

Global Medical Service Industry Marketing Establishment Plan through AHP analysis - Focusing on International Medical Service Policy in Goyang

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Abstract

After the THAAD crisis, Goyang city's Global Medical Service performance is showing a sharp decline compared to other cities and provinces. In particular, the contraction of participants who can create policy outcomes such as Medical Institutions and Attracting companies has emerged as the biggest problem. Therefore, Goyang City wanted to derive effective marketing policies and establish marketing policies according to their priorities in order to prevent the deaths of the future patient visitor market as well as performance. In order to examine such policy needs more closely, this paper reviewed the Global Medical Service policies of Goyang City based on AHP analysis, and derived a ranking of 28 major policies and preferred policies for each participant. In the future, Goyang City is expected to derive major policy effects by applying the results of this study to the establishment of marketing policies through customized policies for each medical institution type and Patient attraction company.

Keywords: *Global Medical Service, Marketing, AHP, Medical Institution, Foreign Patient Attraction.*

1. Introduction

The area that most foreign patients visit among domestic cities is Seoul, attracting 62.9% of all foreign patients in 2017, followed by Gyeonggi-do with 12.4%. In Goyang City, 5 general hospitals, 8 hospitals, 9 clinics, and 21 attracting companies are registered as foreign patient registration agencies and are participating in overseas patient attraction projects. In Gyeonggi-do, which is composed of 33 cities, Goyang City accounts for the 5th share of attracting foreign patients after Ansan City (3.1%), Suwon City (2.5%), Seongnam City (1.8%), and Pyeongtaek City (1.6%) with 1.5%. However, in 2017, the proportion of foreign patients in the city of Goyang fell to 0.9%, and total medical income decreased by 48% compared to the previous year, and the average medical cost per capita decreased to 4% [1]. In this situation, Goyang City tried to come up with a marketing plan to find a new way to face the marked decline in foreign patient visitation indicators, and this study was to analyze the process of establishing a Global Medical Service Policy in Goyang City [2].

2. Study Method

This survey targets the three strategic areas designated in the '2018 Goyang City Medical Tourism Promotion Plan', <Medical Tourism Promotion and Marketing Business>, <Medical Tourism Convenience Support Business>, and <Medical Tourism Professional Support Business> [3].

The relative importance was judged. Through this, a marketing plan that should be given priority in the 'Goyang City Global Medical Service Industry' was derived, and a comprehensive marketing construction plan was proposed by considering the weights between classes [4]. The above three fields, namely, the first layer, the second layer were composed of seven other than <Overseas PR and Marketing>, and the third layer was composed of 27 items including <Internet portal site advertisement> [5].

Figure 1 shows study method about Goyang City Global Medical Tourism Service Marketing Establishment

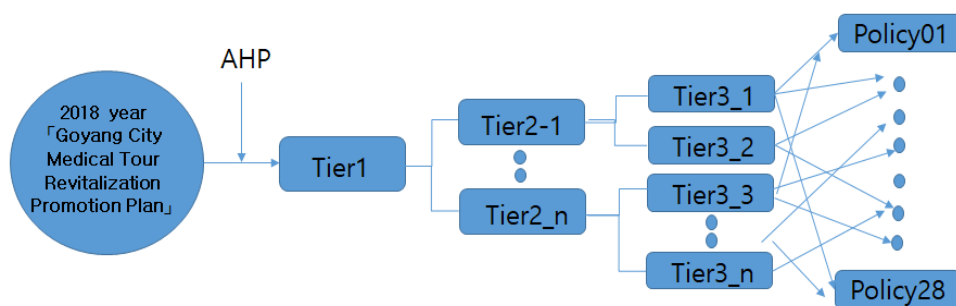


Figure 1. Study method

3. Results

3.1 Survey Respondents' Analysis

After selecting medical institutions and institutions in Goyang City, which have completed registration as Foreign Patient Attraction Institutions, as the target of the survey, a survey was conducted on officials within the institution with more than 2 year experiences in attracting foreign patients. As a result, 5 general hospitals and 8 hospitals, 3 clinics and 6 foreign patient attraction agencies, etc., were collected from a total of 22 organizations.

Table 1. shows Analytic Hierarchy Process(AHP) survey respondents of 'Medical institution' and 'Attracting company'.

Table 1. AHP survey respondents

Division	Spot	Number of institution
Medical institution	General Hospital	5
	Hospital	8
	Clinics	3
Attracting company	Foreign patient agency	6
<i>Total</i>		22

3.2 Results Analysis

3.2.1 Tier 1 Results Analysis

At the first level, <Medical Tourism Promotion Marketing Project>, <Medical Tourist Convenience Support Project> and <Medical Tourism Professional Personnel Support Project> answered 'relative importance' as 46.3: 32.9: 20.8 respectively. It was found that <Medical Tourism Promotion Marketing> is a host company, <Medical Tourist Convenience Support Project> is a general hospital, and <Medical Tourism Professional Personnel Support Project> is a hospital. Overall, it was found that all institutions put the most importance on <Medical Tourism Promotion Marketing Project>.

Medical tourism promotion marketing business' weight is high(=46.3), and medical tourism convenience support project's weight is 32.9. But Medical tourism professional manpower support project's weight is lower(=20.8).

Figure 1 shows Analysis result of the first layer weight by medical institution type.

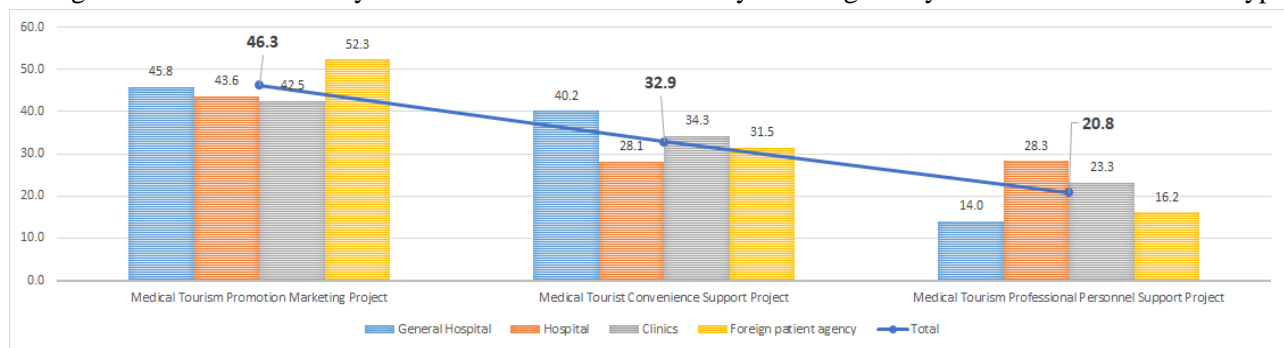


Figure 1. Analysis result of the Tier 1

3.2.2 Tier 2 Results Analysis

- ▶ Overseas promotion and marketing: Distribution of articles on and offline media (3.65) is important.
- ▶ Domestic and overseas promotion activities: The importance of holding a local medical tour presentation (4.37) is relatively high.
- ▶ Activities to revitalize medical tourism: The importance of proceeding with Sharing Medicine (4.13) is relatively highlighted.
- ▶ Familiarization tour for medical tourism officials: The support of medical institutions and medical personnel (6.93) is very important.
- ▶ Provision of medical tourism information in Goyang City: The production of customized promotional materials for each target country (4.85) led to relatively active responses from host companies.
- ▶ Medical tourist concierge: The importance of the airport pick-up and return service (6.90) is very high compared to other items.
- ▶ Activation of the Medical Tour Information Center in Goyang: “Maintaining Overseas Networks (2.21)” showed high responses to both medical institutions and agencies, and “foreign medical consultation and hospital connection (2.10)” was emphasized by medical institutions.

► Support for medical tourism coordinator activities: Medical institutions attach great importance to the support for writing reviews for medical tourism promotion activities in Goyang City (3.19)'.

Table 2. shows Tier2 weight analysis in three Global Medical Service marketing fields.

Table 2. Analysis result of the Tier 2

Division	Medical institution	Attracting companies	Synthesis
Overseas promotion and marketing	10.99	18.04	12.61
Domestic and foreign promotion activities	9.88	16.20	11.32
Activation of medical tourism	11.06	8.21	10.61
Fam tour for medical tourism officials	12.07	9.85	11.77
Provision of medical tourism information in Goyang City	13.22	19.43	14.92
Medical tourist concierge	20.18	12.08	17.98
Goyang City Medical Tour Guide Center activation	8.29	6.86	7.93
Medical tourism coordinator activity support	14.31	9.34	12.87
<i>Total</i>	100.0	100.0	100.0

3.2.3 Tier 3 Results Analysis

As a result of taking into account and reflecting all the responses of 'relative weights' of medical institutions and host companies in the three-tier category, 'Fam tour inviting local agency officials (6.93)', 'Airport pick-up return service (6.90)', 'Production of customized promotional materials for target countries (5.53)' The answer was high in order. However, opinions on the "Global Medical Service Marketing" plan between medical institutions and host companies differed considerably [6, 7]. Representatively, the host company answered 'distribution of articles on online and offline media' as the first priority, but medical institutions answered 'airport pick-up and transfer service' as the first priority [8].

Table 3 shows Tier3 weight analysis in various Global Medical Service Marketing fields.

Table 3. Analysis result of the Tier 3

Division	Medical institution	Attracting companies	Synthesis
Fam tour inviting local agency officials	6.49(2)	7.22(3)	6.93
Airport pick-up and transfer service	7.01(1)	7.05(5)	6.90
Production of customized promotional materials for each target country	3.98	7.56(2)	4.85
Medical Tour Familiarization Tour with Overseas Journalists	5.58(3)	2.63	4.84
Distribution of articles on and offline media	3.86	8.37(1)	4.61
Local medical tour presentation held	3.60	7.20(4)	4.37
Internet portal site advertisement	3.95	3.91	4.31
Sharing Medical service	3.76	4.69	4.13
Mobile phone rental service	4.76(4)	1.96	4.04
Wi-Fi and egg support service	4.72(5)	1.96	4.01
Support for participation in medical tourism overseas exhibitions, etc.	3.28	5.60	3.80
Local outdoor advertisement	3.18	5.77	3.69
Production of customized video promotions by target country	3.37	3.65	3.53

Webpage •Blog operation	3.14	4.34	3.49
Overseas medical wasteland visit and medical service	3.80	1.57	3.30
Goyang-si medical tourism promotion activities (writing reviews, etc.)	3.77	1.96	3.19
Overseas doctor training	3.50	1.94	3.18
Participation in local general tourism fairs, etc.	2.99	3.40	3.15
Goyang City Medical Tourism Promotion Letter sent	2.73	3.88	3.06
Currency exchange service	3.69	1.11	3.03
Translation activities related to medical + tourism	3.12	1.76	2.70
Medical tourism consulting support activities	2.63	2.17	2.54
Goyang City Tourism Information Provision Activities	2.70	1.45	2.31
Overseas network maintenance	2.44	1.50	2.21
Operation and management of promotional marketing channels by language	2.09	2.00	2.13
Foreigner medical consultation and hospital connection	2.30	1.46	2.10
Goyang City Medical + Tourism Information Provision	1.68	3.23	2.03
Medical Tour Complaint Submission	1.88	0.66	1.59
Total	100.0	100.0	100.0

The biggest differences between medical institutions and host companies were 'Medical Tourism Overseas Journalists Invitational Familiarization Tour' and 'Holding a Local Medical Tour Information Session' [9]. As a result, when establishing a Global Medical Service Marketing policy, Goyang City should fully consider the differences between stakeholders and implement marketing [10].

Figure 2 shows Ranking analysis of 28 Global Medical Service Marketing support policies.

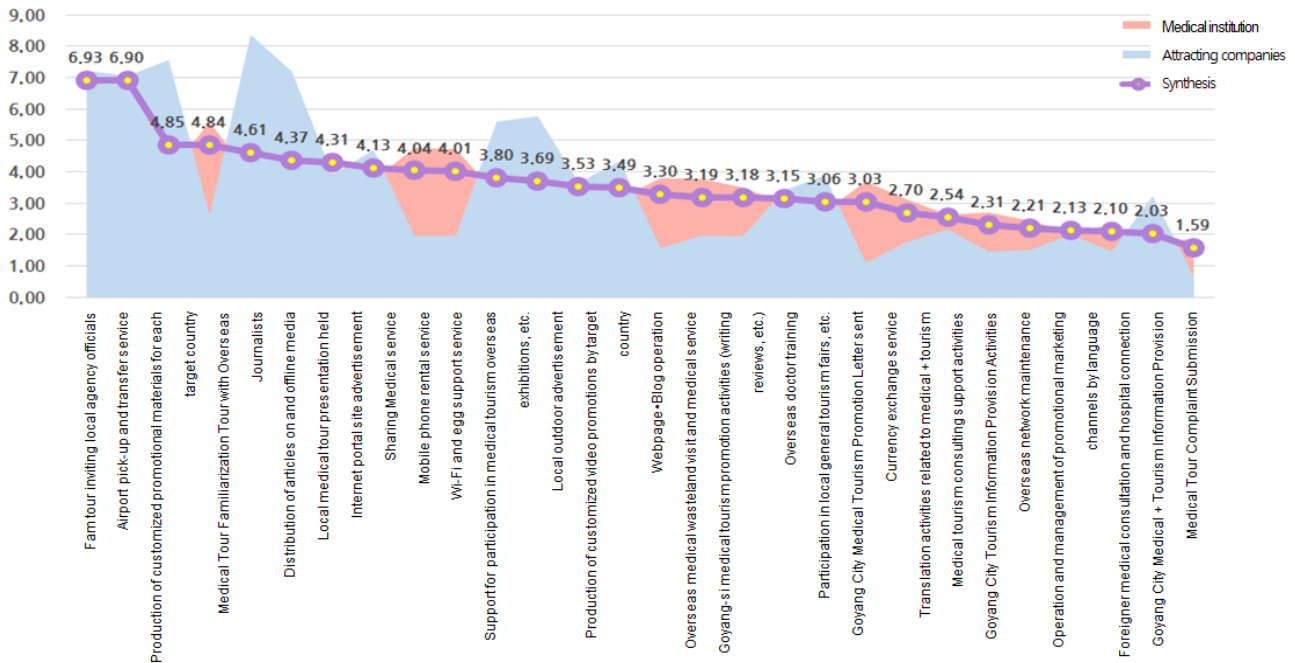


Figure 2. Global Medical Service Marketing Support Policy Priority

4. Conclusion

Based on the AHP analysis, as a result of analyzing the relative importance of various Goyang city's Global Medical Service Policies, it was found that both medical institutions and host companies prefer 'overseas network formation'. Among them, he preferred marketing support in the order of a fam tour inviting local agency officials, airport pick-up/return service, and production of customized promotional materials for each target country. However, it was found that the preference for establishing such a marketing policy showed a relatively more active policy intervention and response than the host companies in terms of producing core services by medical institutions. In the future, Goyang City's Global Medical Service Marketing establishment policy will be established and evaluated as a separate customized policy for each medical institution and host company based on the collection of various opinions by stakeholders, so that differentiation of support can be performed is important for successful customized policy implementation. Expected to be a point.

Acknowledgement

“Funding for this paper was provided by Namseoul University year 2020.”

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