regions of the country. Despite the fact that 65%+ of patient flow from Russia is directed to Israel and Germany, “cheap” countries such as Turkey, CIS-countries and Eastern Europe remain popular.

Source: Medical & Health Tourism Magazine, №6
Medical Tourism Market and Health Treatment Abroad

Segment Volume:
- User interest dynamics
- Audience location
Segment Dynamics

Queries on treatment abroad

- Apr 2012 – Mar 2013: 1,216,562
- Apr 2013 – Mar 2014: 1,500,622

+23% increase

wordstat.yandex.ru  Apr’2012 – Mar’2014
User Interest Dynamics: +17% in 2014

User interest is expected to grow by 17% by 2014.
The majority of searches are made by users from the largest Russian and Ukrainian cities: Moscow, Saint-Petersburg and Kiev (36%). In Russia, searches from Moscow and Saint-Petersburg make up 40%+ of the total volume.
Regional popularity is heavily dependent on two factors:
- Purchasing power (high affinity in Moscow: 152% compared to average 107%);
- State of healthcare system in region (the highest affinity: 350-450% in the north regions of far East).
Medical Tourism Market and Health Treatment Abroad

User Interest in Destinations:
• By regions / countries
• Search patterns
Queries on medical tourism and health treatment in TOP-10 countries make up to 65% of all queries. Most users are seeking treatment in European countries (40%), Asian (China, India) – 18.3% and Middle East – 22.2%.
Health Treatment Abroad: Top Countries

Average number of queries per month

- Israel: 46,817
- Germany: 44,118
- China: 28,206
- USA: 17,100
- Ukraine: 13,486
- Korea: 10,462
- Bulgaria: 7,670
- Czech Republic: 7,510
- Kazakhstan: 5,797
- India: 5,665
- Turkey: 5,338
- Hungary: 5,056
- Belarus: 4,576
- Japan: 4,448
- Abkhazia: 4,360
User Interest Dynamics: Top-10 Destinations

- **Israel**
- **Germany**
- **China**
- **Bulgaria**
- **Czech Republic**
- **Hungary**
- **Slovenia**
- **India**
- **Turkey**
- **USA**
User Interest Dynamics: Top-10 Destinations

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<tbody>
<tr>
<td>Israel</td>
<td>250,000</td>
<td>265,000</td>
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<tr>
<td>Germany</td>
<td>150,000</td>
<td>240,000</td>
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<tr>
<td>China</td>
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<tr>
<td>USA</td>
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For Israel, Germany, Bulgaria, Czech Republic, Hungary, Abkhazia, user interest has a “universal” form for more generic queries including “clinics”, “hospitals”, “treatment” etc. For Ukraine, Korea, Kazakhstan, India, Turkey, Japan, user interest is more specific. For the majority of queries, users specify the type of operation or disease.
Treatment in Israel: Top-15 Related Diseases

- Oncology: 5,164 queries per month
- IVF (In Vitro Fertilization): 906
- Psoriasis: 733
- Treatment of the spine (hernia): 652
- Dental implant treatment: 643
- Joint replacement surgery, arthritis: 799
- Birth tourism and maternal health, infertility: 696
- Treatment & care for diabetes: 437
- Cerebral palsy: 333
- Hepatitis treatment: 316
- Epilepsia: 265
- Sclerosis: 210
- HIV: 174
- Allergy: 171
- Neurosurgery: 167
Treatment in Germany: Top-15 Related Diseases

<table>
<thead>
<tr>
<th>Condition</th>
<th>Average queries per month</th>
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<tbody>
<tr>
<td>Oncology</td>
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<tr>
<td>Treatment of the spine (including hernia surgery)</td>
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<td>Joint replacement surgery, arthritis</td>
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<td>Birth tourism and maternal health, infertility</td>
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<tr>
<td>Dental implant treatment</td>
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<tr>
<td>Cerebral palsy</td>
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<tr>
<td>IVF (In Vitro Fertilization)</td>
<td>444</td>
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<td>Epilepsia</td>
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<td>Hepatitis treatment</td>
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<td>Treatment &amp; care for diabetes</td>
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Thank you!