**Global Marketing in Health Facilities**

**Introduction**

Cleveland Clinic, has been recognized as one of the most recent outgoing health facility in US. From a statement made by its chief operating officer David Strand, it come out evident on the number of willing parties from other countries to partner with this facility. As a result of this, Cleveland Clinic have ended up opening a number of branches in several countries among them Canada (Toronto) and also Saudi Arabia. In addition, it has also laid down plans on establishing another branch in United Arab Emirates, in the city of Abu Dhabi. There are many reasons associated with the opening of this new branches. Some of these reasons are business oriented in terms of income gain as claimed by Karp (CEO and president of Philadelphia International Medicine). However, there are other many more reasons for a health facility intending to go global, among them are enhanced research on their products, expansion of their market and also a need to move closer to their esteemed customer throughout the globe (Taylor, 1987).

**Impact of global marketing on the success of Cleveland Clinic’s branch facilities**

Global marketing allows the generation of a platform where one can be able to have his or her services accessible for sale and being bought throughout a number of several countries. In relation to Cleveland Clinic, global marketing has been a main factor towards its success and accessible heath facilities delivery. Having been recognized and admired by a number of patients, global market has allowed Cleveland Clinic to reach to its customer’s right from their different countries round the world where this branches are. Also, global marketing has allowed Cleveland Clinic’s brand be recognized by many and thus expansion of its market coverage which creates a channel towards increase in income generation (Keller, 2010).

The clinic has adopted a number of market strategies through which their brands has come well placed and established in the market. Most of these strategies are online based platforms. Amanda Todorovich, the clinic’s manager of digital engagements talks of Health Hub blog as their main platform of marketing having been established as from 2012 April. Alongside it, LinkedIn and Pinterest stands as other useful platforms. In addition, Google Analytics and atomic reach happens as the newly introduced tools to aid in creation of the global market. Generally, use of these online platform nowadays forms a greater peace of enhancing global marketing (Brianne Carlon Rush, 2014). This is because, with Cleveland Clinic having several branches and also planning to open new ones in a number of countries and with the main aim being creating a global market based platform, digital tools got an upper hand in making this successful.

**Comparison to medical tourism**

Cleveland Clinic organization and strategies poses a greater competition against medical tourism. The establishment of several branches, allows the facility to bring its services in close proximity to their clients more so those in foreign countries therefore eliminates the lots of hindrances faced by patients while seeking visa services in an emergency circumstance as the case with medical tourism. Also their many online platforms allows the patients understand and assess all their available services (Mechinda, Serirat, Anuwichanont, & Gulid, 2010).

**Conclusion**

The power of online platforms have also been indicated in the use of MEDTOUR for data collection in regard to medical tourism. These set of data are very useful as they aid in decision making for the health facilities as they plan to even venture into global market so as to know the required facilities.

**References**

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