AN EVALUATION OF HEALTH CARE SERVICE PROVIDER WEBSITES IN LATVIA – A MEDICAL TOURISM PERSPECTIVE

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ABSTRACT
The prospective health care consumers are increasingly using the Internet websites for communication with potential health care service providers and decision-making regarding choice of the travel destination for receiving particular health care services. Therefore, it is important for health care providers to present themselves and their services efficiently online in order to attract foreign patients and thus facilitate medical tourism. The objective of this study is to evaluate the website content of Latvian health care providers who offer services to medical tourists in order to evaluate their status-quo and identify opportunities to improve website design. Authors used the framework by Huerta et al. (2016) as a basis to develop a modified framework suited for medical tourism-related website evaluation. 21 active websites associated with a medical tourism and provision of health care services to foreign patients were identified and selected for analysis. Each website was evaluated using a 10-factor assessment on 4 dimensions that include website accessibility, content, marketing, technology on a scale ranging from 0 to 10. Results: Scores of 21 website evaluation ranged from 54 to 91 point across all 4 dimensions with 80 and above points being considered as excellent result. Conclusions: Study findings indicated that the main improvements should be related to accessibility dimension and enabling text resizing function for improving experience for patients with poor sight, information dimension in terms of developing a separate main level section with information exclusively for foreign patients, and marketing dimension to improve effectiveness of search engine optimization (SEO) for medical tourism related keywords.
KEYWORDS: *health care, marketing, internet, medical tourism.*

JEL CODES: I11, L83, M31
DOI:

Introduction

In the context of this research medical tourism refers to a trip to a place outside a person's normal place of residence for the purpose of receiving medical treatments, interventions or therapies. The patient and whoever accompanies them also make use of the destination's tourist infrastructure, attractions and facilities. (Smith & Puczko, 2014: 15). Thus, medical tourism is separated from general spa and wellness tourism, which focuses on relaxation, healing or beautifying of the body in spas using preventive wellness and/or curative medical techniques (Smith & Puczko, 2014: 10).

Medical tourism has been on the rise worldwide in recent years and is likely to achieve nearly 180 billion USD turnover globally by year 2026 (Grand View Research, 2019). Latvia has been ranked among popular

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medical tourism destinations in Europe, both, in academic literature (Horowitz et al., 2007; Connell, 2011) and by health care industry representatives (Latvian Health Tourism Cluster, 2019) who confirm growing number of foreign patients seeking for medical treatment year after year. In 2017, 30 (thirty) Latvian health care service providers offering medical tourism and spa tourism generated more than 8 Million EUR turnover from their service exports to foreign patients (Ministry of Health of the Republic of Latvia, 2018). This is likely to grow due to Latvia being part of the European Union and the existence of EU Directive 2011/24/EU on patients' rights in cross-border healthcare setting out the conditions under which a patient may travel to another EU country to receive medical care and reimbursement. It covers healthcare costs, as well as the prescription and delivery of medications and medical devices (European Parliament, 2011).

The prospective medical tourism services consumers are increasingly using the Internet websites for communication with potential health care service providers and decision-making regarding choice of the travel destination for receiving particular health care services (Connell, 2011). This implies that it is important for health care providers to present themselves and their services efficiently online in order to attract foreign patients and thus facilitate medical tourism (Huerta et al., 2016).

The research aim is to evaluate the content and performance of websites of those Latvian health care providers who offer and actively promote health care services to incoming medical tourists from abroad. The research tasks: 1) to study theoretical aspects of health care provider website analysis; 2) develop a framework for medical tourism website evaluation; 3) evaluate the current status of medical tourism provider websites and identify opportunities for improving overall website user experience and the content. The object of the research is the export of medical tourism services of Latvia.

Research methods used in the study are scientific publication studies, content analysis of health care provider websites, statistical analysis.

1. Theoretical background

Since medical travel implies travelling for the sole purpose of receiving medical treatments, interventions or therapies, effective and relevant information models used by health care providers are important to enable patient decisions on cross-border healthcare, especially in different socio-economic circumstances (Ngamvichaikit, Beise-Zee, 2014). High quality information is very important when it comes to health care quality and safety, but such information is often asymmetric (Harvey, 2008). Cross-border healthcare must address legal, ethical and practical challenges for patients (Berki, 2017). Therefore, it is important for health care service provider to deliver a comprehensive and timely information regarding various aspects of services and expected treatment process.

There are several studies related to evaluation on health-sector websites, each one assessing a variety of elements. But there is not yet an unequivocal definition of the concept of health sector website quality, and the discourse about health sector institutions websites' quality evaluation remains open (Moreno et al., 2010; Sarantis, Soares, 2017).

One of general frameworks for health care services provider website technical analysis has been developed out by Ford et. al. (2012), Huerta et. al. (2014, 2016), who used it to evaluate and rank general hospital, cancer clinic and children hospital websites in the United States on five dimensions – accessibility, marketing, content, technology, and usability. Their approach has been applied by Alhuwail et.al. (2018) for evaluating hospital websites in Kuwait to improve consumer engagement and access to health information.

Another important website content research relates to a systematic review of 50 online websites by Lunt and Carrera (2011) screened sites from the point of view of UK consumers, using 10 key aspects from the British Association for Plastic, Reconstructive and Aesthetic Surgeons guidelines when evaluating website content. Many sites included information on how long the surgeons had practiced (25 of the 38 providers), frequently listed the qualifications and jobs of the surgeons (25 of the 38 provider sites), attached full CVs, copies of certificates and scientific publications. It was less common to find detailed information on the number of procedures performed by medical professionals – only 5 of the sites listing surgeons' experience with each procedure performed.

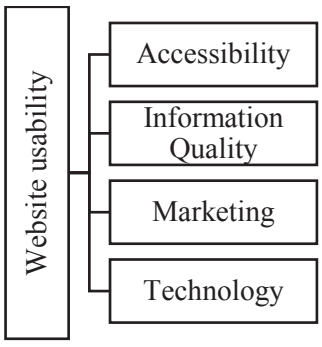

Figure 1. Theoretical framework for medical tourism website evaluation

Source: developed by authors, based on Huerta et al. (2016).

Authors have selected a general approach of dimension categorization by Huerta et.al. (2016), and slightly modified it by grouping factors in only four dimensions (see Fig. 1) to combine analysis of content quality aspects (e.g. information quality and digital marketing activities) and technical aspects (e.g. accessibility and website technical performance).

Authors have concluded that the website usability becomes the main objective that covers all four dimensions in order to provide effective communication and feedback channel to any medical tourist searching for information online with aim to select a health care services provider abroad. Thus, this dimension transforms into "umbrella" that incorporates remaining dimensions.

Such approach is also supported by research on corporate identity management in health care sector companies by Batraga and Rutitis (2012), who outlined necessity to manage simultaneously various dimensions, including corporate communication, patient service culture, corporate culture, marketing activities, and communication over digital channels, in order to deliver a coherent message and health care service itself to the patient. In case of website evaluation, the usability dimension penetrates all the remaining four dimensions in order to deliver an excellent website user experience in supporting one's decision-making.

2. Research methodology

In June of 2019, each website was evaluated using 10 factors on 4 different dimensions, which include website accessibility, content, marketing, and technology. Each factor was scored on a scale ranging from 0 to 10 with positive findings rated higher on the scale and providing a possibility of scoring a maximum of 100 points. Some factors included sub-criteria that were assigned a proportional weight for factor value. Finally, websites were ranked by the total score obtained from evaluations across all factors. The detailed description of dimensions and factors is available in Appendix 1.

The websites associated with a medical tourism and provision of health care services to foreign patients were first identified using an official health tourism service provider list on the website of Health Inspectorate of Latvia (2019), which contained 51 providers. It was compared with the website of Baltic Care, which is the leading Latvian healthcare alliance uniting Latvian medical service exporters. However, as the information on Baltic Care website has not been updated since November 2017, authors used more recently updated websites of Latvian Health Tourism Cluster (2019) and Magnetic Latvia Tourism website maintained by the Investment and Development Agency of Latvia (2019) as a reference to identify those medical tourism service providers in Latvia, which are actively promoting their services and also engaging in digital marketing activities. Consequently, 21 medical tourism services providers were selected for further analysis of their website content and online presence (for a full list of websites and their respective URLs see Appendix 2).

It should be noted that Amber Life Cancer Clinic (previously known as Global Virotherapy Cancer Clinic), which has been one of the most active medical tourism promoters in Latvia in recent years targeting patients searching for alternative ways of cancer treatment, has been excluded from this study. This is due to the recent decision by the State Agency of Medicines Republic of Latvia to suspend the marketing authorization of the medicinal product Rigvir solution for injections, which has been a core solution for oncolytic virotherapy provision by Amber Life Clinic for years, due to production quality issues (State Agency of Medicines Republic of Latvia, 2019). The producer of Rigvir solution SIA Latima has also been tried in court for misleading advertising, thus, raising concerns for possible dubious business practice (Thomson Reuters, 2018).

3. Empirical research main results

In addition to calculation of mean average of each factor contributing to overall dimension score, there was calculated also a standard deviation, and 95% confidence interval for the respective indicator. A detailed list with scorings of each individual factor and respective dimensions is available in Appendix 3.

3.1. Comparison of dimension evaluations

On the dimension level, the lowest average score received accessibility dimension (5.0), followed by marketing (7.3) and information quality (7.5) dimensions (see Fig.2). The highest average evaluation of 9.5 points was attributed to the technology dimension, implying that majority of websites technically performed very well.

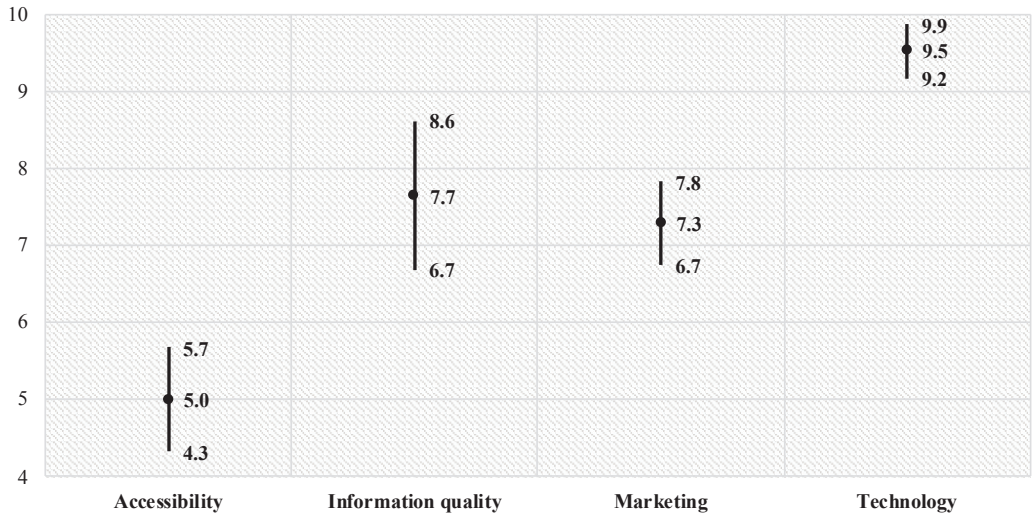

Figure 2. The main dimension evaluations with 95% confidence interval

Source: Authors calculations based on the evaluation scores in 2019, *n=21*

Further analysis of confidence interval lower and upper values as depicted in Table 1 reflects that the largest deviation is for Information Quality dimension value, which can be explained with the largest number of criteria (9) contributing to this factor.

Table 1. Summary of website dimension evaluation statistical analysis

Dimension	Sample mean (X)	Lower bound for 95% confidence interval	Upper bound for 95% confidence interval	Standard deviation
Accessibility	5.0	4.3	5.7	1.6
Information Quality	7.7	6.7	8.6	2.3
Marketing	7.3	6.7	7.8	1.3
Technology	9.5	9.2	9.9	0.8

Source: Authors calculations based on the evaluation scores in 2019, *n = 21*

However, a more detailed analysis of factors and reasons contributing to the differences in evaluations of a particular dimension and respective standard deviations is provided in the further text.

3.2. Accessibility dimension

Analysis of the Accessibility dimension, which includes only two criteria related to the ease of using the website, showed that majority of websites, except one, has either responsive or mobile versions activated, confirmed by average evaluation of 4.8 points out of. This implies mobile-ready website development as the standard way to develop user-friendly websites and intent to deliver information to variety of devices.

However, most common challenge for health care websites (average evaluation only 0.2 points out of 5) is related to the lack of text resizing functionality that would enable patients with poor vision to comprehend the information published on website. Only one (ARS) of 21 websites has such functionality enabled and accessible on its website.

3.3. Information Quality dimension

Information Quality dimension analysis (see Fig.3) showed that majority of websites have versions of their content available and translated in foreign languages, with English and Russian being among primary ones (average evaluation 8.6 out of 10).

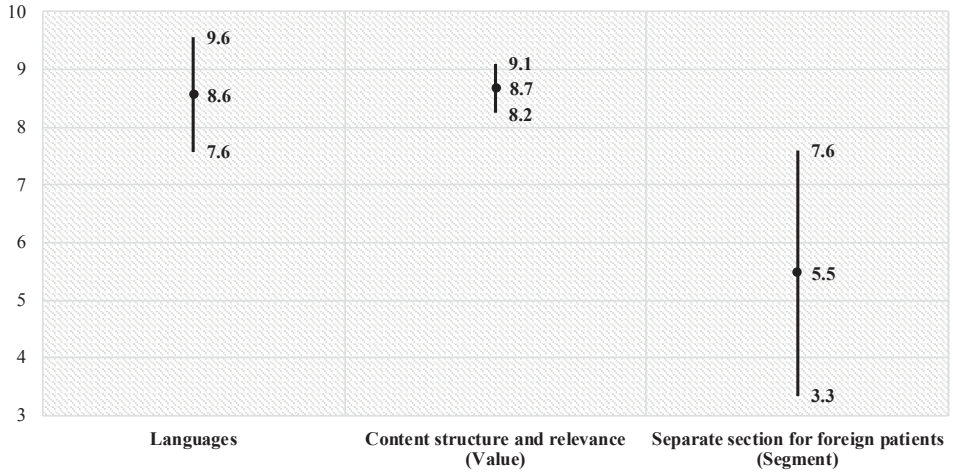

Figure 3. Averages of the Information Quality dimension factors with 95% confidence interval

Source: Authors calculations based on the content analysis in 2019, *n = 21*

However, only part of websites had separate or dedicated section with information to foreign patients (average evaluation 5.5 out of 10). This factor also had the largest confidence interval among others implying that the number of websites having a separate section for the medical tourists was similar to those not having one.

Content factor scored rather high with 8.7 points out of 10, implying health care service provider efforts to provide structured and comprehensive information to the patient regarding prices and payments, available doctors and their CVs, scientific achievements, certification, interior and exterior photos, a map and directions to the hospital or clinic location.

3.4. Marketing dimension

Analysis of the Marketing dimension (see Fig. 4) reflected that the largest challenge (3.9 points out of 10) is related to the website optimization for indexing on the most popular search engines (SEO) like Google and Yandex.ru.

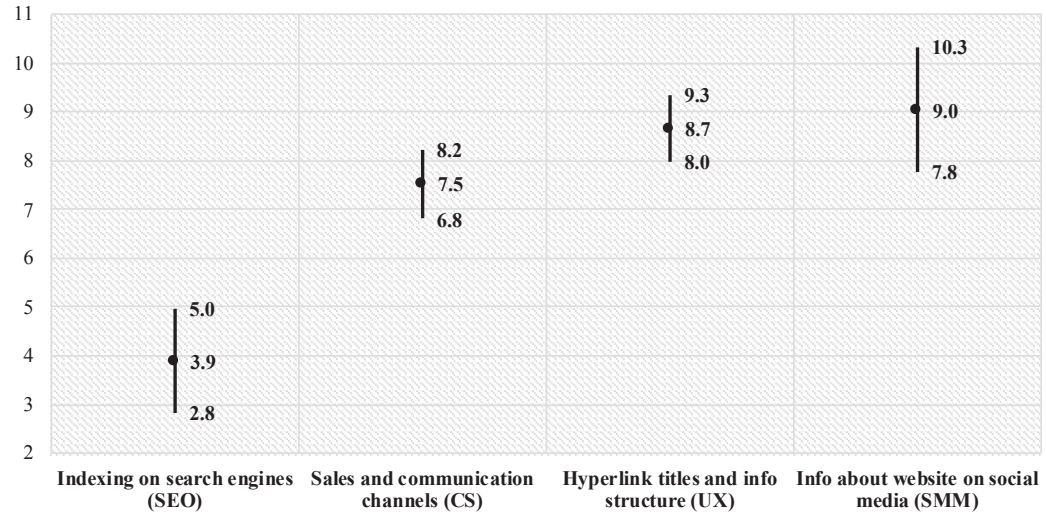

Figure 4. Averages of the Marketing dimension factors with 95% confidence interval

Source: Authors calculations based on the content analysis in 2019, *n = 21*

Sales and communication channel (CS) factor scored 7.5 average of 10 points, indicating that all websites had phone numbers, e-mail and contact form published for reaching them, while only part indicated a separate phone nr. or e-mail dedicated to medical tourists. Least number of websites had chat window functionality available.

Hyperlink structure and info structure (UX) scored rather 8.7 out of 10 points, while the highest average score of 9.0 points out of 10 was applied to information about website on the social media of respective health care provider, indicating that running social media accounts implies also an active promotion of the website (SMM).

3.5. Technology

Both technology factors scored high values above 9 out of 10 points (see Fig. 5). This implies that the speed of page loading (mean average 9.3) is at sufficient level for majority of webpages, and the absence of broken hyperlinks at average level of 9.7 points out of 10 signals prompt performance of websites from technical perspective.

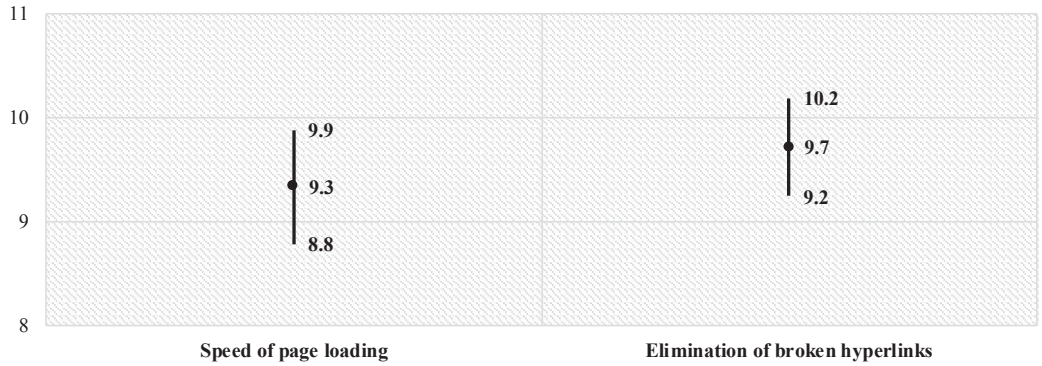

Figure 5. Averages of the Technology dimension factors with 95% confidence interval

Source: Authors calculations based on the content analysis in 2019, *n = 21*

Just several websites had a few broken links to outdated documents not available anymore for the upload, or there were hyperlinks in English version of the website to the documents entirely in Latvian. Several websites also had part of their English website content still in Latvian due to either incorrectly linked info structure on website code level (website programmer's error) or simply lacking a proper translation from original Latvian (marketing or IT manager's responsibility).

3.6. Website ranking

After summarizing all the individual factor scores, the total evaluation of each website was obtained. The websites were ranked in ascending order to estimate the range of evaluations and possibility of their categorization (see Fig. 6).

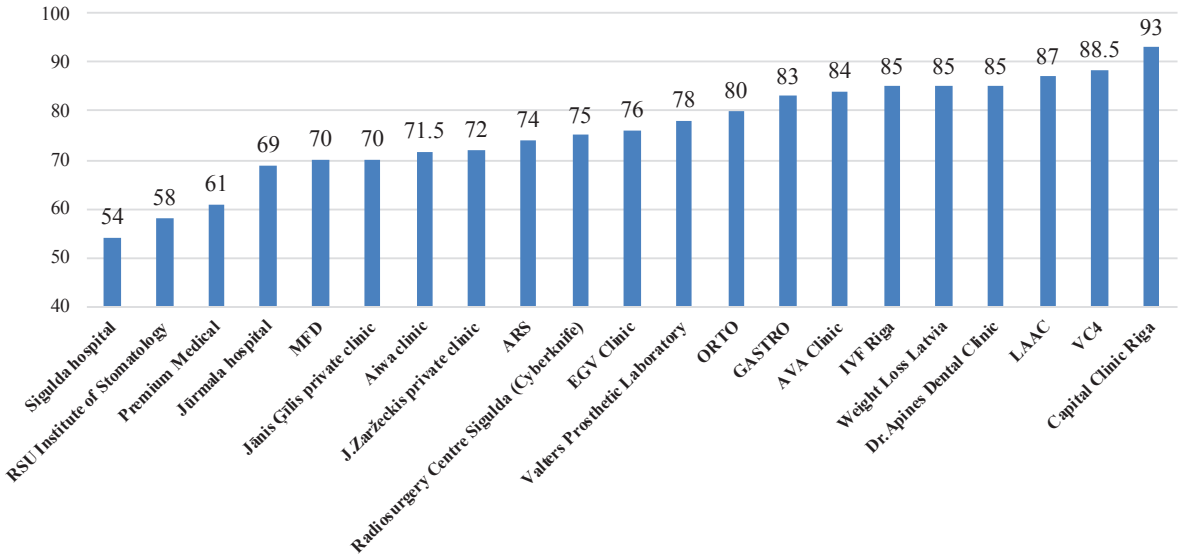

Figure 6. Summary of total scores for websites offering medical tourism services in Latvia

Source: Authors calculations based on the content analysis in 2019, *n = 21*

The highest score of 93 points received Capital Clinic Riga website, which can be considered also as a benchmark, taking into account just minor need for upgrade in order to provide the best resource for any patient searching for information regarding medical tourism opportunities in Latvia. The second highest score of 88,5 points was achieved by the website of Veselības Centrs 4 (VC4), which has the same shareholder structure to Capital Clinic Riga. Thus, it can be concluded that the management of both centers has a focus on medical tourist attraction among the top objectives set by the shareholders.

In total, 9 website scored above 80 points indicating need for only minor updates, 9 websites scored between 65 and 80 points implying need to complement existing site with some missing content and technical functionality, while 3 websites with scoring in range from 50 to 65 points require serious upgrade in order to become attractive resource for the medical tourists searching for health care service provider in Latvia.

Conclusions

The authors have developed a practical framework for medical tourism website evaluation with 4 dimensions and 10 factors to be evaluated on 10-point basis.

Research findings indicate a partial utilization of websites as a primary channel of communication for the foreign patients searching information on medical tourism and health care services in Latvia and room of improvement for majority of currently active websites targeted to the medical tourist audiences.

One of the simplest, but most necessary improvements for health care provider websites, is related to accessibility dimension and enabling text resizing function for improving experience for people with poor sight.

The Information Quality dimension could be improved by development of a separate main level info section with information exclusively for foreign patients.

Marketing dimension can be improved by increasing effectiveness of search engine optimization (SEO) for medical tourism related keywords and thus ranking a particular website much better on the most popular search engines like Google.com and Yandex.ru for the most popular keywords in English and Russian to reach the medical tourists from both, Western and Eastern regions.

Acknowledgements

This research has been funded by the European Union Post-Doctoral program. Project number: 1.1.1.2/VIAA/1/16/089.

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LATVIJOS SVEIKATOS PRIEŽIŪROS PASLAUGŲ TEIKĖJŲ TINKLALAPIŲ ĮVERTINIMAS – MEDICININIO TURIZMO PERSPEKTYVA

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Santrauka

Sveikatos priežiūros vartotojai vis dažniau naudojasi interneto svetainėmis, norėdami susisiekti su potencialiais sveikatos priežiūros paslaugų teikėjais ir apsispręsti dėl kelionės tikslo pasirinkimo, siekdami gauti tam tikras sveikatos priežiūros paslaugas. Todėl sveikatos priežiūros paslaugų teikėjams svarbu veiksmingai pristatyti save ir savo paslaugas internetu, kad pritrauktų pacientų iš užsienio šalių ir taip skatintų medicinos turizmą.

Šio tyrimo tikslas – įvertinti Latvijos sveikatos priežiūros paslaugų teikėjų, siūlančių paslaugas medicinos turistams, tinklalapių turinį, siekiant nustatyti jų *status quo* ir tinklalapio tobulinimo dizaino galimybes. Autoriai rėmėsi T. R. Huerta ir bendraautorių (Huerta, Walker, Ford, 2016) darbu, kaip pagrindu, kurdami modifikuotą sistemą, tinkamą su medicininiu turizmu susijusiai interneto svetainei vertinti.

Nustatyta ir atrinkta 21 aktyvi svetainė, susijusi su medicinos turizmu ir sveikatos priežiūros paslaugų teikimu užsienio šalių pacientams. Kiekviena svetainė įvertinta, atsižvelgiant į 10 veiksnių, keturiais aspektais, kurie apima svetainės prieinamumą, turinį, rinkodarą, technologijas (skalė nuo 0 iki 10).

Rezultatai: 21 svetainės įvertinimo balas svyravo nuo 54 iki 91 visose keturiose dimensijose, 80 ir daugiau balų buvo traktuojama kaip puikus rezultatas. Vienas paprasčiausių, bet būtinų sveikatos priežiūros paslaugų teikėjų svetainių patobulinimų susijęs su prieinamumo aspektu ir galimybe keisti teksto dydžio funkciją, siekiant pagerinti žmonių su regėjimo negalia galimybes naudotis šia paskyra. Informacijos kokybiškumo aspektu, svarbu būtų sukurti konkretų pagrindinio lygio informacijos skyrių ir jame teikti informaciją tik užsienio šalių pacientams. Rinkodaros dimensiją galima pagerinti padidinus paieškos funkcijų optimizavimo veiksmingumą, tai susiję su pagrindiniais medicininio turizmo žodžiais. Taip būtų lengviau įvertinti konkrečią svetainę populiariausiose paieškos sistemose, tokiose kaip *Google.com* ir *Yandex.ru*, pagal populiariausius pagrindinius žodžius anglų ir rusų kalbomis, norint pasiekti medicinos turistus iš abiejų – Vakarų ir Rytų – regionų.

Tyrimo išvadose nurodoma, kad pagrindiniai patobulinimai turėtų būti susiję su prieinamumo aspektu ir galimybe keisti teksto dydį, siekiant pagerinti žmonių su regėjimo negalia galimybes naudotis šia paskyra. Be to, reikėtų sukurti konkretų skyrių, kuriame būtų pateikta informacija tik užsienio šalių pacientams, šis rinkodaros aspektas leistų optimizuoti paieškos sistemų efektyvumą, susijusį su pagrindiniais medicininio turizmo žodžiais.

PAGRINDINIAI ŽODŽIAI: *sveikatos apsauga, rinkodara, internetas, medicinos turizmas.*

JEL KLASIFIKACIJA: I11, L83, M31

Received: 2019-09-17

Revised:2019-09-29

Accepted:2019-10-01

Appendix 1

Website evaluation dimensions, factors and scoring criteria.

Dimension	Factor and its elements	Points
ACCESSIBILITY	**1. Ease of using website (UI)**	**Max 10**
	a. Does a website have mobile/responsive version?	Yes – 5, no = 0
	b. Is website suited for people with poor vision?	Yes – 5, no = 0
INFORMATION QUALITY	**2. Languages**	**Max 10**
	a. Website is translated in foreign languages	Yes – 5, no = 0
	b. Is information the same in all languages?	Yes – 5, no = 0
	3. Content structure and relevance (Value)	**Max 10**
	a. Does provider have a visual identity (logo)?	Yes = 1, No – 0
	b. A full list of services is published	Yes = 2, No – 0
	c. Staff CVs and photos are published	Yes = 1, Partially = 0,5, No – 0
	d. Company certificates are mentioned	Yes = 1, No – 0
	e. Scientific achievements are mentioned	Yes = 1, Partially = 0,5, No – 0
	f. Website has contacts section with a map	Yes = 1, No - 0
	g. Website has interior and exterior photos	Yes = 1, Partially = 0,5, No - 0
	h. Pricing information is available	Yes = 1, No – 0
	i. Information about payments is available	Yes = 1, No – 0
	4. Separate section for foreign patients (Segment)	**Yes – 10, just a subsection – 5, none – 0**
MARKETING	**5. Indexing on search engines (SEO) – Google, Yandex**	**Max 10**
	Medical tourism Latvia	2 points for each keyword from the column on left, if the website is found in the first 10 pages on Google.com or Yandex.ru search engine results
	Clinics in Latvia	
	Медицинский туризм в Латвии	
	Лечение в Латвии	
	Other (depending on specialization)	
	6. Available sales and communication channels (CS)	**Max 10**
	a. Phone, e-mail, contact form	Yes = 6, No – 0
	b. A separate phone or e-mail for foreign patients	Yes = 2, No – 0
	c. Chat window	Yes = 2, No – 0
	7. Hyperlink titles and info structure (UX)	**Evaluation in range from 0 to 10**
	8. Info about website on social media (SMM)	**Yes = 10, No – 0**
TECHNOLOGY	**9. Speed of page loading**	**Evaluation in range from 0 to 10**
	10. Absence of broken hyperlinks	**No broken links – 10, one or few – 5, many – 0**
	TOTAL evaluation	**Max 100 points**

Appendix 2

List of health care service provider websites and URLs visited in June 2019.

Institution	Website URL
Aiwa clinic	http://www.aiwaclinic.lv/en/
ARS	https://arsmed.lv/en/contacts-ars/
AVA Clinic	https://www.avaclinic.lv/en/
Capital Clinic Riga	http://www.capitalclinicriga.lv/en/about_clinic/about_us
Dr.Apines Dental Clinic	https://www.apinesklinika.lv/en/
EGV Clinic	https://www.egv.lv/en/about
GASTRO	http://www.gastrocentrs.lv/en
IVF Riga	https://www.ivfriga.eu/
J.Zaržeckis private clinic	http://www.plasticsurgery.lv
Jānis Ģīlis private clinic	https://www.gilis.lv/en/klinika
Jūrmala hospital	http://jurmalasslimnica.lv/en/
LAAC	https://www.laac.lv/en/
MFD	http://www.mfd.lv/en/veselibas-centrs-pardaugava
ORTO	https://orto.lv/en
Premium Medical	https://premiummedical.lv/en/
Radiosurgery Centre Sigulda (Cyberknife)	https://cyberknife-sigulda.com/en/
RSU Institute of Stomatology	https://www.stomatologijasinstituts.lv/en
Sigulda hospital	http://www.siguldasslimnica.lv/en
Valters Prosthetic Laboratory	http://www.vpl.lv/eng
VC4	https://vc4.lv/en
Weight Loss Latvia	https://www.weightlosslatvia.com

Appendix 3

Detailed website evaluation results.

Factor and its elements	Aiwa clinic	ARS	AVA Clinic	Capital Clinic Riga	Dr.Apines Dental Clinic	EGV Clinic	GASTRO	IVF Riga	J.Zaržeckis private clinic	Jānis Ģilis private clinic
1. Ease of using website (UI)	**5**	**10**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**
a. Does a website have mobile/responsive version?	5	5	5	5	5	5	5	5	5	5
b. Is website suited for people with poor vision?	0	5	0	0	0	0	0	0	0	0
2. Languages	**5**	**5**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**
a. Website is translated in foreign languages	5	5	5	5	5	5	5	5	5	5
b. Is information the same in all languages?	0	0	5	5	5	5	5	5	5	5
3. Content structure and relevance (Value)	**9,5**	**9**	**9**	**10**	**8**	**9**	**8**	**8**	**10**	**6**
a. Does provider have a visual identity (logo)?	1	1	1	1	1	1	1	1	1	1
b. A full list of services is published	2	2	2	2	2	2	2	2	2	2
c. Staff CVs and photos are published	1	1	1	1	1	1	1	1	1	1
d. Company certificates are mentioned	1	0	1	1	0	1	1	1	1	0
e. Scientific achievements are mentioned	1	1	1	1	0	1	1	0	1	1
f. Website has contacts section with a map	1	1	1	1	1	1	1	1	1	0
g. Website has interior and exterior photos	1	1	1	1	1	1	1	1	1	0
h. Pricing information is available	0,5	1	1	1	1	1	0	1	1	1
i. Information about payments is available	1	1	0	1	1	0	0	0	1	0
4. Separate section for foreign patients (Segment)	**0**	**0**	**10**	**10**	**10**	**0**	**10**	**10**	**10**	**0**
5. Indexing on search engines (SEO) - Google, Yandex	**4**	**6**	**4**	**10**	**2**	**6**	**2**	**2**	**4**	**4**
Medical tourism Latvia	0	0	0	2	0	2	0	0	2	0
Clinics in Latvia	2	2	2	2	0	2	0	0	0	2
Медицинский туризм в Латвии	0	0	0	2	0	0	0	0	0	0

Factor and its elements	Aiwa clinic	ARS	AVA Clinic	Capital Clinic Riga	Dr.Apines Dental Clinic	EGV Clinic	GASTRO	IVF Riga	J.Zaržeckis private clinic	Jānis Ģilis private clinic
Лечение в Латвии	0	2	0	2	0	0	0	0	0	0
Other (depending on specialization)	2	2	2	2	2	2	2	2	2	2
6. Available sales and communication channels (CS)	**8**	**6**	**10**	**8**	**10**	**6**	**8**	**10**	**8**	**6**
a. Phone, e-mail, contact form	6	6	6	6	6	6	6	6	6	6
b. A separate phone or e-mail for foreign patients	0	0	2	2	2	0	2	2	2	0
c. Chat window	2	0	2	0	2	0	0	2	0	0
7. Hyperlink titles and info structure (UX)	**10**	**8**	**8**	**10**	**10**	**10**	**10**	**10**	**8**	**9**
8. Info about website on social media (SMM)	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**0**	**10**
9. Speed of page loading	**10**	**10**	**8**	**10**	**10**	**10**	**10**	**10**	**8**	**10**
10. Absence of broken hyperlinks	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**9**	**10**
TOTAL evaluation	**71,5**	**74**	**84**	**93**	**85**	**76**	**83**	**85**	**72**	**70**

Factor and its elements	Jūrmala hospital	LAAC	MFD	ORTO	Premium Medical	Radiosurgery Centre Sigulda Cyberknife	RSU Institute of Stomatology	Sigulda hospital	Valters Prosthetic Laboratory	VC4	Weight Loss Latvia
1. Ease of using website (UI)	**5**	**5**	**5**	**5**	**5**	**5**	**0**	**5**	**5**	**5**	**5**
a. Does a website have mobile/responsive version?	5	5	5	5	5	5	0	5	5	5	5
b. Is website suited for people with poor vision?	0	0	0	0	0	0	0	0	0	0	0
2. Languages	**10**	**10**	**10**	**10**	**5**	**10**	**5**	**5**	**10**	**10**	**10**
a. Website is translated in foreign languages	5	5	5	5	5	5	5	5	5	5	5
b. Is information the same in all languages?	5	5	5	5	0	5	0	0	5	5	5

Factor and its elements	Jūrmala hospital	LAAC	MFD	ORTO	Premium Medical	Radiosurgery Centre Sigulda Cyberknife	RSU Institute of Stomatology	Sigulda hospital	Valters Prosthetic Laboratory	VC4	Weight Loss Latvia
3. Content structure and relevance (Value)	**9**	**10**	**9**	**9**	**9**	**8**	**8**	**8**	**10**	**7,5**	**8**
a. Does provider have a visual identity (logo)?	1	1	1	1	1	1	1	1	1	1	1
b. A full list of services is published	2	2	2	2	2	2	2	2	2	2	2
c. Staff CVs and photos are published	1	1	1	1	1	1	1	0	1	0,5	1
d. Company certificates are mentioned	0	1	1	0	1	0	0	1	1	1	1
e. Scientific achievements are mentioned	1	1	0	1	0	1	0	0	1	0,5	1
f. Website has contacts section with a map	1	1	1	1	1	1	1	1	1	1	1
g. Website has interior and exterior photos	1	1	1	1	1	1	1	1	1	0,5	1
h. Pricing information is available	1	1	1	1	1	1	1	1	1	1	0
i. Information about payments is available	1	1	1	1	1	0	1	1	1	0	0
4. Separate section for foreign patients (Segment)	**0**	**10**	**0**	**10**	**0**	**5**	**0**	**0**	**10**	**10**	**10**
5. Indexing on search engines (SEO) – Google, Yandex	**2**	**8**	**2**	**4**	**2**	**4**	**4**	**0**	**2**	**8**	**2**
Medical tourism Latvia	0	2	0	0	0	2	0	0	0	2	0
Clinics in Latvia	0	0	0	2	0	0	2	0	0	2	0
Медицинский туризм в Латвии	0	2	0	0	0	0	0	0	0	2	0
Лечение в Латвии	0	2	0	0	0	0	0	0	0	0	0
Other (depending on specialization)	2	2	2	2	2	2	2	0	2	2	2
6. Available sales and communication channels (CS)	**6**	**6**	**6**	**6**	**10**	**8**	**6**	**6**	**6**	**8**	**10**
a. Phone, e-mail, contact form	6	6	6	6	6	6	6	6	6	6	6
b. A separate phone or e-mail for foreign patients	0	0	0	0	2	2	0	0	0	2	2
c. Chat window	0	0	0	0	2	0	0	0	0	0	2
7. Hyperlink titles and info structure (UX)	**8**	**8**	**8**	**8**	**5**	**10**	**7**	**10**	**5**	**10**	**10**
8. Info about website on social media (SMM)	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**0**	**10**	**10**	**10**

Factor and its elements	Jūrmala hospital	LAAC	MFD	ORTO	Premium Medical	Radiosurgery Centre Sigulda Cyberknife	RSU Institute of Stomatology	Sigulda hospital	Valters Prosthetic Laboratory	VC4	Weight Loss Latvia
9. Speed of page loading	**9**	**10**	**10**	**8**	**10**	**5**	**8**	**10**	**10**	**10**	**10**
10. Absence of broken hyperlinks	**10**	**10**	**10**	**10**	**5**	**10**	**10**	**10**	**10**	**10**	**10**
TOTAL evaluation	**69**	**87**	**70**	**80**	**61**	**75**	**58**	**54**	**78**	**88,5**	**85**