



Evaluation of  
Marketing  
Communication in  
Praga Medica  
Dental Department

Natalja Ljamceva

2018

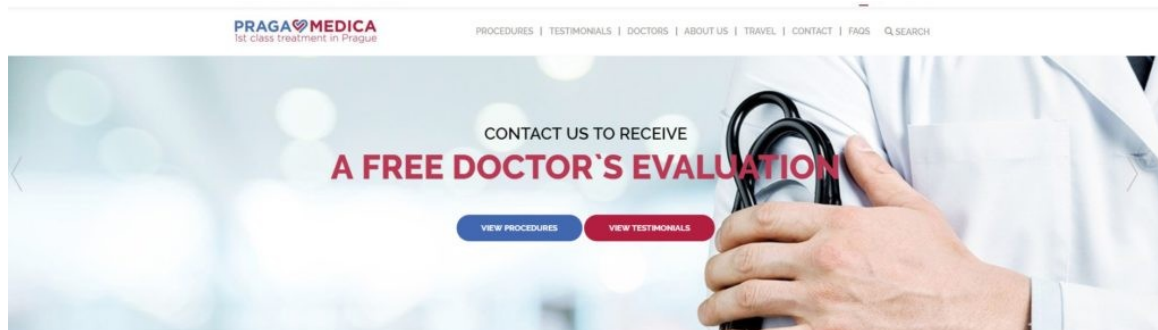
# Content

- ▶ Introduction
- ▶ Objectives and Methodology
- ▶ Results and Discussion
- ▶ Conclusion



# Introduction

## Praga Medica



## Dental Centrum Klamovka



# Objectives and Methodology

- ▶ Based on the evaluation make suggestion to improve the current marketing communication situation with the focus on using trends. Support maybe even accelerate the company goals for the following year.
- ▶
- ▶
- ▶ Theoretical part
- ▶ Praga Medica Characteristics
- ▶ Practical part

# Results and Discussion

- ▶ General recommendation



- ▶ Website performance



- ▶ Channel Analysis based on IS



- ▶ Website Visitors' Behavior



- ▶ Online Writing Reviews



- ▶ Facebook channel analysis

- ▶ YouTube channel analysis

# Conclusion

- ▶ support of the sales department.
- ▶ Marketing department can fulfill such goal by following steps:
  - ▶ improving the website content,
  - ▶ make educative articles and videos,
  - ▶ engage visitors' activity,
  - ▶ receiving positive testimonials and quick response on the questions.



Thank you  
for  
attention!

Any questions?

# References

- ▶ Connell, J. (2006). Medical tourism: sea, sun, sand and surgery. *Tourism Management* , 1093e1100.
- ▶ Ruth Mortimer, G. B. (2009). *Marketing for Dummies 2nd edition*. Chichester: John Wiley & Sons, Ltd.
- ▶ Valorie A. Crooks, L. T. (22. December 2010). Promoting medical tourism to India: Messages, images, and the marketing of international patient travel. *Social Science & Medicine* , page 1-2.
- ▶ Vincent C.S. Heung, D. K. (2010, August 18). Medical tourism development in Hong Kong: An assessment of the barriers. *Elsevier Ltd.* , pp. 995-1005.
- ▶