



Medical Tourism in India

Dr. Supriya Munganda (BDS),

fellowship in Forensic Odontology, PGDM- Healthcare and Hospital Management

Date of Submission: 30-07-2020

Date of Acceptance: 07-08-2020

ABSTRACT: The term medical tourism was initially introduced by travel agencies and therefore mass media to explain the rapidly growing tradition of travelling to varied countries to seek health care services.

Over the past few years, medical tourism has become a fast-growing multibillion-dollar industry across the world and it mainly trades in services of two major industries i.e. medicine and tourism.

India is currently promoting medical tourism antagonistically and is the foremost prominent destination as per the Medical Tourism Market Report: 2015 thanks to highest quality treatment provided at the rock bottom cost.

Due to the spectrum of treatment that are being offered in most major hospitals and world class medical facilities with best infrastructure and well qualified doctors, India is in process of becoming the “Global Health Destination”.

The present article gives an summary of medical tourism in India and describes the key competitive advantages of India in medical tourism.

The research is descriptive in nature and thus the information used includes discussions from various journals and newspapers also as a literature review based on secondary sources.

KEYWORDS: medical tourism , global health destination , medical facilities.

I. INTRODUCTION

With the advancements in globalization and thus the increased utilization of services, people have started travelling across the planet so as to make use of the wide range of health care facilities and services for personal satisfaction and well-being.

Despite of the long travel time involved, India is popularly known for medical tourists due to the top quality medical services at the rock bottom cost with international accredited hospitals and highly trained physicians.

Due to the necessity for better healthcare services, people from developed and industrialized

nations have opted for health-tourism because of high treatment costs in their home country.

India's medical tourism sector, in 2015, was estimated to be worth US\$3 billion. It is projected to grow at a CAGR (compound annual growth rate) of 200% by 2020, hitting \$9 billion by 2020.

Bangladesh, Yemen, Iraq, Maldives, Oman, Afghanistan are the top source countries for patients and an enormous number of patients from Canada, Australia, United states and UK.

Indian history of bioscience which is an old Indus valley civilization like Yoga and Ayurveda, has also helped the country to boom in medical tourism.

India has 16 Joint Commission International (JCI) and 63 national accreditation board of hospitals (NABH) accredited healthcare providers and the no. is growing significantly.

Also, The Indian Government is actively taking steps to reinforce the infrastructure and healthcare facilities which may help in the country's growth in medical tourism.

II. DISCUSSION

Why India?



High Quality services-

The modern medical services in India that attract international attention predominantly include dental and eye care treatment, orthopaedics, cardiac surgeries, neurosurgery, cosmetic



treatments, transplants and joint replacements by maintaining international quality standards.

Rich cultural tradition -

India has its own traditional healthcare services available namely, unani, Ayurveda, homoeopathy, naturopathy and wellness services that include yoga meditation which are rapidly getting popular among international patients as non-surgical treatment for various disorders.

Kerala for Ayurveda and Kairali massage, Uttarakhand for yoga and meditation, Goa for holistic living, Rajasthan for spas and heritage living, etc.

Personalised facilities-

Doctors in India are fluent in speaking English as most of them are trained or have worked at some medical institutions in US, Europe or other developed country.

A number of hospitals have also hired language translators to make patients feel more comfortable in facilitation of their treatment.

Waiting period-

One of the enticing feature of medical tourism in India is that there is no waiting time in hospitals for admission and treatment.

Low cost-

- Ahalia Foundation Eye Hospital, Kerala.
- Apollo Gleneagles Hospitals, Kolkata.
- Apollo Hospital, Chennai, Hyderabad, Bangalore.
- Asian heart Institute- Mumbai.
- Fortis Escorts Heart Institute, New Delhi.
- Fortis Hospital, Mohali, Bangalore, Mulund

IV. GOVERNMENT PARTICIPATION

The government has made visa facilities easy by adapting the 'visa on arrival' plan at selected airports within the country in effort to market medical tourism and it allows foreign citizens to remain in India for 30 days for medical reasons.

They have productively removed visa diminution on tourist visas for people from the gulf countries that have increased medical tourism in India.

To inspire the individuals and soften the travel process for medical tourists, Indian government has expanded its e-tourism VISA regime in February 2019, to include medical visas. The utmost duration of stay under this visa is 6 months.

India being a developing country it has become globally famous for providing healthcare facilities at cheaper rates with world class quality treatment as compared to the developed countries including the airfare and accommodation charges.

Apart from healthcare services, India also has world heritage monuments and archaeological sites attracting medical tourists.

III. HOSPITAL ACCREDITATION

Hospital accreditation is about improving patient care services and the standard of the care they receive.

International healthcare accreditation (IHCA) is the process of certifying a level of quality for healthcare providers and programs across multiple countries.

IHCA certifies an honest range of healthcare programs such as hospitals, primary care centres and ambulatory care services.

IHCA Organisations-

Accreditation Canada - Canadian Council on Health Services Association.

Joint Commission International (JCI)- USA based.

The United Kingdom Accreditation Forum - UK based.

JCI Accredited Hospitals in India are-

- Grewal Eye Institute Private Limited, Chandigarh
- Indraprastha Apollo Hospital, Moolchand Hospital, New Delhi.
- Narayana Hrudayalaya, Bangalore
- Satguru Pratap Singh Apollo Hospital, Punjab.
- Sri Ramachandra Medical centre, Chennai.

The ministry of Tourism have been widely taking initiatives for awareness programs and showcasing Indian medical services by means of CD's, Brochures, etc. in international exhibitions across the world.

Motivating national and international Insurance companies for providing low cost procedure covers for overseas patients.

V. CHALLENGES

Low coordination between the various players in the industry - airline operations, hotels, and hospitals.

Lack of uniform pricing policy across hospitals.

Low strong government support.

Political problems.

Cheating.



VI. CONCLUSION

India is emerging as an attractive and affordable healthcare service provider.

The medical tourism industry is getting popular in India because of its inherent advantages in terms of cost and quality.

Government should regulate more improvements in infrastructure and transport facilities to overcome the challenges faced by some medical tourists.

Marketing strategies should be maximized to gain potential economy.

Joint Ventures with overseas partners will help India in building a significant advantage and leadership position in medical tourism

REFERENCES

- [1]. **Jain, N (2006). Health Tourism In India.** Retrieved from http://EzineArticles.com/?expert=Nakul_Jain.
- [2]. **CII-Mckinsey (2002): “Health care in India: The Road Ahead”**, CII, Mckinsey and company and healthcare federation, New Delhi.
- [3]. **African Journal of Hospitality, Tourism and Leisure** Vol. 3 (1) - (2014) ISSN: 22223-814X
- [4]. **Cohen, E. (2010). Medical Tourism, A critical evaluation** *Tourism Recreation Research*, 35(3), 225-238.
- [5]. **tourism.gov.in** – wellness-medical tourism, Ministry of Tourism.
- [6]. **Indian Journal Of Medical Ethics**-1993.
- [7]. **Medical tourism** – Guide for Doctors:- Medical tourism in India. <https://www.bajajfinserv.in>
- [8]. **International journal of Multidisciplinary Research** Vol.1 Issue 3, July, ISSN 22315780
- [9]. **NABH**, www.nabh.co/
- [10]. **Incredible India**, www.incredibleindia.org/