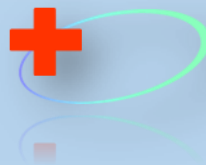


Enquiry interview for the medical facility  
administrator of the medical organization -  
participant of the Public Project  
«The development of health services exports»

Head doctor of the SFO HMAO-Ugra "District clinical hospital"

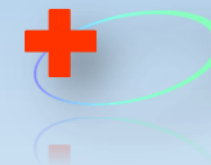
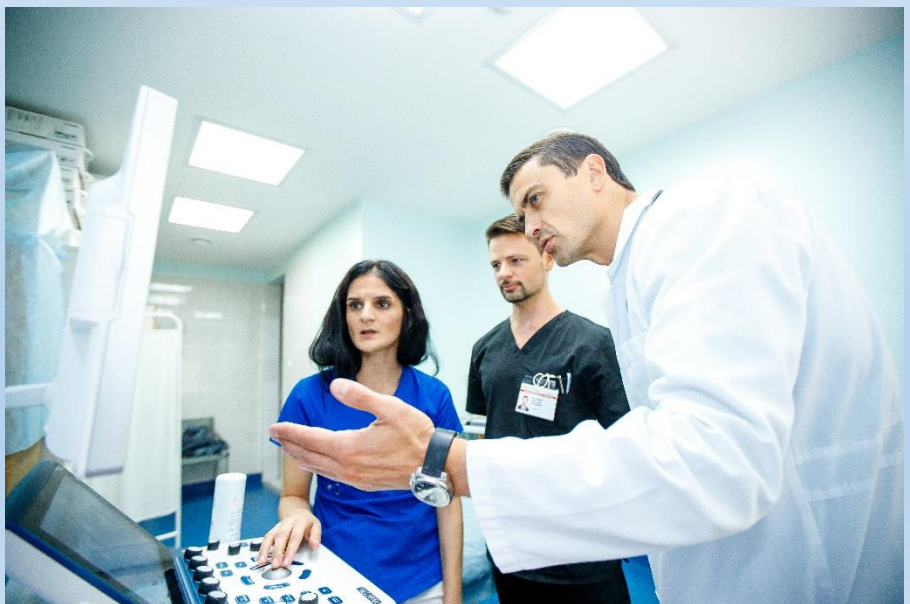
Kutefa Elena Ivanovna





**Question 1.**  
**For you the project for the export of medical services means ...**

«For us, the project for the export of medical services is primarily a challenge and an opportunity to show the high standards of Ugra medicine, the opportunity to take its proper place among the leading medical centers of the Russian Federation»





## Question 2.

Does your medical organization feel an increase in the flow of foreign citizens for 2019 compared to 2017? What are the reasons for that?



«Undoubtedly, in recent years we have experienced a significant increase in the flow of foreign citizens who have applied to our medical institution. First and foremost, we attribute this to the high pace of development in Khanty-Mansiysk Okrug as well as in Ugra in general, so in its capital in particular»

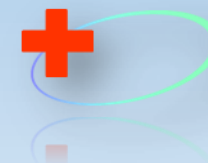






### Question 3. What medical services in your healthcare organization are top-requested by foreign patients?

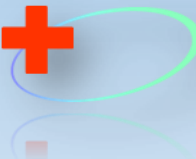
«Traditionally, the services of our medical institution were in demand among the employees of the oil industry – being also foreign citizens; however, in recent years the perinatal center services have become the most popular among the foreign visitors. Our quality policy ensures compliance with all established legislative requirements, while comfortable conditions of stay satisfy consumers' needs and expectations»



#### Question 4.

### How do foreign patients recognize you and what are their grounds for choosing you?

«There are many sources where one can learn about our center. The most commonplace example is the Internet and social networks. The official accounts of the District Clinical Hospital are distributed on the main social networks. I would like to emphasize that our doctors represent various professional communities, on a regular basis they take part in both Russian and foreign congresses and conferences, participate as speakers in scientific conferences, promote science and are frequently published in professional medical magazines. This type of professional positioning personally for the doctor and for the medical institution in general is an important consumers' source of information about a medical institution»



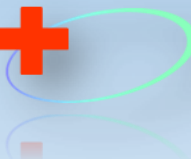




**Question5.**  
Could you state any increase in the flow of foreign patients and what features of handling foreign patients would you specify?



«As previously noted the number of foreign citizens - patients of our institution - is growing. Although the number of requests for medical care in new directions, such as oncurology, gamma knife treatment, and even related renal transplantation, is also growing. All these types of care are delivered in the Regional Clinical Hospital, and we are pleased to offer its wide opportunities not only to residents of the district, but also to everyone who needs high quality and affordable medical care»

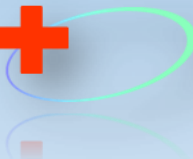




**Question 6.**  
**How has the life of the medical organization changed? What promises do you see in “the project for medical services export”?**



«Implementing this project, we are working to strengthen the image of Ugra health care, to increase brand awareness of the District Clinical Hospital»







## Question 7. What are your competitive advantages in the field of medical tourism of the Ugra health care brand?



«Being multidisciplinary is considered to be our main advantage.

Currently the “Regional Clinical Hospital” consists of the following units: three outpatient clinics, a multidisciplinary inpatient facility, which provides specialized and technologically advanced medical care; the following cutting edge specialized district centers: oncological, ophthalmological, perinatal, acute and chronic dialysis, liver surgery and pancreas, outpatient surgery, telemedicine.

The Regional Clinical Hospital employs more than 600 doctors; more than fifty have a degree. Our doctors regularly undergo training in Russia and abroad, they are regular participants and speakers of scientific Russian and foreign conferences, and are engaged in scientific activities. There are also departments of Khanty-Mansiysk Medical Academy at the hospital.

District Clinical Hospital is an accumulation of long-term experience, high professionalism, advanced equipment and a willingness to pay attention to each patient»

