

**INTERNSHIP TRAINING**

**At**

**INDRAPRASTHA APOLLO HOSPITAL, DELHI**

**COMPARITIVE ANALYSIS OF  
MEDICAL TOURISM: PRE AND POST  
RECIEVEING MEDICAL SERVICES**

**By**

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**PG/20/016**

**HOSPITAL MANAGEMENT**

**Under the guidance of**

**Dr. BS Singh**

**POST-GRADUATE DIPLOMA IN HOSPITAL AND HEALTH MANAGEMENT**

**2020-2022**



**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH, NEW DELHI**

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## INTERNSHIP CERTIFICATE



Date: 8<sup>th</sup> June 2022

The certificate is awarded to

**Ms. CHAVI MEHROTRA**

In recognition of having successfully completed her internship in the  
department of

**International Marketing**

and has successfully completed her project on

**“A study that examines the effects of medical tourist’s experience  
of the decision - making process through a patient’s prior and  
actual experience after having received the medical services.”**

From: 01/02/2022 to 31/04/2022

She comes across as a committed, sincere & diligent person who has strong  
drive and zeal for learning. We wish her all the best for future endeavors.



**Ajay Bhardwaj**  
General Manager – International Marketing  
Indraprastha Apollo Hospitals



India's First Internationally Accredited Hospital  
Indraprastha Apollo Hospitals  
Sarita Vihar, Delhi - Mathura Road, 110076 (INDIA)  
Tel : 91-11-26925858, 26925801, Fax : 91-11-26823629, Emergency No. : 1066  
Email : infodelhi@apollohospitals.com, Web : <https://delhi.apollohospitals.com/>  
For Online appointment : [www.askapollo.com](http://www.askapollo.com)

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **CHAVI MEHROTRA** student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at **INDRAPRASTHA APOLLO HOSPITALS DELHI** from **1<sup>st</sup> FEBURARY 2022** to **30<sup>th</sup> APRIL 2022**.

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.

Dr. Sumesh Kumar  
Associate Dean, Academic and Student Affairs  
IIHMR, New Delhi

Mentor  
IIHMR, New Delhi

## **CERTIFICATE OF APPROVAL**

The following dissertation titled “COMPARITIVE ANALYSIS OF MEDICAL TOURISM: PRE AND POST RECIEVEING MEDICAL SERVICES” at “INDRAPRASTHA APOLLO HOSPITAL DELHI” 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

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## **CERTIFICATE FROM DISSERTATION ADVISORY COMMITTEE**

This is to certify that **Ms. CHAVI MEHROTRA**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled “Comparative analysis of medical tourism: pre & post receiving medical services.” at “**APOLLO HOSPITAL**” in partial fulfilment 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.

**Dr. BS Singh**

Associate Professor (Hospital Administration)  
IIHMR, Delhi

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,  
NEW DELHI**

**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled **COMPARITIVE ANALYSIS OF MEDICAL TOURISM: PRE AND POST RECIEVEING MEDICAL SERVICES** submitted by **Ms. CHAVI MEHROTRA**, Enrollment No. – **PG/20/016** under the supervision of **Dr. BS Singh** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from **1<sup>st</sup> FEBURARY 2022** to **30<sup>th</sup> APRIL 2022**, embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

**Signature**

## FEEDBACK FORM

Name of the Student: **Ms. CHAVI MEHROTRA**

Name of the Organisation:

Area of Dissertation: International Marketing

Attendance:

Objectives achieved:

Deliverables:

Strengths:

Suggestions for Improvement:

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):

Signature of Organisation Mentor (Dissertation)

## ACKNOWLEDGEMENT

The Dissertation opportunity I had with Apollo Hospitals was a great chance for learning and professional development. I am using this opportunity to express my deepest gratitude and special thanks to the General Manager of Apollo Hospitals international marketing department, Mr. Ajay Bhardwaj who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization. I express my deepest thanks to him for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

I would like to express my deepest sense of gratitude to Dr. BS Singh Associate Professor Associate Professor (Hospital Administration, IIHMR-D for his precious guidance which was extremely valuable for my study).

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

My sincere thanks to all!

## **PROJECT PROFILE**

**NAME OF THE INSTITUTE:** International Institute of Health Management Research, New Delhi

**TITLE:** Comparative analysis of medical tourism: pre & post receiving medical services.  
(Study conducted at Indraprastha Apollo Hospitals, Sarita Vihar, Delhi)

**PROJECT CONDUCTED BY: CHAVI MEHROTRA**

**PROJECT GUIDE: Dr. BS Singh**

## **ABSTRACT**

The department of international marketing provides frontend and backend services for medical tourism in Apollo hospitals. Services such as visa applications, doctor appointments, pickup drop services from airport / hotels, complaint handling etc is provided to all international patients.

The study was conducted at Apollo Hospitals, Delhi. The aim of the study is to examine the effects of medical tourists' experience of the decision-making process through a patient's prior and actual experience after having received the medical services." This was followed by a descriptive methodology using suitable tools and analyzing the data for results. Changes were proposed which would ultimately improve the overall effectiveness of the International Marketing department leading to increased patient satisfaction.

## **EXECUTIVE SUMMARY**

This study aimed at examining the effects of medical tourists' experience of the decision-making process through a patient's prior and actual experience after having received the medical services Apollo hospital, and to give suggestions to improve the process in order to enhance patient experience and satisfaction

During the period of Three month from 1st February to 30<sup>th</sup> April 2022, this study was conducted.

I started the project with an orientation to the hospital where I got familiar with the different departments and the hospital environment. In the next few days, I observed the entire process of international marketing department starting from answering foreign patient queries for medical treatment through mail, to giving out appointments to patient to the procedure and then final check out of the patient. As I observed this process carefully for a few days, it was then that I devised a problem statement. It was my aim to get to the root cause and make patients experience better for better patient satisfaction levels.

# 1. INTRODUCTION

## 1.1 ABOUT ORGANIZATION

Figure 1



Apollo Hospital is an Indian multinational JCI and NABH accredited Health Care group founded in 1983 (39 years ago) by Prathap C Reddy.

Through its subsidiaries, the company operates pharmacy chains, primary care clinics, diagnostic centres, and telehealth clinics in addition to critically acclaimed hospitals. (7)

### MISSION:

“Apollo hospitals mission is **to bring healthcare of international standards within the reach of every individual**. They are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity”.

### VISION:

Apollo’s vision for the next phase of development is to ‘Touch a Billion Lives’.

### APOLLO VALUES:

Values make us who we are, defining us not only as individuals, but also as a family. Apollo has always been a family, working together, crossing hurdles together, and notching up victories together. Our values hold us and unite us for a common purpose. It upholds what we believe in, what we hold close to our hearts, and that is what makes Apollo one of the greatest healthcare providers in the world.

- ***Pioneering Attitude:***

Stay ahead of the curve by constantly creating innovative solutions for the wellbeing of our patients and society as a whole

- ***Proactive Involvement:***

Always look for ways to add value in everything we do by going the extra mile

- ***World Class Excellence:***

Continuously strive for excellence in all spheres - be it clinical, financial, operational, and service or people management, by bench marking our processes and procedures with best-in-class models available

- ***Trustworthy Spirit:***

Continue to be an institution of trust and a beacon of hope to all patients by keeping their best interests at heart and delivering on all our promises

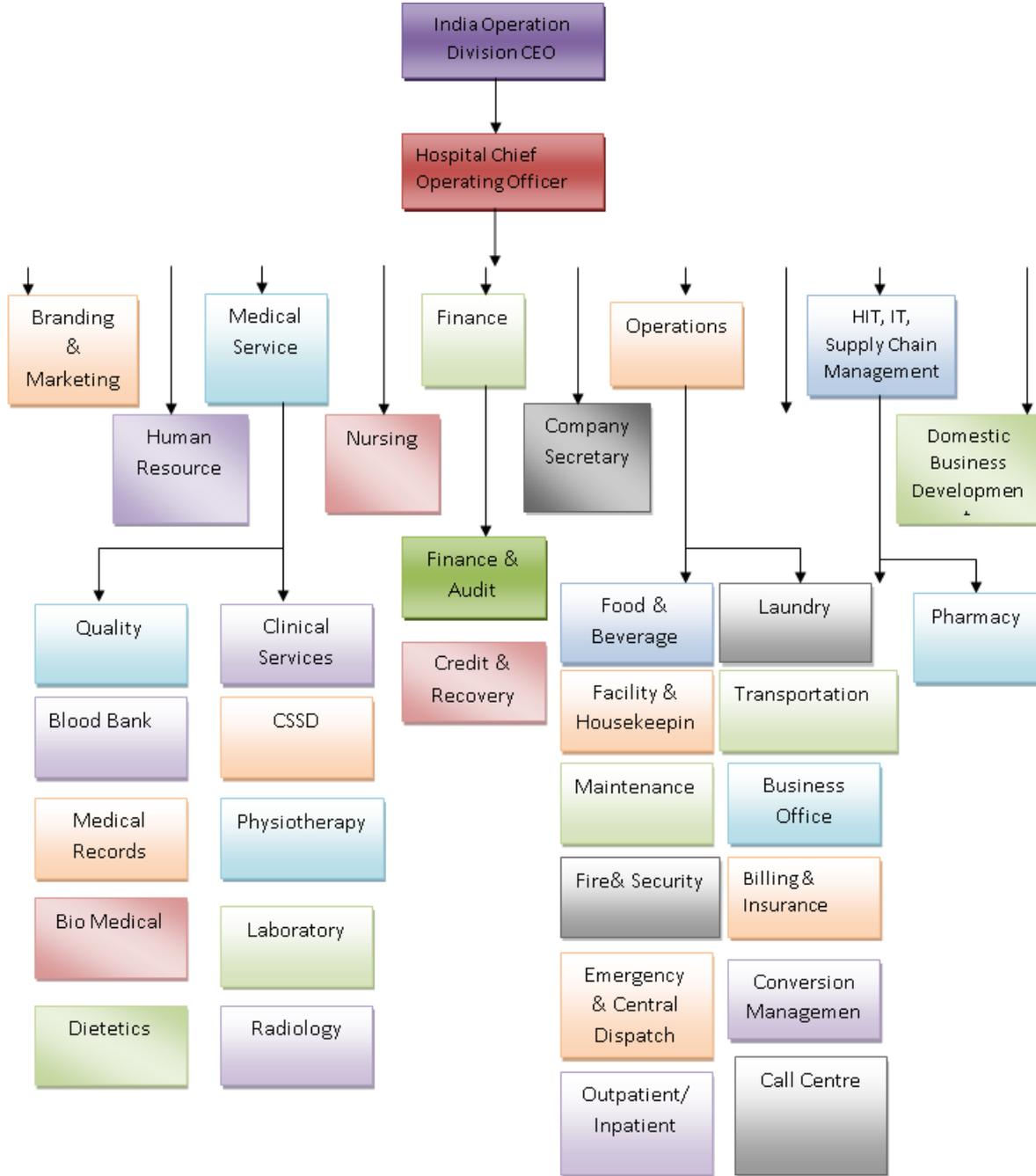
- ***Compassionate Care:***

Touch and enhance lives of patients by practising Tender Loving Care to create better experiences for our patients (8)

### Specialties and treatment offered by the hospital (9)

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Anesthesiology</li> <li>• Apollo Centre of Advanced Pediatrics</li> <li>• Bone Marrow Transplant</li> <li>• Cosmetic &amp; Plastic Surgery</li> <li>• Dental Clinic</li> <li>• Dermatology (Skin)</li> <li>• Department of Elder Care</li> <li>• Department of Neonatology</li> <li>• Department of General &amp; Advance Laparoscopic Surgery</li> <li>• Department of Pediatric Urology &amp; Pediatric Surgery</li> <li>• Endocrinology</li> <li>• ENT (Ear, Nose, Throat)</li> <li>• Fetal Medicine</li> <li>• Gastroenterology &amp; GI Surgery</li> <li>• Gynecology &amp; Obstetrics</li> <li>• Heart Institutes</li> <li>• Infertility Care (IVF)</li> <li>• Institutes of Critical Care</li> <li>• Institutes of Bariatric</li> <li>• Institutes of Cancer</li> <li>• Institutes of Emergency</li> <li>• Institutes of Nephrology</li> </ul> | <ul style="list-style-type: none"> <li>• Institutes of Neurosciences</li> <li>• Institutes of Orthopedics</li> <li>• Institutes of Robotic Surgery</li> <li>• Institutes of Spine</li> <li>• Institutes of Transplant</li> <li>• Internal Medicine</li> <li>• Nuclear Medicine</li> <li>• Ophthalmology</li> <li>• Psychiatry &amp; Clinical Psychology</li> <li>• Radiology / Radio Diagnosis</li> <li>• Rheumatology</li> <li>• Urology &amp; Andrology</li> <li>• Vascular &amp; Endovascular Surgery</li> </ul> |
|--|---|

## 1.2 APOLLO HOSPITAL ORGANOGRAM



### 1.3 INTERNATIONAL MARKETING DEPARTMENT

This department in Apollo hospitals provides backend and frontend services to foreign patients seeking medical treatment in India.

The backend staff helps foreign patients seeking medical tourism in their beforehand queries, medical consultation, selecting Doctor, arranging travel plans and procuring visa. The back-end staff handles queries three different types, from HCF (healthcare facilitators), embassies and direct queries. Amongst these three maximum queries are from HCF the healthcare facilitators. The back-end staff takes around 48 to 72 hours to revert to any query with an estimated quotation for the medical treatment the patient has been inquiring about.

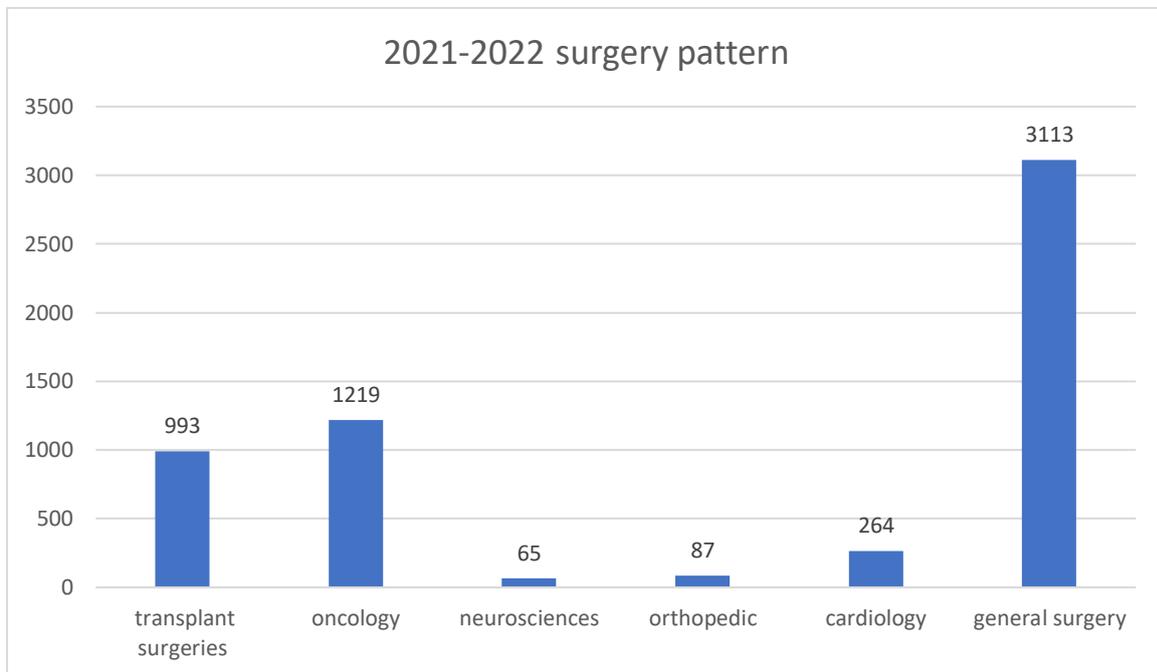
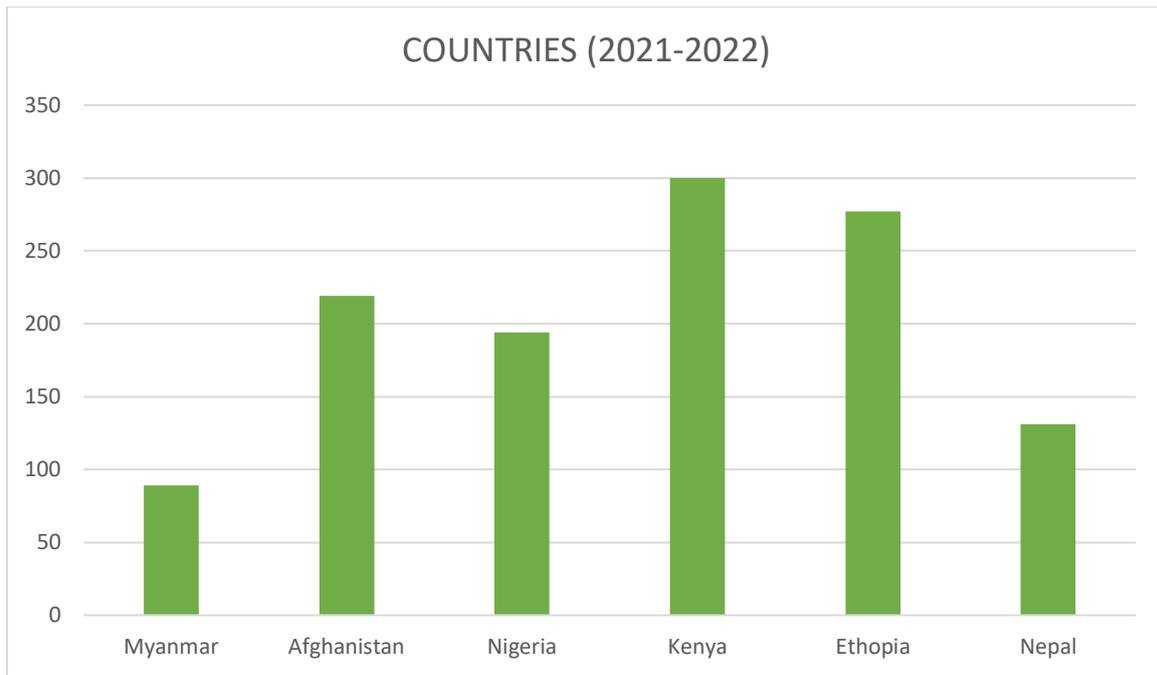
The front-end department handles the overall operations in the hospital for international patients. They handle registrations, housing situations, arranging pickup and drop services from either hotel or airport, they arrange interpreters for people who don't have their first language as English, guide foreign patients through the whole process. One of the parts of front-end department is the international patient guest relations management. This department handles any queries or complaints that any patient might have during their stay at Apollo. It is the duty of international patient GRO to analyse these complaints and provide satisfactory solutions for them.

As for the trend of 2022 from February to April maximum patients were observed from the following countries:

1. Myanmar
2. Afghanistan
3. Nigeria
4. Kenya
5. Ethiopia
6. Nepal

Maximum patients availed medical tourism for

1. general surgery
2. transplant surgeries
3. oncology treatments among other procedures or treatments offered by Apollo.



## **1.4 PROBLEM STATEMENT**

**“THE STUDY AIMS AT EXAMINING THE EFFECT OF MEDICAL TOURISTS EXPERIENCE ON THE DECISION-MAKING PROCESS THROUGH A PATIENTS’S PRIOR AND ACTUAL EXPERIENCE AFTER HAVING RECEIVED THE MEDICAL SERVICE” THROUGH THE DEPARTMENT OF INTERNATIONAL MARKETING AT APOLLO HOSPITAL SARITA VIHAR, NEW DELHI.**

## **1.5 OBJECTIVES**

- To streamline the Expectations of international patients from medical tourism services provided in India (apollo hospitals especially)
- Comparing ticket generated from major business giving countries.
- Comparing business received in year 2019-2020 with the year 2021-2022.
- To compare the original cost estimate with the final amount paid (for 50% of patients)
- To investigate the type of medical tourism queries received by the department and how can we shift HCF business to direct business.
- To investigate satisfaction level with-
  1. Staff
  2. F&B services
  3. Complaint handling
  4. Cost of treatment & stay

## 2. DISSERTATION REPORT

### 2.1 LITERATURE REVIEW

The review of literature is an extensive systematic and thorough evaluation of publications relevant to the research project. The review of literature is an essential component of every research project for a variety of reasons.

In order to develop a research project, the literature review is an important source of insight into the research problem, provides information on what has been done in the past, and provides basic information on methods of data collection and research designs.

1. In 2010 an article was published by Hing- chi Chen et.al **classifying and comparing the niche services for developing strategies of medical tourism in Asian countries**. It revealed that the Niche services played an important role in the development of medical tourism: 1. Promoted businesses 2. attracted attention 3. puts pressure on hospitals to keep up with the quality of healthcare 4. tool for setting up Business models. All of this might bring additional foreign patients but leave less time for treatment of domestic patients.(1)
2. A study Was carried out by Qadeer I et.al in 2013 **On medical tourism in India: perceptions of physicians in tertiary care hospitals**. A total of 91 physicians from 3 cities of India explored the complex processes involved in medical tourism like international demands/ policy shift from service to commercialization of healthcare trade/ GDP and foreign exchange through open ended interviews. This resulted in 35.8 % wanted medical tourism, 56% said medical tourism cannot be a public sector priority, 10% expressed reservation towards medical tourism and the rest demanded state subsidies for medical tourism. The findings expressed the three reasons for popularity of medical tourism came out to be 1. providing opportunities to oversee patience to avail Hi-Tech medical facilities in India at low cost. 2. Skilled physicians here can compete with solutions in the USA and UK. 3. Quality Services at a cheaper rate. ((2)
3. An article was published by Sultan S et.al in the year 2014 regarding **the factors affecting the attractiveness of medical tourism destinations: an empirical study on India**. Several structural equation modelling approaches such as normal Chi square/ RMSEA/ CFI were used. The result of which was that medical tourists considered service quality and cost mostly to select any medical destination. (3)
4. An article was published by Kristine Sorgenfri Hansen in 2017 **on medical tourism and its implications for patients and Hospital services throughout the world**. This provided an overview of global medical tourism and its positives and negatives implications for healthcare. It concluded that the treatments are of non-acute, voluntary nature and are driven by high prices and long waiting lists at home countries and low prices and high service quality at destination countries. (4)

5. In 2020 a study was done by Alex Campbell et.al on **patient satisfaction with medical tourism using 460 International patients undergoing cosmetic surgery in Colombia over a period of 2 years from 2016 to 2018**. The results showed overall patient satisfaction with 98% responding that they would refer to friends and family. It concluded that excellent patient satisfaction can be achieved through: 1. Effective results 2. pleasant experiences 3. favourable cost.(5)

## 2.2 INTRODUCTION

Medical and health travel have a long history. Thermal springs and sacred temple baths were known to ancient civilizations for their therapeutic properties. It was the Greeks who constructed therapeutic temples and thermal health spas during the Ancient Roman period. Modern pleasure resorts are the result of European developments in the sixteenth and seventeenth centuries. Many illnesses were treated with spas and mineral water, including skin infections, poor digestion, and rheumatism. Many European tuberculosis sufferers from the nineteenth century came to the south-west of the United States in search of a different climate and better health. However, traveling internationally for medical treatment, including cosmetic surgery, dental care, and other complicated procedures, is a relatively new phenomenon. As well as Europe, Asia has a long history of medical tourism. The abundance of natural mineral springs in Japan (also called Onsen) have served as a favourite health retreat for centuries, and they remain a prominent part of Japanese tourism even today. It was five thousand years ago in India that yoga and Ayurvedic medicine gained popularity, attracting constant streams of travellers and spiritual students seeking to pursue their benefits. When Buddhism arrived 2500 years later, India obtained a reputation as a centre of Eastern spiritual, cultural, and medicinal development. Medical tourism has become a huge industry in India today.(6)

The following factors make India an attractive destination for medical tourism:

- Many doctors and surgeons who work at Indian hospitals were trained in the U.S., Europe, or other developed countries.
- The majority of doctors and nurses are fluent in English.
- Many Indian hospitals are equipped with the latest medical equipment from global international conglomerates.
- Luxury amenities and first-rate service are available to even the most budget conscious travellers
- There are almost 1000 recognized nurse training centres in India Indian nurses are among the best in the world. (10)

## **2.3 STEPS TO AVAIL MEDICAL TOURISM AT APOLLO HOSPITALS**

### **STEP 1: - Learn about the Hospital**

Through the hospitals website the patient can get all the information about the procedures, doctors, specialties etc. When and if the person is interested in a certain speciality, they can send in a query to the international patient department representative to get in touch with doctors as well as for more guidance.

### **STEP 2: - Selecting the Doctor**

Upon deciding to take advantage of medical tourism, the medical patient department representative can send your medical histories and reports to the best doctors. Apollo is committed to providing each patient with the best care and treatment available with a large number of internationally qualified medical and health professionals.

The representative provides the person availing medical tourism with a “find a doctor” section. This section allows the patient to perform searches and comfortable browsing of each medical practitioner profile. In case they find the one doctor that they are interested in, the patient can get in touch with the physician via online consultation.

### **STEP 3: - 48 Hour response**

Any query is responded to within 48 hours. The representative may ask follow-up questions on the query to clarify certain information and provide most accurate response.

### **STEP 4: - Arranging Travel Plans**

1. First get an online consultation with the doctor to see if you are fit to travel overseas in your current health condition or not.
2. Next make sure to keep your local doctor informed to continue your follow-ups in the home country.
3. After this you need to learn more about the procedure and let the department and hospital know about your expectations. Check with the doctor to get better an understanding of what is achievable from the surgery and what can be expected during recovery or if any physical therapy or follow-ups will be required.
4. The patient their attendant must send over a copy of their passports to receive visa invitation letter from the hospital. Once the patient receives the invitation letter from the hospital, it is necessary to share their flight details with the international representative for smooth on time arrival pick up.
5. The patient is required to bring along all the important documents like visa, immunization records, MRI or CT scans and other medical documents (A full list is shared to the patient for the required documents needed)

6. At the airport the patient will find hospital staff for their pickup service and drop them to their respective hotels.
7. Now on arriving to the hospital on the decided date, the patient should be carrying his or her passport for registration purposes. The hospital will keep a copy of your passport for records. Here at the registration counter, you can avail services for a translator as well if English is not your first or second language.
8. The hospital works with a number of international insurance providers whose list will be shared by the international patient service desk. The hospital will be unable to process or accept any foreign insurance coverage that is not provided on the list. Another clause to claim insurance coverage is that only an inpatient that has been hospitalized for minimum of 48 hours can avail this service.

## **2.4 ROLE OF INTERNATIONAL GUEST RELATIONS OFFICER**

All international patients are provided a high-quality service by the international patient guest relations officer. They are to address complaints and go the extra mile to ensure that all patients are satisfied.

As a primary point of contact, the person should be able to communicate clearly and maintain a positive attitude in difficult situations as well as be reliable and patient. They are supposed to Establish rapport with patients and anticipate their needs.

They will strive to ensure that every patient receives the maximum level of satisfaction and plans to return if necessary.

## **2.5 METHODOLOGY**

This section deals with methodology adopted for the study which include research approach, setting of the study. Population, sampling techniques, sample and criteria for sample selection method of data collection.

**Research plan:** - Exploratory research study

**Study area:** - Department of international marketing at Apollo hospital Delhi

**Tools used:** - semi structured interview tool and interview guide

**Sampling method:** - Convenience sampling

**Sampling size:** - Total sample size is 50 units

**Target population:** - International patients availing medical tourism at Apollo hospital

**Calculation of sample size:** - Convenience sampling was performed on international patients seeking medical tourism at Apollo hospital Delhi during the month of February to April 2022. Convenience sampling was the best option as it is a type of non-probability sampling method where the sample is taken from a group of people

easy to contact or reach, there has to be no other criteria to the sampling method except that people be available and willing to participate.

**Data collection method:** - Semi-structured interview tool was used to collect primary data. Interviews were conducted with the help of interview guidelines. The interview guideline was prepared according to objectives, literature review and discussion with patients admitted to the hospital between the months of February- April 2022. As the hospitals international guest relations officer, I was able to data collect from patients admitted to various departments of the hospital and was able to interview them to understand the perceptions, challenges and attitude they have towards medical tourism. As the patients and their attendants didn't used to be very cooperative it took me around three to four days to complete one interview which became one of the limitations for this study.

**Time of study:** - February- April 2022

**Inclusion criteria:** -

1. International patients
2. Population from the following countries
  - Bangladesh
  - Egypt
  - Jordan
  - Ethiopia
  - Kenya
  - Pakistan
  - Myanmar
  - Sweden
  - Philippines
  - Uzbekistan
  - Nigeria

**Exclusion criteria:** -

- a. Domestic population (holding Indian passport)

**Limitations:** -

1. Language barrier
2. Patients – hesitant / doesn't want to share info/ asked by hcf (healthcare facilitators) to not divulge extra information
3. Scared of staff
4. Got discharged late night/ got admitted to ICU, didn't get a chance to talk

**Expected outcome:** - exploring the effects of decision-making process of the international patients as well as their attendants who have received care and treatment from Apollo hospital

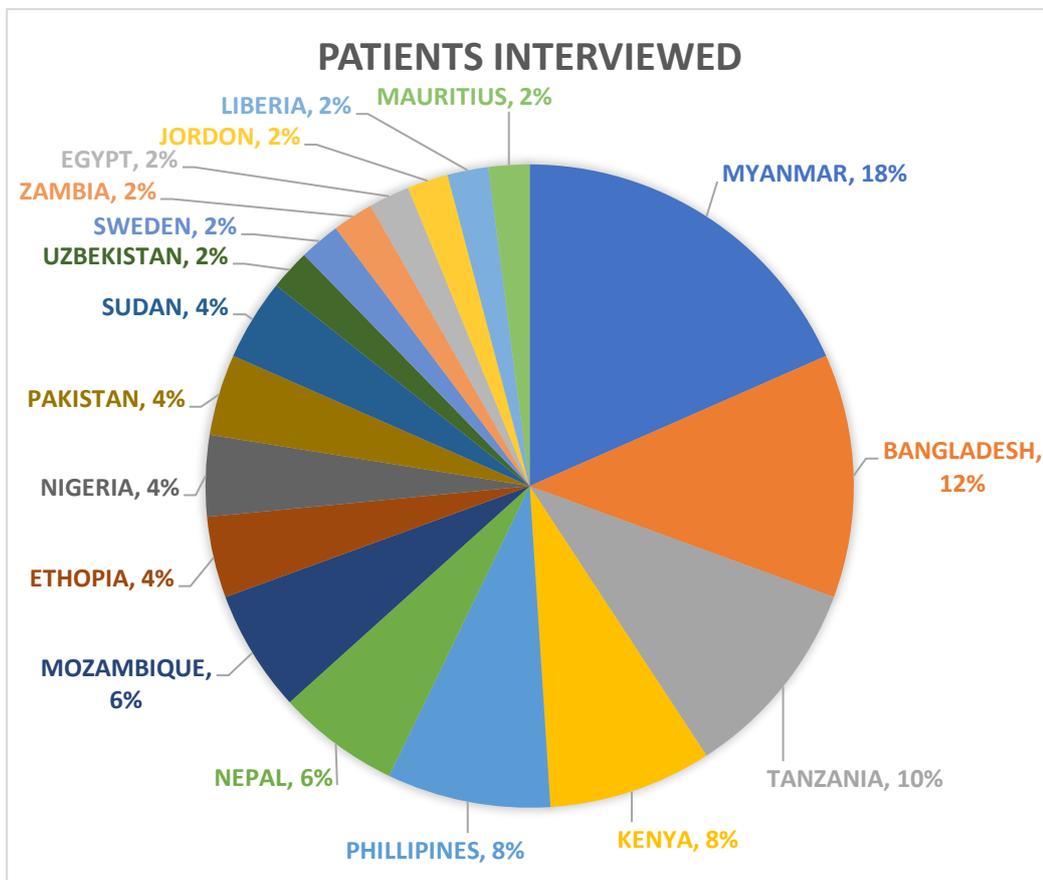
**Data Analysis:** - the primary data collection was done through personal in-depth interviews which were analysed using the technique of thematic analysis.

## 2.6 RESULT

50 surveys were conducted.

MYANMAR- 9  
BANGLADESH- 6  
TANZANIA- 5  
KENYA- 4  
PHILLIPINES- 4  
NEPAL- 3  
MOZAMBIQUE- 3  
ETHOPIA- 2  
NIGERIA- 2  
PAKISTAN- 2

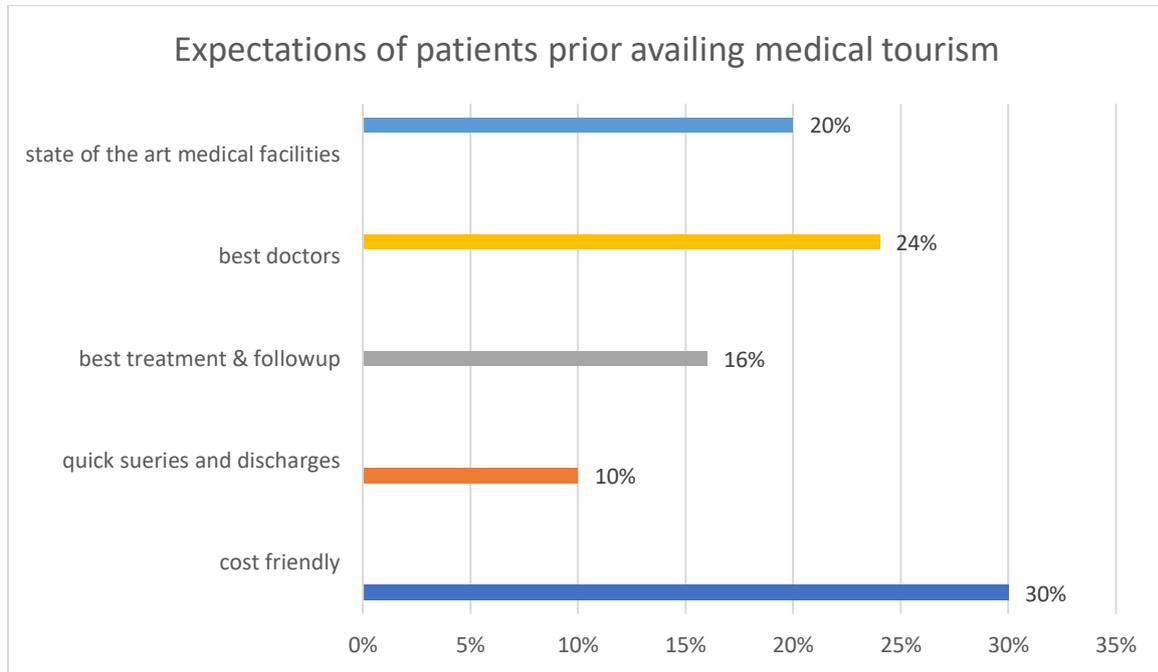
SUDAN- 2  
UZBEKISTAN- 1  
SWEDEN- 1  
YEMEN- 1  
ZAMBIA-1  
EGYPT- 1  
JORDON- 1  
LIBERIA- 1  
MAURITIUS- 1



➤ Out of the total study population, maximum number of patients belonged to **Myanmar & Bangladesh.**

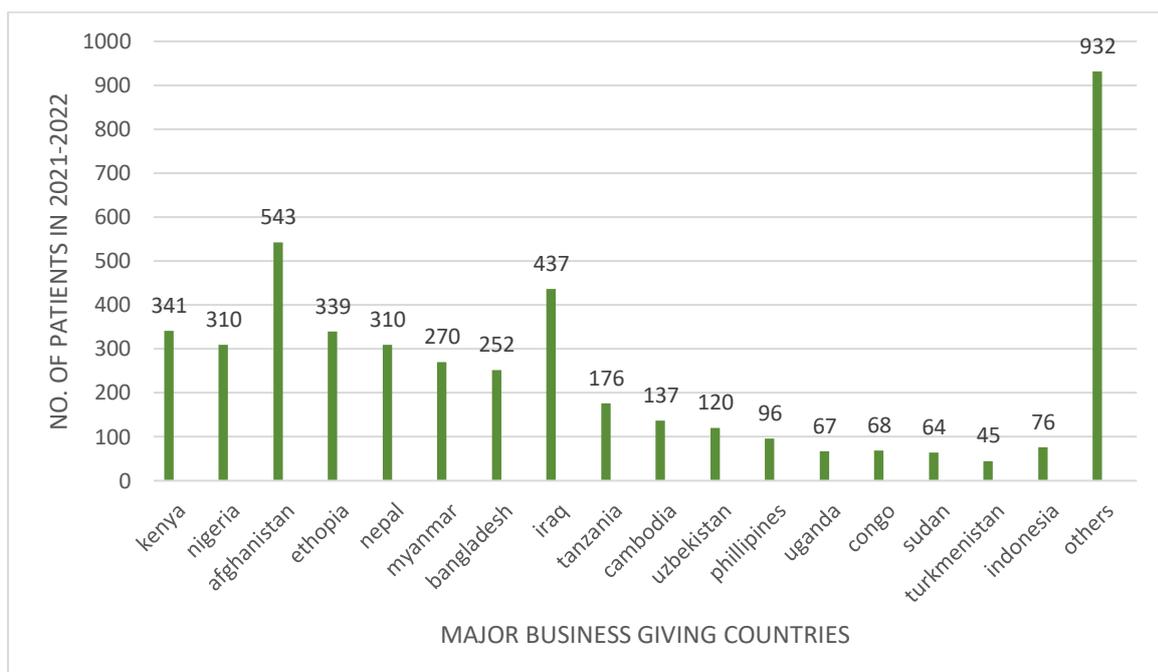
## 2.6.1 FINDINGS

### 1. To streamline the Expectations of international patients from medical tourism services provided in India (apollo hospitals especially)



✚ Majority of patients expected medical tourism in India to be **cost friendly**.

### 2. Comparing ticket generated from major business giving countries.



✚ Afghanistan and Iraq brought in the maximum business for year 2021- 2022.

### 3. Comparing business received in year 2019-2020 with the year 2021-2022.



✚ Between the years of 2019-2020 and 2021-2022, there has been a decrease in patients choosing medical tourism.

### 4. To compare the original cost estimate with the final amount paid (50% of study population )

Name	Original quotation amount (rupees)	Final amount they paid (rupees)
Ms Metsnanat Melkie Tafete	2,733,206	7,000,000
Mr. Elsaed Mahmoud Moussa Ali Quf	3,904,525	9,000,000
Ms. Afsheen Gul	937,099	
Mr. D Kumar	1,054,221	1,976,470
Mr. Abdul Shakur Asgarali Kasmani	1,054,221	
Master Mark Noah Salita	2,576,986	2,115,558
Abdur Rahman	2,576,986	
Mr. Peter Munyoro Muchini	2,733,167	
Mrs Munit Hassen Seid	468,543	4,926,125
Mr. Razeq Dad Karimi		

Baby Quizzyxia		698,018
Mrs. Mwana Lubaba	2,772,212	558,523
Baby Natalia Enad	1,054,221	
Mr Emmanuel		
Baby Aime Ivy Siara		773,843
Mr. Edward Gakli	2,772,212	2,185,897
Master Raikko Ballarbare	546,633	853,505
Master Muhammad Mukkaram	1,054,221	457,540
Dr. Freddy Safieli Manongi	156,181	2,722,947r
Dr. Christopher Kalila		519,920
Mrs. Mariamu Bakari Rumatila	2,524,784	774,100
Mr. Zaw Myint Aung		3,797,627
Mr. Myo Ko Ko		
Ms. Ashna Urjoon		
Mr. Ahmed Qasem Abdullah		964,458
Ms. Hnin yu khine	530,256	
mrs. nu nu aye	1,054,221	833,301
master muhammadali	47,905	
ms. Kiamaia abgail milagre		386,357
master MD hasnur hella		
mr. andrew		470,416
mr. MST meherin akter	624,724	
master ali emadeldin	624,724	462,822
master abu zakaria talha		761,127
mr. adeshina muideen		1,352,770
mrs anuska devkota	117,135	110,230
mrs. josina elias chalufu		360,153
mr. sai maung aike		
ms. Myo thandar oo		59,480
mr. MD sohel rana migi	2,772,212	
mr. min min thu		2,435,840
mrs. ain lu day we		194,572r
mr. jeewan thapa		
ms. ljeoma sonia okora		
mrs. sumaya ishrat moyeen		278,397 r
mrs. patricia mndolwa		
mrs laxmi acharya	2,498,896	475,784
master john maurex	1,972,487	2,508,564
ms. kimaia abgail milagre	2,288,085	5,522,965
master john maurex		3,400,000

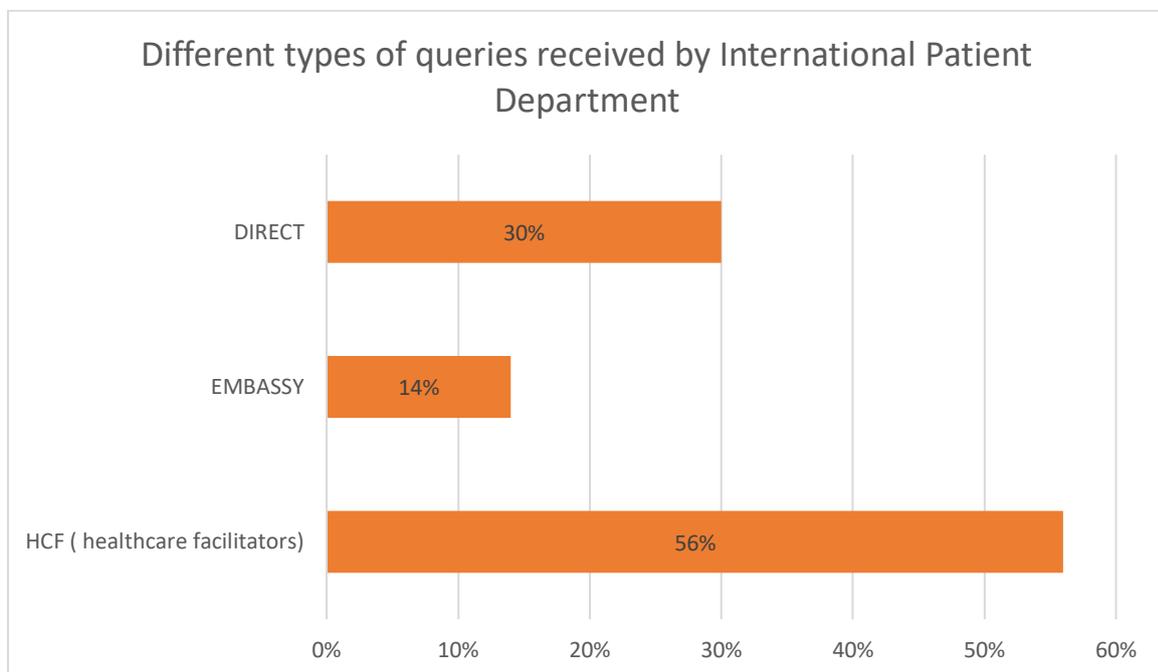
- There was a reluctance on the part of most patients to share their billing information.
- There was a relative dissatisfaction with the final amount as patients were perceiving the whole thing to be cost friendly at first.

- According to the above table, most patients' final costs were double of what they were quoted at the beginning.

#### ANALYSING THE ABOVE FINDINGS

- Having been instructed strictly by their health care facilitator to not disclose any information to third parties, the patient reluctance to speak was evident.
- Any major changes to the bill should have been communicated to the patients. Furthermore, it would be better if the patient received a quotation that includes variables that could increase at any point during their visit.

#### 5. To investigate the type of medical tourism queries received by the department and how can we shift HCF business to direct business?



- ✚ As a result of the 2021-2022 trend, patients have been using healthcare facilities for medical tourism on an upward trend.
- ✚ Besides HCF, most of the queries are sent to the international patient department directly or through a doctor.

#### ANALYSING THE ABOVE FINDINGS

- If somehow Apollo is able to shift its HCF business to direct business then maybe they can offer better quotations to their patients.
- A major goal for Apollo is to transition HCF business to direct business through online promotions, testimonials, and other strategies.
- Apollo generates 50% of direct business which is highest in the industry.

## 6. To investigate satisfaction level with-

✚ Staff

✚ F&B services

✚ Complaint handling

✚ Cost of treatment & stay



- ✚ There was high satisfaction among 80% of the study population with the staff and the care they provided.
- ✚ Upon staying in the hospital for more than 30 days, some of patients complained about the food because they were craving their native foods.
- ✚ patients and their attendants were very satisfied with the handling of complaints by the international patient department.
- ✚ The final treatment cost was unsatisfactory for a few patients and their attendants.

### ANALYSING THE ABOVE FINDINGS

- Whenever a complaint was made about a nurse, staff member, or doctor, appropriate action was taken to resolve the matter
- A request was made to the F&B department to change their existing chef or hire new chefs with ability to cook better continental food
- There were some complaints that were outside the grasp of the international department, which took some time to resolve. Other than that, all the other issues were always resolved in time.
- Due to complications and other issues, the final bill was not the same as the initial quote because of which Patients were not satisfied with the final cost of treatment.

### 3. RECOMMENDATIONS

- ✚ There is a need for Apollo to hire employees who are more patient-centric.
- ✚ In order to improve the quality of continental food, Apollo should hire some new chefs.
- ✚ The departments receiving complaints should resolve issues quickly so that patients and their attendants do not suffer.
- ✚ It is important that the finance department keeps the family informed when the budget exceeds the amount originally quoted.

### 4. DISCUSSION

This study highlights a comparative analysis between international patients' prior notion versus actual experience after getting medical treatment at Apollo hospital Delhi.

The prior expectations of an international patient were that the treatment will be cost friendly as compared to what they were paying add their native countries. Secondly, they were expecting quick surgeries and discharges from the best doctors and with state-of-the-art medical facilities.

I learned from my study population that the patients' expectations were in line with the experience they had at Apollo. The Staff, complaint handling, cost of treatment, and meals and beverages were mostly appreciated by patients. In the event that any patients faced any problems, the international patient GRO was quick to resolve them, which was highly appreciated by the patient and their attendants. In addition to this, Apollo offered all its patient's high quality medical care, world class doctors and state-of-the-art services. The patients and their attendants appreciated the comfort that the hospital provided them during this difficult time when they were away from their homeland and their families.

Other than this the study highlights the major ticket generating countries for the year 2021 to 2022, which were Afghanistan, Iraq, Kenya, Ethiopia, Nigeria, Nepal, Myanmar etc.

Additionally, we observed a decline in patients traveling internationally for medical treatment between the years 2019 and 2022. As a result of the Coronavirus outbreak, patients were unable to travel internationally, resulting in a drop in the number of patients treated at Apollo hospital.

A third noteworthy finding from this study is that the majority of patients availing medical tourism do so through healthcare facilitators rather than sending direct inquiries. If Apollo is able to shift its HCF business to direct business then maybe they can offer better quotations to their patients. Several measures are being implemented at Apollo to convert these HCF inquiries to direct patient requests so that they may provide better estimates by eliminating the middleman. A major goal for Apollo is to transition HCF business to direct business through online promotions, testimonials, and other strategies. Apollo generates 50% of direct business which is highest in the industry.

## 5.CONCLUSION

In conclusion we can say that patients' prior notions were overlapping with their actual experience. Medical tourism has vast potential in India and Apollo hospital stand at the very top of the pyramid providing best doctors and state of the art facilities to all its patients. In order to maintain its position at the very top Apollo must hire employees that are more patient centric. They need people who can build a rapport with international clients to give them the best experience at this hospital. Any complaint issues or problems phased by these foreign patients should be resolved as quickly as possible. This can assure future population choosing Apollo hospital for all its treatment.

## 6.APPENDIX

### Survey questionnaire

1. Name of the patients
2. Country
3. Treatment/ diagnosis
4. Why did you choose apollo hospital?
5. Why did you choose India specifically for medical tourism?
6. How many days have you been in the hospital?
7. Were there any significant complications?
8. Original amount of treatment quoted by hospital prior visit
9. How much is the final amount paid?
10. Were you happy with the final cost of your treatment?
11. Any issues/ or complaints you have with the hospital in general or the staff?
12. Any issues/ or complaints you have with the hospital food & services?
13. If you reported any complaints, were they resolved by the staff?
14. How was your overall experience?
15. How were the hotel accommodations, pickup and drop services offered by the hospital?
16. Have to completely recovered from the illness you came to get treated or do you need any follow ups after your discharge?
17. Any suggestions for hospital to improve their services?
18. Is this your 1<sup>st</sup> visit to India/ apollo or have you been treated in India prior to this?
19. Did you take out a loan to get this treatment? Or were you funded by your government/ your company or by any foundation?

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