INTERNATIONAL PATIENTS

Earning trust across a border on video

What families abroad watch before they write, and the cheap, unglamorous content that wins them.

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WHY THEY WATCH FIRST

A family abroad looks for three proofs

- The hospital is a serious institution, not a broker
- The doctor is real and has done this many times
- People like them have been there and were treated decently
- The watcher is often a son or daughter paying from a third country
  More sceptical, more thorough than a domestic enquirer

Video does all three faster than text, and lowers the effort of understanding.

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WHAT TRAVELS

Four formats do nearly all the work

- A doctor explaining the condition in plain language
  The talk a good consultant gives a frightened family
- The process film: reports, estimate, airport, ward at night
- The people: coordinator, interpreter, desk, by name and language
- The honest answer on how an estimate is built
  No prices, but what is inside and what changes it

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WHAT DOES NOT

Invisible abroad

- Awards ceremonies and equipment announcements
- Doctors' days and founder messages
- Anything that needs the viewer to already care about your brand
- Patient testimonials and before-and-after images, now barred by the NMC

NMC rules in force since 6 October 2026 apply to content aimed at families abroad too.

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BASICS

Subtitles, accents and comments

SUBTITLES	Burn them in, translate properly, native speaker checks terms
ACCENT	Indian English is fine: speak slowly, short sentences, no idiom
LANGUAGE	Let staff who speak the market's language record in it directly
COMMENTS	Warm acknowledgement, doctor must see reports, move to private
ROUTING	Every conversation to the one official messaging number

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PAID DISTRIBUTION

Narrow and patient, or not at all

1. One country, one language at a time
2. Promote content that answers questions, not announcements
3. Send traffic to the country page, never the homepage
4. Treat the diaspora decision maker as a separate audience

Two traps: optimising for cheap enquiries, and judging a months-long decision cycle after a few weeks.

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CREATORS

Rules I would not bend

- Nobody promises outcomes or compares countries
- Paid relationships are disclosed
- The creator gives no medical advice
- Give access to something real, not a script
- Facilitators using your brand: agree in writing, check periodically

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NINETY DAY PLAN

One market, one fixed set

1. Two weeks listening: ask arrivals where they first saw you
2. Three doctor explainers on specialties that actually travel
3. One process film, one desk film, one piece on estimates
4. Staff comments in the language, route to one number
5. Small budget behind the two best organic pieces

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JUDGE IT RIGHT

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Measure what happens to the family, not what happens to the post. Reach and follower counts will tell you almost nothing.

Warmer enquiries, families mentioning the videos, less desk time on basics.

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READ THE FULL GUIDE

Social and video for source markets, in full

- Where searching and watching happen per market
- Consent and compliance after the NMC rules
- Moderation policy before you need it
- gauravphogat.com/social-video-for-international-patients

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