



GCR International Accreditation helped Poliklinika Bagatin to increase dental revenue by 70% & grow international patients revenues by 51% YoY (vs 2016)

Case study



More than 22 years of tradition and experience in providing high-quality health and aesthetic services to more than 16.000 satisfied clients.

GCR™ Internationally Accredited since 15. April 2016

Clinic Quote:

Cooperation with GCR.org was educational and helped us to accentuate our strongest features. They helped us grow by enabling us to compare our service level with the very best and by teaching and directing us towards becoming market leader in our fields.

I. Goals

- Attract more medical travel & local clients
- Become a synonym of top quality services as the leading private clinic in the region for dentistry & cosmetic surgery

II. Solution

Successfully completed GCR Accreditation for **Dentistry, Dermatology & Cosmetic surgery:**

1. Implemented best-practices from GCR accreditor team
2. Invested in state-of-the-art technologies and continuously educated staff to improve medical expertise
3. Applied 360° marketing approach & cover all communication channels

III. Results

51% growth in revenues of international clients (compared to 2016):

Dental treatments:

- 70% increase in sales in 2017 (compared to 2016)
- 65% growth in the number of clients (compared to 2016)
- 100 new patients every month

Cosmetic surgery:

- 80% increase in Rhinoplasty surgery (compared to 2016)
- 20% increase in sales in 2017 (compared to 2016)