

Internship Training

at

CK BIRLA HOSPITAL, GURUGRAM

STATUS OF MEDICAL TOURISM IN INDIA AND GROWTH OF HEALTHCARE
SECTOR

by

DR GUNJAN SHARMA

Enroll No. PG/19/033

Under the guidance of

DR MANISH PRIYADARSHI

PGDM (Hospital & Health Management)

2019-21



International Institute of Health Management Research
New Delhi

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**International Institute of Health Management Research
New Delhi**

The certificate is awarded to

Dr Gunjan Sharma

in recognition of having successfully completed his/her
Internship in the department of

Patient Care Services

and has successfully completed his/her Project on

Status of Medical Tourism in India and Growth of Healthcare Sector

Dated: 20 May 2021

Organization: CK Birla Hospital, Gurugram

She comes across as a committed, sincere & diligent person who has a
strong drive & zeal for learning.

We wish him/her all the best for future endeavors.

Mahesh
Training & Development



Pankaj
Zonal Head - Human Resources

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr Gunjan Sharma, student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at CK Birla hospital, Gurugram from 1st April 2021 to 31st May 2021.

The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his/her future endeavors.

Ms. Divya Aggarwal
Associate Dean, Academic and Student Affairs
IIHMR, New Delhi

Mentor
IIHMR, New Delhi

Certificate of Approval

The following dissertation titled **“STATUS OF MEDICAL TOURISM IN INDIA AND GROWTH OF HEALTHCARE SECTOR”** at **“CK BIRLA HOSPITAL”** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

Signature

Certificate from Dissertation Advisory Committee

This is to certify that **Dr Gunjan Sharma**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. He/ She is submitting this dissertation titled "Status of Medical Tourism in India and growth of healthcare sector" at "CK Birla hospital" in partial fulfillment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

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Organization Mentor *Ravish Kumar*
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Kumar Ravish

FEEDBACK FORM

Name of the Student: Dr. Gunjan Sharma

Dissertation Organization: CK Birla Hospital, Gurugram

Area of Dissertation: Status of Medical Tourism and Growth of Healthcare Sector in India

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Signature of the Officer-in-Charge/ Organization Mentor (Dissertation)

Kumar Louth



Date: 21st May 2021

Place: Gurugram, Haryana

INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
NEW DELHI

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled Status of Medical
Tourism and Growth of Healthcare Sector
in India and submitted by (Name) Dr. Gunjan
Sharma Enrollment No. PG/19/033
under the supervision of Dr. Manish Priyadarshi
for award of PGDM (Hospital & Health Management) of the Institute carried out
during the period from 1st April 2021 to 31st May 2021.
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other similar institution of higher learning.

Gunjan
Signature
Dr. Gunjan Sharma
PG/19/033
PGDHM (2019-21) - Health

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Abbreviations

NRI- Non-residents of India

SWOT- Strength, Weakness, Opportunity, Threats

UK- United Kingdom

USA- United States of America

JCI- Joint Commission International

ABSTRACT

This is a descriptive research in which we study about medical tourism, position of India in sector of medical tourism and health care sector's growth. I have gathered the data by using both primary as well as secondary sources. I have conducted the following study in Wockhardt hospital, Thane with a sample survey of foreign patients and NRI. I also executed SWOT analysis on industry of medical tourism of India in the recent position and have made some proposals that lays under the forthcoming direction helping India to accomplish a position of leader in medical tourism.

Medical tourism is also acknowledged as medical travel or health tourism. Global healthcare is a term originally formulated by the agencies of travelling and the media to illustrate fast-growing system of travels beyond the border of international countries to attain health care. It attributes to the providers of health care who travels across the borders out of the nation to provide health care. Medical tourism is the process of moving out of native places for treatments and care to international places or somewhere else.

Some factors that lead to the growing demand of industry of medical tourism involves the high prices of health care treatment, prolonged time for waiting for numerous practices, affordability and accessibility to international travels and advancement of both the standards of healthcare treatment and technology in many countries.

Medical tourism in India has been risen as the rapidly-flourishing section of the industry of tourism in contempt of the global economic deterioration. The reason of treatment being expensive in the developed countries, especially UK and USA, has been pushing the patients to get their health care treatment done at an alternative and cost-

effective country. The medical tourism industry in India is at an immature stage at present, but it has a humongous capability for future development and growth.

The objective of this descriptive study is for evaluating growth, status and the effects of India's industry of medical tourism and sector of health care growth.

Complimentarily is a condition where the expansion of one segment helps in the expansion of other sector of industry. The findings shows that here is a substantial growth India's industry of medical tourism, which is flourishing at a rate of 30% in a few previous years. The measures of hospital facilities and medical treatment which are offered to the patients have drastically enhanced in India with 32 hospitals having accreditation by JCI. India has a rank of number "2" in the sector of world's medical tourism. Globalisation has additionally encouraged the expansion of medical tourism in India and it has supported complimenting growth of hotel and travel industry business.

CHAPTER 1 - INTRODUCTION

1.1 Introduction

In current scenario of demanding and growing sector of health care, industry of health needs to be perpetually adaptable in relation to research, knowledge, information and resolving and achieving latest concepts like medical tourism. The healthcare sector needs to be aligned with the demands of the moment and to educate themselves according to the requirements of future and the upcoming times. Medical tourism is not a new approach but now we have accepted the significance of this perception because of which the medical tourism is thriving. India provides World class medical facilities, as compared to any other western countries. India has the best of hospitals and very skilled

doctors, with the finest framework, most advanced facilities of medical care, escorted by the most affordable prices. The patients can have their treatments rendered in India at the economical prices with the tourism to tourist destinations, after getting advice from the Doctors. This approach can help the patient and their attendants to save a lot of money and at the same time, they can discover about India. In India, we provide the best medical facilities along with travelling facilities to patients and their attendants during their visit to India. However, the hospitals are vigorously accepting this approach to attract a large number of patients. However, the hospitals are vigorously accepting this approach to attract a large quantity of patients. Some of the hospitals are following the franchise model, in which they get in collaboration with small nursing homes and clinics to establish a trademark value and managing the hospitals on the franchise basis. The planning following this prototype is allocation of expertise and technology. Many providers of health care services have incorporated an independent window to gratify the requirements of international travellers. It provides the service range starting from preparatory knowledge to the travel related arrangements.

Many healthcare service providers are thinking about expanding in India and abroad. Additionally, in establishing new hospitals and setting up a pan-India existence, dominant players such as Fortis Health care Ltd, MAX India Ltd, Escorts Heart Institute, SRL Ranbaxy, Wockhardt Hospital, Apollo Hospitals Enterprise Ltd are planning to expand or expanding their operations through procurement or establishing facilities internationally. Many chains of hospitals have acknowledged to estimate prices for fundamental treatments. For example, estimation helps hospitals to establish transparency and increase and improve the impression of Indian players in international market.

Total number of tourists for medical treatment are increasing at a rate of 15% annually as per Oxford Analytical, India is presently an intense tourism hub for medical

treatments. Technological advances, qualified medical personnel, individual patient care and a combination of traditional and modern medicine has brought India on the map of global tourism of medical industry, with approved dominance in surgical treatments, India is ready to perform a significant role in one of world's rapidly growing medical tourism industry.

1.2 Attractions of medical tourism in India

At present some points those make the India as attractive medical tourism destination.

- World Class Treatment & affordable prices as compared to west countries.
- Patients coming from over 55 countries get treatment in India.
- Facilities, Medical Technology, Equipment & Infrastructure in India are equal as compared with International Standards.
- The Indian doctors are acknowledged as the best amongst the global levels.
- India is graded in the leading 5 popular tourism destinations among the whole world.
- In certain cases, India is providing treatment for less than 15% of the cost as compared to abroad levels for the same treatment.
- The standards of hospitality at hospitals in India are more advanced than in Europe or America.
- Many researches have proven the results that rehabilitation in new and appealing surroundings is quicker if you stay in home or at hospital.

Most of the medical staff and doctors speak English fluently, as most of the population speaks.

1.3 Genesis of Medical Tourism

Medical tourism is old for millennia of years. In archaic Greece, travellers, pilgrims and patients used to come from all the Mediterranean to the shrine of the God of healing, Asklepios, at Epidauros. Our system of Indian medicine like Unani and Ayurveda were also very popular for the cause of same purpose and patients from distinctive countries used to come for the healing and treatments. In Roman Britain, people used to take the water bath at a temple, an exercise that was advanced for approximately 2000 years. From the early 18th century, prosperous Europeans used to travel from Germany to the Nile. Earlier, only travelling used to be thought as a treatment for physical as well as mental wellbeing. In the mid-21st century, a comparatively affordable jet travelling has taken place. Later on, most of the rich people began to travel to different tourist places like the Swiss lakes, the Alps and special sanatoriums', where professionals were present and special medical care was offered.

In current century, the medical travel has been developed to a larger extent. Thailand, chased by India, Argentina, Puerto-Rico, Cuba and many countries have rapidly become the most famous places for medical tourists. Sophisticated surgeries, dental problems, dialysis, sex change and organ transplantations, become the most popular procedures. Travellers from many developed countries like Europe and USA, gets advantage in travelling to developing countries like India, Philippines, South Africa, Thailand, etc, as they get their medical treatments done along with a vacation. Medical tourism is a booming industry and will grow further as it provides people many more advantages along with the treatment.

The wealth of a country can be measured by looking at the health of its citizens. All along the world, many countries are providing the solutions for a viable healthcare and seeking many more solutions to provide it to their people. Improvement of

healthcare of people does not get limited to the availability of doctors or medicines of infrastructures. In traditional Indian health care system, such as Yoga and Ayurveda, the concept of spiritual healing is famous among both international and domestic tourists. Commonly, a person travelling from one place to another for desire of seeking treatment is considered as a tourist of health care. Anyhow, the description of a healthcare tourist does not include people who travel from one place to another place to relish, rejuvenate and explore either the mind or the body, without sustaining any medical treatment.

1.4 Concept of Medical Tourism

The equation that provides the concept of medical tourism.

Medical Tourism in India = World Class Treatment + Holiday + Big Savings

Many researches have the results that the healing in new and appealing surroundings is much quicker as compared to the stay in hospital or at home.

Medical tourism is commonly explained as the concept of getting an affordable and compelling individual medical care in corporation with industry of tourism for the patients who needs the surgical, medical and any other special treatment. The perception of medical tourism in India is attaining relevance because both Indian as well as foreign insurance companies are considering India as a potential destination of health care, which can globally compete. After understanding the prospective, tourism sector has started to tie up with hospitals and vice-versa. The hospitals have also started marketing and advertising in such a way to attract potential customers as to provide treatment packages along with the tour to the tourist places.

Professionals believe that the health care system of India should gridlock with insurance companies at multinational level to provide health care services to the patients from different countries to develop medical tourism. They recommend the health care industry to get accreditation by foreign agencies, advertising the healthcare institutes at international levels, the treatment packages and facilities they are providing to the patient from abroad, as some of the factors that need to be addressed by the healthcare sector for enhancement of medical tourism.

For the advancement and enhancement of India's tourism of medical, Ministry of Health and Family Welfare along with the Ministry of Tourism of India has organized a task force to achieve the targets and to provide a strength to the medical tourism. The basic work of the task force is to formulate the policy after evaluating the opportunities in the healthcare sector industry in medical tourism. The programme for accreditation is anticipated at distributing providers of health care services with support of facilities, equipment and quality of services offered. The expectations of accreditation are to standardize the measures of treatment procedures and assist the foreign patients in choosing the best hospitals for their treatments.

India is exclusive as it provides complete health care service devoted to the body, mind and spirit. India provides a combination of services such as Ayurveda, yoga, medicines, allopathy and other Indian system of medicines along with cultural warmth, which is difficult to find in any other country. The clinical results of India are on level with world class facilities, along with acquiring internationally skilled and knowledgeable specialized doctors. The patients exclusively from the Middle East and Western countries identify hospitals of India very economical and feasible choice as compared with insurance and national medical systems in their native countries. There are millennials of patients from outside the country who do not have any health insurance or social security,

they compare the prices of treatment before going outside their country and they find India an advantage for this segment.

1.5 Medical tourism in India – Swot analysis

Strengths

- Attributable services at economical prices
- Qualified doctors with excellent skills
- Strong adherence to progressive healthcare e.g., neuromuscular, transplants of organ, cardiovascular achieving huge success rate in operations
- Internationally experienced Doctors
- Diversity of destinations in tourism sector

Weakness

- Lack of coordination between the various industries such as hotels, hospitals and airline operators
- Lack of government initiative / support to promote medical tourism
- Perception of customer as an unhygienic country
- No standard measure for accreditation of hospitals

Opportunities

- Increasing interest of health services by the countries having populace which is aging (U.S, U.K)
- Increasing requirement from patients of countries with undeveloped healthcare facilities
- Lavish lifestyle and fast pacing habits increase the need for wellness tourism

- Supply got shortened in the National Health Systems in countries like U.K, Canada

Threats

- Lack of international accreditation
- More competition from countries like Malaysia, Thailand, Singapore
- Low investment in health care infrastructure
- Insurance providers does not cover overseas medical costs

1.6 Challenges in medical tourism industry in India

- People in other countries like UK/ USA are insured with medical insurance. The insurance companies take care of their treatment and their stay at hospital. Even if patient wants to come to India for medical treatment, he has to pay from his own and it is not covered in the health insurance. So, the patient is obliged to refuse to come to India, because of money problems.
- Competing countries like Thailand and Malaysia are getting patients who are combining their packages with tourist destinations along with the medical treatment. While in India, only patients who want to avoid their leisure time come to India.
- Many of the people coming from different countries who are not able to speak English gets difficulty in contacting with healthcare providers.

1.7 Medical tourism and its impact on Indian GDP

Many hospitals in India are providing world's best treatment at the price as compared to 40-50% less than any of the European country and they are also accredited by international institutions. After addressing the relevance of medical tourism, Government of India is demanding to cajole international tourists by providing them medical visa. Normally, a medical visa is usually applicable for the period of treatment or one year whichever is less. The length of the medical visa could be farther continued for up to one year with authorization of government of state. India has received 580,000 foreign health tourists in 2014. There is an estimation that it will grow at a Compound Annual Growth Rate of over 19% and it will attain an estimate of 10 million by 2017. In the Union budget of 2011-2012, the Government of India has acquainted a scheme for tax deduction for the establishment of new, 2-star category hotels in India. The total revenue generated was \$40 billion worldwide in the year of 2004, which had been increased up to \$60 billion in the year of 2006. India was expected to touch USD \$8 billion in the year 2020.

1.8 Prime Features for Medical Tourism in India

There are 5 factors which help the India to strengthen their medical tourism industry and make it as prime in the global industry:

- Expert team of professional doctors
- Best health care service quality at low prices
- Exclusive health care and medical facilities
- Hundred percent rate of success

- Hundred percent trustworthy staff

1.9 About Wockhardt Hospitals

Wockhardt Hospital one of the super specialities, tertiary care healthcare hospitals India providing health care services. The chain of all the renowned hospitals of Wockhardt is inherited by the Wockhardt Ltd., India's 5th largest Pharmaceutical and Healthcare company which have a presence in almost 20 countries across the globe. The company was incorporated in 1989 and initiated its first service at a medical centre in Kolkata, 1989 and hospital of heart in Bangalore after two years. Presently, the corporation has 9 multi-speciality hospitals in India.

Wockhardt Hospitals was integrated on 28 August 1991 under the Companies Act, 1956 as a public limited company. The Company was originally named First Hospitals and Heart Institute Ltd. On 11 September 2000 the name was changed to Wockhardt Health Sciences Ltd and subsequently on 19 October 2000 the name was changed to Wockhardt Hospitals Ltd.

CHAPTER 2 - SCOPE AND OBJECTIVE

2.1 Scope of the study

Medical tourism is current type of alcove touristy becoming prominent rapidly in the province and India has risen as one of the famous destinations to administer Global standards of health care at economical prices.

The scope of the study is:

- To analyse the stature of India's medical tourism
- To assess the capability and advancement of medical tourism

2.2 Objective of Study

Primary Objective

- To analyse the stature, growth and impression of medical tourism in India
- To find out the patients' level of satisfaction in a multi-specialty Wockhardt hospital at Thane

Secondary Objectives:

- To determine the factors, why medical treatment in India is attracting NRIs
- To find out type of medical treatment and facilities most favoured by the foreigners in India

CHAPTER 3 - LITERATURE REVIEW

3.1 Medical Tourism

Reddy (2000) written that the healthcare industry has the potential to show the same exponential growth that the software and pharmaceuticals industries have shown in the last decade. Worldwide the market for healthcare is expected to be over \$4 trillion and of

this over \$ 750 million will be the share of the developing world. This would make the healthcare industry the largest service sector industry in the developing world.

Baxi (2004) reported that India is well positioned to tap the top end of the \$3-trillion global healthcare industry because of the facilities and services it offers, and by leveraging the brand equity of Indian healthcare professionals across the globe. India's medical expertise is comparable to the best in the world and the work done by doctors in India is recognized all over. The key reason for India's emergence as an important destination for healthcare is due to Indian doctors who are renowned world over. There are over 35,000 specialty doctors of Indian origin in the US alone. Also, Indian nurses are the most sought after and their caring approach towards treatment is well recognized.

3.2 Fundamental issues in sermonizing service quality in health care industry are:

Parasuraman, Zeithaml and Berry listed five dimensions of service quality that can be used to make healthcare services better:

- **Reliability:** Capability to provide the promised service conscientiously and meticulously
- **Responsiveness:** Eagerness to help patients and offer immediate service
- **Assurance:** Employees' skills, knowledge, education and reputation and their capability to gain confidence and trust
- **Empathy:** Providing patients' individual attention and acknowledging them as a person and listening to them with patience

- **Tangibles:** how the physical infrastructure, equipment and materials appear

CHAPTER 4 - RESEARCH METHODOLOGY

Study design and area

- A cross-sectional descriptive and qualitative study involving the NRIs and foreigner patients who visited India for medical treatment.

Study population:

- In Wockhardt hospital a complete enumeration of all the foreigner patients, which numbered 170 patients who came for the medical treatment from 1st February 2020 to 28th February 2021.

Data Collection technique:

- Primary Data: Information is collected through the questionnaire from foreign patients and NRI patients of Wockhardt hospital, Thane
- Secondary Data: Newspapers, magazines, google scholar, PubMed, google, etc.

Data analysis:

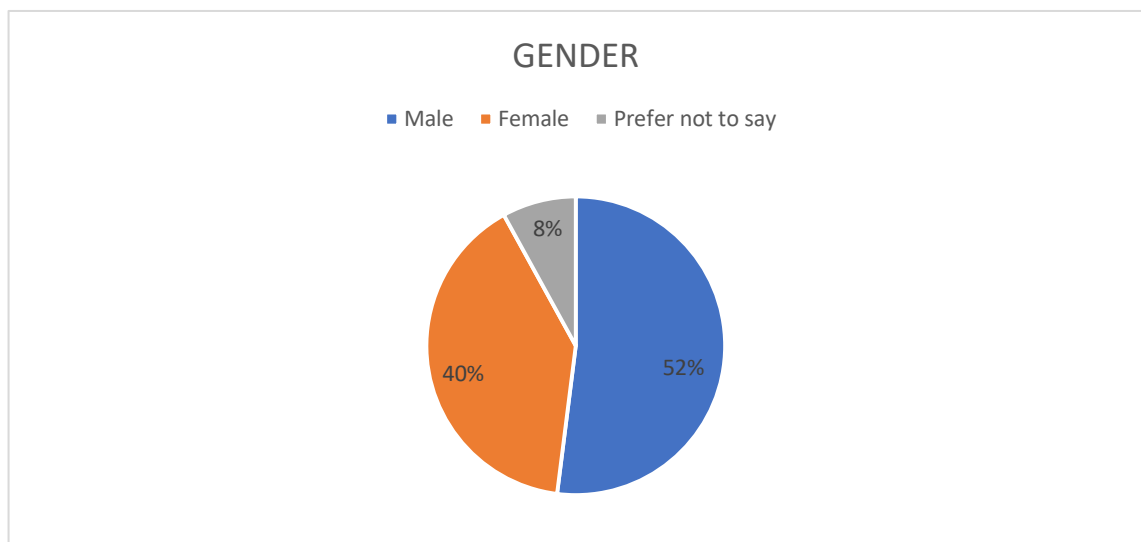
- The SPSS tool is used for analysing the data collected and represented in percentage and pie charts

CHAPTER 5 - DATA ANALYSIS & INTERPRETATION

Q1. What is your Gender?

Table 1. Gender of the patient

Sr. No.	Category	No. of Response	Percentage
1	Male	78	52
2	Female	60	40
3	Prefer not to say	12	8
		150	100

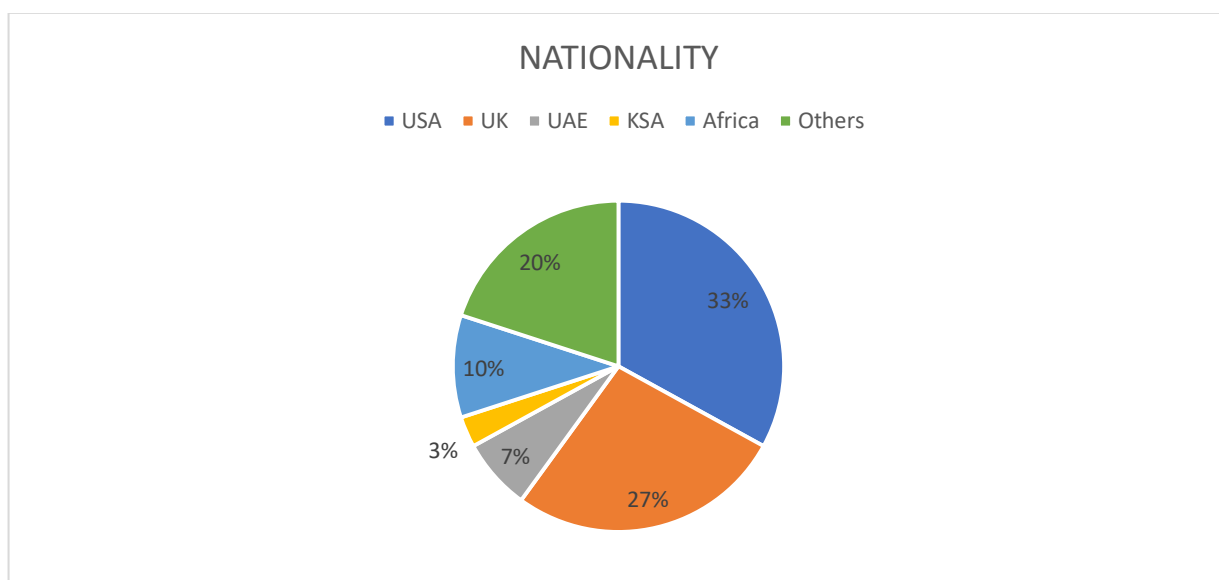


Interpretation: As it can be seen from the above chart, 52% of the patients are male, 40% of the patients are female. The rest of 8% of the patients prefer not to talk about their gender.

Q2. What is your Nationality?

Table 2. Nationality of Patient

Sr. No.	Category	No. of Response	Percentage
1	USA	50	33
2	UK	40	27
3	UAE	10	7
4	KSA	5	3
5	Africa	15	10
6	Others	30	20
		150	100

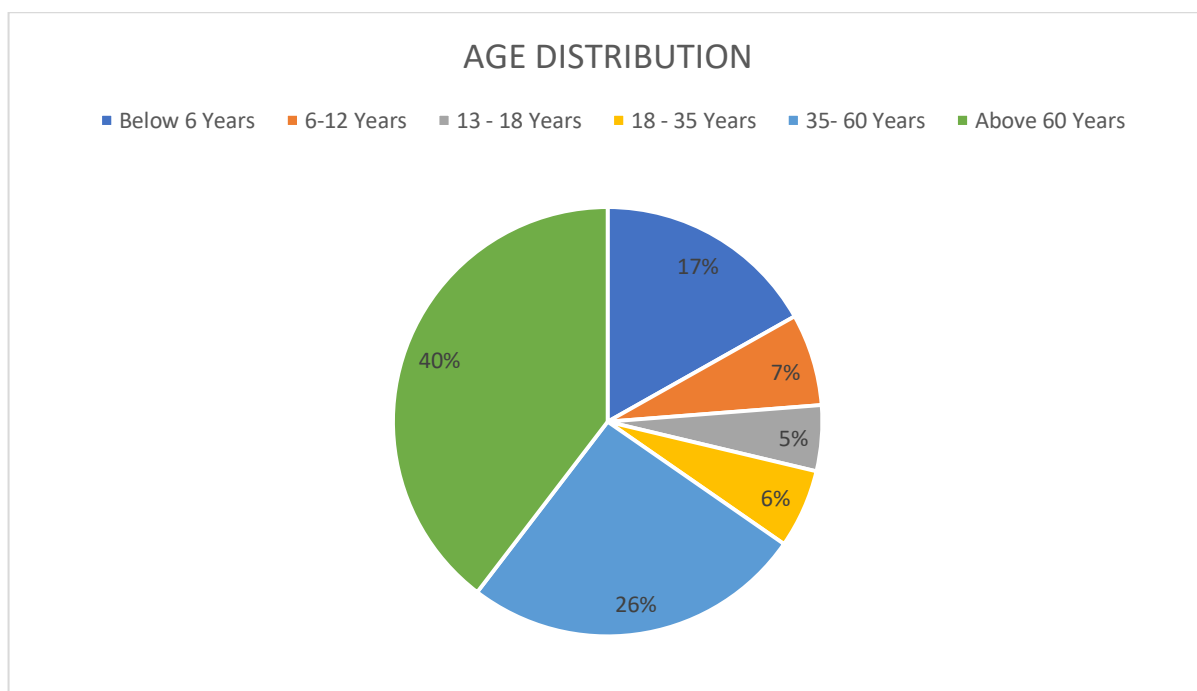


Interpretation: 33% respondents are from USA, 27% respondents are from UK, 7% respondents are from UAE, 3% respondents are from KSA, 10% respondents are African national and 20% respondents are from other countries

Q3. What is your age?

Table 3. Age of Patient

Sr. No.	Category	No. of Response	Percentage
1	Below 6 Years	25	17
2	6-12 Years	10	7
3	13 - 18 Years	7	5
4	18 - 35 Years	9	6
5	35- 60 Years	39	26
6	Above 60 Years	60	40
		150	100

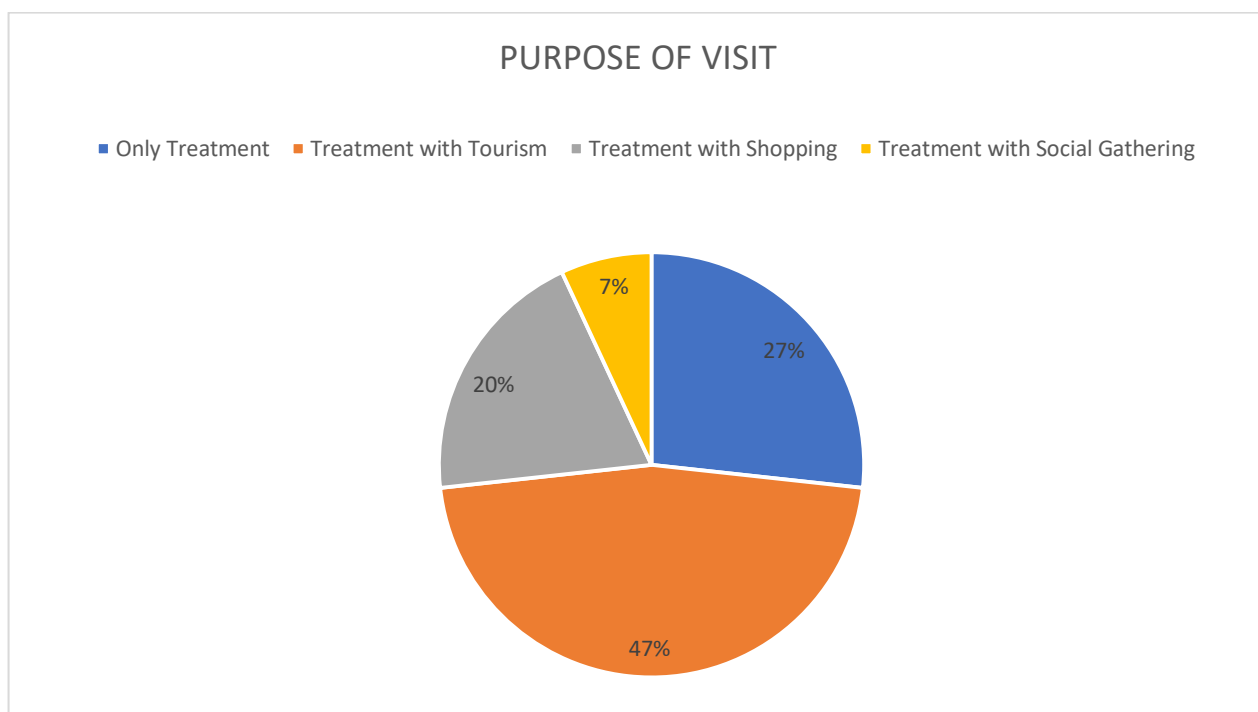


Interpretation: 17% respondents are below 6 years of age, 7% respondents are between 6 to 12 years old, 5% respondents are between 13-18 years old, 6% respondents are between 18-25 years old, 26% respondents are between 25-60 years old and majority 40% respondents are above 60 years of age

Q4. What was your purpose for coming India?

Table 4. Purpose of visit

Sr. No.	Category	No. of Response	Percentage
1	Only Treatment	40	27
2	Treatment with Tourism	70	47
3	Treatment with Shopping	30	20
4	Treatment with Social Gathering	10	7
		150	100

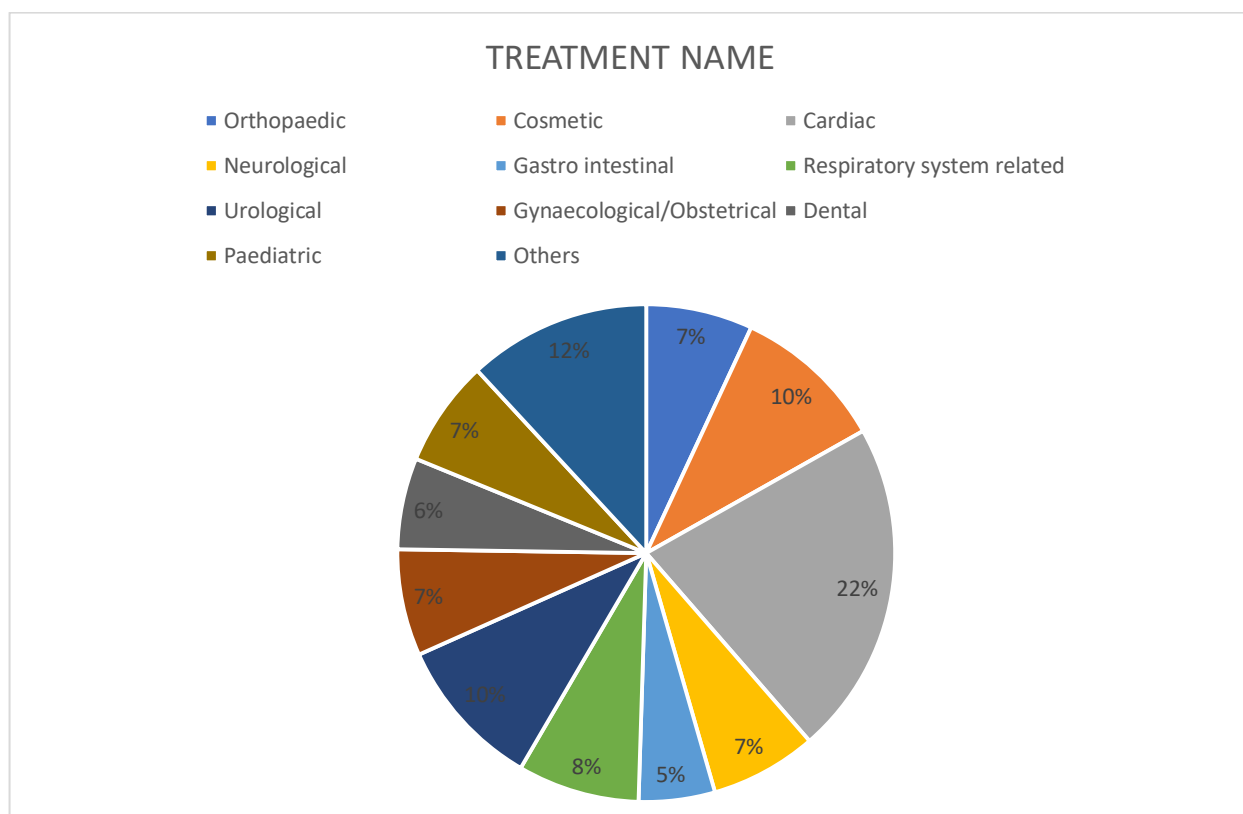


Interpretation: 27% respondents coming India for only treatment, 47% respondents are coming India for treatment with tourism, 20% respondents are coming India for treatment with shopping and 7% respondents are coming India for treatment with social gathering

Q5. For which treatment you have come?

Table 5. Name of Treatment

Sr. No.	Category	No. of Response	Percentage
1	Orthopaedic	10	7
2	Cosmetic	15	10
3	Cardiac	33	22
4	Neurological	10	7
5	Gastro intestinal	7	5
6	Respiratory system related	12	8
7	Urological	15	10
8	Gynaecological/Obstetrical	10	7
9	Dental	9	6
10	Paediatric	11	7
11	Others	18	12
		150	100

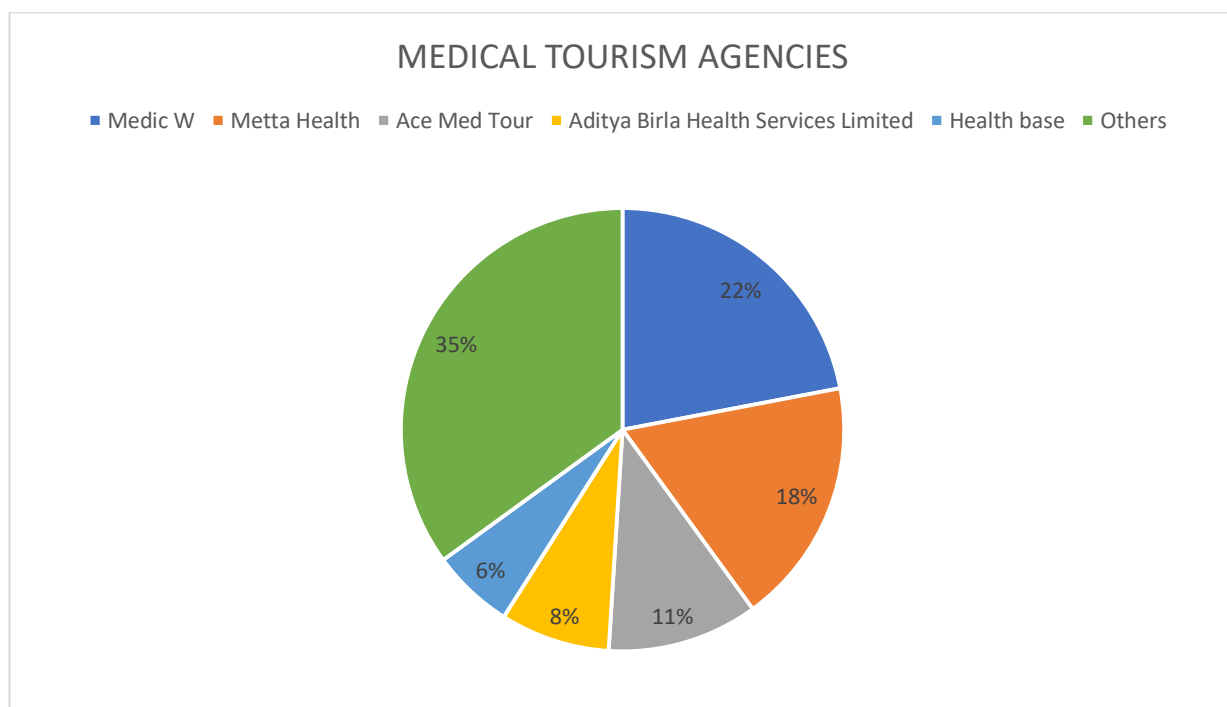


Interpretation: Majority of 22% respondents came India for Cardiac treatment, 10% respondents came India for Cosmetic, Urological treatment. 7% respondents came India for Orthopaedic, Obstetrical, Paediatric treatment. 8% respondents came India for Cosmetic, Respiratory treatment.

Q6. Which agency help you for Medical Tourism?

Table 6. Name of agencies

Sr. No.	Name of Agency	No. of Respondents	Percentage
1	Medic W	33	22
2	Metta Health	26	18
3	Ace Med Tour	17	11
4	Aditya Birla Health Services Limited	12	8
5	Health base	9	6
6	Others	53	35
		150	100

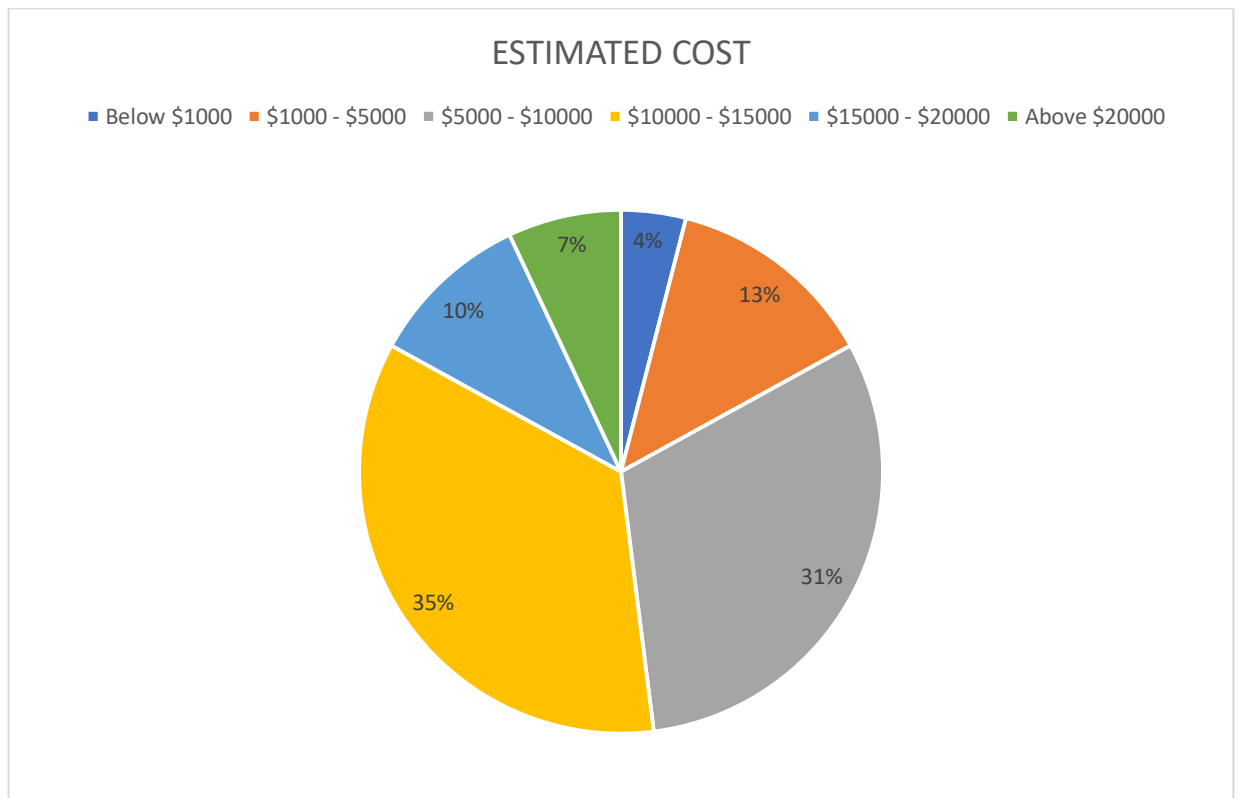


Interpretation: As depicted from the above data, 22% of the patients take help from Medic W agency, 18% of the patients use Metta Health, 11% of the patients were guided by Ace Med Tour, 8% of the patients came through Aditya Birla Health Services Limited, 6% of the patients have taken help oh Health Base agency for Medical Tourism. Rest of the 35% of the patients took help of other agencies.

Q7. What is the estimated cost for Medical Tourism?

Table 7. Estimated cost for Medical Tourism

Sr. No.	Estimated Cost	No. of Respondents	Percentage
1	Below \$1000	6	4
2	\$1000 - \$5000	20	13
3	\$5000 - \$10000	46	31
4	\$10000 - \$15000	53	35
5	\$15000 - \$20000	15	10
6	Above \$20000	10	7
		150	100

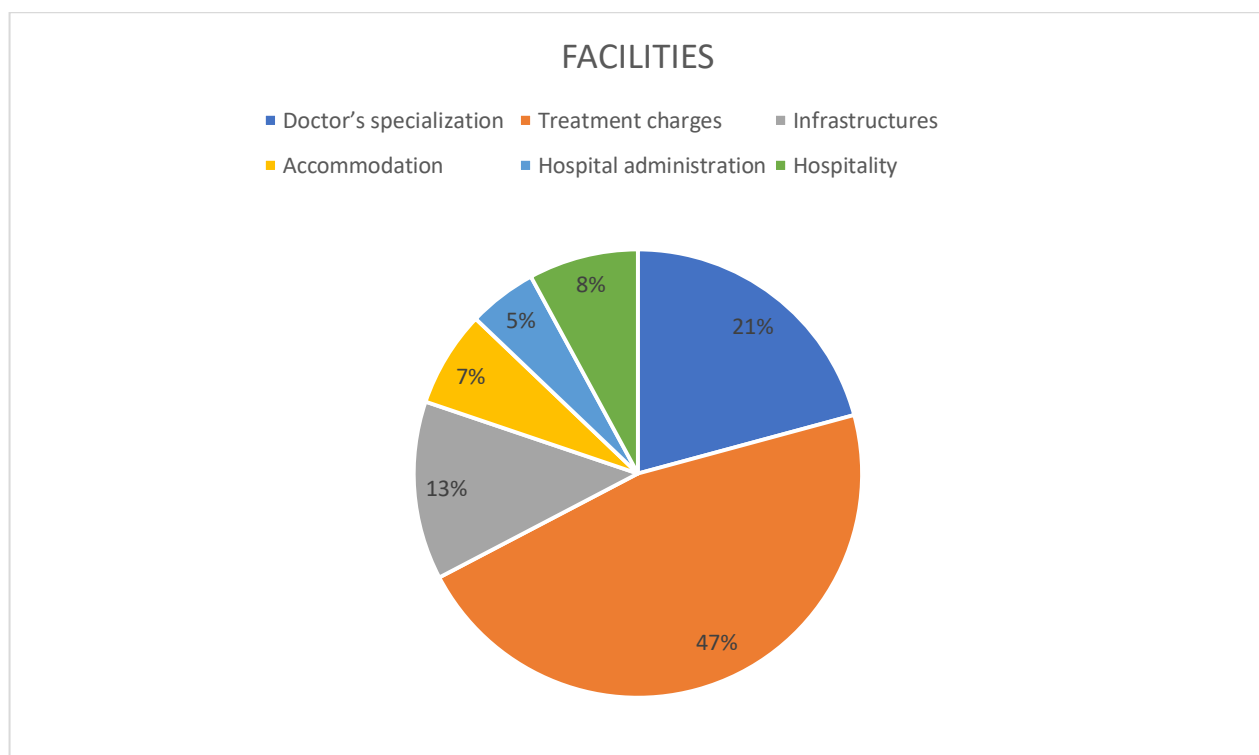


Interpretation: As mentioned in the data, 4% of the patients had pay below \$1000, 13% of the patients pay between \$1000 - \$5000, 31% and 35% of the patients pay between \$5000 - \$10000 and between \$10000 - \$15000 respectively. 10% of the patients pay \$15000 - \$20000. And 7% of the patients have to pay a bit higher, i.e., above \$20000.

Q8. Which of the following facilities have fascinated you the most to come here?

Table 8. Name of facilities

Sr. No.	Category	No. of Response	Percentage
1	Doctor's specialization	31	21
2	Treatment charges	70	47
3	Infrastructures	20	13
4	Accommodation	10	7
5	Hospital administration	7	5
6	Hospitality	12	8
		150	100

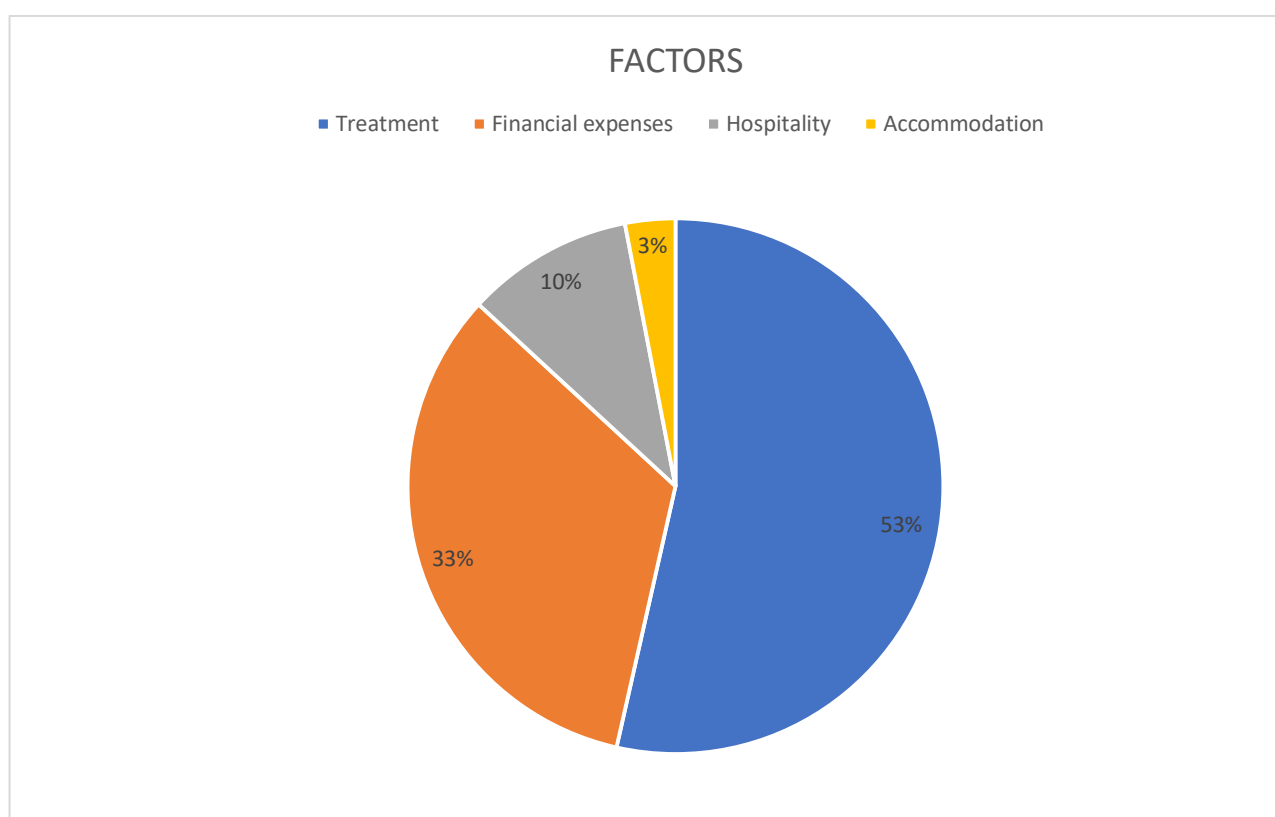


Interpretation: As depicted from the chart, there are 21% of patients are fascinated with specialization of doctors while 47% are fascinated towards low price of treatment. 13% are enticed to the infrastructure of hospital and 7% are attracted to the facilities of accommodation of hospital and 5% to hospital administration. Only 8% of patient were fascinated to the hospitality.

Q9. Give the ranks to following matters. Which lead is most important for you.

Table 9. Important Factor

Sr. No.	Category	No. of Response	Percentage
1	Treatment	80	53
2	Financial expenses	50	33
3	Hospitality	15	10
4	Accommodation	5	3
		150	100

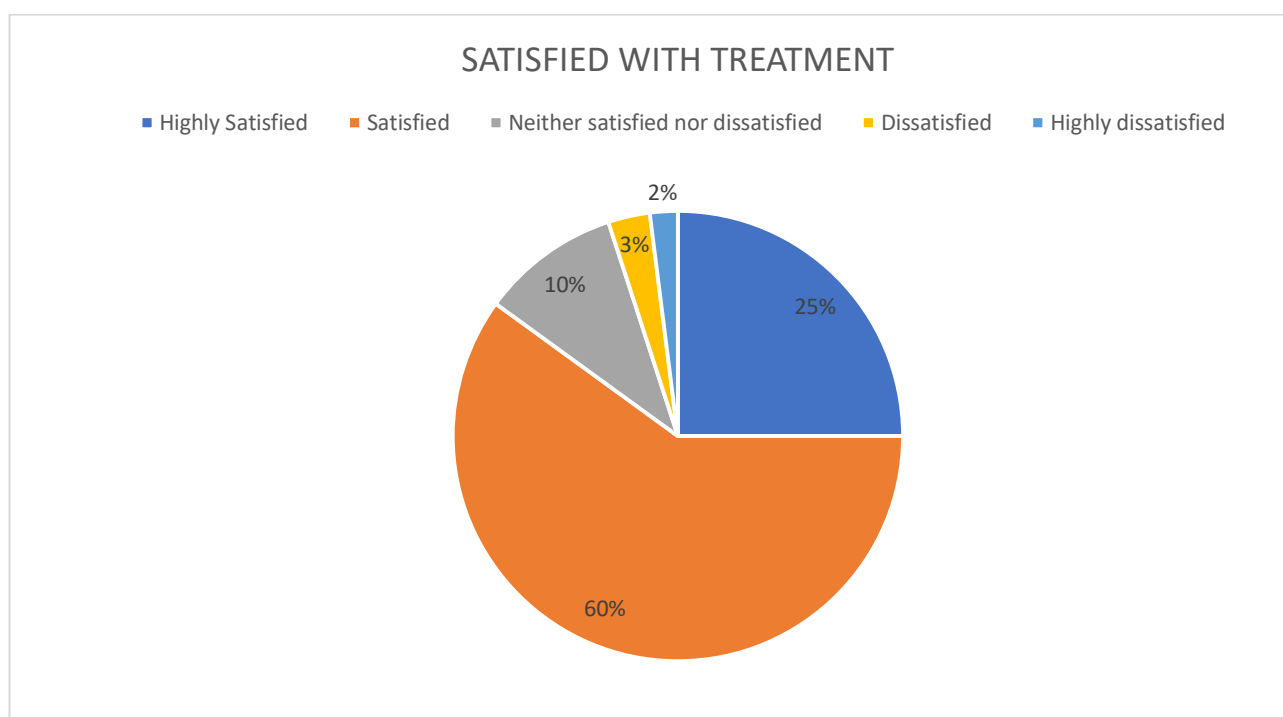


Interpretation: Here as mention in the chart, 53% of the patients have chosen their first priority as treatment, 33% of the patients chose the financial expenses as their second priority, 10% of the patients chose hospitality as third option and only 3% patients have given accommodation provided as last priority.

Q10. Are you satisfied with the treatment given here?

Table 10. Satisfied with treatment

Sr. No.	Category	No. of Response	Percentage
1	Highly Satisfied	37	25
2	Satisfied	90	60
3	Neither satisfied nor dissatisfied	15	10
4	Dissatisfied	5	3
5	Highly dissatisfied	3	2
		150	100

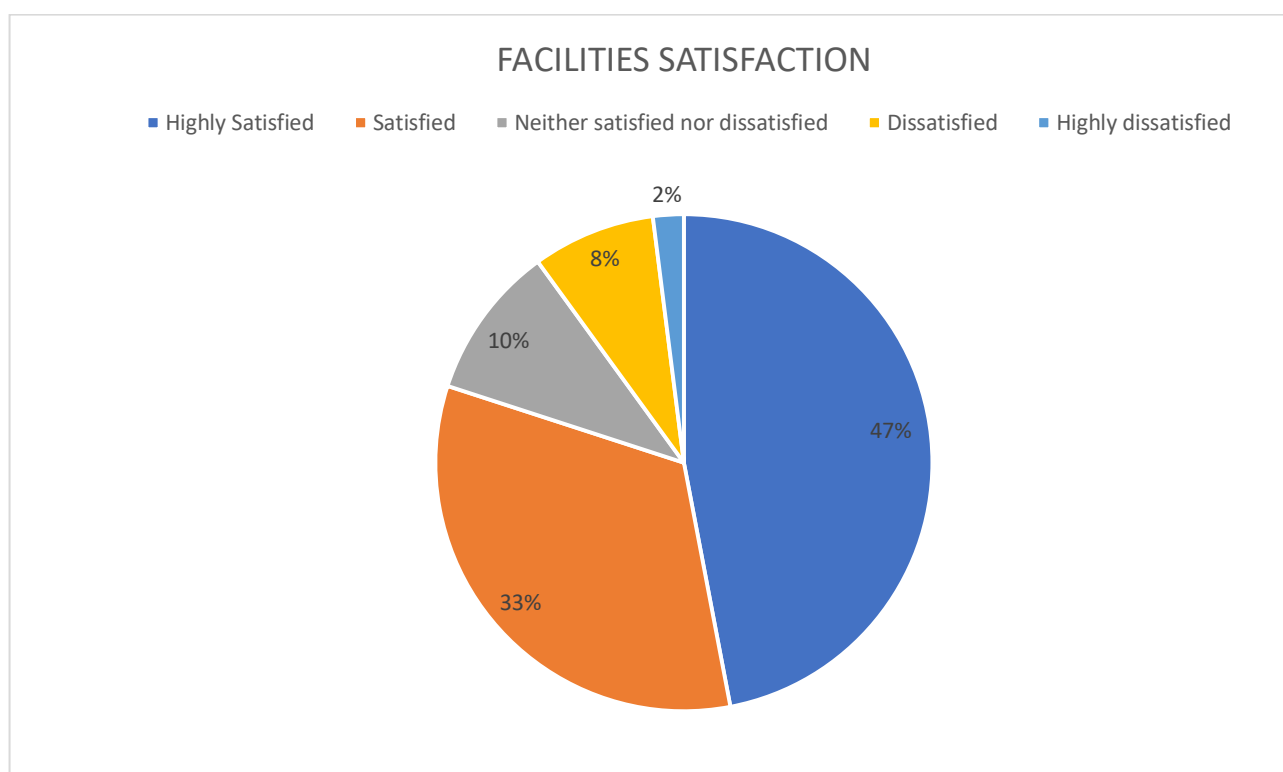


Interpretation: As mention in the chart, 25% patients are highly satisfied with the treatment provided at the hospital. 60% of the patients are satisfied, 10% of the patients are neither satisfied nor dissatisfied. 3% of the patients are not happy with the treatment given by the hospital, hence, they are dissatisfied and only 2% of the patients are there who are highly dissatisfied with the treatment.

Q11. How much you are satisfied with the facilities available in this hospital?

Table 11. Satisfied with facilities

Sr. No.	Category	No. of Response	Percentage
1	Highly Satisfied	70	47
2	Satisfied	50	33
3	Neither satisfied nor dissatisfied	15	10
4	Dissatisfied	12	8
5	Highly dissatisfied	3	2
		150	100

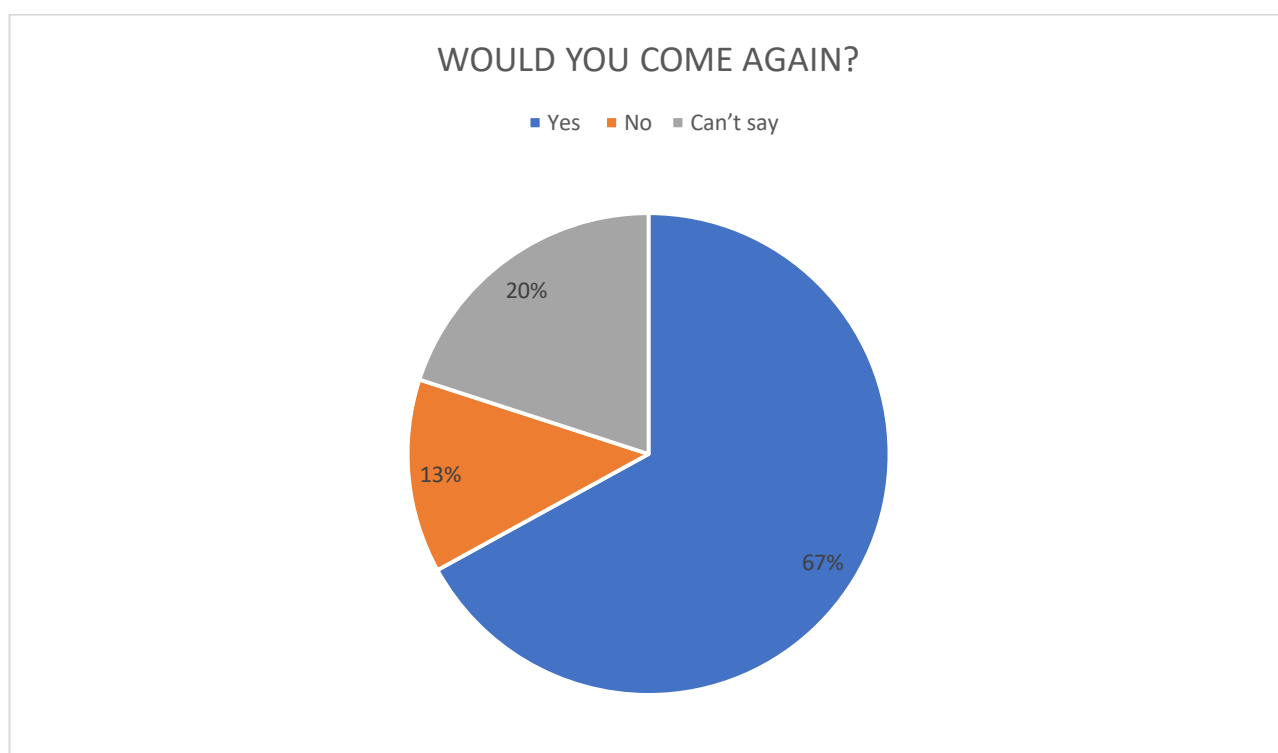


Interpretation: Here as mention in the above chart, 47 patients are highly satisfied with the facilities provided in the hospital. 33 % patients are satisfied with the facilities. There are 10% patients who are neither satisfied nor dissatisfied regarding facilities available in the hospital. 8% patients are dissatisfied with the facilities of the hospital. Only 2% of the patients are highly dissatisfied with the facilities at the hospital.

Q12. Would you come again here in future if you need any treatment?

Table 12. Would you come again

Sr. No.	Category	No. of Response	Percentage
1	Yes	100	67
2	No	20	13
3	Can't say	30	20
		150	100

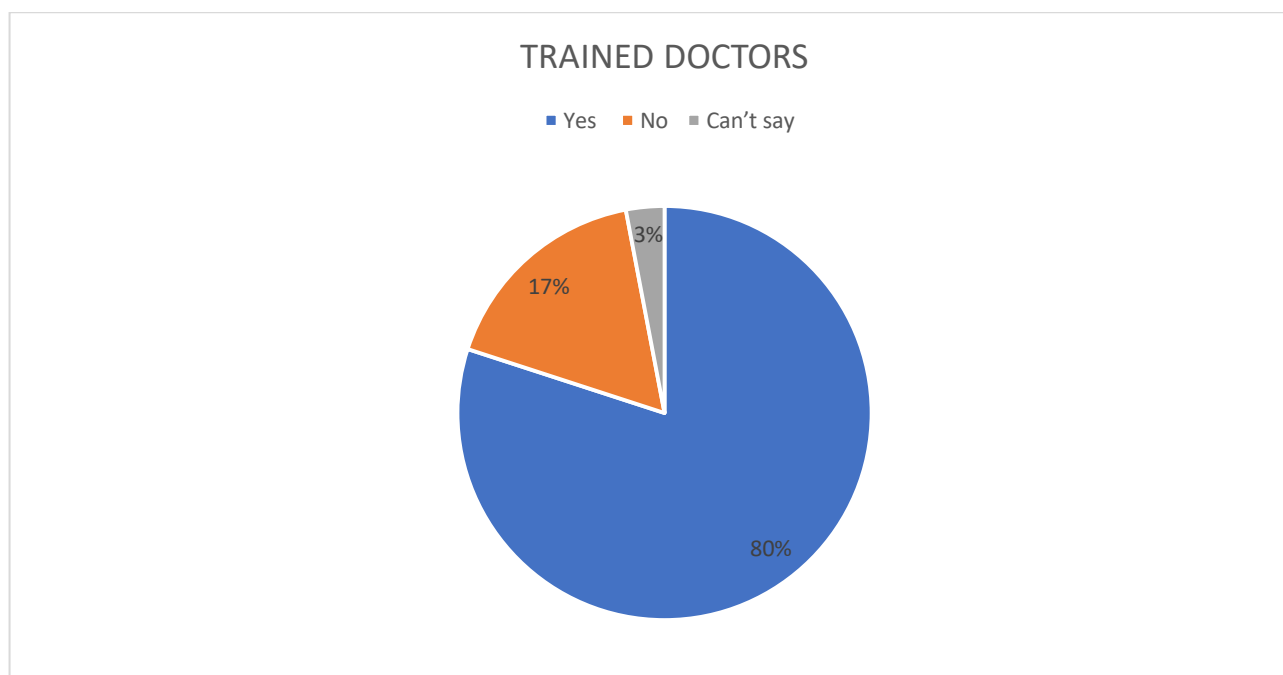


Interpretation: Here as mention in the above chart, 67% patients show their anxiousness to visit again in the same hospital, if they will be having any requirement. 13% patients responded negatively and 20% patients are in the predicament whether they will be coming to same hospital or not if some difficulty arises

Q13. The doctors in hospitals are well trained?

Table 13. The doctors in hospitals are well trained

Sr. No.	Category	No. of Response	Percentage
1	Yes	120	80
2	No	25	17
3	Can't say	5	3
		150	100



Interpretation: As mentioned in the above chart, 80% of patients are feels doctors of hospitals are well trained and 17% of patients are feels doctors of hospitals are not well trained. 3% of patients cannot say about training of doctors.

CHAPTER 6 - FINDINGS, CONCLUSIONS &

RECOMMENDATIONS

6.1 Findings

- 52% of the patients are male, 40% of the patients are female. The rest of 8% of the patients prefer not to talk about their gender.
- 33% respondents are from USA, 27% respondents are from UK, 7% respondents are from UAE, 3% respondents are from KSA, 10% respondents are African national and 20% respondents are from other countries.
- 17% respondents are below 6 years of age, 7% respondents are between 6 to 12 years old, 5% respondents are between 13-18 years old, 6% respondents are between 18-25 years old, 26% respondents are between 25-60 years old and majority 40% respondents are above 60 years of age.
- 27% respondents coming India for only treatment, 47% respondents are coming India for treatment with tourism, 20% respondents are coming India for treatment with shopping and 7% respondents are coming India for treatment with social gathering.
- Majority of 22% respondents came India for Cardiac treatment, 10% respondents came India for Cosmetic, Urological treatment. 7% respondents came India for Orthopaedic, Obstetrical, Paediatric treatment. 8% respondents came India for Cosmetic, Respiratory treatment.
- 21% of the patients are fascinated with specialization of doctors while 47% are fascinated towards the low cost of treatment. 13% are enticed to the infrastructure of hospital and 7% are attracted to the facilities of accommodation of hospital and

5% to hospital administration. Only 8% of patient were fascinated to the hospitality.

- 22% of the patients take help from Medic W agency, 18% of the patients use Metta Health, 11% of the patients were guided by Ace Med Tour, 8% of the patients came through Aditya Birla Health Services Limited, 6% of the patients have taken help oh Health Base agency for Medical Tourism. Rest of the 35% of the patients took help of other agencies.
- 4% of the patients had pay below \$1000, 13% of the patients pay between \$1000 - \$5000, 31% and 35% of the patients pay between \$5000 - \$10000 and between \$10000 - \$15000 respectively. 10% of the patients pay \$15000 - \$20000. And 7% of the patients have to pay a bit higher, i.e., above \$20000.
- 53% of the patients have chosen their first priority as treatment, 33% of the patients chose the financial expenses as their second priority, 10% of the patients chose hospitality as third option and only 3% patients have given accommodation provided as last priority.
- 25% patients are highly satisfied with the treatment provided at the hospital. 60% of the patients are satisfied, 10% of the patients are neither satisfied nor dissatisfied. 3% of the patients are not happy with the treatment given by the hospital, hence, they are dissatisfied and only 2% of the patients are there who are highly dissatisfied with the treatment.
- 47 patients are highly satisfied with the facilities provided in the hospital. 33 % patients are satisfied with the facilities. There are 10% patients who are neither satisfied nor dissatisfied regarding facilities available in the hospital. 8% patients are dissatisfied with the facilities of the hospital. Only 2% of the patients are highly dissatisfied with the facilities at the hospital.

- 67% patients show their anxiousness to visit again in the same hospital, if they will be having any requirement. 13% patients responded negatively and 20% patients are in the predicament whether they will be coming to same hospital or not if some difficulty arises
- 80% of patients are feels doctors of hospitals are well trained and 17% of patients are feels doctors of hospitals are not well trained. 3% of patients cannot say about training of doctors.

6.2 Conclusion

World's best facilities and treatments & most progressive infrastructure have served wonderfully to the expansion of medical tourism in India. Expanding industry of software of India have contributed and initiated the technological revolution in health industry. Post software industry, industry of health care is the adjacent industry India which supports majorly to India's rapidly-growing economy. Medical industry of India advertises about high intellectual resources combined with highly educated & skilled professionals. Rapidly expanding economy of India has drove to civilization and privatization in the market of healthcare, priming to establishing of world best hospitals that administer eminently progressive facilities for treatment through high class technology & best doctors among world. Affordable costs for treatment, more resources & extremely skilled English-spoken doctors have made India the focal point for R&D, through devoting basically to the health care infrastructure. Industry of medical tourism stakeholders have to coordinate their activities to achieve maximum interests in terms of accomplishing higher profits and greater market share.

India's medical tourism has proven remarkable advancement & accomplished greatness in administering service quality and high results to patients. Globalization has increased the incoming of many NRIs and foreign patients from different countries because of best measure in treatment at hospitals and services & facilities given by Indian hospitals and it was increasing at 30% in 2015. India has the least price for medical services and it ranks 2nd in the world after the Thailand in Foreign medical tourist arrivals. It is especially because of English speaking and the skilled doctors present and facilities of best quality available in hospitals and short time for waiting. The hospitals also provide hotel and tour packages to the patients and their attendants which can be considered as an added advantage.

Medical tourism also helped the travel and hotel industry by offering them continual business for them and creating new job opportunities in the following industries. Many tourism providers and hotels have tie-ups with some hospitals because of their awareness about the promising opportunities. Every action has its opposite reaction, which can be seen as the hospitals are not able to provide post-treatment care to the patients as and when required, difference between treatments of private and government hospitals, deficiency of standard treatment protocols, and increased prices for treatment for local people. Medical tourism in India has the potential to reach at number 1 position in the industry worldwide by the number of foreign patients arriving and earnings from foreign exchange in 2018 only if the services provided to the patients are to be maintained. Medical tourism also contributes to the country's economic growth as well.

6.3 Suggestion:

The promoters and advertisers should focus on advertising more about medical travelling as people are still unaware about the concept. The hospitals providing services to the patients can provide membership cards to the patients which can help them to retain the patients for a longer time. The healthcare providers and promoters can inspire the patients to promote their healthcare centres as mouth-to-mouth publicity is pretty much effective and does not cost any money. The hospitals can ensure that they can cover up all kinds of health insurance services provided in different countries and stimulate the patients to avail the health insurance as it will make the transaction process easy. The healthcare providers and hospitals should conduct different types of camps in different countries and provide different kind of discount packages to the patients.

The following suggestions below determine the future path for India to accomplish the leader's position in medical tourism. These resolutions are carried out through the discussions with various stakeholders as well as observing the other countries' medical tourism conditions:

- i. Medical Visas
- ii. Role of Government
- iii. Setting up national level bodies
- iv. Holistic medical and diagnostic centres within the corporate hospitals
- v. Joint ventures/ alliance
- vi. Integrate vertically

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