



How To Set The Right Sales Strategy And Utilize All Promotional Channels, From On-line To Direct Patient Communication.

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Abstract:

Medical tourism industry is becoming a strategic industry for many countries around the world. Medical facilities are opening their doors to attract more and more foreign patients. In this situation it is becoming more and more challenging to stand out from the crowd. Presentation will focus on how to set the right sales strategy and utilize all promotional channels, from online to direct patient communication. We, as active participants in the medical tourism industry, are graded by patient experience which starts with the first contact that patients have with us, from initial interest to post-procedural rehabilitation. And there are many steps between these 2 milestones.

The presentation will look closely to the following questions:

- 1 Does the patient receive the expected level of hospitality?
2. Am I structuring my medical offer the right way and what can I do better?
3. What is the patient experience that we want to achieve?

Special insight will be given into the main pillars which are necessary to create an attractive and effective sales strategy, both from the above-the-line and below-the-line marketing point of view. Presentation will provide practical steps everyone can take to reflect on how to boost their sales and increase market visibility and create a bigger patient interest.

Biography:

Ivan Rendulic is the CEO of RexRea company from Croatia. He is a skilled business development manager and consultant working with Croatian public and pri-



vate medical providers on developing their sales strategy, building their visibility on the market and partnering with international medical providers and associations. Together with his Team, Ivan helps partner companies with defining and implementing communication strategies and marketing initiatives. Ivan is a full-time member of the Croatian Chamber of Commerce in field of medical tourism and an active member in medical tourism developments by the Croatian Ministry of Health and Ministry of Tourism. Ivan is also an active member of the Croatian American Association of Professionals. He develops international platforms for medical tourism and is acting globally to create partnerships with global associations.

Publication of speakers:

1. . Ineich, Ivan. (2020). INEICH Ivan, 2020 – BOOK REVIEW [in French]. “Giant Snakes. A Natural History”, by John C. Murphy and Tom Crutchfield. 2019. Published by the authors. Bulletin de la Société Herpétologique de France, 175: 68-72.. 175. 68-72.
2. Ineich, Ivan. (2020). INEICH Ivan, 2020 – BOOK REVIEW [in French]. “The African and Middle Eastern Burrowing Asps (*Atractaspis* spp.) and Their Allies”, by Scott A. Weinstein and David A. Warrell. 2019. Edition Chimaira (www.chimaira.de), Frankfurt am Main, Allemagne. Bulletin de la Société Herpétologique de France, 175 : 73-80.. 175. 73-80.

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