MEDICAL VALUE TRAVEL

The only international acquisition cost worth reporting

Cost per arrived international patient: what goes in, how to attribute partner cases, and how to read it by market.

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AT A GLANCE

What the number is

DEFINITION	All spend to win demand abroad, divided by patients who arrived
INCLUDE	Media, localisation, country pages, events, commissions, pre-arrival desk time
EXCLUDE	Service costs after arrival: interpreters, pickup, accommodation
RECORD	First contact and arrival route on every case

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WHY ARRIVAL

Why arrival, not enquiry, is the unit

- Enquiries are cheap to create and easy to inflate
- Arrival is expensive to fake
  Opinion, estimate, money across a border, documents, leave, family decision
- Video consultations are not the finish line
  A hospital can hold many and treat none
- Arrivals are recorded by registration staff with no stake in the campaign

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WHAT BELONGS IN

Count these as acquisition cost

- Paid media aimed outside India, plus agency and production
- Translation, localisation and country pages
- Events abroad, including travel and stand cost
- Partner commissions paid on arrived cases
- Desk time on enquiries and follow-up before arrival

A free pre-travel opinion is acquisition cost too. Count the consultant time it consumes.

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PARTNER CASES

Attributing a facilitator introduced case

SIMPLE CASE	Partner brings a stranger; commission is acquisition cost that period
COMMON CASE	Family found you, then a partner claimed the last mile
THE RULE	Record first contact and arrival route on every case
REPORT	Blended cost plus a split view for direct and partner
COMMISSIONS	Keep actual amounts on actual cases, never an average rate

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BY MARKET

Reading it by market

1. Attach geo-targeted media, country pages, events and partners directly
2. Share the rest by one proxy: enquiry share, language or desk hours
3. Write the proxy down. Every future argument is about the proxy
4. Report thin markets as indicative over a longer window

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TWO DISTORTIONS

Currency and lag will mislead you

- Costs booked abroad move with the exchange rate
  Book at a consistent rate and keep the note visible
- This month's cost over this month's arrivals compares unrelated populations
  Decisions take weeks or months, varying by market
- Fix: follow cohorts forward and label which are still open

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WHAT IT CANNOT SAY

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The number tells you what you are paying. It does not tell you what you are buying.

Read it against case value, and against a market's own past, not against another market.

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START MONDAY

Where to start on Monday

1. Fix the denominator: a residence flag at registration
2. Rebuild one quarter of cost by hand from the ledger
3. Write the allocation rules on one page
4. Publish blended and split by route, then hold it for a year

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READ THE FULL GUIDE

Cost per arrived international patient, in full

- What belongs in the numerator, line by line
- Attributing cases a facilitator claims
- Currency, lag and cohort reporting
- gauravphogat.com/cost-per-arrived-international-patient

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