

# The CASE Association

## Embryo Case Summary Sheet

**Working title of the case:** Marketing of Medical Tourism in Puerto Rico

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**Source of case data:**     Library research    Interviews    Consulting  
    Personal experience    Combination (check all that apply)

**Expected level:**  Graduate    Advanced Undergraduate    Undergraduate

**Industry setting:** Health Services: Benefits, Government: Tourism and Economic Development

**Main character, job title:** Secretary of Medical Tourism, Commonwealth of Puerto Rico

**Relevant theory to be applied:** Medical Tourism Marketing

**Envisioned case issues (for the Teaching Note):**

How does the political relationship between Puerto Rico and the US determines its medical tourism marketing

**Questions/issues I'd like help with:**

How to apply Marketing's four P's (Price, Product, Place, Promotion) to Medical Tourism

**Synopsis of the case as you currently envision it:**

Medical tourism is a direct result of the globalization of health care and is growing rapidly. The major drivers of medical tourism demand include:

- High cost in home country
- Long wait in public health care countries
- Unapproved procedures
- Expansion of the tourism industry
- Favorable Exchange Rates (Cost advantage, in the case of Puerto Rico)

### **Product**

Healthcare service providers offer core products, specialized treatments, such as cosmetic or plastic surgery, dental care, and orthopedics based on the needs of the target market. Product features, benefits, and quality are factors relevant to the marketing of medical tourism. The product life cycle will be managed.

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## **Price**

A lower price for services is a source of competitive advantage for healthcare providers in Puerto Rico. This might be perceived as a penetration pricing strategy as opposed to a skimming strategy in which a product or service is introduced at a high price and then lowered over time. The core product, healthcare service, may be augmented and be the basis for a good better best pricing strategy. Nonetheless, a low-cost strategy is a point of difference and differentiates Puerto Rican healthcare services from other markets.

## **Place**

Puerto Rico is the location and indeed the destination for quality healthcare at an affordable price. The internet is ideal for building awareness of the unique selling proposition: high quality low cost healthcare services. Representatives can be used to provide information about specific facilities, treatment options, and travel arrangements.

## **Promotion**

Healthcare service providers can build awareness by participating in trade fairs and conferences. Advertising on billboards, in airline magazines, and in health-related magazines can impact the rate of adoption. Alliances with healthcare organizations in other countries can be very effective.