

**Are you reaching all the  
international patients you're  
capable of right now?**



With Daniel Coulton Shaw from the GCR - Global Clinic Rating

9th October 2019, Krakow, Poland

*Patient Choice Is  
Evolving...*

200,000 years ago



*Patient Choice Is  
Evolving...*

20,000 years ago



*Patient Choice Is  
Evolving...*

2,000 years ago



*Patient Choice Is  
Evolving...*

20 years ago



*Patient Choice  
Is Evolving...*

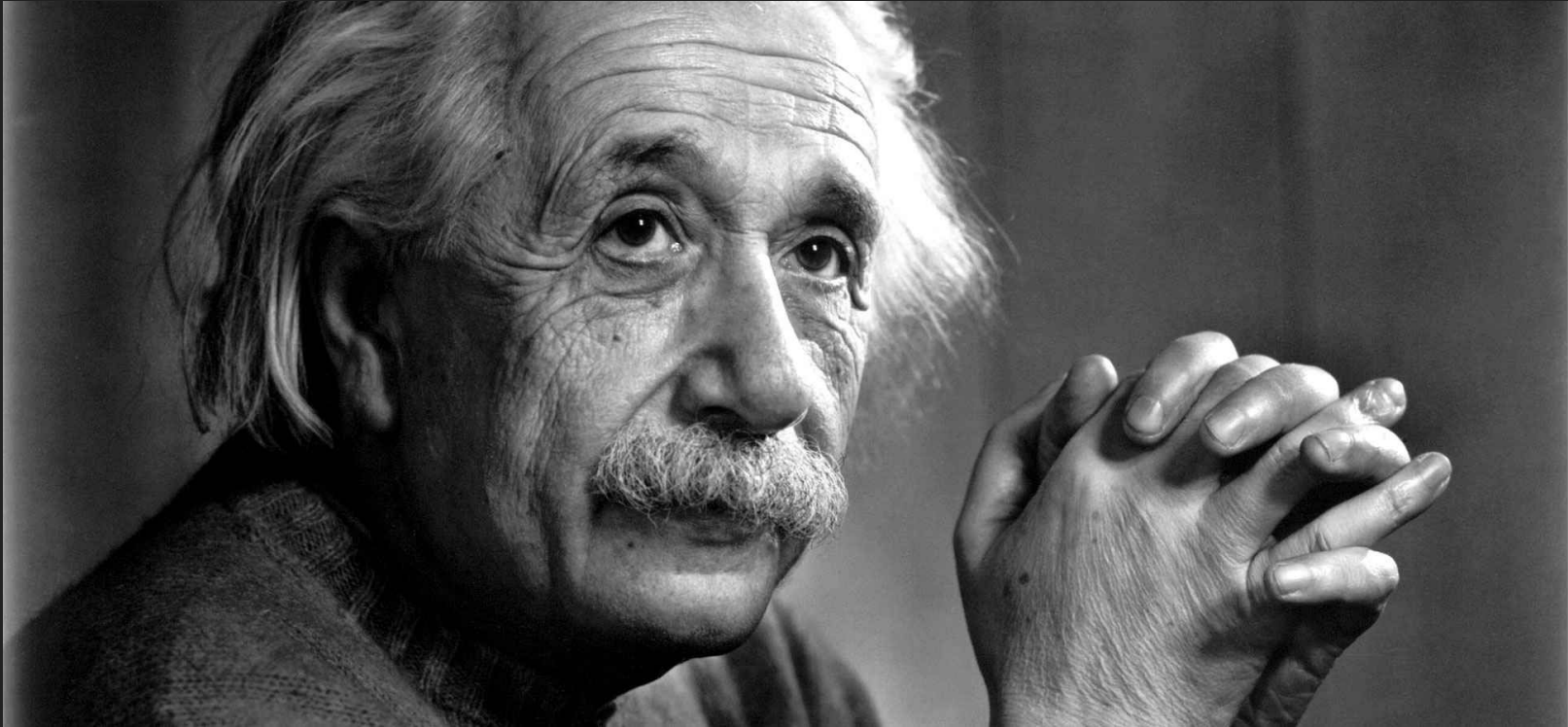
Today.

*What's next for you?*



# Why?

*Because the answers  
have changed...*



*What are you  
here for?*

This Day Will Never Come Again.







Daniel Coulton Shaw



/coultonshaw



# GCR Worldwide



1. **Help your patients** make a:  
*safer, fact-based choice.*

+

2. **Help you** as hospitals, clinics &  
doctors increase your:  
*revenue, reputation & results.*





40,000  
patients  
every month

New Patient  
Reviews

New Patient  
Leads

New Patients  
Booked

Total Clinic  
Revenue

Total Average

28.1%

31.3%

31.5%

34.3%

31.3%

**Expected  
Results**

*sample of 88 medical-travel focused  
clinics & hospitals from 13 countries  
who worked with GCR through  
2016-2018*

Like doctors  
diagnose with  
data and then  
create  
treatment plans  
for patients.....



### LEVEL 3 Medical practice - 100+ Patients

**DEFINITION:** You have created a predictable, replicable and viable provision of a medical service to grow with  
**MEASUREMENT:** Have you found a repeatable method of providing treatment to fulfil the patients needs that you can measure?



### LEVEL 4 Medical clinic - 1000+ Patients

**DEFINITION:** You have built a scalable team and created the time to develop a sustainable, growing medical clinic.  
**MEASUREMENT:** You have built a scaleable team and created the time to develop a sustainable, growing medical clinic.



### LEVEL 5 Medical clinic - 10 000+ Patients

**DEFINITION:** A clinic that is the clear leader in it's city with a high reputation, possibly with locations in other cities attracting resources and partnerships from other businesses.  
**MEASUREMENT:** Have you built a local reputation that attracts the financing, partners and support to move your clinic to new heights?



### LEVEL 6 Multispeciality Clinic / Hospital - 100 000+ Patients

**DEFINITION:** You're a clinic or hospital with national impact, with locations in other countries with the influence to shape the healthcare of those regions.  
**MEASUREMENT:** Have you established a mission, culture & model that is inspiring other clinics and doctors on their journey?

*"Without data, you're just another doctor, patient or clinic with an opinion."*



**Daniel Shaw**  
GCR - Global Clinic Rating

A strategy based on your current data.



*Top clinics meet together twice a year to discuss, compare & give their experience on these strategies GCR publishes the results.*





Would you like to create a quick, data-based international patient strategy plan?



Email [contact@gcr.org](mailto:contact@gcr.org) if you need a PDF copy of this strategy plan.

## My 1-page mastermind sheet

With Daniel Coulton-Shaw - GCR - Global Clinic Rating



Getting New International Patient Enquiries	 1. My target international patients _____ _____ _____ _____ _____	 2. My message to my target international patients _____ _____ _____ _____ _____	 3. How I reach my target my international patients _____ _____ _____ _____ _____
Booking Those New International Patient Enquiries	 4. My new international patient lead communication system _____ _____ _____ _____ _____	 5. My new international patient lead follow-up systems _____ _____ _____ _____ _____	 6. My new international patient conversion strategies _____ _____ _____ _____ _____
Optimizing The International Patient Journey	 7. How I deliver an international standard experience _____ _____ _____ _____	 8. How I increase the value of the international patient _____ _____ _____ _____	 9. How I orchestrate & stimulate international patient referrals _____ _____ _____ _____

# Mini-Workshop:

9 ways to accelerate the  
growth of your medical center  
right now...



# Top International clinics collect data on these 3 areas:

- A. International patient interest %
- B. International patient bookings %
- C. Patient outcomes %



## A. Create more interest in your clinic / hospital:

1. Top clinics know exactly who are their ideal international patients.

- *Who are your ideal international patients? Get more exact.*



## A. Create more interest in your clinic / hospital:

2. Top clinics have a precise, one sentence message to their ideal patients.

- *What is your precise message? Have you tested it?*



## A. Create more interest in your clinic / hospital:

3. Top clinics know exactly how to reach their ideal patients.

- *How can you reach your ideal patients exactly where they are? Which channels work the best? How often do you test it?*



# Roadmap to 1 million private patients

Sole Practitioner  
1+ Patient

Sole Practitioner  
10+ Patients

Medical Practice  
100+ Patients

Medical Clinic  
1000+ Patients

Medical Clinic  
10000+ Patients

Multispeciality Clinic  
100000+ Patients

Multispeciality Hospital  
1000000+ Patients



# How do I reach my ideal international patients?



*GCR has created detailed marketing checklists and provides training for each of the clinic levels mentioned earlier for the clinics we work with*





## B. Increase International Patient Bookings:

4. Top clinics have a simple system for recording the communication with new patient leads.

- *How do you record and communicate with each new international patient leads?*



Month	web traffic	Web Enquiries	Booked via email	Telephone calls-booked	Walk-ins Booked	Chat bookings	Booking Total	New Patient Reviews
Jan	12112	152	38	46	6	1	91	4
Feb	12663	217	45	49	10	7	111	5
March	10662	191	41	43	3	4	91	3
April	10751	150	47	49	5	3	104	4
May	11358	172	50	47	4	2	103	6
June	10291	155	29	31	5	3	68	3
July	9233	122	31	47	12	4	94	1
Aug	10818	153	36	67	9	2	114	7
Sept	10633	169	48	36	3	4	91	3
Oct	16717	225	37	51	11	5	104	8
Nov	19000	252	62	65	4	1	132	3
Dec	15846	168	33	42	3	1	79	2
								7
<b>Avrge</b>	<b>12,507</b>	<b>177</b>	<b>41</b>	<b>48</b>	<b>6</b>	<b>3</b>	<b>99</b>	<b>4</b>
<b>TOTAL</b>	<b>150084</b>	<b>2126</b>	<b>497</b>	<b>573</b>	<b>75</b>	<b>37</b>	<b>1182</b>	<b>49</b>
<i>record:</i>	<i>19000</i>	<i>252</i>	<i>62</i>	<i>67</i>	<i>12</i>	<i>2</i>	<i>131</i>	

## B. Increase International Patient Bookings:

5. Top clinics have a system for following up with new patient leads.

- *How do you follow up with new international patient leads? Who does it? How often?*



**48% of medical clinics**

never follow-up with a potential  
patient enquiry

**80% of patient bookings**

are made on the fifth to twelfth  
contact with the clinic



**B. Increase  
International  
Patient  
Bookings:**

## B. Increase International Patient Bookings:

6. Top clinics have a custom “pipeline or funnel” to handle potential patients.

- *What are the stages in your pipeline?*



## Simple Pipeline Example:

1. 1st Enquiry
2. Fact finding about the patient
3. Treatment presentation
4. Dealing with objections
5. Booked
6. Successfully paid & treated
7. Patient outcomes collected



## Simple Pipeline Example:

1. 1st Enquiry %
2. Fact finding about the patient %
3. Treatment presentation %
4. Dealing with objections %
5. Booked %
6. Successfully paid & treated %
7. Patient outcomes collected %



## C. Increase International Patient Outcomes:

7. Top clinics deliver an outstanding international standard experience

- *How do you deliver an international standard experience?*

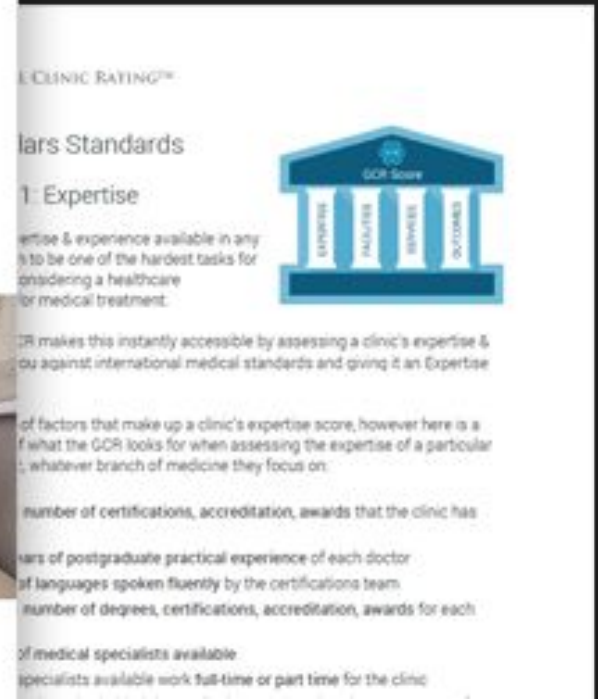




A number of organizations (including GCR) publish a list of common standards expected in a medical center that meets international requirements



GCR Standards Manual



## C. Increase International Patient Outcomes:

8. Top clinics constantly increase value for the international patient

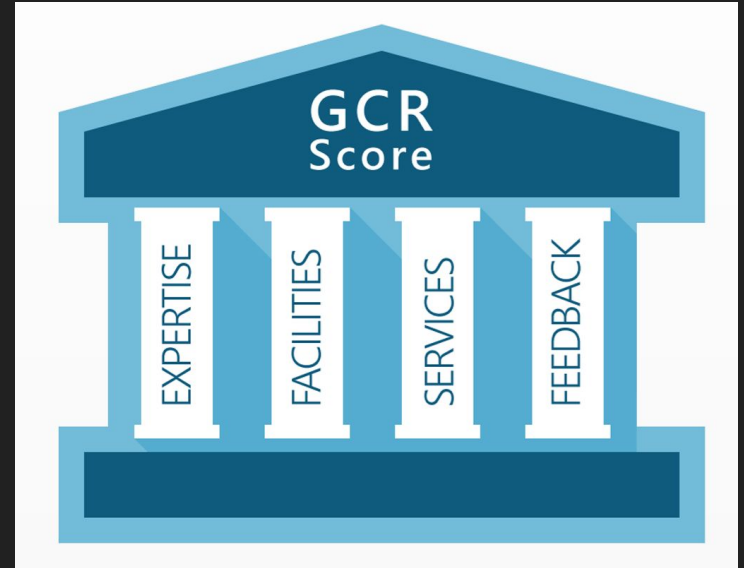
- *How do increase the value you provide for your patients every week & month?*



# GCR 4 Pillars Of Clinic Reputation

How would you rate your medical center on a scale of 1-5 in each of these pillars?

How would a patient that does not know your medical facility rate you in each of these pillars based on what they can see?



# International Patient Expertise

- How do you communicate the level of medical & non-medical expertise in your medical center?
- How can you improve the level of medical & non-medical expertise in your medical center?



# International Patient Facilities

- How do you communicate the level of medical & non-medical facilities in your medical center?
- How can you improve the level of medical & non-medical facilities in your medical center?



# International Patient Services

- How do you communicate the level of medical & non-medical services in your medical center?
- How can you improve the level of medical & non-medical services in your medical center?

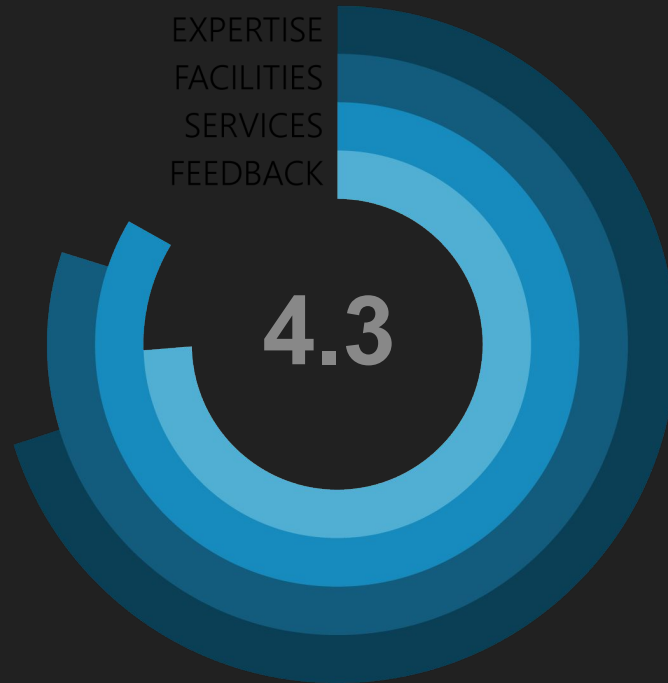


# Patient Feedback & Outcomes

- How do you communicate the results of patients who have had treatment in your medical center?
- How can you improve the results and experience of patients who have had treatment in your medical center?



# How Does Your Clinic Score?





## C. Increase International Patient Outcomes:

9. Top clinics collect, learn from & publish the patient-reported treatment outcome data (PROMs)

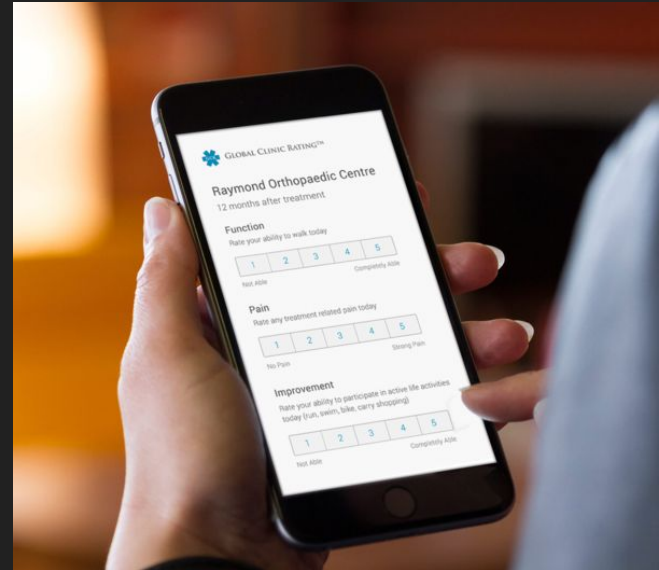
- *How do you collect you patient outcome data?*

- *How do you use this data?*



# Treatment Outcome Collection example:


Here's an example of how GCR clinics collect "PROMs" (*patient reported treatment outcome data*) weeks, months and years after treatment so that we can refer this information to potential new patients.







# Treatment Outcome Collection example:

The results can then be displayed like this for example:



 GLOBAL CLINIC RATING™

Raymond Orthopaedic Centre 21 Empire Rd, Johannesburg, South Africa  Knee replacement	FUNCTION	PAIN	IMPROVEMENT
GCR Score: ★★★★★ Availability: 1-2 weeks Avg. treatment spend: \$6237 <a href="#">BOOK CLINIC</a>	Ability to walk    1 year after treatment 1025 patients <a href="#">SEE DETAILS</a>	Treatment related discomfort    1 year after treatment 1016 patients <a href="#">SEE DETAILS</a>	Active lifestyle    1 year after treatment 1014 patients <a href="#">SEE DETAILS</a>

# Conclusion



Now you should have at least 9 ideas how to improve your international patient strategy!



Email [contactus@gcr.org](mailto:contactus@gcr.org) if you need a PDF copy of this strategy plan.

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# Join over 2000 medical centers of excellence worldwide:

Our unique methods of supporting clinics & hospitals to increase treatment results, revenue & reputation have worked over the past 4 years for medical specializations such as:

- Dentists
- Cosmetic Surgery
- Orthopaedics
- Eye Surgery
- Birth Clinics
- Assisted Reproduction
- MRI & diagnostic facilities
- Stem Cell Centres
- Rehabilitation Centres
- Spinal Surgery
- Bariatrics



# Contact today:

[contactus@gcr.org](mailto:contactus@gcr.org)



# 1<sup>st</sup> European Patient Experience & Innovation Conference

18<sup>th</sup> & 19<sup>th</sup>  
March  
2020

Two-day conference in beautiful Dubrovnik, Croatia  
Known as King's Landing from famous series Game of Thrones



ORGANIZER



CO-ORGANIZER



INTERNATIONAL COLLABORATIVE PRESENTER



# GCR Membership (€980 - 2 years)

- ✓ Access to all our growing library of guides, checklists, tutorials, scripts and mindmaps.
- ✓ Access to all GCR software (*benchmarking, review management, outcome collection*)
- ✓ Invitation to the GCR study sessions
- ✓ Clinic badges, patient enquiries & promotion via GCR.org

Email [contact@gcr.org](mailto:contact@gcr.org) for more details.



# Or apply to see if your clinic meets international patient standards

- ✓ GCR™ International Accreditation means that a clinic has been officially proven to be above international standards.
- ✓ It is a worldwide recognized symbol of international quality by both patients & doctors..



# GCR International Accreditation

- ✓ You have access to our full suite of training, software, and support in taking your clinic or hospital to the next level.
- ✓ 35%+ yearly increase in revenue, reviews & overall standards are reported by the 100's of clinics who have applied our methodology through this 2 year program.



# GCR International Accreditation

**WARNING:** GCR accreditation is ONLY for clinics & hospitals who are committed to proving and improving their standards to reach more international patients. The cost is €5200 per medical specialization for 2 years.

Email: [accreditation@gcr.org](mailto:accreditation@gcr.org) (*serious enquiries only*) to schedule a telephone call to determine if your clinic or hospital meets the requirements.



# Daniel Coulton Shaw

- Co-founded international dental clinic from €0 to €21,000,000
- Mentor of 131 small and large private clinics & hospitals worldwide in 26 countries, and 2000+ digitally. (*across the majority of medical specializations*)
- Google Partner, Evernote Consultant & International Speaker on Future Health.
- Ambassador for GCR International Accreditation
- ICD Councillor for the Asian Region
- Honorary Ambassador Kvarner Health Cluster



# Dr. Frank:



A screenshot of a YouTube video player. The video features a man in blue scrubs and glasses, identified as Dr. Frank. A red arrow points from the top of the frame down to a white text box overlaid on the video. The text box contains the following information:

- 2015-2016 increase
- 80%
- of income through REPUTATION

The video player interface includes a search bar at the top, a video progress bar at the bottom, and a title: "Clinic Reputation: The Key to Attracting Patients and Increasing Income". The video has 3,655 views and was published on Feb 28, 2017, by the channel "GCRclincs".



JOIN THOUSANDS OF HAPPY PATIENTS  
TRUST THE LEADING IVF SPECIALISTS IN POLAND



Warsaw city centre

Free airport transfer

Personal coordinator

Free online consultation

Effective treatments for women over 40

Klinika Bocian

- 2A Stawki, Warsaw, Poland
- +48 22 300 50 90
- international@klinikabocian.pl

[www.klinikabocian.pl/en](http://www.klinikabocian.pl/en)

son's in my h  
Every time I c  
hit like your fir  
morning," says  
Bracing," says  
God's own Junia  
gallery located in  
London, there are  
of new on display  
everything from vintag  
from the 1930s to pres  
made by Marcus himse  
I dream of light, my fa  
clean, dress  
It wa