



MARKETING *Club* 149th

149th Marketing Club
105th Business Club
28th Riyadh Club

Healthcare Offers Marketing



JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
06-8-24	10 pm	KSA & Egypt		Online Zoom
Tuesday				

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR



Instructor
Dr. Hossam Elgammal
Consultant Trainer

Healthcare Marketing Offers in Saudi Arabia

By Hossam Al Jamal

Co-founder & CEO of **Health & Life**

Your health is our mission

Introduction



- Overview of the Content
 1. Situational Analysis
 2. Challenges and Opportunities
 3. Marketing strategy
 4. Tactics
 5. Case Study
 6. Implementation & Control
 7. Q&A

Situational Analysis



Market
Analysis

5Cs

SWOT

PESTLE

Market Analysis

Market Potential

The healthcare market in Saudi Arabia has huge opportunities and spaces that are not filled yet,
The Market still need a solutions to be arranged and become more accessible.

Health care market in
KSA



5Cs Analysis



SWOT Analysis



The SWOT analysis is a tool used to analyze a company's internal strengths and weaknesses and external opportunities and threats. It is used as an “analysis and development tool” and can be considered as the “most widely used strategy tool in modern times” as it applies not only to business but also in strategic decisions in general.



PESTEL Analysis



Political

- The government has been investing heavily in healthcare infrastructure and technology, which could create opportunities for medical apps.
- There are strict regulations for healthcare apps, which require them to be approved by the Saudi Governmental authorities before they can be launched.

Social

- Healthcare is a priority for many Saudi Arabians, and there is a high demand for quality medical services.
- There is a growing awareness of the benefits of digital health solutions, and many people are increasingly comfortable with using technology for healthcare purposes.

Environmental

- Saudi Arabia is a big country with a lot of remote areas where it's not easy for people to commute for multiple visits to get the medical service

Economic

- Saudi Arabia has a high GDP per capita and a growing middle class, which may be willing to spend money on healthcare apps.
- However, there may be economic challenges for some users to afford the app, especially if it requires a recurring subscription.

Technological

- The high mobile phone penetration in Saudi Arabia and widespread access to high-speed internet create opportunities for medical apps.
- The Saudi government has set ambitious targets for digitizing the healthcare system, which could create a favorable environment for medical apps.

Legal

- Healthcare services are subject to strict regulations in Saudi Arabia, including approval by the Saudi Governmental authorities (Saudi Food and Drug Authority and MOH).

Challenges



Regulatory Compliance:

Complex regulations and data privacy issues.



Resource Constraints:

Shortage of healthcare facilities and professionals.



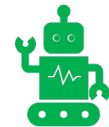
Cultural Barriers:

Overcoming cultural stigmas and adapting marketing strategies.



High Costs:

Managing rising healthcare costs and affordability.



Tech Integration:

Integrating new technologies and ensuring system interoperability.

Opportunities



Vision 2030

Leveraging government support and investments.



Rising Demand

Meeting growing healthcare needs due to population growth.



Digital Health

Expanding telemedicine and mobile health solutions.



Public-Private Partnerships

Collaborating with private and international partners.



Preventive Care

Promoting wellness programs and healthy lifestyles.



Marketing Strategy

Segmentation



Geographic segmentation

- Saudi Arabia, Riyadh

Demographic segmentation:

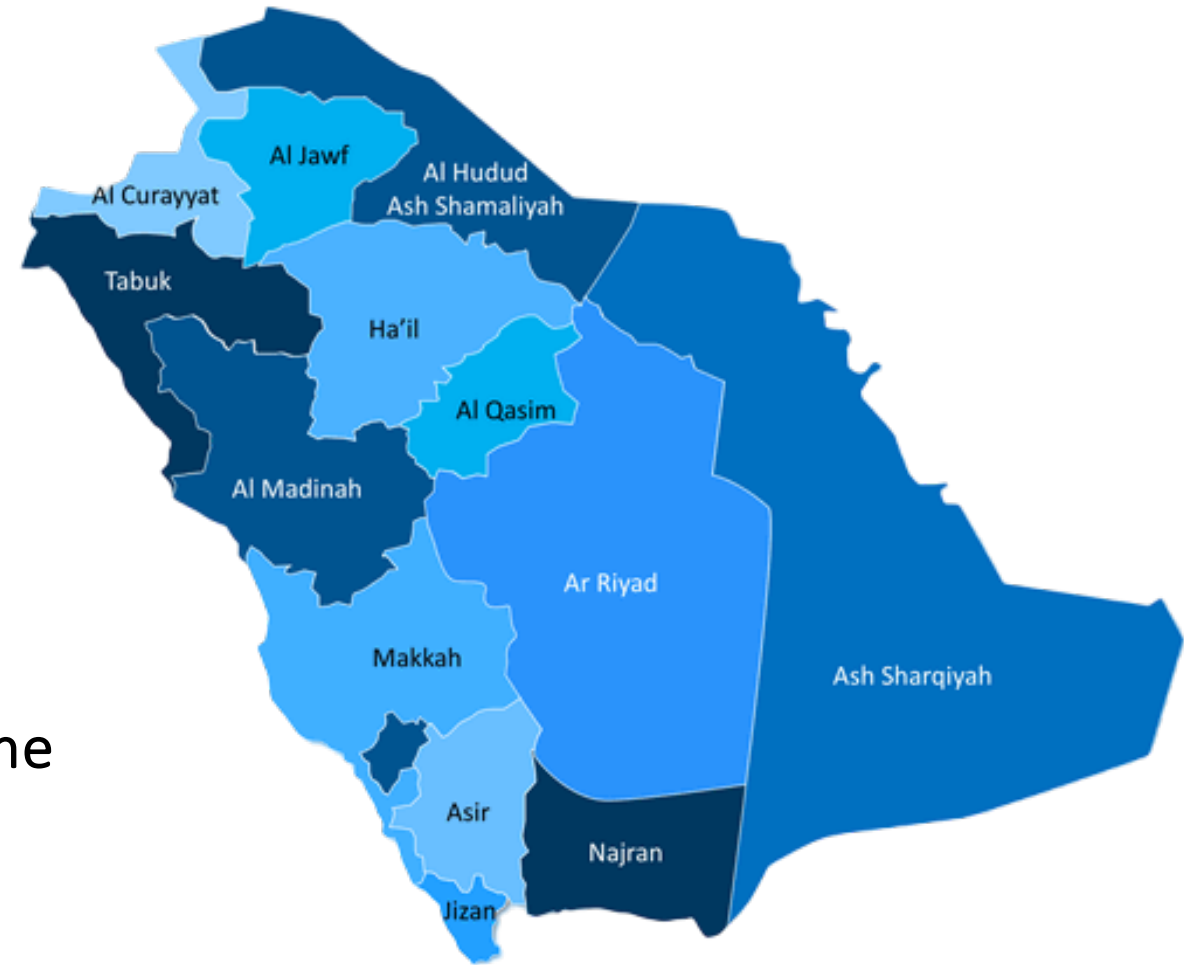
- Age and life-cycle segmentation 18-52 yrs.' old
- Gender segmentation Female

PSYCHOGRAPHIC SEGMENTATION

- Social class A, B
- Consumer personality, Variable according to the service department

BEHAVIORAL SEGMENTATION

- Usage rate medium, and heavy users



Targeting



Marketing Channels

- **Digital channels:**

- Website, mobile apps
- Content marketing
- Social media
- Sponsored Campaigns
- Social Influencers partnerships
- SEO

- **Offline channels:**

- Healthcare expos, Leverage events.
- Print Media, TV, and Radio
- Partnerships with local healthcare providers.

- **Referral Programs:**

- Referral incentives



Metrics and KPIs

- **User Acquisition:** Track app downloads, new user registrations, and referral rates.
- **Engagement:** Monitor user activity, appointment bookings, and service ratings.
- **Retention:** Measure repeat usage rates and customer satisfaction scores.
- **Revenue:** Analyze booking fees, advertising partnerships, and premium service uptake.

Tactics



- Customized Health Pricing Plans and Packages
 1. Initial pricing
 2. Seasonal offers
 3. Psychological Pricing
 4. Decoy Pricing
- Promotions and Discounts
 1. Discounts codes (**MC50**) Special code for Marketing Club members
 2. Cash back offers
- Loyalty Programs and Memberships
 1. Gamification (Ranking, Badges, Leader board)
 2. Loyalty points

Case Studies and Examples

Health & Life

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Health & Life

الحقي عروض العيد و تمتعي بقوام ممشوق

خصم إضافي 50% على مبلغ تأكيد الحجز

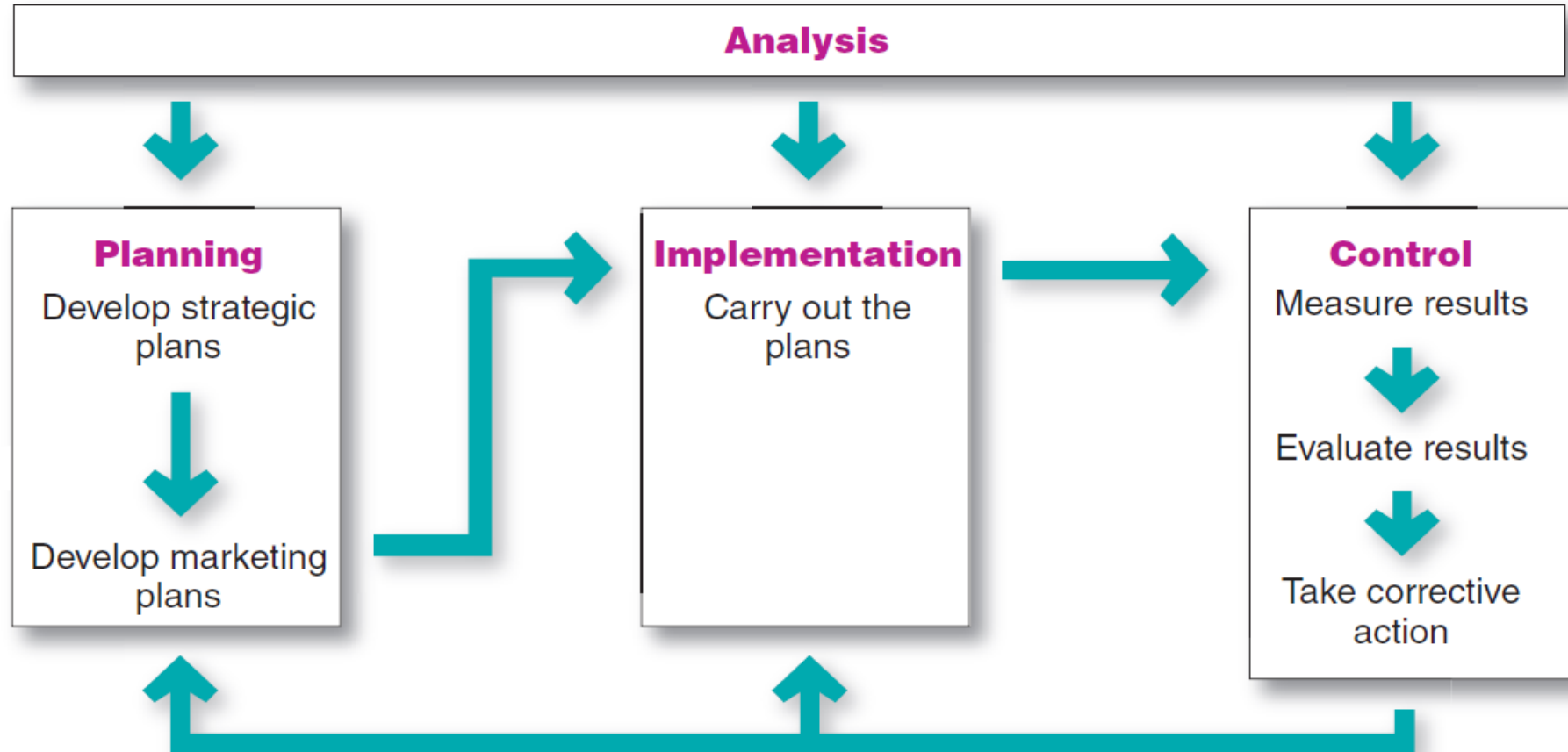
جلسة اذابة الدهون لمنطقة واحدة من اختيارك (البطن_الخصر_الفخذين_الذراعين_الفخذين_الارفاق)

239 ريال

بدلا من 500 ريال

#التطبيق_الأفضل_للخصومات_الطبية_بالمملكة

Implementation & Controls



Thank You.

Q&A



Hossam Al Jamal
Co Founder, CEO @ Health & Life | MBA |
Strategist | Innovation | Growth

