



Advertising program to attracting patients for treatment in Daegu city

Business Target 2016

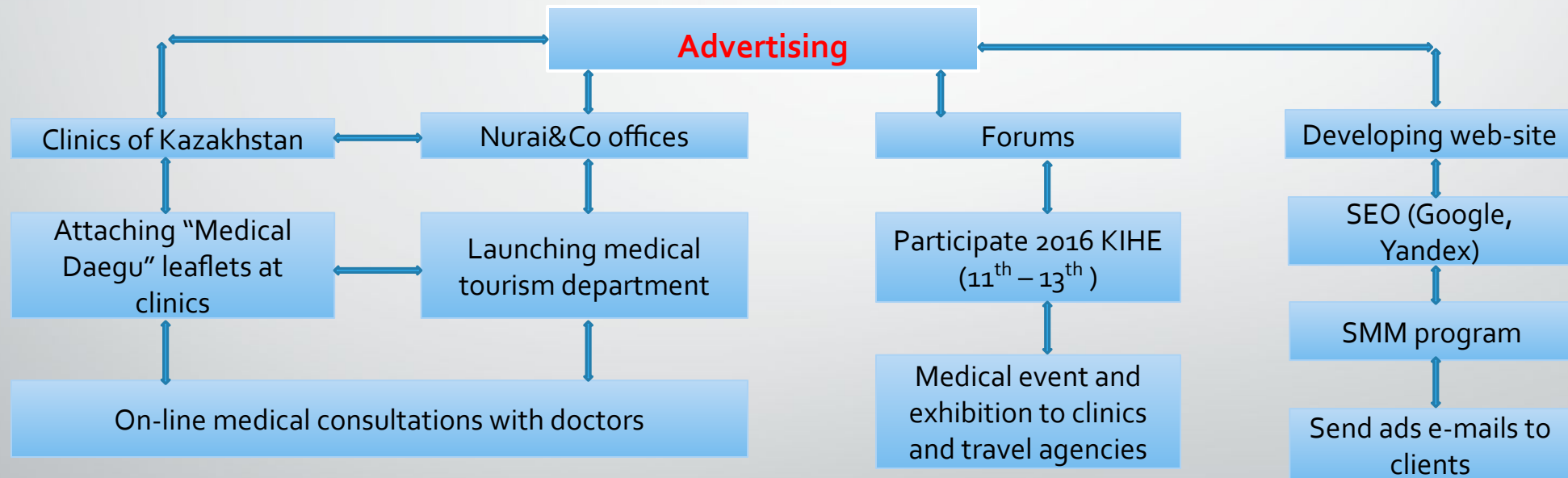
- **Attracting 41 patients per 2016 year**
- **The average receipt of all patients 100 000 USD**

Strategy 2016

- Send ads e-mails to clients
- Developing web-site www.nuraimedical.kz
- SMM program
- SEO (Google, Yandex, Mail.ru)
- On-line medical consultations with doctors
- Attaching “Medical Daegu” leaflets at clinics and agencies
- Launching medical tourism department
- Participate 2016 KIHE (11th -13th of May)
- Medical event and exhibition to clinics and travel agencies

Promotion for 2016

The strategic development of the medical tourism NurAi&Co and the Medical Daegu



Participate 2016 KIHE (11th -13th of May)

- Installation of the exhibition stand
- To invite 1-2 doctors for free consultation
- Providing the leaflets with all information about medical treatment in Daegu
- any diagnostic device for attracting attention



Launching medical tourism department

- Primary consultations
- Connecting Patient-Doctor
- Travel organizations
- Cooperation with clinics



Internet advertising

- Send ads e-mails to clients
(2000 addresses of Nurai&Co clients)
- Developing web-site
www.nuraimedical.kz
(SEO, the first positions in google, yandex,
mailr.u)
- SMM program



Attaching “Medical Daegu” leaflets at clinics

- Cooperation with 20 clinics in Kazakhstan
- The whole information about medical equipment, clinic facilities and doctor’s CV
- Primary price information

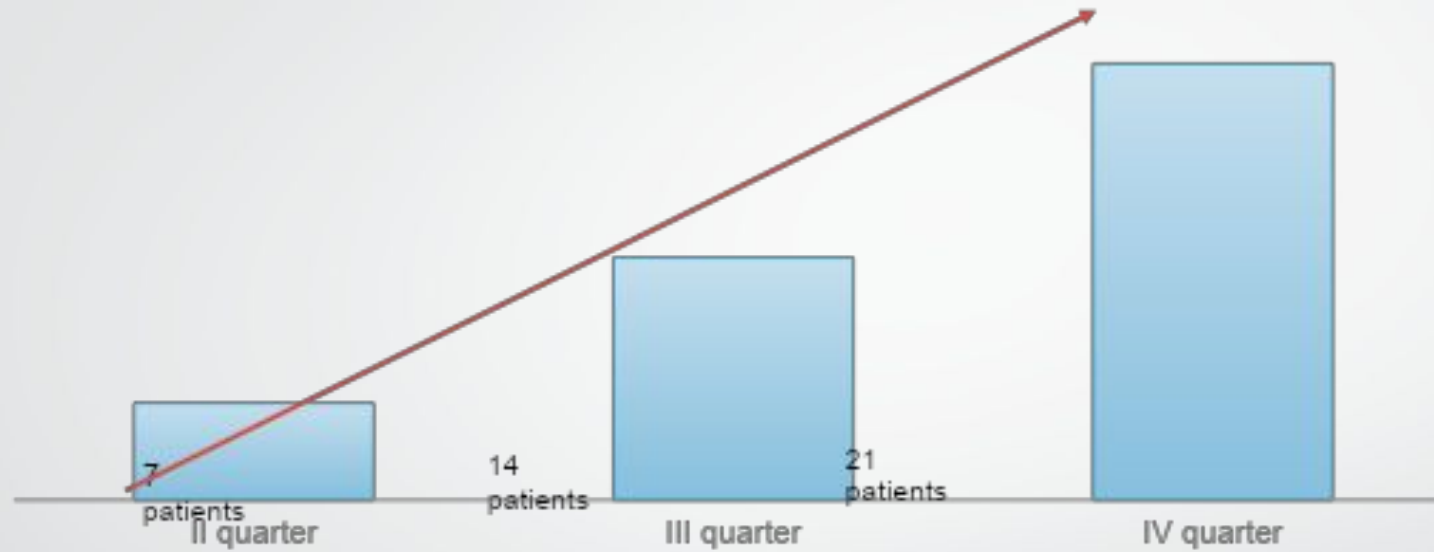


**On-line medical
consultations with
doctors**

**Timetable of consultations
with Korean doctors by skype**



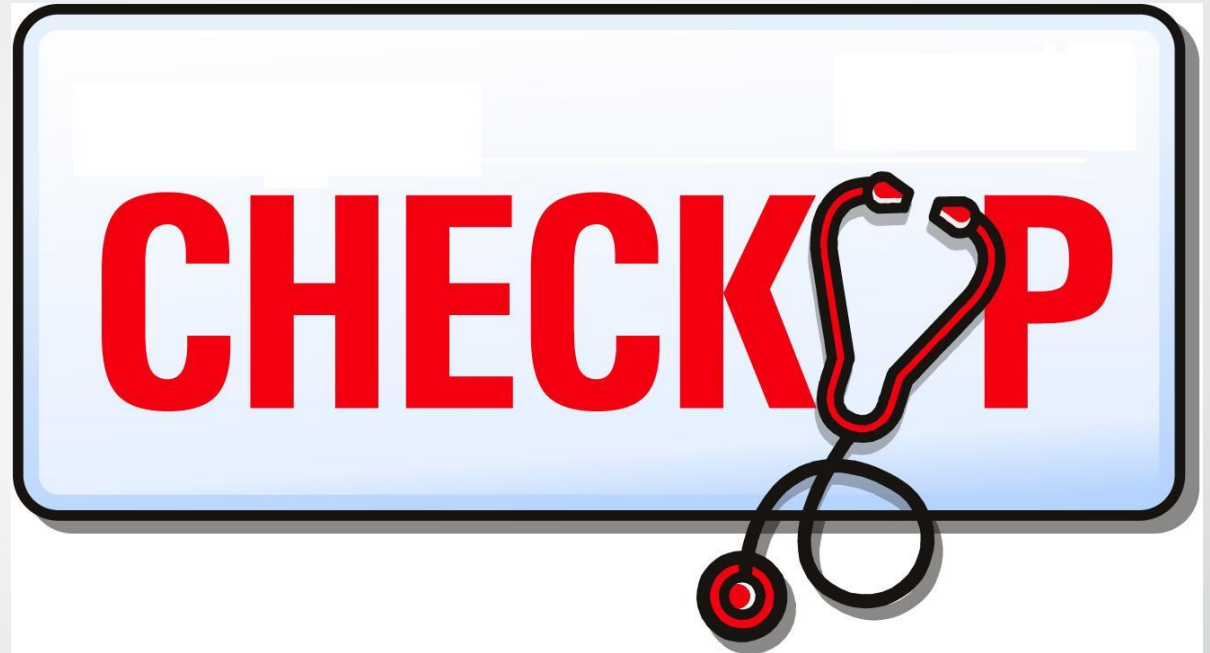
The number of patients increase by quarter for 2016



With advertising company we will increase the number of patients every

Promo

Check up your HEALTH



All tour only for 999\$ includes flight ticket, accommodations, transfer, translation services, diagnostic in Phatima Hospital Daegu city

Budget for development of medical tourism 2016

