

Mayo Clinic



INTERNATIONAL MARKETING RESEARCH

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Contents



- History & Heritage
- Case Facts
- Research Analysis
- Recommendations

MAYO
CLINIC



History & Heritage

- Founded 100 years ago by a family of physicians named “Mayo”
- Mayo family
 - created an international legacy
 - traveled the world to compare notes and surgical approaches
 - returned with international patients



History



- Known for treating international leaders (e.g., the president of the Republic of Equatorial Guinea)
- Has used word-of-mouth marketing to maintain its global reputation
- Mayo clinic provided care to international patients for nearly 100 years
- Marketing department has existed for only the last 15 years



Mayo Clinic



Mayo Clinic's locations are:

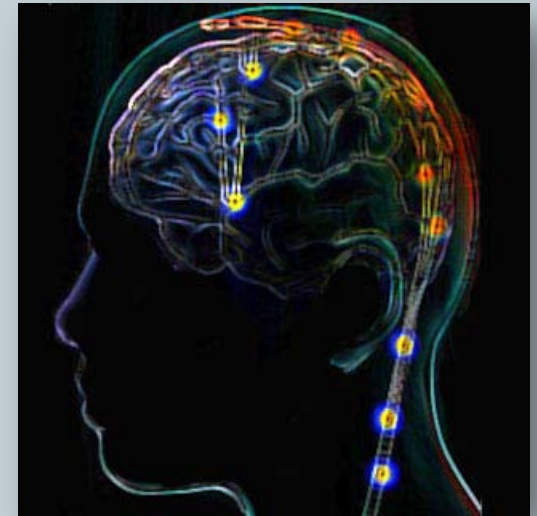
- Rochester, Minnesota
- Scottsdale / Phoenix, Arizona
- Jacksonville, Florida



The Strength of Mayo Clinic:



- Mayo Clinic specializes in hard-to-treat diseases
- Known for innovative and effective treatments for diseases that had gone undiagnosed
- Known for being at the top of most accredited quality standard listings



The Values of Mayo Clinic



- The needs of the patient always come first
- Since about the year 2000, Mayo Clinic has also become known for achieving high quality at lower cost
- Mayo Clinic is most famous for developing an integrated patient care practice
 - a patient will see 2 to 10 doctors in a single visit on the same day
 - reduces the cost of multiple visits
 - allows doctors from different specialties to confer with each other and plan a course of action for the patient

Case Facts

Internal Research

- Quarterly analysis of hospitalization rates among international patients
- Percentage of new patients from various regions
- Mayo Clinic satisfaction surveys



The screenshot shows the YouTube channel page for Mayo Clinic. At the top, there is the YouTube logo, the text 'English', and links for 'Videos | Channels | Community | Upload'. Below this is the Mayo Clinic logo and name. On the right side, there are links for 'Videos | Favorites |'. The channel name 'Mayo Clinic Channel' is displayed in a blue bar, with a yellow 'Subscribe' button next to it. Below the channel name is a profile picture of a woman, the channel name 'mayoclinic', and statistics: 'Joined: June 15, 2006', 'Last Sign In: 1 day ago', 'Videos Watched: 3,914', 'Subscribers: 283', and 'Channel Views: 20,833'. A 'NONPROFIT' badge is visible below the statistics. The channel description reads: 'The Mayo Clinic Channel is a place to see what makes Mayo Clinic special, and to watch videos about Mayo's latest research and treatment advances. For information on how you can support Mayo Clinic's research, check here <http://www.mayoclinic.org/c...>'

Case Facts



External Research:

- **Research was performed in Latin America and Middle East**
 - Mail surveys
 - 400 face-to-face surveys (Qualitative data)
 - 353 phone interviews (Quantitative data)
- **Aided and unaided questions were asked**
- **Questions focused on brand awareness**

Analysis

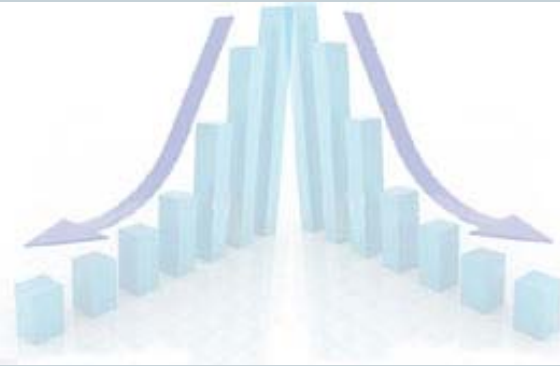


- **Problems**
 - Limited market sample (Middle East & Latin America)
 - Assumption of awareness of Mayo Clinic
- **Objective**
 - Increase brand awareness
 - Increase marketing research that reflects the target market's wants, needs, preferences, and behavioral patterns

Recommendations



INFORMATION



Target Market

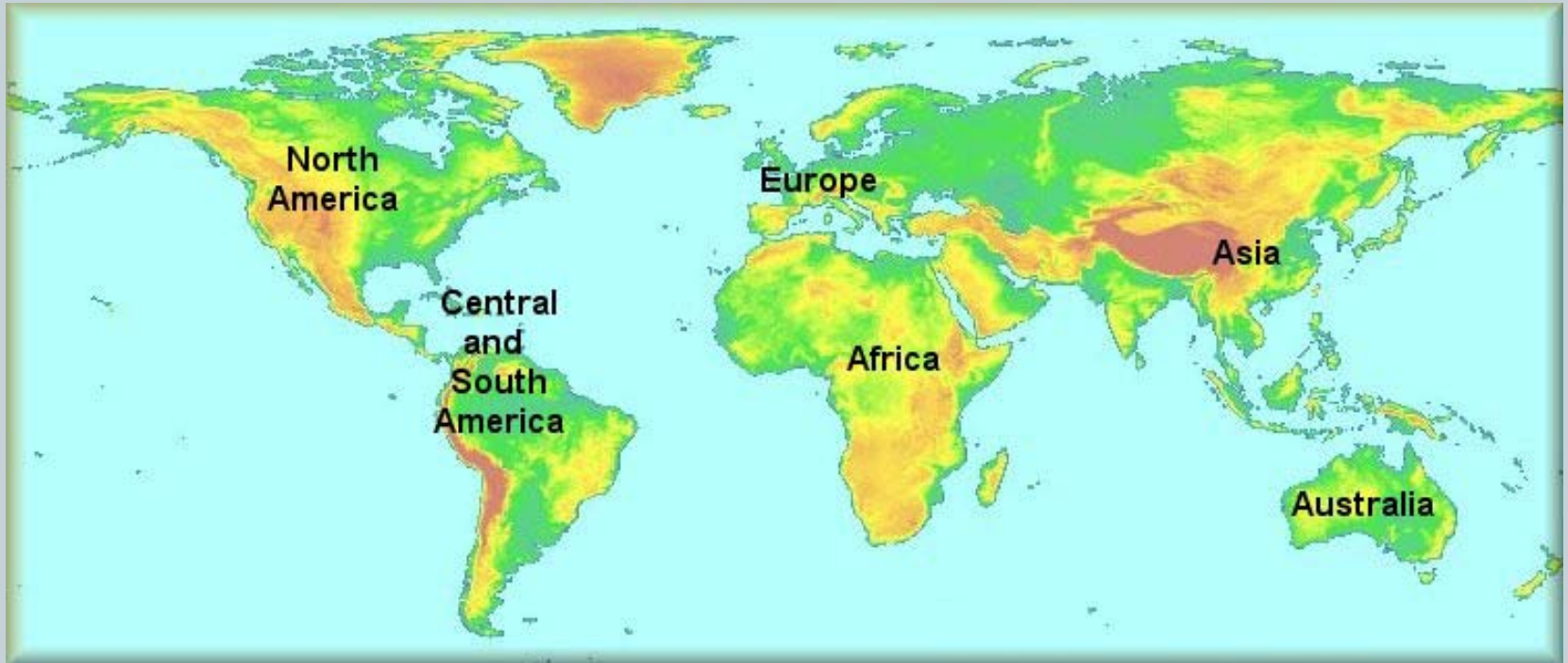


High income upper social class

Health conscious people



Countries



General Secondary Information

- Economic and demographic



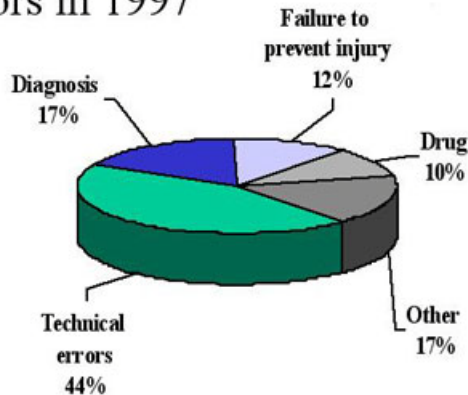
- Cultural, sociological data



- Overview of market conditions

Medscape® www.medscape.com

Types of Deadly Medical Errors in 1997



Data from: *To Err Is Human: Building a Safer Health System*. IOM, 2000.

Primary Research



FOCUS
GROUPS



SURVEYS



Thank You!

