



# Development of medical services exports in the Samara region

Samara 2019



# The concept of medical tourism Samara region

- The goal – to identify mechanisms for the residents of other regions of the Russian Federation and other countries for medical and health services in Samara Region .





# SWOT-Analysis

*Low prices for medical services;  
Qualified medical personnel;  
Medical - health tourism cluster;  
Innovation Cluster of medical and pharmaceutical technologies*

*Permanently resident aliens and nonresident citizens;  
Internal medical tourism;  
Upgrading medical equipment;  
The introduction of new innovations;*

## SWOT ANALYSIS

Strengths

Weaknesses

Opportunities

Threats

*The discrepancy between the target audience of the business and medical tourism;  
The lack of international accreditation in health care organizations;  
Poor knowledge of foreign languages*

*Increased competition from neighboring regions;  
Uncertainty about the quality of medical services*

COMPETITIVE FUTURES





**Components of medical tourism  
development success in Samara region**



# Medical Organizations Medical and tourism cluster (MTC)



**КЛИНИКИ**

Самарского  
государственного  
медицинского  
университета



ТГКБ №5



**ДИНАСТИЯ**



САМАРСКИЙ  
ОБЛАСТНОЙ  
КЛИНИЧЕСКИЙ  
КАРДИОЛОГИЧЕСКИЙ  
ДИСПАНСЕР



ГОРОДСКАЯ КЛИНИЧЕСКАЯ  
**БОЛЬНИЦА**  
ИМЕНИ Н. И. ПИРОВОГА



**Сергиевские** САНАТОРНО-КУРОРТНОЕ ЛЕЧЕНИЕ  
МИНЕРАЛЬНЫЕ ВОДЫ  
ФГБУЗ МРЦ "Сергиевские минеральные воды" ФМБА России





# The range of products Innovation Cluster of medical and pharmaceutical technology in Samara medicine

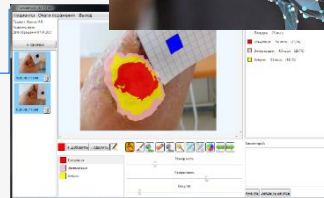
Hardware-software complex  
«3D-Virtual Surgeon»



Neural network algorithms  
and decision-physician  
decision support system



Artificial intelligence technology,  
telemedicine in dermatology



Hardware-software complex  
"Avtoplan"



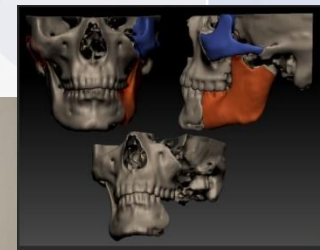
Own the PACS-  
system and 3-D  
viewer



Rehabilitation of children  
with cerebral palsy  
"Revimoushen"



Digital prototyping

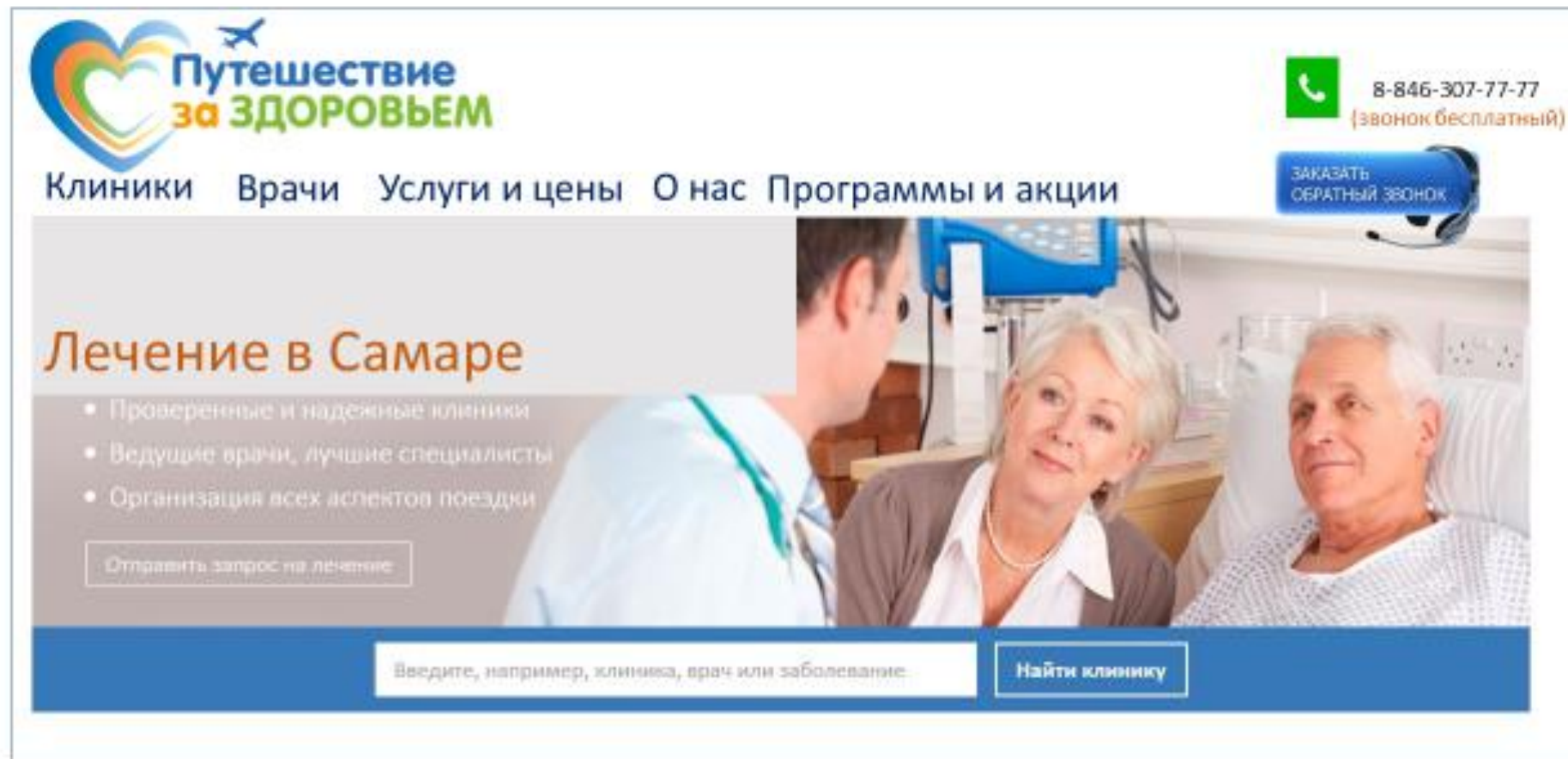


The system of early  
vertical translation  
"Revayver"





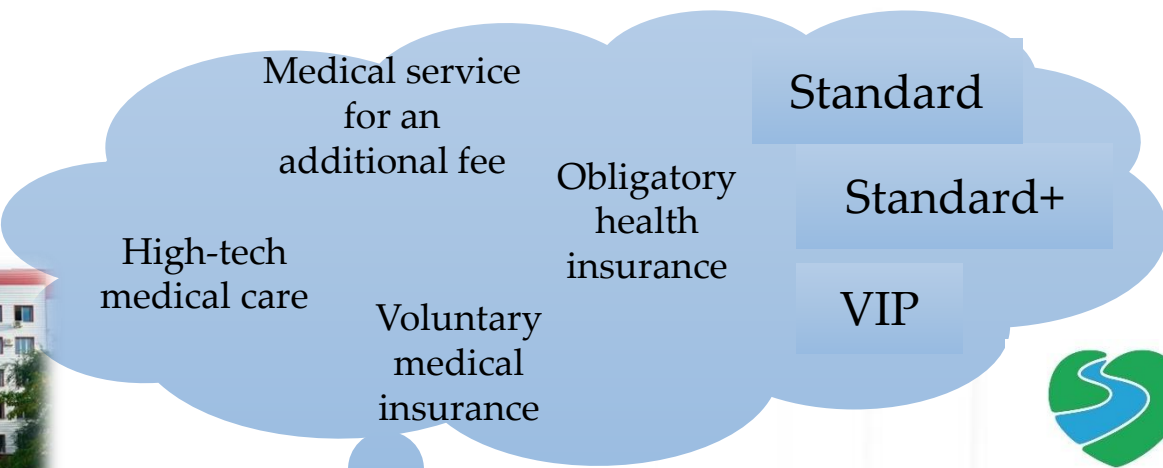
# A single information resource for medical tourism Samara region for other countries(samtelemed.ru) \*



\* The site is created, including in English



# The choice of the patient



Service  
Insurance  
Center



САМАРСКАЯ  
область



8-846-307-77-77





# How to obtain the services of medical tourists in Samara?

Only Step 1 - Call the contact center for regional operator



7.00-20.00 Moscow time



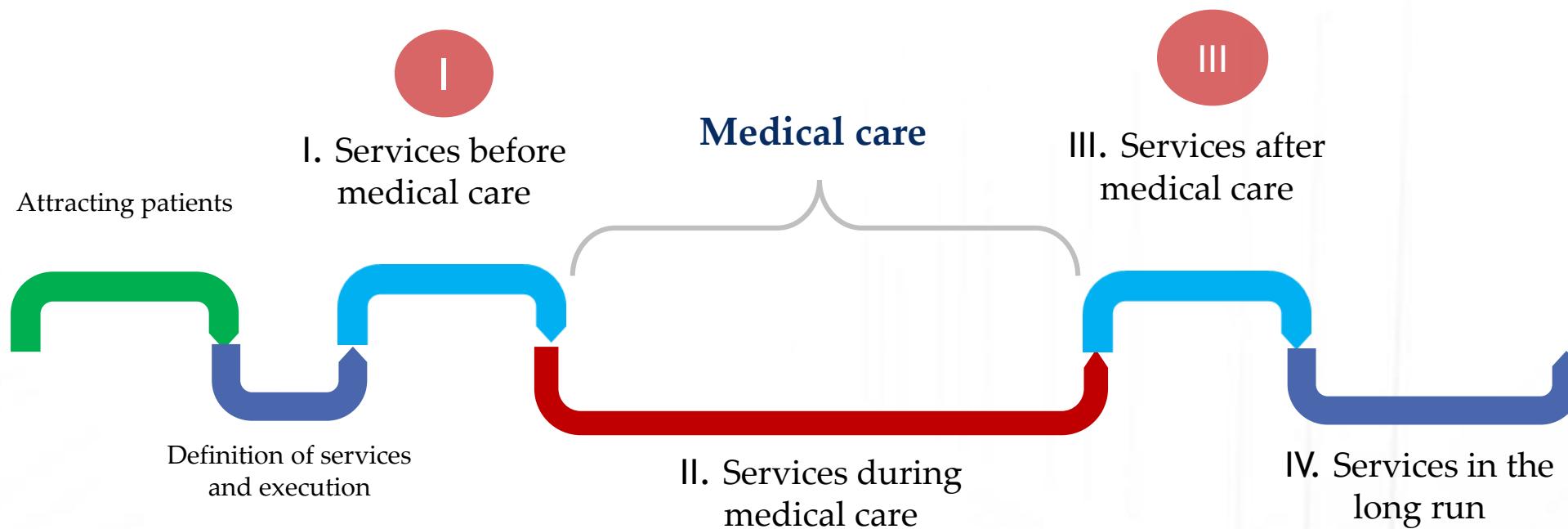
Method 1: a single multi-line number: 8-846-307-77-77

Method 2: Callback order

We'll do the rest!



# The steps of providing medical services\*



Groups of medical services at various steps

\*including for accompanying persons

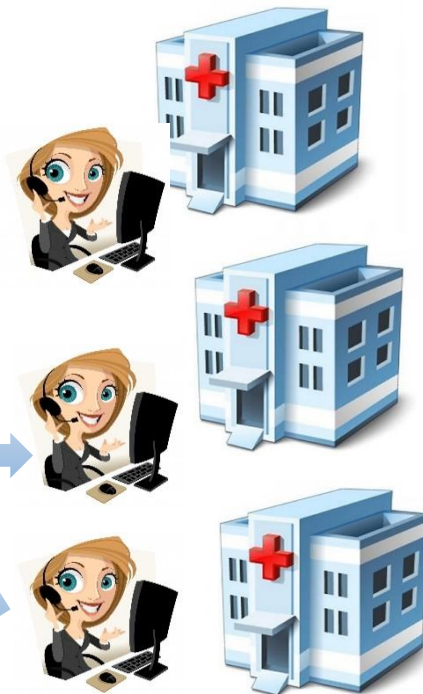




# Regional operator scheme. First step (Package 1)



8-846-307-77-77



Standard

Standard +

VIP



САМАРСКАЯ  
область



Service  
Insurance  
Center



# Regional operator scheme. Second step (Package 2)







# Regional operator scheme. The third and fourth steps (Package 3)





# Our partners



Центр  
страхования  
услуг



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ОБЛАСТНОЙ  
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КАРДИОЛОГИЧЕСКИЙ  
ДИСПАНСЕР