



2017г.

TopMedClinic
First Medical Expert



TopMedClinic is a professional medical resource and leading guide of medical tourism in Russia.

Since 2012 provides TopMedClinic consulting services for searching a medical treatment abroad, offers marketing solutions for clinics to promote their services in Russia and the CIS.

TopMedClinic is the official information partner of the leading tourism exhibitions in Russia.

The achievements of TopMedClinic are noted by the Russia Federal Tourism Agency.

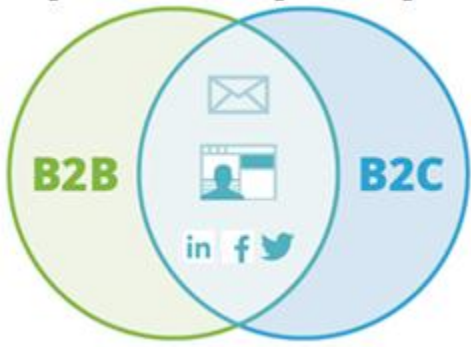
Why TopMedClinic?

More than 10,000 Russians a year travel abroad for medical treatment, medical checkups and other prevention methods of serious diseases. Over the years, we have become a professional guide in the world of medical services abroad for most insurance companies, doctors and hospitals, medical companies, travel agents etc.

If you want to:

- ✓ Promote your company
- ✓ Enlarging of your contact database
- ✓ Establishing contacts at the highest level
- ✓ Increasing the amount of patience
- ✓ Entering the Russian and CIS Medical Tourism Market
- ✓ Professional team support

Choose your professional guide TopMedClinic!



Through years of experience, our professional team of medical specialists, marketing experts, IT specialists and event managers we prepared a variety of development methods at the outbound medical tourism market in Russia and CIS. There are two ways to prospecting new patients:
B2B and B2C



Advertising catalog "Medical Tourism Guide"
15 000 copies, more than 40 trade fairs per year.

Option 1 Image advertising (color module)

- 1/1 page (2nd cover) - 875 euro
- 1/1 page (3rd) cover - 770 euro
- 4th cover (back) - 805 euro
- 1/1 page – 700 euro (on the divider between the countries)

Option 2 Standard page (Personal page clinics)

- 1/1 page – 500 euro

Option 3 News article

- 1/1 page – 350 euro
- 2 pages - 420 euro



Website promotion at www.topmedclinic.com:

- ✓ Creating a Russian-language Landing Page for the clinic
- ✓ Development of marketing materials (POSM)
- ✓ Development a selling video
- ✓ Advertisement in Yandex-direct and Google-adwords
- ✓ Content marketing
- ✓ Work with social networks (VK, FB, Twitter, Instagram, Classmates, YouTube)
- ✓ Email Marketing
- ✓ Direct marketing

Service	Standart	Pro 1200 visitors	VIP 10 000 visitors
The placement on the page of the www.TopMedClinic.com website with direct contacts of your clinic.	✓	✓	✓
The description of services and medical staff (3 doctors) in a full range	✓	✓	✓
Direct forwarding of requests from patients and agents your healthcare entity with our site.	✓	✓	✓
Promotion page on our website		1200 visitors per year	10 000 visitors B per year
Additional promotion page on our website with guaranteed viewing of your entity		2 articles	10 articles
Publication on the third-party media (our partners)		2 articles	10 articles
Article DISEASE information for your clinic delivery on the basis of medical agents			1 sending 4800 contacts
The report on statistics		✓	✓
Cost of the service:	450 €	1200 €	6600 €

Service/ individual services	Price
Advertisement on the main page of our site www.topmedclinic.com	350 -550 € per month
Yandex Direct or Google AdWords for 500 keywords	280 €
Landing page	700 €
Internet site of the clinic	1500 €
Content marketing/ Write a special article	60 €
Work with social networks (VK, FB, Twitter, Instagram, Classmates, YouTube)	250 € per month
Email Marketing (4800 contact medical agents)	250 €

B2C – Development Tools. Statistic of website 01.09.16 - 01.03.16.

visitors for 6 months

38 273



Facebook

48



Instagram

30



age

Возрасты



25-34 года	43,5 %
45 лет и старше	28,5 %
18-24 года	14,5 %
35-44 года	10,8 %
младше 18 лет	2,65 %

visits

49 450



time on the website

2:20

-3,25 %



refusals

15,3 %

-2,03 %



traffic sources

Источники



Переходы из поисковых систем	71,1 %
Прямые заходы	19,8 %
Внутренние переходы	5,43 %
Переходы по ссылкам на сайтах	1,95 %
Переходы из социальных сетей	0,95 %
Остальные	0,74 %

viewings

115 494

-1,55 %



viewing depth

2,34

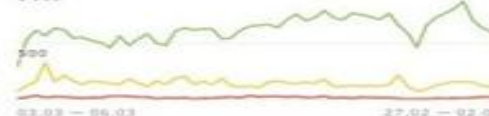
-2,17 %



traffic sources

Посетители

1 000



Переходы из поисковых систем	30 969
Прямые заходы	6 335
Переходы по ссылкам на сайтах	800

page address

Адрес страницы

Просмотры

topmedclinic.com/	9 108
topmedclinic.com/contacts.html	2 170
topmedclinic.com/clinics/	2 151
topmedclinic.com/clinics/all-clinics/lab...	2 080
topmedclinic.com/about.html	2 045

New event - an effective professional B2B exhibition dedicated to medical treatment abroad. Professional Medical workshop carefully thought out and planned in such a way that sellers and potential buyers of services – medical companies, have the opportunity to establish partnerships within the space of a single day.

- * Exclusive atmosphere of a 5-star hotel
- * Guarantee targeted audience
- * Business focused meetings
- * Professional suppliers
- * No advertising offers
- * Professional team support

Price:

Option 1: Workstation for one company. A maximum of 1 representative 1100 Euros

Option 2: The working place for one or two companies: 1-2 representative for the company. 2000 Euro

Guests of workshop - professional buyers, key suppliers of Russian patients: Medical Assist companies, insurance companies, medical diagnostic centers, leading VIP travel companies, concierge and family services from Moscow, as well guests from Kyrgyzstan, Belarus and Kazakhstan. Total 75 buyers.

Upcoming next Workshop - Autumn 2017. Save the Date 28/09/2017.

B2B – Development Tools. Sales Calls Session.



Sales Calls Session, Moscow or Russian regions. 2 days, full day with lunch.

Planning time 1-2 month

Audience coverage 12-15 contacts

We provide: full business trip organization, meetings with key partners, escorting by TopMedClinic.

Organization fee* 500 Euro

*Extras: transportation expenses, hotel, accommodation, food and beverage.

B2B – Development Tools. Business Breakfast.



Business Breakfast, Moscow or Russian regions, 1 day, 3-4 hours.
Planning time 1 month
Audience coverage 10 contacts

We provide: full business trip organization, event venue options,
key partner selection and invitation, escorting by TopMedClinic.
Organization fee* 500 Euro

*Extras: transportation expenses, hotel, accommodation, food
and beverage.

B2B – Development Tools. Educational conferences.



Educational conferences. Moscow or Russian regions, 1 day, 4-6 hours incl. lunch or dinner.

Planning time 2 months

Audience coverage 20-40 contacts

We provide: full business trip organization, event venue options, key partner selection and invitation, participation of the Embassy official and government speakers, escorting by TopMedClinic.

Organization fee* from 1000 Euro

*Extras: transportation expenses, hotel, accommodation, equipment, food and beverage.

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We are looking forward for a fruitful cooperation during 2017.