

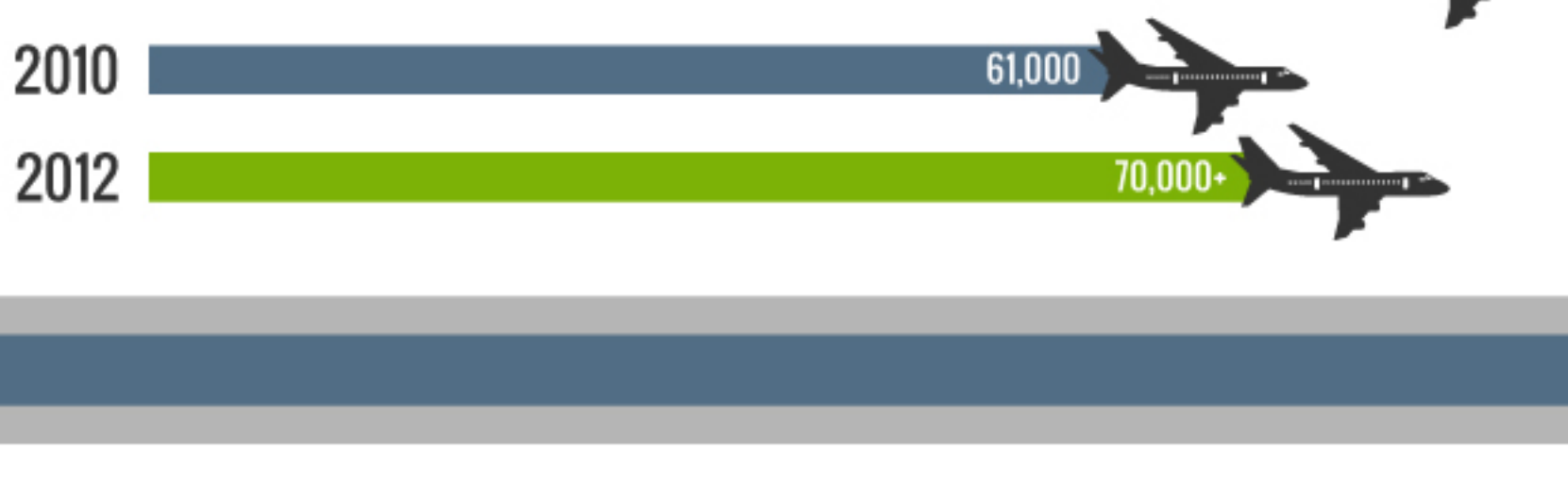
We're all going on a – Dental Holiday

– the Brits who go abroad for dentistry –

A bit of UK Medical Tourism history

Research carried out by the official International Passenger Survey, which questions UK citizens leaving all airports and ports, shows that in **2004, 25,000 Brits travelled abroad for private health care.**

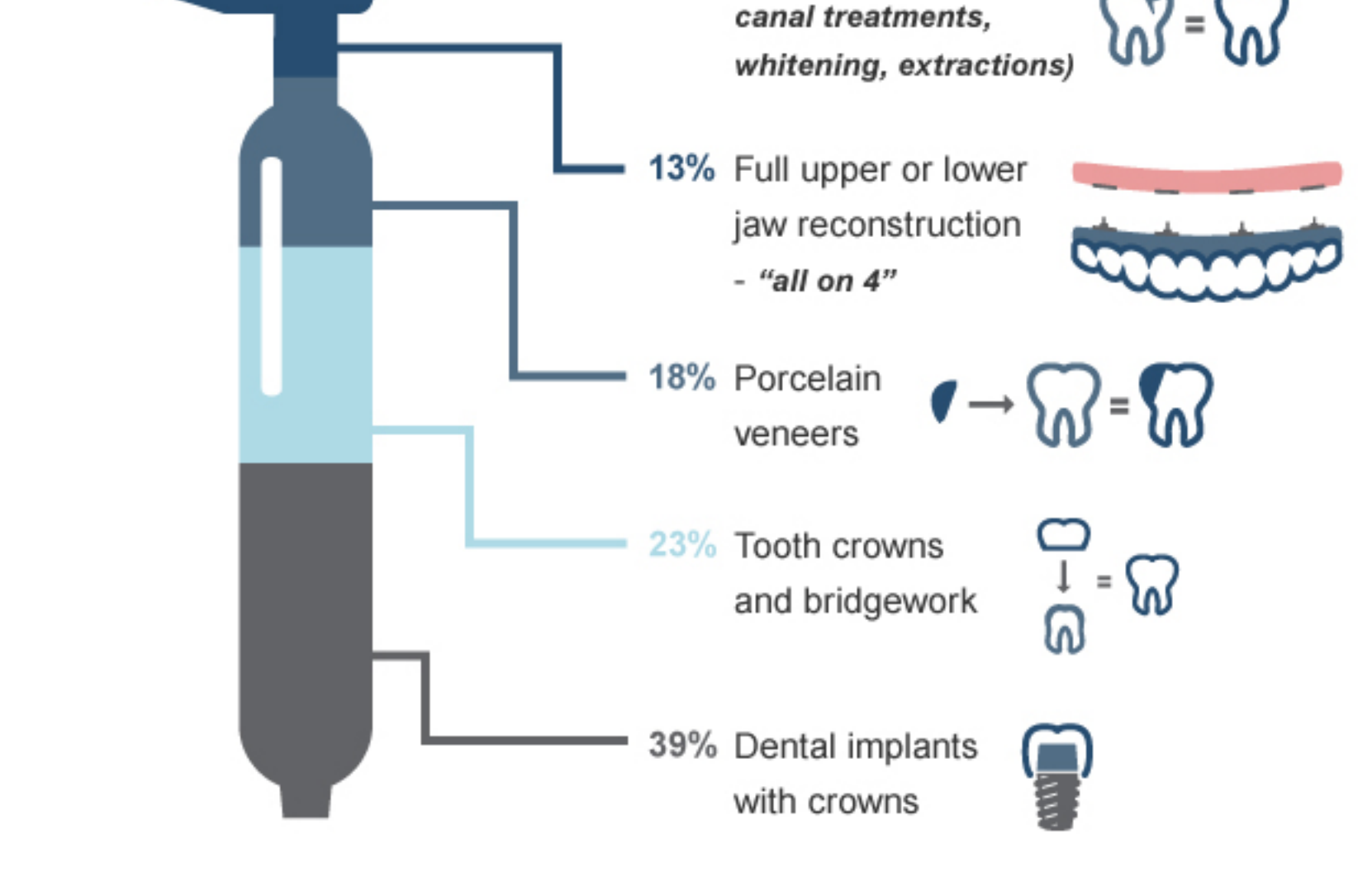
In 2007, this figure had jumped to 77,000, which dipped during the recession of 2008-2009, returning to 61,000 by 2010 and has been climbing ever since, **currently over 70,000 in 2011.**



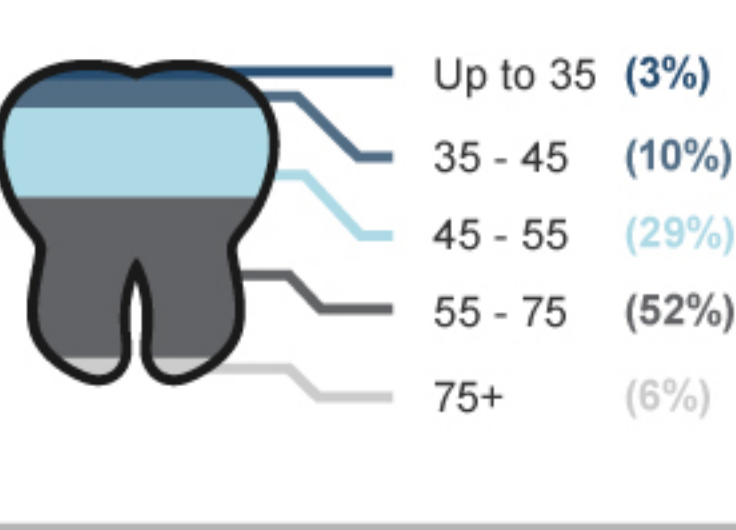
What's most important when choosing a Dental Holiday clinic?

- #1** Amount of experience of the doctor with their desired treatment
- #2** Certifications / accreditations of the clinic
- #3** Perceived quality of treatment *(based on reviews / testimonials / patient videos)*
- #4** Clinic facilities
- #5** Price of the treatment
- #6** Guarantee
- #7** Availability of the treatment (next days / weeks)
- #8** Ability to communicate well in English
- #9** Distance from the UK
- #10** Country in which the treatment will take place

What do they have done on their Dental Holiday?

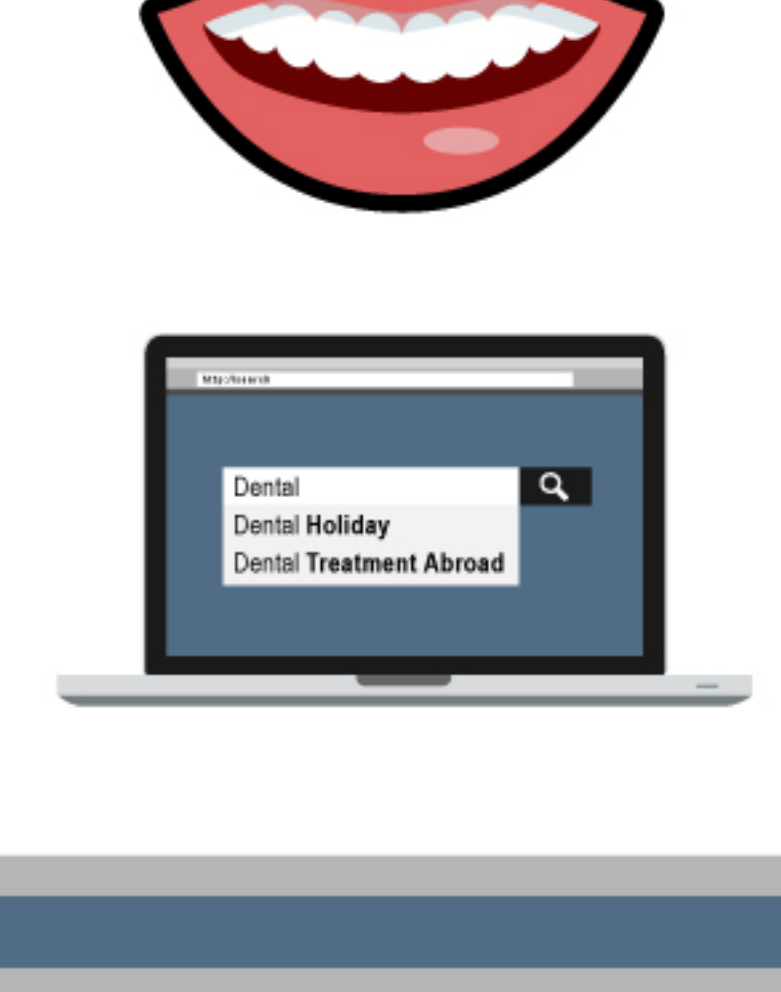


How old are they?



How safe is a Dental Holiday?

When asked about going abroad for a dental holiday when faced with a similar dental situation, **9/10 said they'd "do it again"** even though **51%** of respondents travelled to a country they had never been to before for their dental treatment.



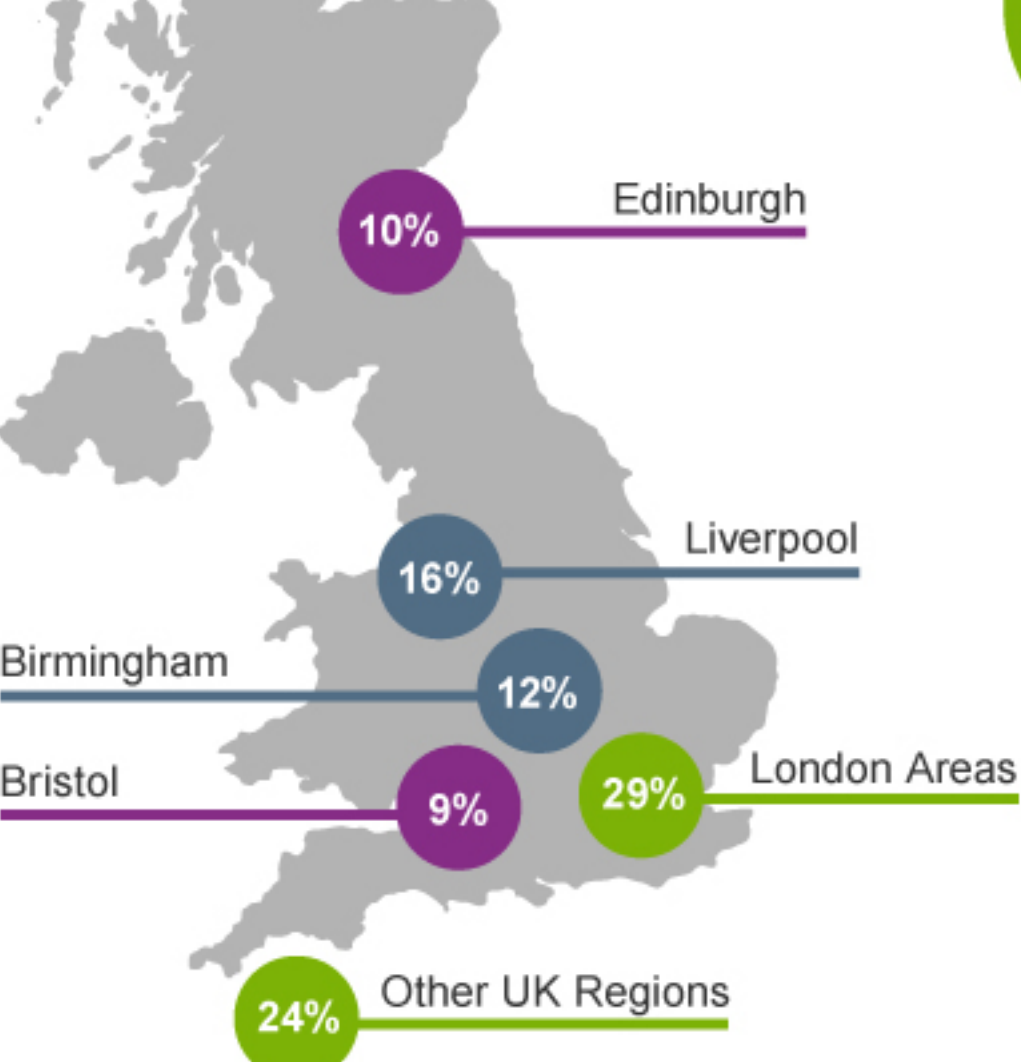
Word of mouth?

71% were recommended to a clinic by a family member or friend.

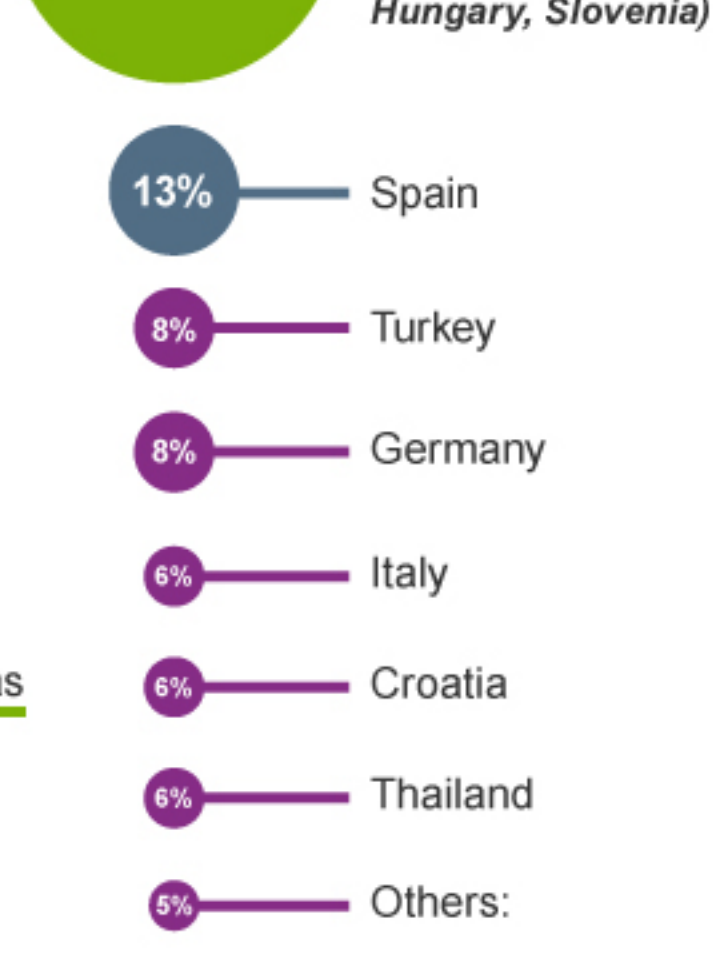
Looking for a dentist in their bedroom?

The remaining **29%** had done a search online using phrases such as "Dental Holiday" "dental treatment abroad".

Where do they come from?



Where do they go on their Dental Holiday?



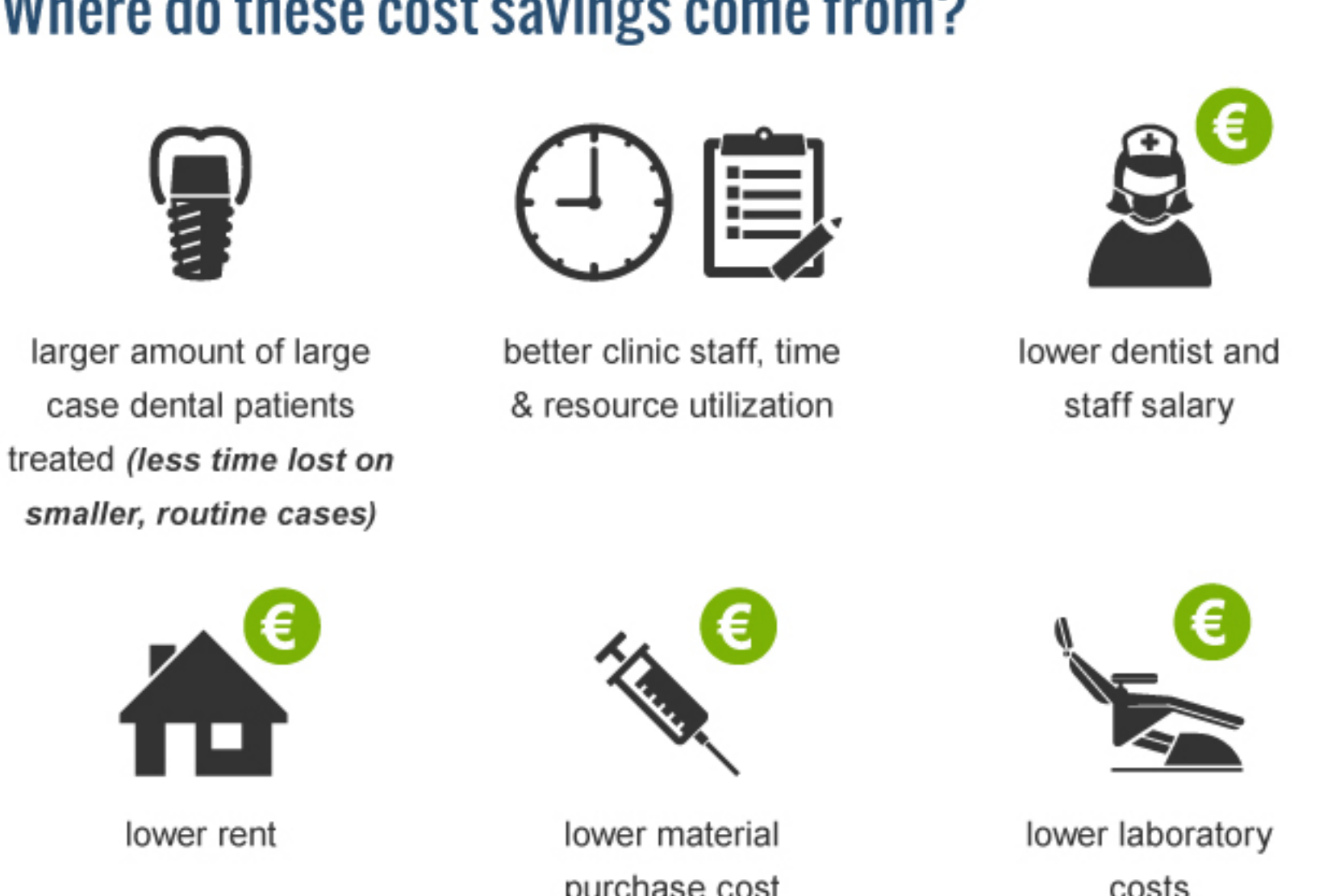
How much do they save on a Dental Holiday?

Unsurprisingly the large majority of UK dental patients they have put off dental treatment because of the cost...

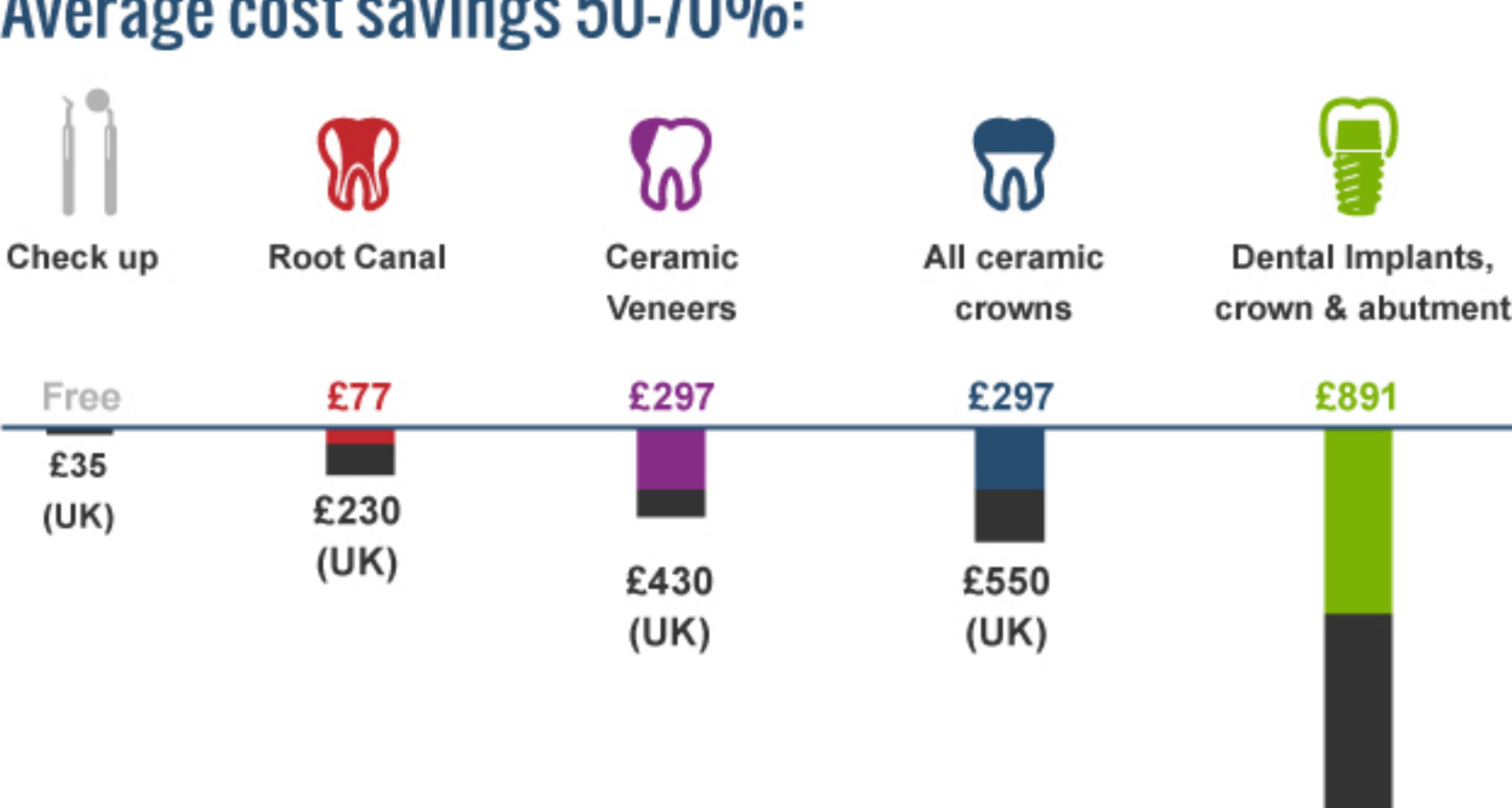


over 75% said that they would travel to go to a dental clinic, even if it meant travelling abroad 1-2hrs to a dental clinic such as this one in Slovakia, Hungary, Poland, The Czech Republic, Croatia or Turkey.

Where do these cost savings come from?

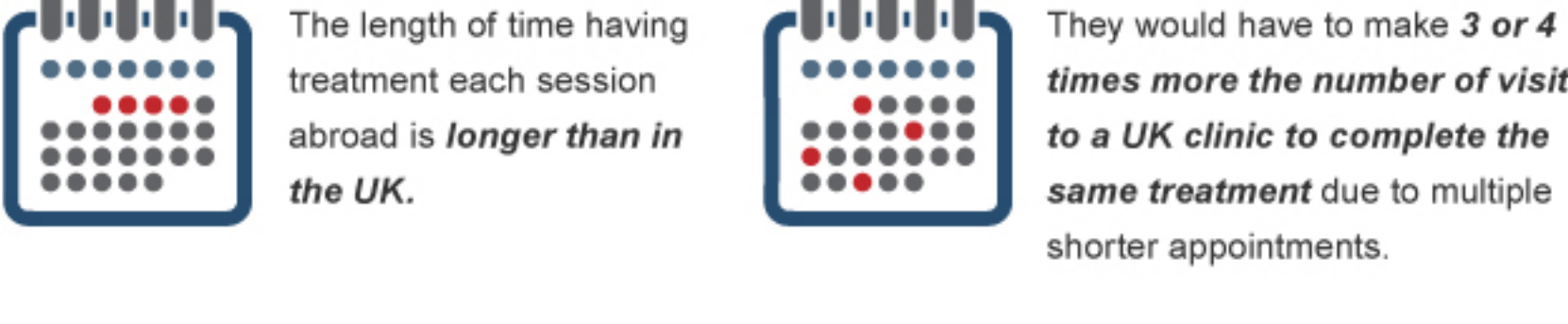


Average cost savings 50-70%:



How much time do they save?

Average total duration of stays for treatment abroad:



The length of time having treatment each session abroad is **longer than in the UK.**

They would have to make **3 or 4 times more the number of visits to a UK clinic to complete the same treatment** due to multiple shorter appointments.

When asked what would they most like to improve about their smile?

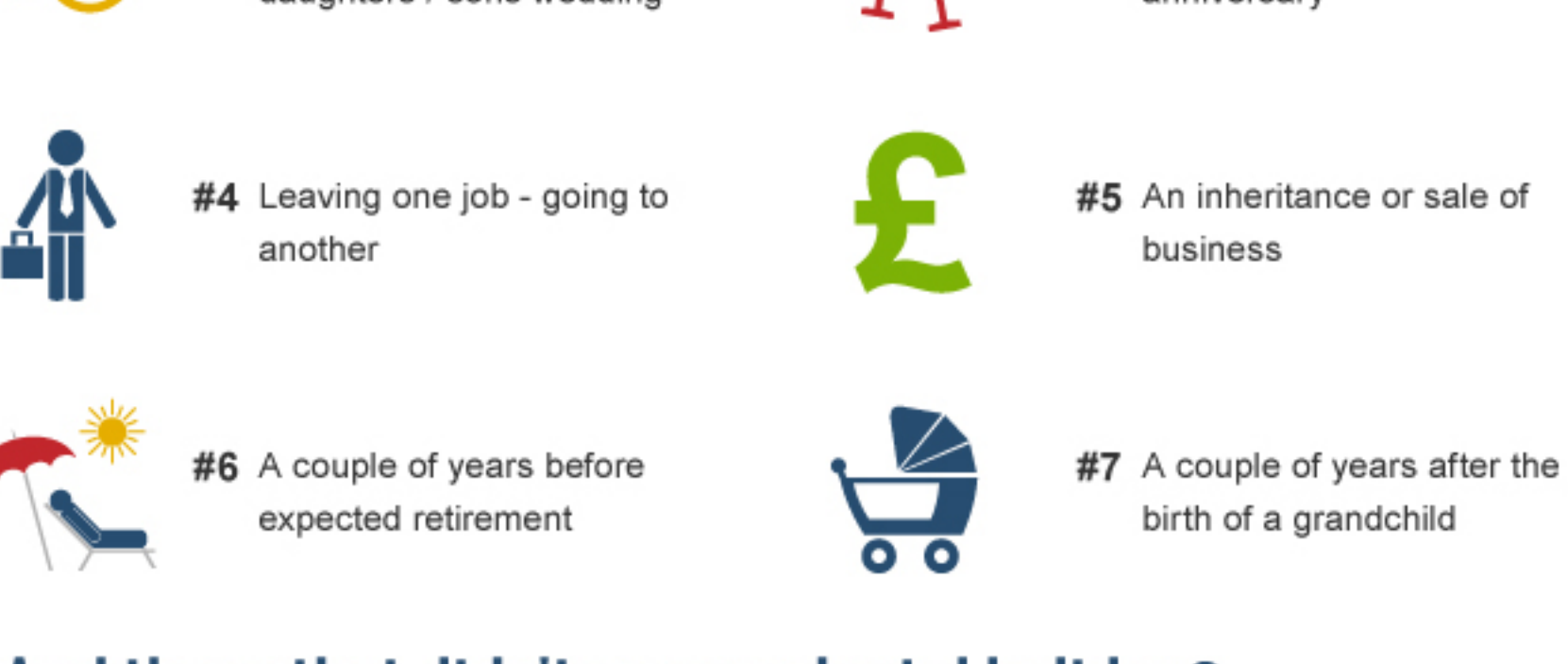
The most common response was:

- Whiter, Brighter and Straighter Teeth

Are good teeth important to them?



Top 10 times in life when they went abroad for a Dental Holiday:



And those that didn't go on a dental holiday?



Sources:

www.dentaltholiday.co.uk / www.whatclinic.com / www.medbeaver.co.uk / www.treatmentabroad.co.uk