### MEDIGO Scholarship

**About**

MEDIGO is an online platform that connects patients with healthcare worldwide, with the aim of simplifying the process of booking medical travel. As part of our commitment to improving access to healthcare, we want to recognize the talent of one exceptional student who can deliver a strategy to develop the MEDIGO brand in the United States.

MEDIGO knows how hard it can be to be both creative and effective in the field of marketing, especially when dealing with a crucial topic like healthcare. This is why we want to award those who have the talent to create something truly special.

In forming your application, you’ll need to consider current healthcare trends and how MEDIGO addresses them, whilst keeping our core values of transparency and quality firmly in mind. Above all, it is important to remember who the MEDIGO platform is primarily built for: patients.

**Eligibility**

- Currently enrolled on a course in marketing, tourism management, healthcare marketing, or business administration.

**How To Enter**

Please produce an essay of 1500-2000 words outlining your marketing strategy. Applications will be judged on creative thinking, initiative and relevance.

- Imagine you are given $10,000 for a marketing campaign aimed at increasing the awareness of MEDIGO brand across the US. What would be your strategy? (attached in pdf)
- Proof of student status (scanned copy of your dated student ID, registration receipt, class schedule…)
- Proof of enrollment in a course in marketing, tourism management, healthcare marketing, or business administration

All applications as well as any questions about the scholarship and its requirements should be sent to scholarship@medigo.com.

**Award Amount** $2,000

**Deadline** July 31st, 2015