

CROSS-BORDER MEDICAL MARKETING

Grow your clinic beyond borders.

Reach medical-travel patients across Asia and connect with Korea's trusted hospital network — local-platform content, influencers, partnerships, and a multilingual website, designed as one system.

China

Taiwan

Hong Kong

Japan

Mongolia

Thailand

Korea network

Why go cross-border

1.1M+

Inbound medical-travel patients to Korea by 2028 (projected)
Industry estimate

3.2x

Avg. ticket for high-value procedures (cross-border vs. local)
Our own estimate

+50%/yr

Recent growth in inbound medical-travel patients
Based on recent trend, our estimate

Note: Figures above are Portzone's own estimates based on public statistics and industry data, and do not guarantee individual results.

CROSS-BORDER

- Capture new demand for high-value, high-consideration procedures
- Build your brand early inside local platforms before competitors
- Connect with Korea's vetted hospital network for referrals and aftercare

Four core solutions, built to drive consultations

SERVICE 01

Local-platform SNS operations

China (Xiaohongshu, Dianping), Taiwan & Hong Kong (Instagram, Threads), Japan (Instagram, Line, X), Mongolia (Instagram, Facebook). We plan localized content per market and run it to fit each platform's algorithm, owning the digital touchpoints where patients decide.

SERVICE 02

Influencer marketing

From high-reach KOLs to micro KOCs strong on authentic reviews, plus local student and resident networks. We match from a vetted pool of 5,000+ influencers by goal, so real, experience-based stories reach the right audience.

SERVICE 03

Hospital partnership & referral network

Connect with Korea's trusted hospital network and set up local MOUs for two-way referrals and aftercare. We help bridge the "what about care after I go home" concern with local infrastructure on both sides.

SERVICE 04

Multilingual website + SEO/GEO/AEO

A multilingual clinic website plus optimization for search engines (SEO), generative-AI answers (GEO) and answer engines (AEO). Be found in search and in AI answers when patients look for a clinic.

A proven four-step process

01

Capability

02

Infrastructure

03

Content

04

Operations & traffic

Ready to grow across borders?

Take the first step toward cross-border growth with Portzone. A dedicated PM will walk you through a tailored plan and a clear estimate.

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Figures are our own estimates and do not guarantee individual results. All content is produced and reviewed for compliance with medical-advertising regulations in Korea and target markets.