

Commercialization Strategy

To establish Antigua as a premier international location of choice for bio-tourism clinics and treatment centers providing the highest quality, clinical grade cellular processing products.

The primary objectives during phase 1 of the development plan will be to plan and initiate a marketing program for marketing the services, facilities and island location directly to patients their physicians. Part of the marketing efforts should be to recruit the services of existing bio and medical tourism companies and establish Antigua as a “go to’ medical and bio-tourism destination.

In conjunction with the external marketing objectives and efforts with existing medical tourism companies the marketing should emphasize the value of the clinical products and services through various digital and traditional marketing efforts to attract physicians and potential partners which include:

Optimization of web site

Establishment of a tourism sponsored web site to promote the various clinical products and services available. It will also provide testimonials of satisfied clinics and physicians.

Google Advertising

Purchasing ads for various search words and phrases on Google and other applicable search engines.

Medical Portals

Partnering with other respectable medical portals that provide information on medical tourism to generate additional interest in the Company.\

Social Media

Utilization of various social media sites (e.g. Facebook, Twitter, Linked-In and others) to promote its services and communicate the differences of using a clinical laboratory for Regenerative Medicine treatments to provide standard cellular products. The objective is to promote the importance of patient safety and the latest advancements in cell therapy.

Seminars

Participation at seminars at various health care events to showcase its services and products, and the establishment of Antigua as a host destination for new and existing seminars and training programs.

Medical Conferences

Participation in medical shows and events such as A4M, orthopedic conferences and plastic surgery conferences where it will promote its services and products and destination for future conferences.