

Targeting Medical Tourists from the UK 2014

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Abstracts

The British are again travelling abroad in substantial numbers, but will they go overseas for medical treatment?

Many organisations target the UK as they have read somewhere or been told at a conference that it has huge potential. But few take the time or trouble to study the UK market, which is why many attempts fail.

Do you know about?

The National Health Service and private healthcare.

State and private insurance.

Insurer and NHS attitude to medical tourism.

How the EU cross-border directive works in the UK.

Where the British go on holiday and what they look for.

Where they go now for medical care.

What types of treatment they go for.

What is driving medical tourism and what may restrict it.

What the potential is for differing types of treatment.

Age profiles.

Recent initiatives.

Trends.

These and many other questions are answered in this new type of business report that is designed specifically for organizations targeting UK medical tourists

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