



hunterbevan
Branding | Graphic Design | Marketing



Medical Tourism

Hunter Bevan is a leading creative marketing agency based in the UK, offering specific services to global medical tourism companies, hospitals and clinics, to help them promote their treatments and services to UK, European and global clients.

With the rapid growth, and media interest, in Medical Tourism, organisations need to develop strong marketing strategies and the tools to compete effectively in a global market.

Often, marketing materials focus on treatments and facilities but don't 'sell the full experience' to the prospective patient. Not taking cultural differences into account, and using colours, language and imagery that do not appeal to the target market may put the patient off making an enquiry, no matter how good the facilities and treatment may be.

We help to ensure that you are conveying the right messages to your target markets, to convert enquiries and interested visitors into paying patients and guests, whether for elective surgery, cosmetic treatments or for more serious conditions.

Our team's extensive experience in a wide range of market sectors, as well as our work in the medical, scientific, pharma, leisure and tourism sectors, means that we will develop original and creative concepts to make your marketing stand out from the competition - and deliver results.



Branding and logo design

Creation of a strong brand identity and corporate image for your organisation or products.



Brochures, leaflets, fact sheets & flyers

Printed marketing materials that give potential patients confidence in your treatments.



Website design & development

Creative website development and online marketing to build trust and credibility and generate enquiries.



Digital marketing and Social Media

Targeted online strategies to communicate effectively with existing and potential markets.



Exhibition design & graphics

Creative design to create interest, inform, educate - and encourage enquiries from your prospects.



Localisation for global markets

A global approach, including copywriting and translation, tailored to your target markets.



Marketing strategy, support & training

Your outsourced marketing department - creative solutions backed by sound strategy.

To find out how we can help you, please contact Neil Bevan:



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hunterbevan-neil



British
Chambers of
Commerce



Shropshire
Chamber of
Commerce



Department for
International Trade



www.hunterbevan.com/medical



Key team



Neil Bevan MInstLM - Director

With over 30 years experience in the creative and marketing industries, Neil specialises in working with clients to develop commercially viable marketing strategies and solutions that generate results in print and digital marketing.



Kirsten Bevan - Director

Kirsten is a skilled and experienced operations and marketing manager working with global clients to develop their operational strategies and systems and ensuring scope and objectives are met.



Rowan Griffiths BA

Rowan is a graphic designer and website developer specialising in creative solutions for branding, print and WordPress website development, along with digital marketing templates and e-newsletters.



Livy Kimbell

With a background in wellness and nutrition, Livy is responsible for developing social media strategy and creating and delivering engaging content, blog posts, content marketing and the management of social media campaigns.



Helen Culshaw MPhil

Helen and her team look after SEO and search engine marketing. Helen has a background in healthcare marketing, and is an international speaker on internet marketing at medical tourism conferences.



David Goodman

David is a talented illustrator, graphic designer and website developer, specialising in WordPress application development. He is also skilled in developing branding concepts and graphics for print and digital.



Dr Gamila Shoib

Gamila and her team look after translation, editing and cross-cultural advice. She is a Teaching Fellow at Warwick Business School, a Visiting Lecturer at The University Centre Shrewsbury, and speaks English, Arabic, French and German.



Maureen Hunter

Maureen is responsible for accounts and administration functions. Maureen looks after credit control, financial due diligence, invoicing, management accounts and ensuring projects are on budget.

Established in 1999, Hunter Bevan Ltd has gained an enviable reputation working with some of the leading businesses, charities and public sector organisations in the UK, and more recently with international companies, helping them to develop their global marketing collateral.

Our core team and consultants have diverse backgrounds and include graduates in management, hospitality and linguistics, as well as graphic design, and experience in copywriting, branding, print, online and digital marketing, coupled with translation and localisation skills.

This unique mix of experience and talent enables us to consistently approach our clients' projects with an open mind and to provide solutions which are not only innovative and creative, but which, most importantly, are commercially viable and achieve measurable results.

Neil Bevan, founder Director, became interested in medical tourism after his father had an accident on holiday and was admitted to hospital in the UAE. He, and the family, were impressed with the quality of care, the service - and the cost - when compared to private hospital treatment in the UK. After extensive research, we now offer a comprehensive range of services to help medical tourism operators, clinics, hospitals, and wellness destinations to market themselves more effectively to prospective patients in the UK, Europe and beyond, and to train your staff to deliver those strategies.

We have worked with the NHS (UK National Health Service) Clinical Commissioning Groups, pioneering treatment centres for children with cerebral palsy, physiotherapists, private skin clinics, dental clinics, The Institute for Rural Health, WONCA, Euripa, global CROs in Italy and the USA, along with hospitality, tourism and leisure clients.

We look forward to working with you!

Hunter Bevan Ltd, The Studio, Mountain View,
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