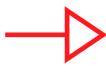


ROAD MAP TO GROWING WITH DENTAL TOURISM

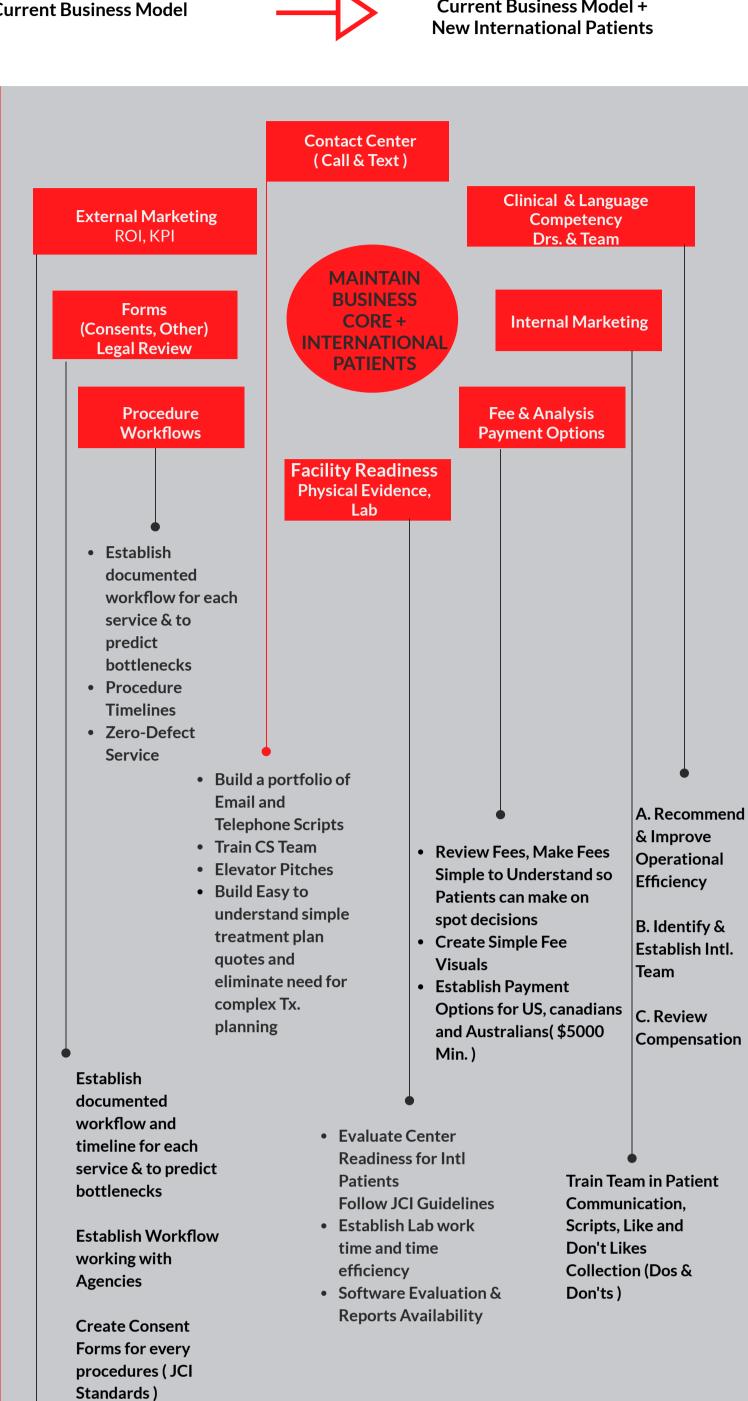
4-MONTHS COACHING PROGRAM

Note: 4-months is a minimum time required and it depends on many factors including the clinic's readiness, each clinic's commitment to the program and implementation of various steps outlined in this road map is essential to long term success of your clinic in attracting and retaining international patients. This programs requires a high level of discipline and the international team must complete tasks assign to them on a timely basis to achieve desired results in the 4 month period.









- Negotiate & Sign Contract with Agencies
- Create Emotionally

Create Website Contents

- **Charged Marketing Pieces** Introduce Clinics to
- **Embassies and** Foreign Chamber of Commerce Hotel Concierge



implementation plans which may require modification to the proposed preparation plan ** Preparation time may vary depending on various factors such as staff and doctor availability for training, internal bottlenecks that can delay the project.



Google Adwords

SEO Website Content Optimization (English)

Agency Promotion

Agency Staff Training

Educational Based Marketing Public (Online Social Media)



Measure ROI

Establish KPI for performance

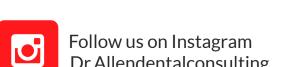
Repeat & Modify Plan as Necessary

Minimum 3-6 months to get a meaningful evaluation, modify if necessary and repeat.





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