

Medical Tourism: Care Beyond Boundaries

Day & Date: Saturday, 7th May 2016
Time: 9:00 am to 10:00 am
Venue: Auditorium, Symbiosis International University, Lavale campus, Pune
Speaker: Mr. Abhay Soi
Report prepared by: Dr. Rashmi Arya, Student, MBA - HHM (2015-2017)
Mr. Varun Joshua V., Student, MBA - HHM (2015-2017)

The session was conducted by Mr. Abhay Soi on Medical Tourism. The session started with a video of how medical tourism sector is growing here in India and the advantages presented by them.

Care beyond boundaries was the motto related to medical tourism. This is said to be the largest export in the next five to six years after information technology.

He listed out the different region in India which treats different ailments like Coimbatore for arthritis, Tata memorial hospital for cancer. The driving factor of medical tourism is especially the waiting time for a treatment and the specialists required for a particular surgery. Therefore this situation makes it a point that patients travel to countries which provides immediate and affordable care.

Affordability & cost, privacy, below par of care, lack of technology are the other features that drive medical tourism in the right direction. The criteria to be met by the healthcare providers is the quality of care. The country's culture, reputation plays an important role and this is where India is comparatively lacking. Top 5 specialties in Medical Tourism are: Cardiac Sciences, orthopedics, Neuro Sciences, oncology Transplant Programs.

The next topic was about the global trends and how people travel to other countries for treatment with respect to their income. 15% of global population travel to developed countries. Medical Tourism has many spill-over impacts on different industries like medical tourism, retail, logistics, travelling etc. The choice of destination

is determined by hospital specific or systemic. Therefore many people prefer Asia to other continents because of the cost of the living is affordable and ease of process to take regulatory approvals. The challenges for Medical tourism were discussed they were Affordability, Language Barriers, Cultural Differences , Regulatory process and the market being infested by intermediate organizations . Thailand is the country which caters to the maximum amount of people with respect to medical tourism whereas India being 5th and it is quite a shame being India is the country which exports the maximum number of doctor overseas.

60% MT is driven by lack of relevant expertise and technology in own country. The people coming to India are mostly from the neighboring countries like Bangladesh, Maldives etc. In India, Delhi, Mumbai and Chennai are the cities which caters to this sector.

A brief around case mix that has been changed over the years were discussed, the example shed to us about a Bone Marrow Transplant which was done and he compared the cost of treatment when done in India and USA.

India is said to have quite a few advantage when it comes to MT because of the number of personnel in medical field, English speaking population and importantly the acceptance of patients from all the races. Technology present is in par with the international standards.

Brand India: **talent, trade, tradition, tourism, technology**. The main advantage is PRICE. It provides nearly provides 90% discount to cost of service in USA.

The last half were the challenges presented in MT. Regulatory Support – To regulate Medical Visas Public and Private Infrastructure – Limited number of tertiary care hospitals. Market Services – Market strategies of services to encourage people.

He concluded the session by saying that these challenges needs to be rectified with the help of the medical personnel as well as the government such that this sector has an impact on the economy of the country.