Dubai has created a Longevity Authority.



This ticket was designed for the sick.

Your next visitor isn't sick.

Longevity brings a New Visitor.

Healthy.

Here to stay well, not to get better.

Informed.

They have researched, compared and chosen.

Often flying in.

Dubai wants to be a global hub for longevity care.

They will compare every moment of their visit with the hotel they just checked out of.



*"In **hotels**, a **wait** is designed.*
*In most **hospitals**, a wait is simply endured. A sick person might accept that. A healthy person paying for prevention rarely will."*

Raluca Berchiu
Founder & CEO, CXM

With nothing to cure and no recovery to measure,

the experience IS the service.

The welcome, the wait, the way they were spoken to. That is what they take home.

FOUR QUESTIONS FOR YOUR TEAM

Look at the whole visit.

- [ ] Does booking feel effortless, or like admin?
- [ ] Does your welcome assume something is wrong?
- [ ] Would a healthy person feel like a guest or a case?
- [ ] Would they choose you again next year?

PATIENT
EXPERIENCE
remains essential.

HUMAN
EXPERIENCE
widens the lens.

HUMAN EXPERIENCE ·

What should it feel like to arrive healthy?

Which of the four questions would your team find hardest?

Tell me in the comments.

consultcxm.com

FIXING CUSTOMER EXPERIENCE. DRIVING BUSINESS PERFORMANCE.