



MEDIA COMMUNICATION IN MEDICAL TOURISM

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Medical tourism is a term commonly used to refer to the phenomenon of people travelling from their resident country to another with the expressed purpose of accessing medical treatment [1].

It is a particular form of patient mobility, where patients travel across borders or to overseas destination to receive treatments including fertility, cosmetic, dental, transplantation and elective surgery. There has been much media coverage—of individual patients, of unusual places, of life-saving and life-changing treatments, and medical mishaps and the risks travellers face, spurring academic interest [2].

Medical tourism is a huge and booming industry spanning the entire globe. In 2020, the value of the global health tourism sector was around US\$54 billion, but by 2027 it is expected to almost quadruple in size to US\$207 billion [3].

The efficacy of media communication in the context of medical tourism necessitates a multifaceted, patient-centered approach that utilizes digital technologies, fosters transparency, and establishes trust through comprehensive, empathetic storytelling.

The following media communication strategies have been identified as integral to the development of a comprehensive strategic communication framework for the medical tourism industry: website development, the creation of multilingual interfaces, the integration of mobile-responsive design, the provision of comprehensive treatment information, and the facilitation of virtual hospital tours.

Price transparency is a fundamental aspect of the website's design, ensuring that patients can readily comprehend the financial implications of treatment. The website contains galleries that showcase patient success stories. International accreditation highlights social media engagement. The platform utilizes content strategies that are customized for each medium:

Instagram: visual depictions of patient journeys;

LinkedIn: demonstrations of professional medical expertise;

Facebook: community building;

YouTube: procedural explanations.

The implementation of targeted advertising campaigns includes the production of a series of video testimonials from patients; live question-and-answer sessions with medical professionals

A content marketing approach should include strategic content types such as documentaries that illustrate the patient journey, videos that explain medical procedures, and a series of interviews with experts in the field.

Narratives concerning recovery and rehabilitation are also of significant importance. Furthermore, the provision of cultural adaptation guides to clients is recommended. A pivotal element of this strategy is the provision of comparative healthcare cost analyses, which serve to illuminate the relative affordability and accessibility of various healthcare options, thereby empowering individuals to make informed decisions regarding their health care coverage.

The primary channels through which targeted communication is disseminated include international media platforms, healthcare-focused publications, medical travel magazines, international health documentaries, travel and wellness media outlets, digital communication tools, telemedicine consultation platforms, AI-powered chatbots, mobile application support systems, and virtual consultation technologies.

Conclusion. The effective communication of medical information through media channels in the context of medical tourism necessitates a multifaceted, patient-centered approach that utilizes digital technologies, maintains transparency, and fosters trust through comprehensive, empathetic storytelling. This entails a holistic, technologically advanced, and patient-centric approach that surpasses conventional marketing paradigms.

Reference

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