



The Future of Harley Street

Thursday 27th March 2014, RSM, London



The Future of Harley Street 2014

Survey report

7 May 2014

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1. Introduction

How can Harley Street maintain its pre-eminence as a national and international centre of medical excellence?

The Harley Street area boasts the biggest concentration of healthcare facilities and medical and surgical expertise anywhere in the world. Over many years, the Harley Street brand has become respected both within the UK and internationally.

So, how do we ensure that London's private healthcare community continues to lead the way in an increasingly competitive marketplace for private healthcare in the UK? With more than 80 countries now competing for their share of the medical tourism and international patient markets, how can London and Harley Street maintain its pre-eminence?

"The Future of Harley Street" at the Royal Society of Medicine stimulated discussion on the way forward in both the domestic and international healthcare marketplace. Participants gained insight into the size and nature of the international medical travel market, the activities of Harley Street's global competitors and opportunities in new and traditional markets for Harley Street's expertise.

Prior to, and after the event, a survey was conducted to gather the views of the event participants. This was conducted online using the SurveyMonkey system, and attracted 74 participants.

About the event organiser

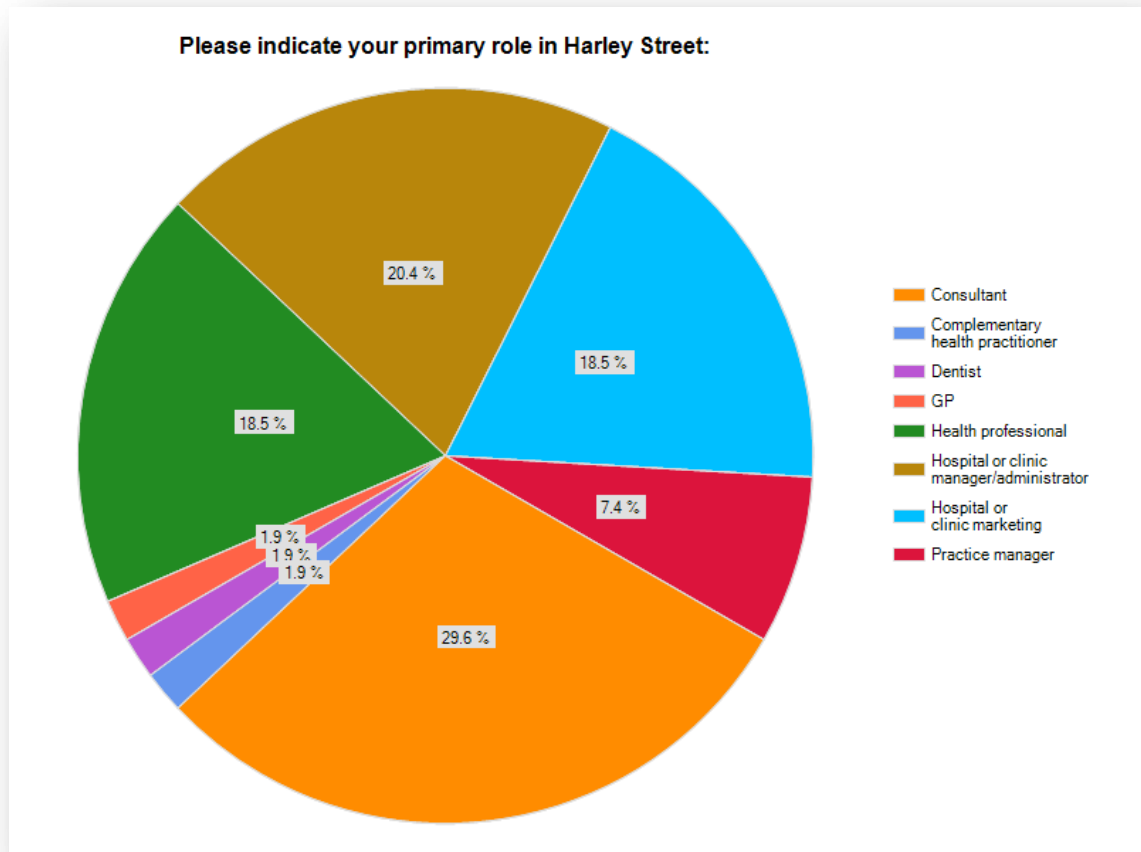
Intuition Communication

The event was organised by Intuition Communication, a specialist publisher of consumer and business-to-business information on private healthcare and medical travel. The company provides consumer-facing health and medical tourism portals such as Private Healthcare UK, HarleyStreet.com, Treatment Abroad, and International Medical Travel Journal and delivers marketing solutions, research and consultancy for private healthcare businesses, hospitals and healthcare providers in the UK and internationally.

2. Survey Results

About the respondents

The role of respondents



About your Harley Street practice or business

Q1. How long have you been providing services to private patients in Harley Street?

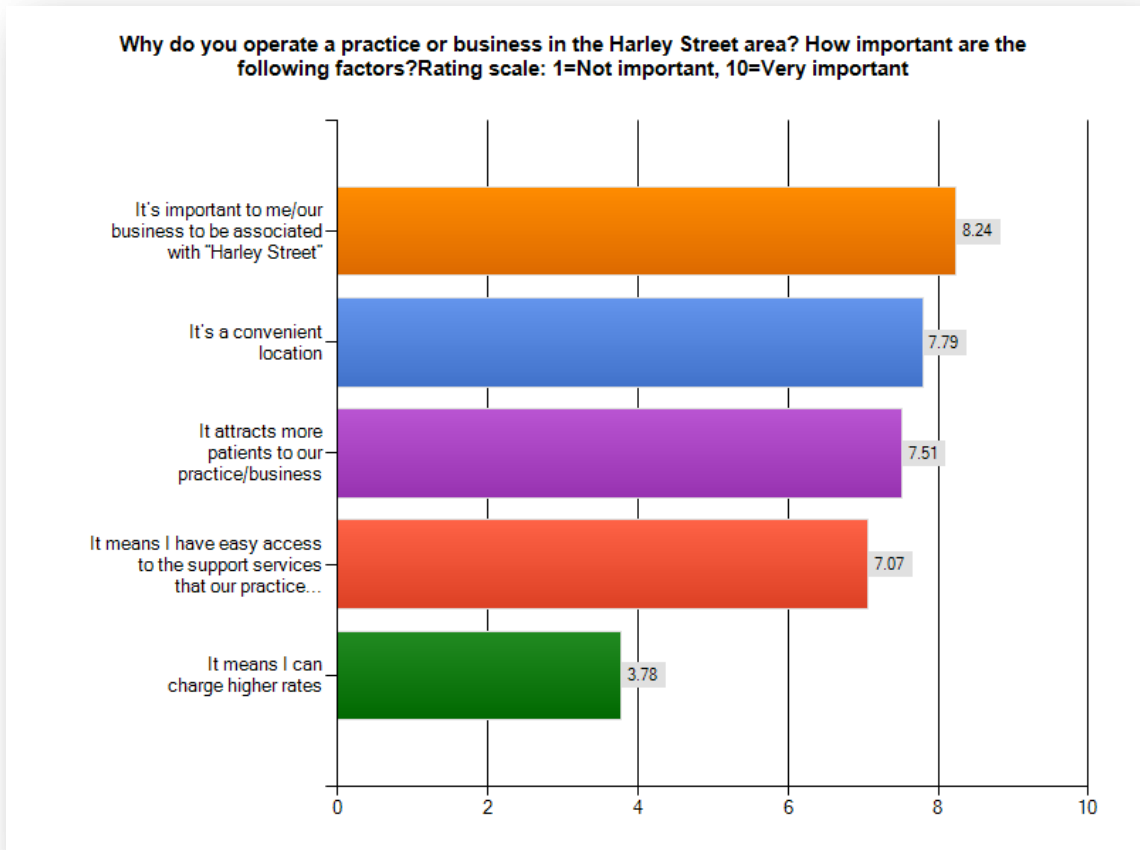
Individual respondents told us that they have been providing services in Harley Street from 1 year up to 25 years, with an average time of 12 years.

The response from two of the participants (organisations rather than individuals - Howard de Walden Estates: 250 years and King Edward VII's Hospital: 115 years) have been excluded from the calculation of the average.

Q2. Why do you operate a practice or business in the Harley Street area? How important are the following factors?

Rating scale: 1=Not important, 10=Very important

The most important factor given for operating out of Harley Street is the importance of being associated with "Harley Street", followed by the convenience of the location. The least important factor is considered to be the ability to charge higher rates.

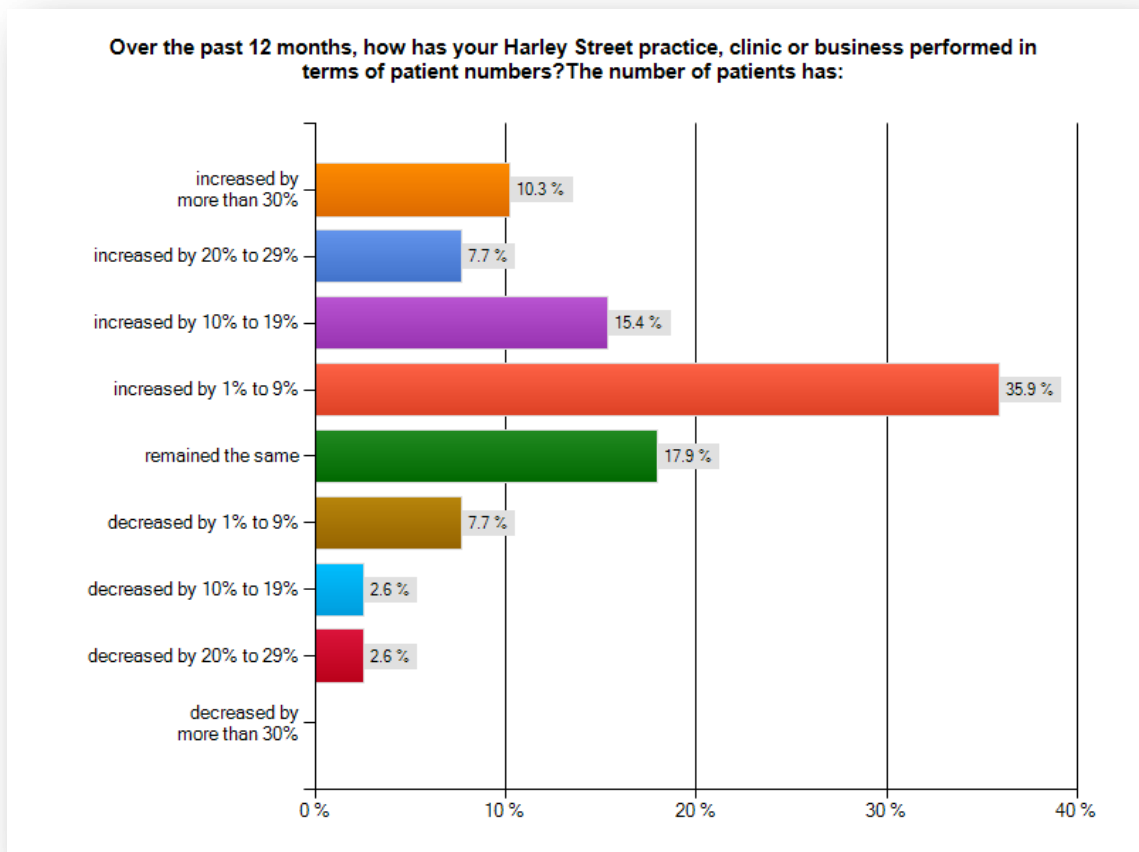


Q3. Over the past 12 months, how has your Harley Street practice, clinic or business performed in terms of patient numbers?

69.3% of respondents told us that they have seen an increase in patient numbers over the past 12 months

17.9% reported that the numbers had remained the same.

12.9% had seen a decrease.

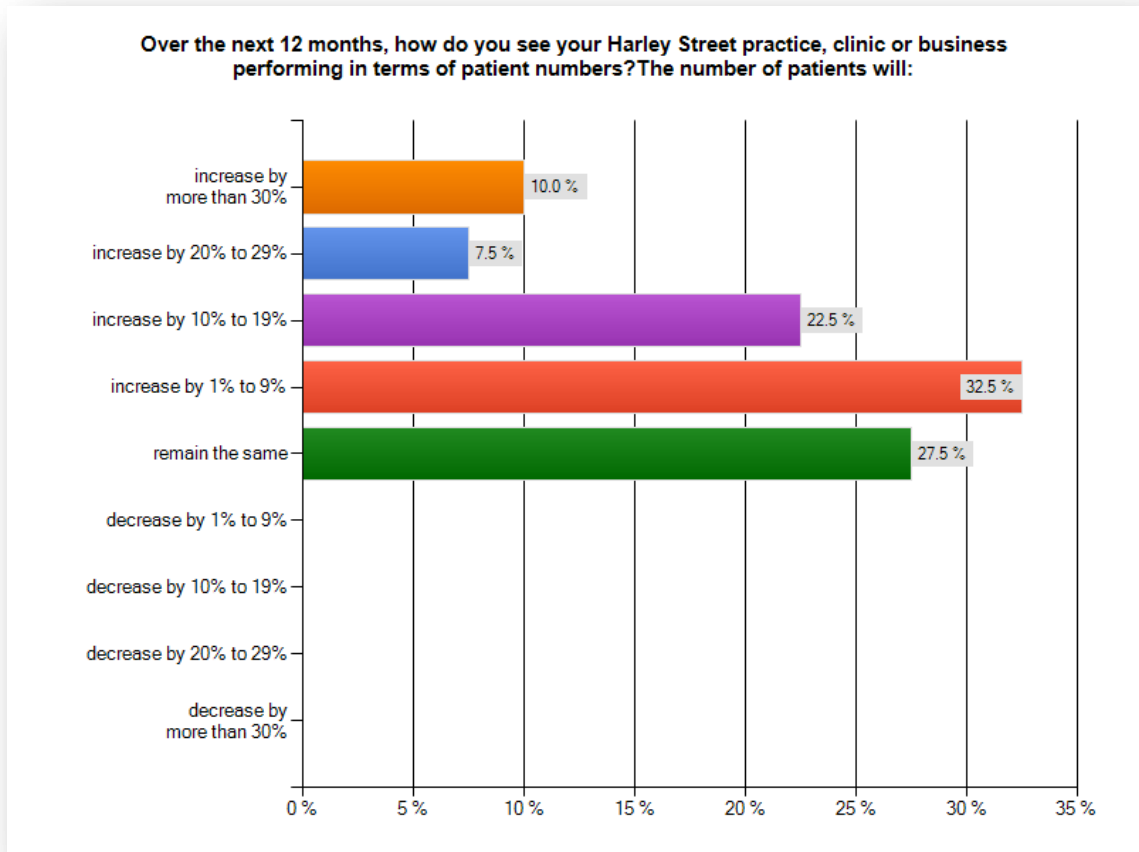


Q4. Over the next 12 months, how do you see your Harley Street practice, clinic or business performing in terms of patient numbers?

An overwhelming 72.5% of respondents expect to see an increase in patient numbers over the next 12 months.

27.5% expect the numbers to remain the same.

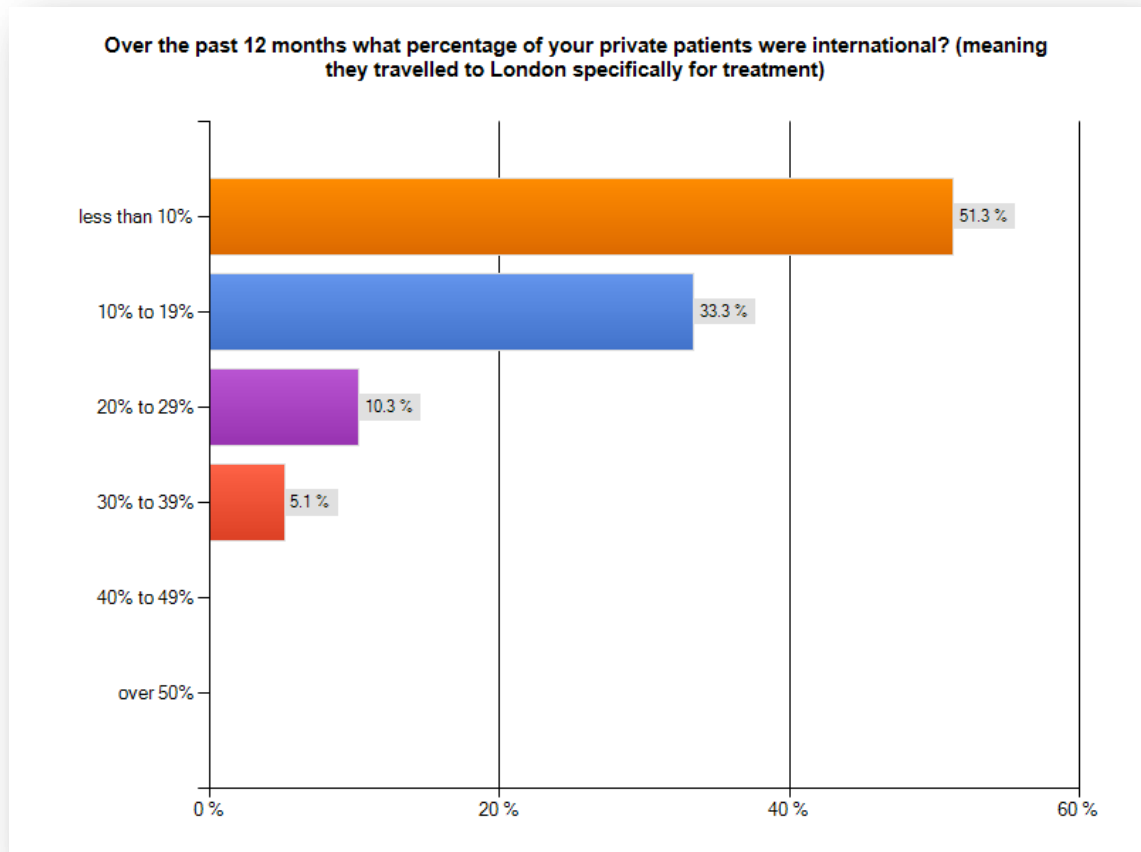
Significantly, no-one is anticipating a decline.



Q5. Over the past 12 months what percentage of your private patients were international? (meaning they travelled to London specifically for treatment)

Of the respondents, more than half told us that less than 10% of their patients over the past 12 months were international.

15% of respondents report that more than one in five of their patients is international.



Opinion of Harley Street

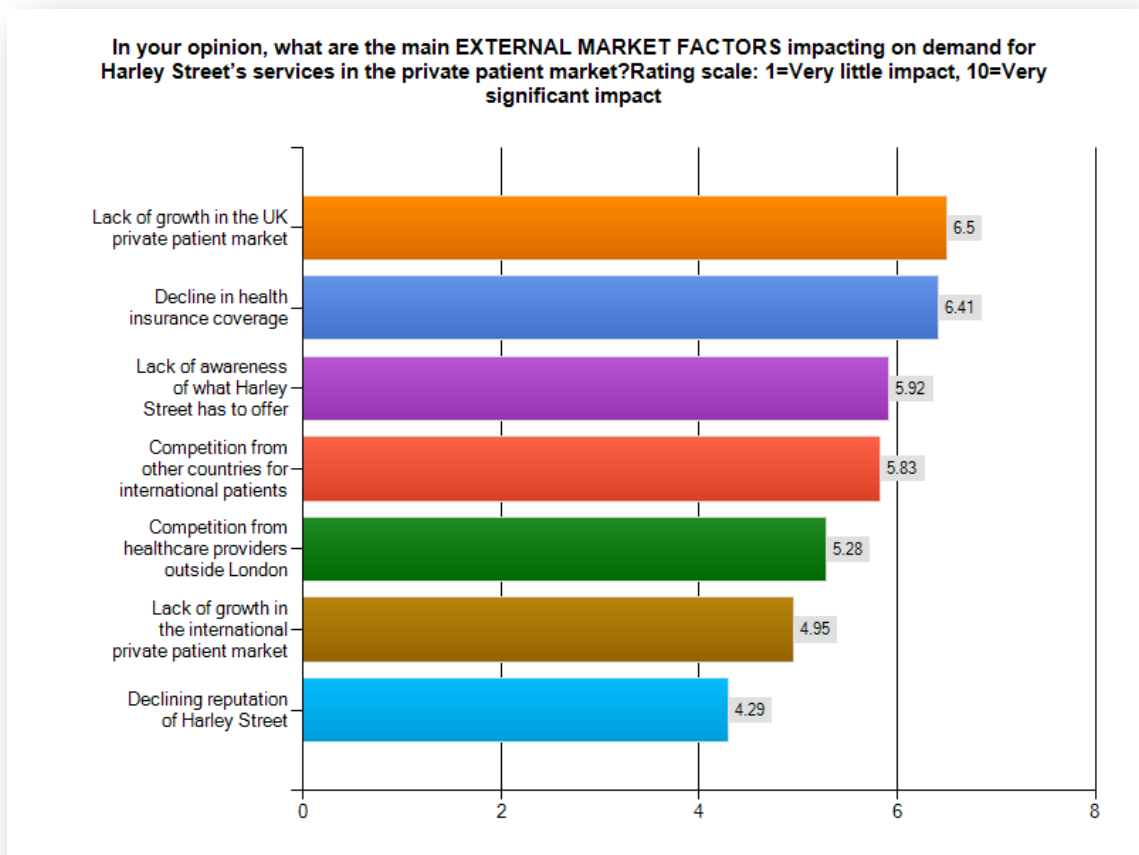
In your opinion, what are the main EXTERNAL MARKET FACTORS impacting on demand for Harley Street's services in the private patient market?

Rating scale: 1=Very little impact, 10=Very significant impact

The main external market factor affecting demand for services provided in Harley Street is the lack of growth in the UK private patient market.

This is very closely followed by the decline in health insurance coverage.

The least significant factor is felt to be the declining reputation of Harley Street.

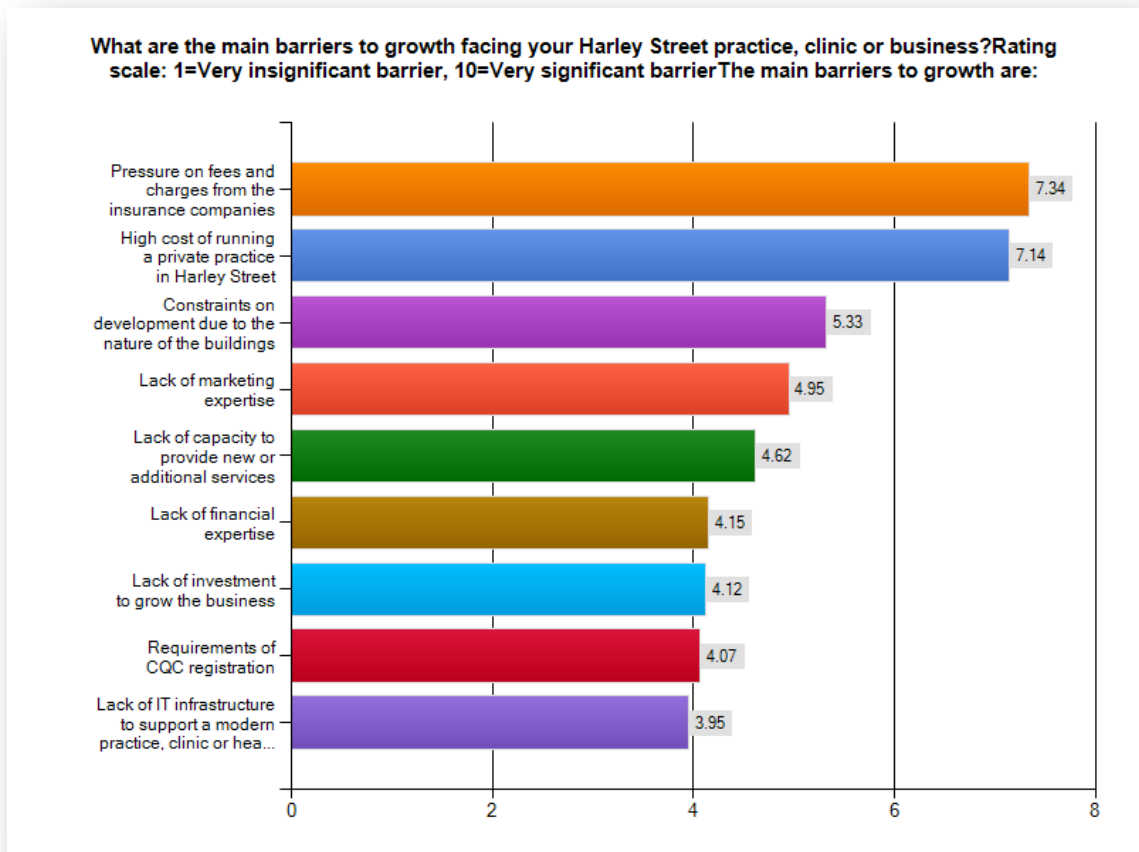


Q7. What are the main barriers to growth facing your Harley Street practice, clinic or business?

Rating scale: 1=Very insignificant barrier, 10=Very significant barrier

The main barrier to growth is related to the fees charged by the insurance companies, closely followed by the high cost of running a practice in Harley Street.

The least important barrier facing Harley Street practices is the lack of IT infrastructure.

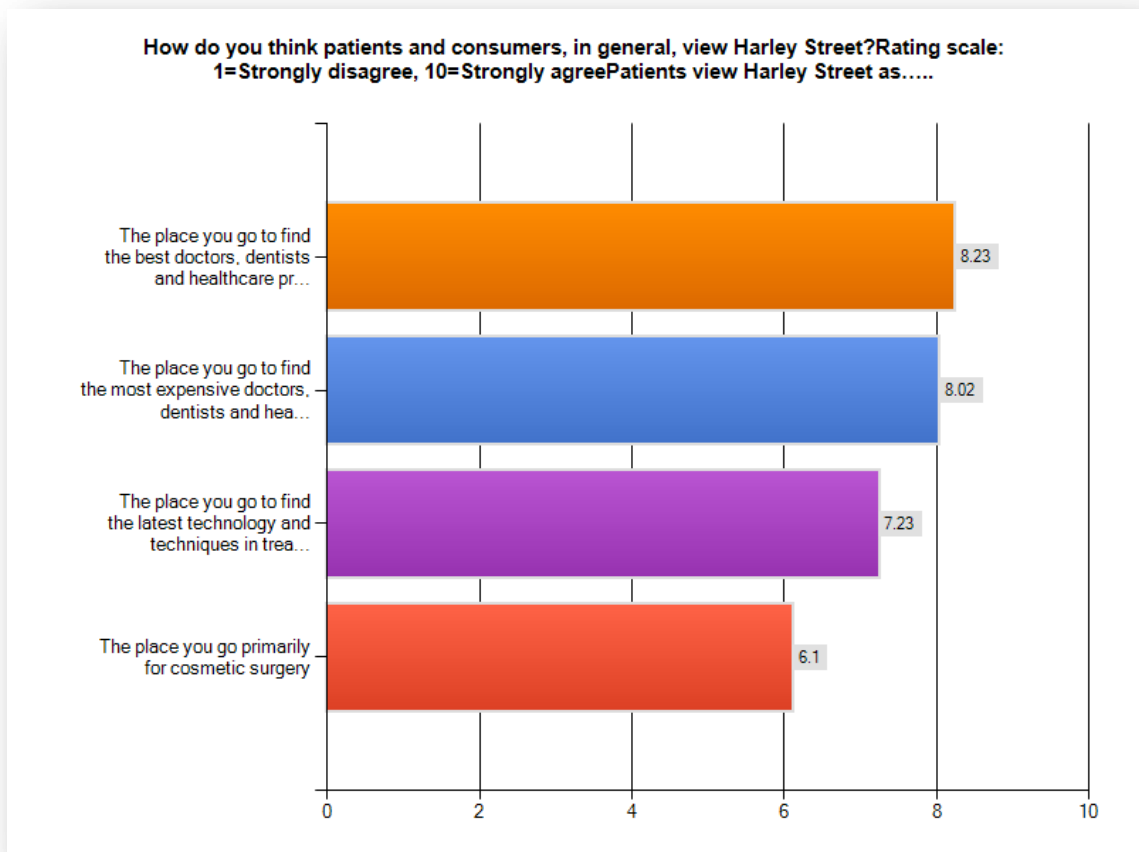


How do you think patients and consumers, in general, view Harley Street?

Rating scale: 1=Strongly disagree, 10=Strongly agree

Our participants believe that in the eyes of patients and consumers Harley Street is the place to go to find the best doctors, dentists and healthcare practitioners.

However, this is very closely followed by the perception that Harley Street is the place to go to find the most expensive healthcare!



In terms of the most important reason, this mirrors the views recorded by the voting during the event at the RSM. It's not possible to conduct a direct comparison between the two sets of data however, as the question was termed in a different way for each survey/vote.

See the table overleaf for the voting results from the Future of Harley Street event.

WHAT DOES HARLEY STREET MEAN TO YOU?



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Comments

These are the verbatim comments submitted by respondents.

- Harley Street does not compete with its international competitors when it comes to hospitals and clinics engaging with, working towards and obtaining independent ISQua-based international clinical accreditation (as opposed to merely tackling just government-mandated regulatory assessment). This is in stark contrast to private sector competitors outside of the UK.
- Enjoyed the meeting. Clearly a focus on the international market. However maybe another discussion on the domestic market may be more fruitful
- There are many consulting rooms in Harley Street of variable quality and pricing. Some consulting room have continued to raise prices despite fees not going up. There is inflexibility in negotiating room contracts in light of market changes e.g. reduced insurance fees. Charging for every service e.g. use of internet, faxes at £1.50 per page etc. can leave a feeling that the consultant is a cash cow, not a client. Marketing the consultants who use the consulting rooms would be beneficial and should be seen as an essential part of the service consulting rooms offer. Some are thinking of a website attached to the main consulting room site, this is helpful, but requires someone to look at it. Referrers will not be trawling the internet for consultants, they will refer to the known groups e.g. Capiro, Priory and will need to know about individual consultants to make other choices. The larger consulting groups e.g. No 10 and London Medical Centre at 144 Harley Street could add value to their services by producing a Consultant Guide - including all the consultant who work there, their specialisms and how they can be contacted. These guides can be then distributed to local GPs. This is a common practice by many private hospitals outside London.
- The insurance industry is driving UK patients away from London and they are providing medical care which mirrors standards in the NHS. In the old days, Harley street and private medicine was about being better doctors, having better technology , seeing a world class doctor and receiving care at standards not achievable in the NHS . We are not living up to our reputation.
- Would be helpful to link cross referrals between Harley Street clinics
- Look forwards with interest to a lively evening
- The escalating cost of medical indemnity costs is a real issue for some consultants and the position will only deteriorate given the level of clinical negligence claims - what are the proposals to deal with this issue?
- There is cartel system here!
- I don't think Harley Street is declining. Indeed I think it is much stronger than 10 years ago and is in a good position to benefit from an increasing medical tourism if certain issues are dealt with.
- I have answered this survey from a Patient's perspective. Currently, more and more readers are considering treatment abroad (in cancer results are prolonging life after treatment if patients are treated in Europe), so perhaps consideration could be given to setting up consultancy suites for selected hospitals/centres abroad, so that British patients can have the

benefit of European care, and oncologists in UK have a chance to discuss new treatments and ideas with the experts in Europe. I was treated in UK, but went to Europe when hospital in London said they knew nothing about treating side effects of drugs.

- Reputation depends directly upon the "quality" of its practitioners. There are too many dubiously qualified "doctors" with unreliable reputations. I regret the lack of control by the landowners, having applauded the Howard de Walden Estate's husbandry of the Street in the past. M.L.
- Attracting internationally is key to sustainability....

3. About Intuition Communication

INTUITION COMMUNICATION is a specialist publisher of consumer and business-to-business information on private healthcare and medical tourism. It has three areas of activity:

- **INTUITION INTELLIGENCE** provides independent research and data on the private healthcare and medical tourism markets. We publish surveys and reports, and undertake bespoke research projects. Our services include original research into patient needs and behaviour; benchmarking of competitors; market forecasting and trends; and best practice guides.
- **INTUITION MEDIA** operates consumer-facing health and medical tourism online portals providing information for patients about treatments, destinations and healthcare providers. Around 500,000 patients visit our sites each month seeking information to support their healthcare choices.
- **INTUITION SOLUTIONS** is our customer publishing and content marketing service for healthcare providers and destinations. We provide tailored content and publishing solutions – online, in print, and face to face. This ranges from website and mobile app builds and branding, to destination guides, magazines, video and digital content creation, and live events.

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