**First: Product**

**A. Medical Services:**

* **Online Consultation:**
  + **Description:** Live video consultations with specialized doctors, including:
    - Discussing the patient's medical history.
    - Reviewing medical reports and images (if available).
    - Initial assessment of the condition and providing general recommendations.
    - Answering patient questions and inquiries.
  + **Target Groups:**
    - New patients seeking initial consultation before deciding to travel.
    - Current patients wishing to follow up on their condition remotely.
    - Potential patients seeking a second opinion from Egyptian doctors.
  + **Available Specialties:** Providing consultations in almost all medical specialties, with a focus on specialties in which Egypt excels, such as:
    - Dentistry. (Our marketing focus, with a separate file detailing available services)
    - Cardiovascular surgeries.
    - Cosmetic surgeries.
    - Weight loss surgeries. (Targeting Gulf countries)
    - Dermatology.
    - Orthopedic and joint surgeries.
    - Infertility treatment and IVF. (Targeting Gulf countries)
    - Hair transplantation.
    - Oncology.
    - Ophthalmology.
  + **Available Languages:** Providing simultaneous interpreters when needed, in addition to doctors who speak different languages, such as English, French, and Arabic.
  + **Types of Consultations:**
    - Initial Consultation: For an initial assessment of the condition and general recommendations.
    - Follow-up Consultation: To monitor the patient's condition after treatment or surgery.
    - Multidisciplinary Consultations: In cases where the condition requires consultation with more than one specialty.
* **Treatment Packages:**
  + **Description:** Comprehensive packages designed to provide a comfortable and seamless treatment experience for foreign patients, including:
    - Costs of surgery or treatment.
    - Hospital stay (a specific number of nights).
    - Hotel accommodation (optional, after discharge from the hospital).
    - Transportation services to and from the airport and hospital.
    - Simultaneous translation services when needed.
    - Post-treatment follow-up (remotely or through hospital visits).
  + **Types of Packages:**
    - Economy Package: Suitable for those with limited budgets, including basic services.
    - Standard Package: Provides a balance between price and quality, including additional services such as accommodation in comfortable hotels.
    - VIP Package: Offers a luxurious experience that includes accommodation in the best hotels and exclusive services.
  + **Available Specialties:** Providing customized packages for all medical specialties offered by the project.
* **Additional Services:**
  + **Review of Radiology and Laboratory Reports:** Providing detailed reports by expert consultants.
  + **Post-Treatment Follow-up:** Follow-up programs ranging from a few weeks to a full year.
  + **Home Nursing Services:** Providing qualified nurses for home visits after discharge from the hospital and before returning to their country.

**B. Additional (Non-Medical) Services:**

* **Travel and Accommodation:**
  + **Flight Booking:** Collaborating with various airlines to provide multiple options for patients.
  + **Hotel Booking:** Providing various accommodation options from budget hotels to 5-star hotels.
  + **Transportation and Transfers:** Private cars of different levels or comfortable buses for group transportation.
* **Entertainment and Tourism:**
  + **Tourist Trips:** Tourism programs designed to suit the patients' condition, such as short tours or trips to historical sites.
  + **Recreational Activities:** Organizing activities that suit patients' interests, such as shopping or visiting museums.

**Second: Price**

**Affiliate System:** Collaborating with medical and tourism service providers.

**Pricing Structure Based on Commission:**

**First: Medical Services:**

* **Online Consultation:**
  + **Proposed Method (20% of Net Consultation Profit):**
    - This method requires an agreement with doctors to share their profits from consultations booked through your platform.
    - Challenges of this method:
      * Difficulty in accurately determining "net profit."
      * Doctors may not welcome sharing their profits.
  + **(Alternative Method if Doctor Rejects Percentage) Fixed Commission per Consultation:**
    - Determine a specific amount for each successful consultation booked through your platform.
    - Example: $10 - $5 for each initial consultation, and $3 - $5 for each follow-up consultation.
* **Surgeries:**
  + **Agreed Percentage with Hospitals/Doctors:**
    - Typically ranges between 10% to 20% of the total surgery cost, negotiable.
    - The percentage may vary depending on the type of surgery and the reputation of the doctor/hospital.
* **Review of Radiology and Laboratory Reports:**
  + **Agreed Percentage with Medical Centers/Doctors:**
    - Typically ranges between 10% to 15% of the service cost.

**Second: Additional (Tourism and Travel) Services:**

* **Airlines:**
  + **Common Percentage:** Ranges between 3% to 7% of the flight ticket value.
* **Hotels:**
  + **Common Percentage:** Ranges between 5% to 15% of the booking value.
* **Transportation:**
  + **Agreed Percentage with Transportation Companies:** Typically ranges between 10% to 20% of the trip value.
* **Tourism Companies:**
  + **Agreed Percentage with the Company:** Typically ranges between 10% to 15% of the trip or tourism service value.

**Third: Promotion**

1. **Email Marketing:**
   * **Objective:**
     + Building strong relationships with potential customers.
     + Providing valuable content that attracts them.
     + Converting them into actual customers.
2. **Influencer Marketing:**
   * **Objective:** Reaching a wide audience interested in medical tourism or healthcare.
3. **Mobile Marketing:**
   * **Objective:** Reaching potential customers through their mobile phones.
4. **Social Media Marketing:**
   * **Objective:** Building an active community of followers and interacting with them continuously. (Content is king)
   * **Suggested Platforms:**
     + YouTube: Publishing explanatory videos about medical services and previous patient experiences.
     + Facebook and Instagram: Posting photos and information about doctors, hospitals, and special offers.
     + Pinterest: Publishing inspiring images about medical tourism in Egypt. (To increase traffic to our website, please review the data in this section)
     + TikTok: Posting short and entertaining videos to attract a larger audience.
     + LinkedIn: Connecting with professionals in the medical and tourism sectors to build partnerships and negotiate with companies in the affiliate system.
5. **Search Engine Optimization (SEO/SEM):**
   * **Objective:** Improving the ranking of your website in search results to reach the largest number of potential customers.
6. **Blogging:**
   * **Objective:** Providing valuable and useful content for those interested in medical tourism, which enhances customer confidence in your services.
7. **Television Advertising (TV Ads):**
   * **Objective:** Reaching a wide audience through local or regional television channels.

**Fourth: Distribution**

1. **Mobile Application:**
   * **Advantages of the Application as a Primary Distribution Product:**
     + Ease of use on the go.
     + Ability to send instant notifications (Push Notifications) to promote offers and services.
     + Providing a seamless user experience that facilitates search, booking, and communication.
2. **Website:**
   * **Your company's main interface on the Internet.** It must be professionally designed to reflect the quality of your services.
   * **It can include additional features such as:**
     + Blog to provide valuable content about medical tourism in Egypt.
     + Frequently Asked Questions (FAQs) to answer customer inquiries.
     + 360-degree photos of hotels and hospitals.
     + Virtual Tours of tourist attractions.
3. **Online Travel Agencies (OTAs):**
   * **Advantages of Collaborating with These Agencies:**
     + Access to a wide customer base of travelers worldwide.
     + Leveraging their expertise in tourism and marketing.
     + Increasing the credibility of your services by being present on their platforms.
4. **Offline Travel Agencies:**
   * **The role of traditional travel agencies cannot be ignored, especially in some countries that still rely heavily on them.**
   * **Important Considerations When Choosing Travel Agencies:**
     + Focus on agencies specializing in medical tourism or those with an interest in this type of tourism.

**Fifth: Process**

1. **Handling Customer Inquiries:**
   * **Process:**
     + Receiving calls or messages from potential customers via phone, email, or social media.
     + Providing information about available services (consultations, treatment packages, travel arrangements).
     + Scheduling initial consultations with doctors based on the client's preferences.
2. **Coordinating Online Medical Consultations:**
   * **Process:**
     + Scheduling video consultation appointments for doctors with patients.
     + Reviewing patient data and sending it to the doctor before the consultation.
     + Providing simultaneous interpretation when needed.
3. **Managing Travel and Accommodation Bookings:**
   * **Process:**
     + Booking flight tickets in coordination with airline partners.
     + Booking hotels or apartments for the patient based on the chosen treatment package.
     + Arranging transportation to and from the airport and hospital.
4. **Coordinating with Hospitals and Doctors:**
   * **Process:**
     + Confirming surgery or medical examination appointments with hospitals.
     + Preparing medical documents and required approvals for surgeries.
     + Ensuring post-operative follow-up with doctors.
5. **Providing Post-Treatment Services:**
   * **Process:**
     + Organizing follow-up consultations after treatment (remotely or at the hospital).
     + Coordinating home nursing services if they are part of the treatment package.
     + Providing follow-up medical reports and sending them to patients.
     + Building a personal file for each patient that includes all their documents and examinations.
6. **Managing Marketing Content:**
   * **Process:**
     + Regularly publishing marketing content on social media platforms.
     + Monitoring email marketing campaigns.
     + Interacting with comments and inquiries on social media to ensure continuous engagement.
7. **Continuous Customer Support:**
   * **Process:**
     + Providing technical and advisory support to customers around the clock through various support channels.
     + Answering frequently asked questions and guiding customers on the next steps.
     + Monitoring customer satisfaction and resolving any problems they may encounter during treatment or travel.

**Sixth: Physical Evidence**

1. **Exterior and Interior Design:**
   * **Company Headquarters and Offices:**
     + The exterior design of the headquarters' facade should reflect professionalism and comfort. Choose soothing and calm colors that are appropriate for the medical field, such as white and blue, to connect the client with a sense of security.
     + The interior design is simple and clean (modern), with modern and comfortable furniture, providing spaces to receive clients. Fresh flowers in the waiting area to provide a comfortable atmosphere and soft music to reduce patient anxiety.
   * **Service Delivery Environment:**
     + Hospitals and hotels that are partnered with should be clean and equipped with the latest equipment. A focus on cleanliness and comfort in the hospital environment enhances patient confidence. The team dealing with the patient should include at least one person who speaks a foreign language.
     + The interior design of hospitals and patient rooms should reflect luxury and medical quality. Visual and material comfort should be available in treatment rooms, such as providing calm colors and comfortable furniture.
2. **Tangible Products:**
   * **Identification Cards and Product Cards:**
     + Each patient receives an identification card containing their medical information and the company's contact number. This card will have a sleek and simple design with the company's official logo.
     + Each card or product (such as a medical report or medical file) should be properly packaged to give an impression of high quality and professionalism. A QR code should be available that the patient can scan to view their complete file on our system.
   * **Packaging:**
     + If medical supplies are sent to the patient (such as examination reports or post-operative medications), they should be packaged in containers bearing the company logo and reflecting quality and hygiene.
3. **Distinctive Marks:**
   * **Logo:**
     + The company logo should be distinctive and easy to remember, reflecting the field of medical tourism. It is preferable to use medical or healthcare symbols in the design. The color of the logo should be consistent with the application to create a mental image that represents us.
   * **Official Papers and Invoices:**
     + Every official paper, including contracts and invoices, should have a clear and organized design that reflects the company's identity, with the company logo and official information on each document.
   * **Emails and Advertisements:**
     + When communicating with customers via email or sending promotional offers, messages should have a professional design that includes the company logo and colors and contain an electronic signature that confirms trust and professionalism.
4. **Physical Experiences:**
   * **Cleanliness of the Place:**
     + Cleanliness is essential, whether in hospitals or in the premises where consultations are provided. Strict hygiene standards must be maintained in all service delivery areas.
   * **Furniture and Colors:**
     + Furniture should be comfortable in consultation and waiting areas, and nerve-calming colors such as light blue and white should be used.
   * **Aromas:**
     + In the treatment or consultation environment, pleasant and light scents such as lavender or mint can be used to provide a relaxing and soothing atmosphere for patients.
   * **Technological Devices:**
     + Providing modern display screens in waiting or consultation rooms can enhance the customer experience, where screens can be used to display information about services or promotional offers.
5. **Digital Content as Physical Evidence:**
   * **Website:**
     + The website should be professional and reflect the company's visual identity. It should contain pictures of hospitals, rooms, and the medical team, with the possibility of displaying 360-degree virtual tours of some hospitals and hotels.
   * **Mobile Application:**
     + The mobile application should be easy to use and reflect the visual identity of the company. Provide features such as easy booking, receiving notifications, and reviewing patient files securely and reliably.

**Seventh: People**

1. **Employees:**
   * **Frontline:**
     + **Customer Service Team:**
       - The customer service team receives inquiries and follows up with customers, whether by phone or online. They should be trained to deal with patients with kindness and empathy and have the ability to provide quick and effective solutions.
     + **Interpreters:**
       - As clients are of different nationalities, professional interpreters must be available to facilitate communication between doctors and foreign patients. Their language skills and responsiveness are an important part of the experience.
     + **Medical Coordination Staff:**
       - These staff are responsible for coordinating between hospitals and patients. Their role includes scheduling appointments, following up on cases, and ensuring that all required medical services are provided.
   * **Back Office:**
     + **Administrative Staff:**
       - They work on managing daily operations such as coordinating with hospitals, airlines, and hotels. They must have strong organizational skills to ensure smooth operations.
     + **Marketing Team:**
       - The marketing team is responsible for managing advertising and promotional campaigns and communicating with influencers. They also work to maintain the brand image through engaging and effective content.
     + **Technical and Support Team:**
       - Responsible for developing and managing applications and the website, in addition to providing technical support to customers through digital platforms. They must have the ability to resolve technical issues quickly to ensure a comfortable and smooth user experience.
2. **Customers:**
   * **Current and Potential Customers:**
     + Customers are at the heart of the service and should be provided with a comfortable and distinctive experience from the moment of their inquiry until the follow-up of treatment. Continuous interaction and quick response to their needs enhance their satisfaction and increase the likelihood of their loyalty.
   * **Customer Influence on Each Other:**
     + As there is interaction between patients in hospitals or hotels, providing a comfortable and safe environment contributes to improving the experience of all customers. A comfortable and integrated customer experience may encourage them to recommend the company's services to others.
3. **Suppliers and Partners:**
   * **Healthcare Partners (Hospitals and Clinics):**
     + Hospitals and clinics that are partnered with should be of a high standard of quality and professionalism. Doctors and medical staff play a major role in providing healthcare to patients and ensuring the safe implementation of procedures and treatments.
   * **Airlines and Hotels:**
     + Transportation and accommodation partners play a vital role in providing a comprehensive experience for patients. Providing comfortable transportation services and hotels that offer a quiet and relaxing environment enhances customers' impression of the service.
   * **Technical Suppliers:**
     + Technical suppliers who provide technological solutions such as online booking systems or applications play a key role in facilitating the customer experience. These systems must be reliable and easy to use.

**Quality and Training:**

* To ensure an exceptional experience, focus on continuous training for all employees, especially those working on the front lines, such as customer service and interpreters. They should receive training on how to deal with patients appropriately and be able to manage emergencies.
* Motivation is an essential part of maintaining a committed and efficient team. Providing a supportive work environment and incentive programs contributes to improving employee performance and ensuring their commitment to providing high-quality service.

**Eighth: Quality & Productivity**

1. **Quality:**
   * **Quality of Medical Services Provided:**
     + The application promotes hospitals and clinics with a good reputation and international medical accreditation. It is ensured that the partner hospitals provide excellent medical services, with a focus on the medical specialties they are known for, particularly dentistry.
     + The application provides comprehensive and accurate information including details of doctors, available specialties, and prices of consultations and treatments, which contributes to building trust among patients.
   * **Transparency and Building Trust:**
     + The application works to display ratings and reviews from previous patients about the listed hospitals and clinics, which contributes to enhancing transparency and building trust between users and hospitals. In addition, the certificates and medical accreditations that the hospitals have obtained are displayed to ensure the quality of healthcare provided.
   * **User Experience:**
     + The application is designed to provide a convenient and easy user experience, where the patient can browse hospitals, view doctors' profiles, and book consultations easily. The application also includes rich digital content such as introductory videos and preliminary consultations, which enhances patient confidence in the services provided.
2. **Productivity:**
   * **Efficiency of Digital Operations:**
     + The application works to ensure high efficiency in digital operations, including fast page loading speed and interface responsiveness. The system allows users to make bookings easily and quickly, while providing periodic reports to analyze user interaction and measure the application's performance.
     + This contributes to improving performance and increasing productivity by effectively directing resources towards areas that need improvement.
   * **Effective Marketing and Performance Improvement:**
     + Advanced digital marketing tools such as paid advertising on social media and Search Engine Optimization (SEO) are used to ensure that the application appears in the top results when searching for medical tourism services. Smart email campaigns targeting potential customers are also implemented to attract the largest number of users and achieve a high return on investment.
   * **Communication and Fast Interaction:**
     + The application provides a fast system for communication between patients and hospitals through instant messages or scheduled calls. This feature contributes to improving the user experience and increasing the efficiency of operations by facilitating access to the required services as quickly as possible.