SOURCE MARKET

The Pacific: a scheduling problem with a case attached

Small numbers, formal referrals, one long visit, and follow-up across the greatest distance you will manage.

Swipe →

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THE CALENDAR

Three constraints set the rhythm

1. Limited flights: dates chosen from a short list, not negotiated
2. Referrals move through formal routes that meet on their own schedule
3. Nobody makes the journey twice if they can avoid it
4. So: long gaps, firm decisions, long stays, zero tolerance for wasted days

Hold cases open by default. Review on a schedule, do not chase on one.

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THE COUNTERPARTY

A referral system, not a family shopping

- ✔ A written specialist opinion on the material provided
- ✔ A clear statement of the pathway here
- ✔ A realistic timeline
- ✔ A document they can forward into their own process without editing

Visiting specialist teams at home shift demand in ways unrelated to your marketing.

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THE JOURNEY

Three sectors and two days in motion

ROUTING	Via Australia, New Zealand, Singapore, Hong Kong or Manila
RISK	A delay on sector one can cost a week
ARRIVAL	Give a proper rest day; say so in the plan
DISCHARGE	Check it against the days the service actually operates
VISAS	Confirm per case with the authority; never publish timelines

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THE CLOCK

Their afternoon is your morning

- Offices in Suva or Port Moresby close as your desk settles in
- Standing early Indian slot for calls with referrers and families
- Consultant video calls agreed in advance, morning only
- Same morning reply standard, or one exchange costs a full day

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ONE VISIT

Assessment, treatment, recovery: one block

1. Agree an indicative programme with the treating team before arrival
2. Share it in writing with family and referring hospital
3. Estimate states what is fixed and what depends on findings
4. Fresh written estimate before any significant change

   No cheap way to pause, and no financial flexibility left on arrival

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THE ESCORT

Design for a long stay, not a visit

- Accommodation within walking distance, kitchen or familiar food
- Laundry, a quiet place, connectivity at hours that work at home
- Often a first-time international traveller; two for paediatric or elderly cases
- Not earning while away: be honest and early about length of stay

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FOLLOW-UP

Two things matter more than anything

SUMMARY	Written so a provincial physician who never met you can take over
ROUTE BACK	One email, one phone number, a response-time commitment
CHANNEL	Messaging and voice over video; large files may not work
MEASURE	Cases, repeat referrals, summary sent within the week

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SMALL, LONG

"

Nobody builds an international business on this region. It is a relationship market, won by reliability rather than reach.

Do not report it next to markets with many times the volume and call it a failure.

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READ THE FULL GUIDE

Medical travel from the Pacific islands, in full

- How the referral chain actually works
- Four things to fix before the next case
- Why teleconsultation is a necessity here
- gauravphogat.com/medical-travel-from-the-pacific-islands

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