

Chapter III

MEDICAL TOURISM IN INDIA

– AN OVERVIEW

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Introduction

Medical Tourism is new field for research, the thought of Medical tourism has coined some years back, in order that research on Medical tourism has been started just few years ago. There is no doubt that Medical tourism is among the giant areas of study and newsletter in tourism. From the academic literature on medical tourism apparent that research on Medical tourism to this point has been largely conceptual in nature, and most important gaps exist in the proof base assisting research. Medical Tourism research thus far commonly focuses on exclusively on those who travel overseas to setting up nations for Medical offerings now it's time to center of attention on group and management of medical tourism¹.

Definition of Medical Tourism

There is no suitable definition of Medical tourism. Many researchers, authors and gurus have tried to outline and re-define medical Tourism, and some have even gone to extremes to create new words to define the industry of patients journeying from one country to an extra for hospital therapy. Medical Tourism is really a aspect outcome or after outcome to the Globalization of Healthcare. Medical Tourism is an instantaneous influence of Globalization of Healthcare; the enterprise is arising in vigorous speed.² This rising industry is ready to boom due to the fact that of several causes which aren't outlined or observed obviously. In order to outline its correct

¹ Aniza, M. Aidalina, R.Nirmalini, MCH Inggit, Teajeng (2009) Medical Tourism in Malaysia: The Strength and Weaknesses. Journal of Community Health. Vol 15 Issue no 1 pp 7-15.

² Joseph S(2012)'The Cost-Effectiveness and Competency Untold - An Analysis of Medical Tourism in Kerala with reference to Allopathic Medicine'WebmedCentral Public Health Vol 3 Issue5 pp 1-13

targets, we want a suitable definition for “Medical Tourism. The phrase “Medical” method remedy of ailment, disease or injuries. As a rule, “Tourism” approach visiting for pleasure. In keeping with World Tourism organization (WTO), the word “Tourism” comprises of “the routine of persons traveling to and staying in location outside their natural environment for leisure, business and different functions.” Understanding of word Medical and tourism for my part is not adequate to define Medical Tourism. Medical Tourism is a blend of more than a few and exact pursuits and clear understanding of such hobbies is most important³.

Given that the above units of definitions, the next can also be discovered: When a person travels across the border and outside their typical atmosphere, to seek Medical carrier, the journey portion of the shuttle travel is known as “Medical travel”, and upon arrival, such individual is referred to as “Medical visitor”, and such movements which involves utilization of Medical offerings with the aid of the medical tourist, be it direct or oblique - hospitality, cultural exposure or site-seeing, is known as “Medical Tourism”.For this reason, Medical Tourism would be outlined as set of movements wherein a man or woman travels commonly long distance or across the border, to avail Medical offerings with direct or oblique engagement in enjoyment, trade or other purposes.

But frequently, the wellbeing professionals don't opt for to mix the word “Medical” with “tourism.” they've an proposal that the word tourism reduces the value of selection which is specifically made for medical offerings. They also argue that not each patient get involved in tourist movements. An fascinating argument could be if patient travels abroad, he/she could be surely exposed to the tradition,

³ Ibid

atmosphere, food, heritage, amusement or different more than a few points of destination's pursuits that could be tourism⁴.

One technique to define and establish patients who are treated external their home nation is to be taught their motivation to seeking health care overseas. Using this criterion, we will distinguish two one of a kind classes of patients. The first team covers patients who travel overseas for the only real purpose of receiving healthcare offerings. Such patients might journey lengthy distance to obtain medical healing or might simply be residents of border areas. Their reasons for looking for healthcare overseas are numerous, including larger nice or minimize cost for healing. These patients would additionally come to a decision to combine their Medical therapy with tourism. The 2d workforce involves all these individual who are already overseas, who fall ill and want well being care for the period of their keep. This class includes transitory or migrant worker, retirees overseas and traveller. Consistent with annual record 2014-15 released by using Ministry of Tourism, government of India Medical Tourism is often known as medical journey, health Tourism, or international Healthcare, these time period used to describe the speedily growing observe of travelling throughout global borders to obtain healthcare. Offerings by and large sought by using travelers include non-compulsory systems as good as problematic specialized surgical procedures corresponding to joint alternative (Knee / Hip), cardiac surgery, dental surgery and cosmetic surgeries nevertheless, very nearly every kind of well being auto, together with replacement treatment available⁵.

⁴ Ibid

⁵ Babu P George, G. AnjaneyaSwamy (2007)Medical Tourism: An Analysis With Special Reference to India. Journal of Hospitality Application and Research.Vol 2 Issue 1.

Medical tourism is a generally outlined enterprise which is prejudiced via a multitude of motives. On a microeconomic scale, this area of interest enterprise is littered with a mess of provide and demand explanations together with customer demand, cost factors, and nearby, regional, or country wide factors together with fiscal policy, political atmosphere, regulations, infrastructure, capital funding, and vacation spot marketing³. As rather little study exists on the discipline of medical tourism, and latest changes in the international economic climate have tremendously impacted the market, there may be now not ample knowledge for the hospitality or tourism professional to be told concerning the choices with regards of healthcare tourism. Furthermore, the prevailing research is almost always narrow in center of attention, and mostly views the market from a public policy or medical discipline, and so may not provide the hospitality and tourism industries with a full photograph of the motives concerned in catering to the market.

Medical tourism is a time period used usually in media and reports nevertheless, one of a kind commentators are inclined to comprise distinctive materials within the scope of its definition. It's quite often used to refer to persons who travel external their countries to obtain hospital therapy, but mainly, international tourists who require some hospital therapy in the course of their keep in the destination country, even though hospital therapy used to be not the primary cause of their journey, are additionally included within its ambit. Commonly expatriates and their households dwelling in the country and looking for hospital therapy are additionally included, whereas others additionally include vacationers availing usual therapy ways and well being selling services like spa and therapeutic massage. Such variance in using the term has created a large predicament within the assessment of information and traits. A different term in general used is 'Medical tourist', is defined

as a character who travels beyond her country with the principal intent of acquiring medical care.⁶

Milica Bookman and Karla Bookman (2007) outline medical tourism as travel with the intention of bettering one's wellbeing, and also an financial endeavor that entails exchange in offerings and represents the splicing of as a minimum two sectors: treatment and tourism. Michael Moody (2007) indicates that the medical tourism trend started out when residents of one country would go to an additional nation to have beauty or dental techniques accomplished even as on trip or to recover from such methods in a vacation like vacation spot. Medical Tourism is defined and exceptional from wellbeing tourism because the combo of journey to a vacation destination for a knowledge amusement experience and a specified Medical intervention. Medical tourism, however called wellness tourism and wellness tourism, is a term that has risen from the fast growth of an enterprise the place individuals from all all over the world are travelling to other international locations to acquire Medical, dental, and surgical care at the same time even as visiting, vacationing, and utterly experiencing the attractions of the nations that they're visiting. It's a silent revolution that has been sweeping the healthcare landscape of India for practically a decade.

From the above definitions there is no uniform or universally permitted definition of tourism. The United nations World Tourism group and wellbeing and Ministry of external Affairs have not yet outlined Medical tourism. Nevertheless UNWTO defines viewers as "any individual journeying to a situation instead of that of his/her common environment for less than one year and whose primary rationale of the go back and forth is rather than the activity of an recreation remunerated from within the situation visited." viewers are further sub-dived into two classes: tourist,

⁶ Ibid

who have got to stay a number of night time in the situation visited, and same day viewers, comprising visitors who discuss with a place and return the same day (without overnight keep). This definition recognizes the following categories as characterizing the important purpose of journey for tourist: leisure, endeavor and holidays, travelling pals and family, industry and legit (including for be trained), health remedy, faith, pilgrimage and sports. Definition mentions concerning the wellness treatment as intent of journey. As determined all these definitions and literature reviewed, In simple word Medical Tourism is the method of touring abroad to obtain advanced Medical, dental cosmetic care via incredibly skilled surgeons at one of the vital most ultra-modern and state-of-the-art Medical services on the earth where the rate of remedy is comparatively very low then their residence country. If the person travel just for Medical therapy it might be Medical journey and individual engaged in tourism events traveling neighborhood tourist destination that process is called medical tourism⁷.

Medical Tourism development

Medical Tourism is among the fastest growing industries within healthcare. Currently thousands of patients are travelling internationally and spending billions of bucks per year on healthcare. It is estimated that the international medical tourism enterprise is valued at over \$40 billion bucks and is growing.⁸

The development of the industry is occurring considering of a rising middle classification in lots of international locations and the internet's role in making patients rather more informed about their wellbeing conditions. The predominant role can also be of early screening and preventative medicine and a bigger availability of

⁷ Ibid

⁸ ibid

understanding about cutting-edge developed healing remedies. In in these days' s age when a patient has a poor wellness condition, their first discontinue is the internet for study and the internet can then make them answers, now not just in their house nation, but other nations as well.

These internet savvy patients are shopping for the place they can get the great hospital treatment at an low priced rate and lots of them have begun to get onto airplanes and journey for this hospital therapy. Patients are visiting all over the world for orthopedic surgical procedures akin to knee and hip replacements, heart surgeries, transplants, melanoma cures, and alternative remedies, amongst different beauty and dental surgical procedures. A couple of explanations aid to give an explanation for the recent explosive growth in the industry and suggests a continuation of development in the future international, including demographics, technological trade, globalization, geopolitical traits, and fiscal trends.⁹

Top emerging destinations for Medical tourism incorporate India, Costa Rica, Mexico, Guatemala, Turkey, Argentina, Brazil, Korea, Philippines, Singapore and Thailand. More than 40 countries are now competing for Medical tourism patient s and extra international locations and hospitals are entering this new competitive marketplace. There is a real opportunity emerging for these nations which might be catering to developed countries, like U.S.A., Canada, united kingdom and other European international locations, the place the price of healthcare can be 90% larger in comparison with different countries. The demand of medical Tourism offerings especially comes from three classes of consumers (patient s)

❖ Non Residential

❖ Patients from international locations with underneath developed amenities

⁹ ibid

❖ Patient s from developed international locations

Non Residential class patient's needs are low fee healthcare with a shuttle again residence. For 2nd class patient s who're from beneath developed countries, needs are fine healthcare at affordable prices; in such international locations like Tanzania, Uganda and another African nations healthcare facilities aren't suitable for essential surgical systems. Third category where patient from developed nations demand for low price healthcare and assume service like their dwelling countries like US, UK and Canada.¹⁰ Some developed nations have good healthcare infrastructure and healthcare offerings however religious intent has banned some surgical method like organ transplant and IVF. There's a big market at UAE to cater such sort of patient s from far and wide the sector. Healthcare vendors are taking part in an primary function in the world healthcare market place. As per the WTO record 'Tourism Highlights 2013' stated that in 12 months 2012, journey for vacation trips, exercise and types of leisure accounted for simply over half of all global vacationer arrivals (52% or 536 million arrivals). Some 14% of global tourists pronounced travelling for trade and reliable functions and an additional 27% travelled for other purposes, reminiscent of journeying pals and family (VFR), devout motives and pilgrimages, wellbeing therapy, and so forth. The intent of discuss with for the rest 7% of arrivals was once not specified.

Medical Tourism- international scenario

A mixture of more than one reasons has contributed to the contemporary develop in reputation of Medical tourism. Excessive price of healthcare in the industrialized nations and the dramatic reduction in fee of global travel together has

¹⁰ James Egan (2010) "Medical Tourism in India: Healing the World but Hurting a Nation?" Hinckley Journal of Politics Vol 11 pp 43-48.

created a marketplace for Medical tourism. While a destination is needed for these medical tourists. Within the latest years, the medical science and standards of healthcare in many constructing countries has noticeable a revolution. Today, countries like India, the East Indies, South the united states and South East Asia offer therapy facilities at par with global specifications at only a fraction of price. Additionally, these countries present countless choices for journeying, sight- seeing, browsing, and exploring. With the present progress cost of medical tourism it's expected that destinations for Medical vacationers can even expand quickly as healthcare facilities reinforce around the globe.

There are around 30 international locations well-known as medical tourism traveller destination across the globe. All these medical tourism destinations are trying to appeal to international patients with their price effectiveness, specialized therapy, substitute cure and boost surgical process. In India, most preferred healing is joint alternative, wellbeing in Thailand, Spa cure in Costrica and Turkey and beauty medication in Venezuela. By way of the literature studies and stories identified high Medical tourism locations.

Brazil: This vacation spot offers you a satisfactory pool of gifted medical professionals in practically any field of Medical forte. Also, Brazil is surely famous for its greatest number of beauty doctors globally. It not only offers the satisfactory of healthcare offerings in its important cities, but in addition at smaller places like Santos and Porto Alegre. Inside three to six thousand greenbacks, you may also acquire various specialized procedures, including face lifts, tummy tucks, rhinoplasty and breast augmentation.

Costa Rica: there is a just right share of about 15 percentage of the global Medical tourists that this country attracts. Persons ordinarily come to get dental services and cosmetic surgeries achieved by using licensed dentists and surgeons. Most of the patients from the us count it as their favored Medical tourism place for fee-powerful healthcare offerings.

Hungary: across this whole country, you may anyplace discover a excellent dentist delivering the nice of dental care offerings to the patient s. Hungary has the most important quantity of skilled dentists on this planet. Now, many patients come to this vacation spot for receiving now not most effective dental care offerings, but in addition several varieties of implants, cosmetic oral surgical procedures and whole mouth restorations.

India: There are innumerable American, European and Canadian tourists who come to India every year for getting high-priced orthopedic and cardiac systems and surgical procedures completed. These specialized methods are quite high priced within their possess countries, however in India, patients can get them finished at a far scale down cost. There are state-of-the-art medical amenities placed all across the country and specially in its greater metropolitan cities. Medical tourism has been growing at a high expense of 30 percentage per year in India.

Malaysia: With its specialized Medical abilities and facilities, as good as cut down remedy charges, Malaysia has turn out to be a favored medical tourism vacation spot for approximately a quarter million folks per 12 months. The nation has particular centers for burn remedies and present fee powerful programs for preventive care.

Mexico: that is definitely a favored Medical tourism vacation spot for quite a lot of U.S. Citizens because the nation gets benefitted because of its easy place. Individuals in some of the U.S. States take about just a few hours to travel to Mexico. Hence, it's rather less complicated to get back and forth. Patients absolutely get the benefit of minimal journey, along with effective cures, checkups and physicals executed.

Singapore: it is a tiny Asian country however is a veteran in terms of medical tourism. World wellness group (WHO) has ranked its healthcare method as the nice in Asia and some of the prime systems on this planet. That's the reason many patient s visit this nation for getting specialized remedy in a variety of Medical uniqueness areas, together with cardiology and heart surgical procedure, orthopedics, oncology, hepatology, common surgical procedure, ophthalmology, neurology, gastroenterology, and stem phone medication. This vacation spot additionally presents the fine of Medical amenities and infrastructure.

South Korea: This vacation spot presents one of the vital most advanced Medical and technological services on the earth of healthcare. Patient s most commonly consult with right here for getting spinal and beauty surgical procedures executed. Additionally they get melanoma screenings and remedies accomplished at a much decrease fee than they would get executed in their own nations. There are some world-category, thoroughly digitized hospitals in South Korea. Medical travelers may additionally get quite a lot of forms of natural drug treatments from its historical treatment markets.

Thailand: This destination rules for its cosmetic surgical methods and its powerful facilities having best infrastructure. There's a good influx of patient s from China, Japan, South Korea and Vietnam and from different western countries. Non-

obligatory surgeries are very price-strong in Thailand and close to made up for patients' journeys.

Turkey: aside from the United States, it is only Turkey that has the maximum number of JCI- approved healthcare facilities in the world⁹. Healthcare expenditures in Turkey are really low, and there's no dearth of well-qualified and certified medical professionals on this country. Whether or not it is about the medical technology or its employees and facilities, Turkish executive has on no account compromised on its quality standards.¹¹

Medical Tourism insurance

Coverage is one of the major concerns of tourists while taking treatment far from their native country. At the start, Medical tourism was popular for elective tactics that aren't most likely covered under commonplace insurance policies. These incorporated face-lifts, breast augmentations, and other varieties of plastic surgery. However now, tourists go overseas for significant and lifesaving procedures too, similar to kidney transplants, arterial bypasses, knee substitute, and so on. Rather naturally, coverage is becoming a main trouble in the Medical tourism world, and it's primary to appreciate what options are to be had to worldwide patient as well Medical tourism enterprise. Medical tourism insurance presents competitive insurance for Medical patient s traveling abroad and covers them against unexpected bills. Medical tourism coverage covers assorted facets of the Medical trip equivalent to trip cancellation defense, journey lodging reimburses, unforeseen Medical expenses now not included via the scheduled Medical remedy and so on. Medical tourism insurance mainly also covers sudden costs such as lost baggage even as in transit.

¹¹ Ibid

Concept of medical Tourism coverage

As insurance defines protection in opposition to chance and unforeseen obvious pursuits leading to pecuniary losses which may also be measured in phrases of money and will also be mitigated financially Medical tourism insurance merchandise are an rising a part of the wellness tourism industry. Companies that furnish coverage products for medical travel offerings will likely be obvious through competencies patients as having an potential over their rivals. The American Medical organization agrees that an increasing staff of Medical coverage manufacturer have consented to bear at the least a component of the rate of Medical tourism. Medical Tourism which was once beforehand the territory of the uninsured and the underinsured is now being considered with the aid of enterprise like CIGNA, Aetna and Blue pass. These companies state that they have got started in view that pilot applications in order to present partial journey Medical insurance.¹²

There are a number of international travel wellness coverage and trip cancellation coverage providers. They frequently have a network of providers worldwide. The network may just incorporate hospitals, clinics, Medical spas, and physicians, as well as air ambulances, apartment name physicians, medical escorts, and more than a few different vendors geared uniquely to the journey and Medical tourism coverage enterprise. These organizations offer a quantity of unique varieties of insurance policies each and every designed with precise coverage. A file released by means of Mckinsey & Co. Assesses that if insurers began providing journey Medical coverage, then yearly round 500,000 to seven hundred,000 american citizens may just travel abroad for surgery Mckinsey and Co. Estimate that the cash saved on

¹² ibid

treatments performed abroad would reach \$20 billion yearly. This would be the purpose at the back of the developing trend of medical travel insurance.

Medical Tourism insurance Market

Insurance companies are implementing Medical Tourism program, while some insurance companies and employers are partnering directly with hospitals, many are looking to partner with Medical Tourism Facilitator. Recognition of medical tourism as a viable marketplace, and the need for medical tourism insurance are driving the changes that will benefit all the medical tourism players. OnlineMedicalTourism.com, as well as the rest of the medical tourism industry, is beginning to see medical insurance evolve.

A study found that if 10% of patients scheduled for 1 of 15 "highly tradable" surgical procedures were to travel abroad, the United States would save \$1.4 billion annually since costs are significantly lower in the developing world. As mentioned, US insurance companies and medical tourism companies have already taken the lead in moving forward with the growth of medical tourism. In the majority of insurance plans incorporating medical tourism, customers selecting these plans will obtain treatment at US health care facilities for emergency care; customers requiring elective procedures will have to travel to international hospitals Based on literature review and online discussion on LinkedIn it is found that there are some companies providing medical tourism insurance and have their own norms in terms of eligibility and claim processes.¹³

Apollo Hospitals has signed an agreement with a US based insurance company Anthem Blue Cross and Blue Shield a subsidiary of Anthem Well point. WellPoint is one of the largest healthcare insurers in the US. As per the agreement

¹³ Ibid

Anthem WellPoint will initially send the employees of Serigraph Inc., a corporate client of Anthem WellPoint, to Apollo Hospitals for certain elective procedures at Delhi and Bangalore Apollo Hospitals will be sending the patients to all JCI accredited Apollo Hospitals in the later phase. All the patients will be routed through their global TPA, Mondial Assistance, and USA which is already empanelled with Apollo Hospitals. Health base would handle on-the-ground logistics support, which again has a tie up with Apollo Hospitals. A high level team from Anthem WellPoint and Mondial visited the Apollo hospitals. Their standard of evaluation was based on the quality healthcare services, clinical outcomes and skills in handling international patients. This pilot project has been launched for about six months. Initially it will cover about 700 group members and their dependents at Serigraph. WellPoint case managers will coordinate with patients on their travel and medical arrangement with the hospitals in India. All the financial details will be looked after by Serigraph's insurer, Anthem Blue Cross and Blue Shield. The employer-funded healthcare plan will cover the costs of airfare and accommodations, as well as a dedicated case manager to coordinate travel, medical care plus post-operative care upon return to U.S.

Ethical legal features of Medical Tourism

Travelling outside their residence nation for hospital therapy, medical vacationers may come upon unfamiliar moral and legal issues. At the same time some countries presently offering themselves as appealing Medical tourism locations provide some form of authorized remedies for Medical malpractice, these authorized avenues may be unappealing to the medical tourist. If issues come up, patients could no longer be blanketed via sufficient individual insurance or might be unable to seek compensation through malpractice complaints. Hospitals and/or medical professionals

in some nations could also be unable to pay the monetary damages awarded by a court to a patient who has sued them, because of the hospital and/or the health care professional now not possessing correct coverage duvet and/or Medical indemnity. Due to the fact Medical tourism is geared toward attracting foreigners, local plenty in constructing economies do not get equal access to healthcare amenities. The price of Medical services in these international locations is usually beyond the attain of neighborhood populace, leading to a lack of ethical equity closer to the locals.

Also, technologies like Stem mobilephone cure is banned in the us due to the unethical viewpoint from which it's seen. Hence, the credibility of this sort of follow is again questionable to a exact extent. Authorized and ethical problems have marred the reputе of medical tourism to a massive extent. Nonetheless, to its credit score, the sector has endured to grow at a constant expense. A prospective medical visitor must also be conscious of possible authorized disorders. There may be at this time no global legal legislation of Medical tourism. All Medical approaches have an element of threat. The difficulty of legal recourse for unsatisfactory cure throughout global boundaries is a legally undefined dilemma at present. Medical tourism has bought an growing quantity of attention from the media, there has been a remarkably little commentary about medical vacationers who've fallen victim to Medical malpractices abroad. For these unlucky patients, the website for India's biggest Medical-tourism medical institution, Apollo, grants a grim message: "A prospective Medical traveler must even be mindful of feasible legal problems. There may be right now no international legal regulation of Medical tourism. All Medical systems have an aspect

of chance. The predicament of authorized recourse for unsatisfactory treatment throughout international boundaries is a legally undefined problem at reward.”¹⁴

About medical brain drain and Medical tourism, the Director of the WHO's Human resources for health department, Dr. Manuel Dayrit noted: ‘despite the fact that there aren't any competent figures that may be referred to from studies, preliminary observations advocate that Medical tourism dampens outside migration but worsens interior migration.’ internal mind drain happens within countries for the reason that physicians choose practicing in cities alternatively than rural regions and affluent alternatively than impoverished areas.

In India, the inner brain drain phenomenon has been compounded with the aid of for-profit confidential hospitals supplying better reimbursement charges or salaries to physicians and authorities than public hospitals. Consequently, enormously certified and expert doctors and authorities are likely to gravitate toward such services, leaving public hospitals quick-staffed. Amenities that cater to paying American and other foreign patient s are ready to attract the cream of the crop of wellbeing gurus by way of providing them larger pay than local public amenities for the negative or even hospitals that cater to India's core type. American patients should no longer patronize Medical tourism amenities in India, seeing that in doing so that they motivate that nation's inner Medical mind drain. Even as this may increasingly appear to be a supererogatory duty for them, it is not. It qualifies as an compulsory

¹⁴ Ramesh U, Kurian Joseph (2011) ‘A Study to Develop an Advanced Marketing Strategy for Wellness Tourism in Kerala Based on the Prevailing Scenario’. Zenith International Journal of Multidisciplinary Vol1 Issue 6 pp 211-222.

responsibility when you consider that of their government's espousal of the adoption of neoliberalism with the aid of poorer nations like India.¹⁵

Patient safeguard in Medical Tourism

Through literature evaluate and professionals opinion on various Medical tourism convention and workshops, Medical Tourism raises nice issues since patients ought to travel before surgery as good as after surgical procedure. Patient may not obtain adequate pre-screening from the overseas supplier. Even though the highest hospitals quite often facilitate contact between physicians and foreign patients, these contacts quite often are far off. Physicians can review medical histories, test outcome, and even keep in touch with patients, but they are not able to bodily compare the patient except she or he arrives. Countries similar to India, Malaysia, or Thailand have extraordinary infectious ailments related epidemiology compared to Europe and North america. Publicity to disorder with having built up average immunity can also be hazard above all Mosquito associated diseases and Tuberculosis. Travelling long distance after surgery develop the risk of complications, lengthy flights and reduced mobility for the period of the flight back home is a recognized danger element for developing blood clots within the legs equivalent to venous thrombosis or pulmonary embolism. From the past few years the sector has obvious a number of terrorist assaults both in India and all over the world; this is once more a most important problem of safeguard not just for patient however for basic tourist too.

The patients safety and the challenges of seeking care in a further country are massive and require careful consideration. Despite the fact that some Medical tourism organizations out stress-free destinations and amenities, high excellent care and patient safety have to invariably be prime priorities. It's most important to remember

¹⁵ ibid

that despite Medical breakthroughs and an ever- increasing talents base, providing dependable, excessive exceptional care is a undertaking for every wellness care organization around the globe. Health care amenities still wrestle to create the systems that reap amazing care, produce the desired results, and curb the hazard of undesirable outcomes. Due to the fact that standards of care may just differ largely from one health care facility to one more and from one country to one other, it is principal to look for assurances that a wellbeing care group has publicly committed to furnish reliable, first-rate patient care. Probably the most high-quality known symbols of this dedication is accreditation, a voluntary procedure that provides a common usual of credibility.¹⁶

Patient's defense is a fundamental precept of health care. Every point in the procedure of care-giving includes a distinctive degree of inherent unsafely. Adverse hobbies may outcome from problems in apply, merchandise, approaches or techniques. Patient's security improvements demand a problematic procedure-wide effort, involving a huge range of moves in efficiency improvement, environmental safety and danger management, including contamination control, trustworthy use of medicines, gear safeguard, riskless Medical observe and risk-free environment of care. The lapse in protection tactics at the AMRI personal hospital in Kolkata, India, which ended in the dying of ninety four patient s and employees in a essential, has raised issues about India's fame for medical tourism. Stories in local and country wide Indian newspapers and tv stations have highlighted the shortcomings in defense requirements and monitoring of both public and confidential hospitals in India. The toll within the fireplace is the worst in a clinic in India. Loved ones of the various victims blamed the personal hospital for the absence of protection measures, including

¹⁶ Ibid

emergency exits or functional fire alarm systems. Medical staff looking to smoke habitually became off fire alarm detectors in order that they might smoke within. Consistent with a country wide paper, The occasions of India, "Most Indian metropolis hospitals will not be fully all set to handle a disaster of the magnitude of Kolkata medical institution blaze. At the same time the fire alarm brigade admitted it did not perform general assessments, officials mentioned most hospitals are ill-organized and do not comply with protection norms, according to the District fire and Rescue carrier division of the 100 Kolkata hospitals, simplest 33 hospitals had been issued the mandatory fire license." The Kolkata medical institution fire has raised concerns across India in regards to the security standards, monitoring and accreditation of Indian hospitals. Outside India, the tragedy has obtained wellknown press and media insurance plan and can indisputably influence the patient 's self assurance within the Indian Medical tourism enterprise. Patient s security is a brand new healthcare self-discipline that emphasizes the reporting, evaluation, and prevention of Medical error that more often than not results in adversarial healthcare hobbies system mistakes occur because of administrative errors, investigation mistakes, healing mistakes, communicate error, fee error and blunders on wellness group of workers management therapy resolution.

Global patient delight and expertise

The measurement of customer satisfaction has turn out to be very foremost for the wellbeing care sector also. The thought of customer delight has motivated the adoption of a advertising and marketing culture within the health care sector in both developed and establishing international locations. As gigantic numbers of hospitals are opening up and the persons are fitting extra aware and conscious of wellbeing, quality competition has emerged on this industry. So that you could hold their

worldwide patients hospitals have got to furnish higher services/offerings to its buyers. Quite a lot of motives that may have an impact on the patient s' delight incorporate behavior of medical professionals, availability of specialised doctors, behavior of Medical assistants, quality of administration, exceptional of surroundings, availability of today's facilities etc. As competition is growing, the hospitals are making their fine efforts to furnish great well being care offerings to its customers. They have begun training a patient pleasure method comprising client-oriented plans and insurance policies and practices to truly meet the wishes of consumers. Also, with extended cognizance and excessive expectations of the customers' hospitals must provide them better amenities. Patient s have begun to demand excessive quality of offerings i.E. A client oriented method. And that may be simplest adapted with the support of normal operating approaches to sort out the wants of the worldwide patients.

Customer (patient) satisfaction

Many experiences have been conducted on client satisfaction. An strive has been made to reward in brief, a overview of literature on client pleasure almost always as well as on the customer satisfaction from hospital offerings. As learn carried out through IITTM A study of issues and challenges confronted through Medical vacationers touring India' Expectation- expertise Matrix suggests where to speculate efforts and assets. At the pre procedure stage, inbound Medical vacationers have been frequently harm with the aid of the fact that the total fee of treatment (apart from the price of process) used to be way more than their expectations. Indian medical tourism attracts aggressive competencies from nice of system that entails competence of doctors and para-Medical staff. Even the high-quality of medical infrastructure used to be located to be excellent. One principal knowledge used to be

that the wait time with Indian healthcare was once so much less. Also India receives medical vacationers from international locations and places which are well linked. On the approach stage, the respondents pointed out crisis with language. There have been large numbers of holiday makers from Africa and center East which can be non-English speaking nations. Non-medical staff was once not ready to communicate thoroughly. Utilizing interpreters was once neither at ease nor efficient. They have been also disappointed with lodging and boarding facilities. Strengths of Indian Medical tourism on the method stage lies with the competence of Medical and paramedical employees. Though quite a lot of international patient offerings are supplied by using quite a lot of hospitals but there is need of conducting floor research to understand which all services the sanatorium can present and as much as what level. On account that this foremost be taught of IITTM the researcher has as a result goal to habits a gain knowledge of global patient 's satisfaction Mumbai, Aurangabad, Pune, Nasik, & Nagpur.

The Growing Medical Tourism Industry in India

India's medical tourism industry has been experiencing consistent growth, with annual increases of between 15% and 30% in medical tourists, contributing an estimated \$450 million dollars to the Indian economy. Originally a hub for neighbouring countries, such as Afghanistan, Bangladesh, Pakistan, Nepal, Bhutan, the UAE, and the Maldives, India has expanded their clientele to more developed and distant countries, including the USA, Canada, and Europe. They have largely attracted patients for procedures such as knee and hip replacements, hip resurfacing, bariatric procedures, cardiac procedures, and AYUSH treatment. India has been able to attract a growing portion of the market through its considerably lower costs for medical procedures. It has been suggested that India's

medical tourism industry has also grown due to the quality of healthcare being offered at low costs, the expertise of their medical providers, the high- end medical and health care facilities, their 100% success rate, and a perception of being 100% trustworthy; although the scientific rigour of this study’s methods are unclear, and the assertion of a 100% success rate and a 100% trustworthiness rate are suspect. Herrick’s (2007) review indicates that estimates of the total revenue from the global medical tourism industry were \$40 billion in 2004, \$60 billion in 2006, and projected to rise to \$100 billion in 2012. India is actively seeking a larger segment of this market, with the Confederation of Indian Industry reporting that their nation has the potential to attract two million medical tourists annually, (up from the 1,000,000 reported in 2013 and provide five billion in revenue for their economy.

Table 3.1 – Cost Comparison of Selected Surgeries (All Costs In \$US)

Procedure	USA	India	Thailand	Singapore	Malaysia	South Korea	Mexico	Costa Rica	UAE
Heart bypass	133,000	7,000	22,000	16,300	12,000	31,700	27,000	24,100	40,900
Heart valve replacement with bypass	140,000	9,500	25,000	22,000	13,400	42,000	30,000	30,000	50,600
Hip replacement	57,000	7,020	12,700	1,200	7,500	10,600	13,900	11,400	46,000
Face lift	16,000	4,800	5,000	7,500	6,400	6,600	11,300	4,900	n/a
Lap. Gastric bypass	52,000	9,300	13,000	16,500	12,700	9,300	11,000	n/a	n/a

Source [World Travel Market 2014]

The Growing Medical Tourism Industry in Chennai

Chennai has been particularly effective at increasing its medical tourism industry; in fact, India can trace its medical tourism roots to Chennai, specifically, the Apollo Hospital Group. According to one source, Chennai attracts 40% of all medical tourists in India, with a minimum of 200 international patients each day. Medical tourism is so pervasive in the city that approximately half of all patients receiving treatment in Chennai will arrive from outside of the state of Tamil Nadu. The country of origin of Chennai's medical visitors has been reported by some as predominantly coming from Nigeria, Kenya, Burundi, Congo, Bangladesh, Oman, and Iraq; and others reporting the majority originating in Sri Lanka, Myanmar, Tanzania, Oman, Fiji, Iraq, and the UK. Chennai has been able to draw more medical tourists than Bangalore, due in part to its increased flight connectivity with the United States, the Middle East and other countries. The city has also signed several Memorandums of Understanding (MoUs) with countries such as Tanzania, Uganda, and Kenya, meaning that their citizens will automatically be sent to Chennai for government-sponsored medical tourism. The city continues to increase efforts to escalate the industry, such that in April of 2013, healthcare practitioners urged more coordinated efforts from all stakeholders, including hospitals, airlines, hotels and resorts. The Vice-President of Apollo Hospitals Group, Srinidi Chidambaram, cited the lack of uniform pricing among hospitals, a lack of insurance coverage for overseas medical care, and rigorous visa procedures, as barriers to the industry.

Healthcare Infrastructure in India

According to World Health Organization (WHO) statistics, there are over 250 medical colleges in the modern system of medicine and over 400 in the Indian system of medicine and homeopathy (ISM&H). India produces over 250,000 doctors

annually in the modern system of medicine and a similar number of ISM&H practitioners, nurses and Para professionals. Better policy regulations and the establishment of public private partnerships are possible solutions to the problem of manpower shortage. India faces a huge need gap in terms of availability of number of hospital beds per 1000 population. With a world average of 3.96 hospital beds per 1000 population. India stands just a little over 0.7 hospital beds per 1000 population. Moreover, India faces a shortage of doctors, nurses and paramedics that are needed to propel the growing healthcare industry. India is now looking at establishing academic medical centres (AMCs) for the delivery of higher quality care with leading examples of The Manipal Group & All India Institute of Medical Sciences (AIIMS) already in place.

The Government of India has decided to increase health expenditure to 2.5 per cent of gross domestic product (GDP) by the end of the Twelfth Five Year Plan (2012-17)²⁵. Dr Manmohan Singh, the Prime Minister of India, also emphasized the need for increased outlay to health sector during the Twelfth Five Year Plan. Moreover, 100 per cent FDI is permitted for health and medical services under the automatic route. In a recent initiative, 348 essential medicines will now come under price control in India. These currently contribute Rs 13,033 crore (US\$ 2.25 billion) to the total annual sales of Rs 72,762 crore (US\$ 12.59 billion), according to market research firm IMS Health's analysis. Some highlights of the Union Budget 2013-14 presented by Mr. P Chidambaram, Minister of Finance, Government of India, for the healthcare are as follows

The Ministry of Health & Family Welfare has been allocated Rs 37,330 crore (US\$ 6.46 billion). Of this, the new National Health Mission that combines the rural mission and the proposed urban mission will get Rs 21,239 crore (US\$ 3.67 billion),

an increase of 24.3 per cent over the RE Rs 4,727 crore (US\$ 817.82 million) for medical education, training and research. The National Programme for the Health Care of Elderly is being implemented in 100 selected districts of 21 States. Eight regional geriatric centers are being funded for the development of dedicated geriatric departments. Rs 150 crore (US\$ 25.95 million) have been provided for National Programme for the Health Care of Elderly. Ayurveda, Unani, Siddha and Homoeopathy are being mainstreamed through the National Health Mission and Rs 1,069 crore (US\$ 184.95 million) has been allocated to the Department of AYUSH. Moreover, Rs 1,650 crore (US\$ 285.47 million) was allocated for six AIIMS-like institutions. In addition the central and state government also has some schemes for promotion of wellness tourism. The private sector accounts for more than 80% of total healthcare spending in India. Unless there is a decline in the combined federal and state government deficit, which currently stands at roughly 9%, the opportunity for significantly higher public health spending will be limited. Investment in healthcare Infrastructure is set to rise with both 'hard' (hospitals) and 'soft' (R&D, education). Infrastructure is set to benefit Medical tourism as one of the emerging and most lucrative investment areas in the country.

Medical City Projects in India

India has huge investment in healthcare sector as new trend of global healthcare countries like Dubai, Turkey, South Korea, Singapore, Thailand have started working on healthcare cluster and Medical City Projects. India is also creating medical city projects, many of these projects are in first phase. This phase features number of beds, super specialty services, multispecialty services and research Centre. The second phase they is planned for Medical Education Institute and Nursing Institutes. Third phase is planned for commercial zones and common infrastructure.

According to Times of India's article the 'Global Eye on Medical City Project in India, many foreign investor would like to come and start the project ,John Hopkins, Dubai DM Healthcare have already started some projects with Indian healthcare service providers.

Chennai Private Health Care Facilities

Chennai has a plethora of privately run hospitals; some lists suggest over ninety such facilities. As outlined above, the private healthcare industry in India, and ergo Chennai, is vastly more dominant than the public healthcare system, with more financial and human health resources. A subset of these private facilities have been making a name for themselves within the medical tourism industry, including: Apollo Hospitals, Billroth Hospitals, Frontier Lifeline, Fortis Malar Hospitals, Girishwari Hospital, Global Hospitals and Health City, JGHR Dental Care, the Madras Medical Mission (MMM), the Madras Institute of Orthopaedics and Traumatology (MIOT), Sankara Nethralaya, Sri Ramachandra Medical Centre, St. Isabel's Hospitals, Vasana Eye Care Hospitals, and Vijaya Hospitals.

Apollo Group

The Apollo Group has several facilities located in Chennai. Apollo Hospitals Chennai was the first facility they established in 1983 and has been declared as a centre for excellence by the Government of India. They have also established the Apollo Speciality Hospital, providing tertiary services such as oncology, orthopaedics, neurology and neurosurgery, head and neck surgery and reconstructive and plastic surgery; the Apollo First Med Hospital, an 80 bed hospital providing secondary medical care services; and the Apollo Children's Hospital, a 100 bed facility specializing in paediatric care. Apollo Hospitals have received the Joint

Commission International Accreditation, National Accreditation Board for Hospitals and Healthcare Providers (NABH) accreditation, and ISO 9002 certification. The Apollo Group actively seeks an international clientele through their online webpage with a dedicated section and helpline for international patients. They offer airport transportation services, direct admission arrangements, tailored cuisines, language translation, and travel related assistance. They also offer a variety of room categories with photos and descriptions online, ranging from semi-private rooms, to executive rooms, to the Apollo Suite.

Billroth Hospitals

Billroth Hospitals, a 600 bed Super Specialty Hospital in Chennai, was established by Dr. Jeganathan in 1990. The hospital offers services in the following medical departments: oncology, nuclear medicine, cardiology, cardiothoracic surgery, orthopaedics, gastroenterology, obstetrics and gynecology, in vitro fertilization, urology and nephrology, neurology, diabetology, plastic surgery, vascular surgery, neurosurgery, paediatric surgery, ear, nose and throat, and chest medicine. The facility offers a variety of room categories from the dormitory wards to a suite room. Their website offers a dedicated section for international patient services targeted towards patients from the Middle East, with an office in Dubai to help facilitate travel to Chennai.

Frontier Lifeline Hospital

Frontier Lifeline Hospital, inaugurated in 2004, is a 120 bed cardiac specialty hospital. The facility provides specialized cardiology and cardiac surgery services to adults and children, as well as heart and lung transplants, cardiac diagnostic imaging and radiology. The facility promotes its services to international patients with an

International Patient Services Team that will provide assistance with visas, airport transfers, and accommodation, including the guest house attached to the hospital. The facility also arranges for SIM cards for patients upon arrival; language interpreters; local sightseeing; complimentary stays for an attendant; special arrangements for religious and dietary needs; and daily updates to the patient's referring doctor and family. The hospital has received ISO 9001 certification, and accreditation from the Department of Science and Technology (NABL) and NABH. Frontier Lifeline has also begun development on India's first Special Economic Zone (SEZ) Medical Science Park, Frontier Mediville, approximately 40kms outside of Chennai. The facility will act as a hub for basic and applied research, training, and treatment, including a proposed 1,000 bed multi-specialty 'Bio-Hospital'. The facility will focus on medical tourism and intends to provide a variety of unique features including an Elders' Enclave- a think-tank for retired medical professionals-, a holistic therapy centre, a herbarium, a 5-star hotel, shopping malls, an indoor stadium, an 18-hole golf course, and a water sports facility, among other things.

Fortis Malar Hospital, Adyar

Opened in 1992, the Fortis Malar Hospital, Adyar in Chennai offers a 180 bed, multispecialty tertiary care hospital. Within the facility they have five centers of excellence in cardiac science, bone and joint, neuroscience, gastro science, and organ transplants. They also provide speciality services in anesthesiology, chest medicine, dental, dermatology, diabetology, endocrinology, ear, nose and throat, foetal medicine, general surgery, gynaecology and obstetrics, infertility, internal medicine, intervention radiology, neonatology, oncology, ophthalmology, paediatrics, physiotherapy, psychiatry, pulmonology, radiology, rheumatology, sports medicine, thoracic surgery, and vascular surgery. The hospital contains a variety of room

categories, from multi-bed rooms with up to ten beds, to deluxe rooms and suites. The Fortis Group runs 75 hospitals (17 in India) in 11 countries with over 12,000 beds, 600 primary care centres, 191 day care specialty centres, 230 diagnostic centres and over 23,000 staff. They heavily market themselves to international patients with a Patient Services team that will arrange all appointments, consultations, testing, specialized meal planning, update doctors and families in the home country, arrange visas and travel assistance, accommodations, interpreter services, and local sightseeing. The facility has accreditation from NABH.

Girishwari Hospital

The Girishwari Hospital, opened in 2003, has grown from a 15 bed general medicine and gynaecology hospital to a 50 bed multi-specialty hospital offering services in psychiatry, medical and surgical gastroenterology, cardiology, paediatrics, dermatology and cosmetology, ENT, ophthalmology, and preventative healthcare. The facility also provides international patient services to assist with travel arrangements, airport transfers, and accommodations.

Global Health City

Global Hospitals is a network of nine hospitals across India providing multi-speciality tertiary care, and India's largest transplant center. The Global Health City developed in Chennai is a 1,000 bed, NABH accredited facility specializing in liver transplants. Global Hospitals have positioned themselves as an international hospital for patients around the world. They provide online consultations through video and teleconferencing prior to travel, dedicated international patient services staff, language interpretation, custom cuisine, assistance with visas, airport transfers, concierge services including sightseeing and visa extensions. They offer a variety of

luxury accommodations; including their own in-house guest house, and deals with partnering hotels. They have also partnered with local tourism operators to provide medical tourists with traditional tourism activities.

JGHR Dental Care

The JGHR Dental Care clinic was established in 1962 and provides specialized dental services, including; periodontics, implantology, orthodontics, endodontics and cosmetology, prosthodontics, oral pathology, oral and maxillofacial surgery, and teeth whitening. The facility website states that they offer services to Chennai and the rest of the world, although it does not appear to provide any special international patient services.

The Madras Medical Mission (MMM)

The Madras Medical Mission (MMM) is a non-profit organization opened in 1982 through the efforts of Bishop Zachariah Mar Dionysius and the Orthodox Syrian Christian community in Chennai. It is a 256 bed quaternary care centre with institutes for cardiovascular diseases; reproductive medicine and women's health; kidney diseases, urology, organ transplantation; gastroenterology and liver diseases. MMM also provides services for international patients including assistance with travel, visas, language interpreters, cultural and religious requirements, transportation, accommodation, and speciality dietary planning. The facility has received ISO 9001 certification.

The Madras Institute of orthopaedics and Traumatology (MIOT)

The Madras Institute of Orthopaedics and Traumatology began in 1992 with a specialization in orthopaedics and trauma care, however has expanded over time to include departments of thoracic and cardiovascular care; paediatric and adult

cardiology; paediatric surgery; nephrology; gastroenterology and liver diseases; liver transplant; upper GI and bariatric surgery; laboratory services; urology; oncology; haematology; neurology and neurosciences; neurosurgery; craniofacial and cosmetic surgery; plastic and reconstructive surgery; diabetology; endocrinology; general surgery; internal medicine; ophthalmology; dermatology; radiology and imaging sciences; interventional radiology; nuclear medicine; ear, nose, and throat, head and neck surgery; obstetrics and gynaecology; anaesthesiology; pulmonary, critical care and sleep medicine. MIOT markets itself as an international institution with patients from over 100 countries visiting the facility for its services. They offer an international patient care office which facilitates visas and passports, transportation, international food, linguistic services, and guided tours of the city. MIOT also offers a retreat facility with post-operative nursing care, luxury suites, a health club, beauty parlour, salon, and a multi-cuisine restaurant.

Sankara Nethralaya

The Sankara Nethralaya, meaning ‘the temple of the eye’, was established in 1978 as a not-for-profit eye hospital. The facility receives 1200 patients and performs 100 surgeries each day. It has 22 operation theatres, 256 beds, and offers both in-patient and out-patient services. The facility has received accreditation from both the NABH and NABL. Sankara Nethralaya offers international patient services including assistance with travel and accommodations. They have a special arrangement with Oman, wherein the consulate of Oman mediates the procedure for the patient from Oman to Sankara Nethralaya, their travel, accommodations, and translation services, and covers all costs for the patient. They also have an arrangement with Mauritius, which sends five to ten patients weekly and incurs all expenses, although Sankara Nethralaya arranges travel and accommodation for the patient.

Sri Ramachandra Medical Centre

Established as a teaching hospital for the Sri Ramachandra Medical College and Research Institute in 1985; the Sri Ramachandra Medical Centre is a multi-speciality tertiary care hospital. The facility has expanded to an 8-story building with 692 beds, and 171 intensive care units. The medical centre focuses on cleft lip and craniofacial anomalies, lithotripsy, transplant services, interventional radiology, minimally invasive and day care surgery, paediatric urology, critical care, cardiac care, infertility, joint replacement and arthroscopy, and neuro-care. The Sri Ramachandra Medical Centre also offers international patient services including private rooms with beds for companions, interpreters, shopping, and travel and tourism packages. The facility has received Joint Commission International Accreditation.

St. Isabel's Hospital

St. Isabel's hospital is a 300 bed, acute care tertiary hospital with specialities in cardiology; pediatrics; general surgery; general medicine; obstetrics and gynecology; gastroenterology; nephrology, urology, and vascular surgery; orthopaedics and trauma; ear, nose, and throat, dentistry and ophthalmology; diabetology; plastic and cosmetic surgery; oncology; haematology; neurosurgery; endocrinology; dermatology; psychiatry; and chest and respiratory diseases. The hospital also runs outpatient clinics, a blood bank, a medical records office, and a health screening centre. St. Isabel's offers services to international patients, including specially- designed suites in a deluxe block, although they do not offer a large variety of services catered to international patients commensurate with other hospitals.

Vijaya Medical and Educational Trust

The Vijaya Medical and Educational Trust (VMET) is the owner and operator of several medical facilities in Chennai, including: the Vijaya Hospital, the Vijaya Heart Foundation, the Vijaya Health Centre, the Vijaya Institute of Trauma and Orthopaedics, the Vijaya Academic Institutions, and the Vijaya Eye Foundation. The trust was formed by Shri B. Nagi Reddy, owner of Vijaya Vauhini Studios, a film studio company in India. The hospital was the first of the Vijaya facilities, built in 1972 and providing multi- specialty tertiary care. With a total of 340 beds and 9 operating theatres they provide specialty services in cardiology and cardiothoracic surgery, dentistry, dermatology, ENT surgery, gastroenterology, general medicine, general and laparoscopic surgery, intensive care medicine, neurology, obstetrics and gynaecology, ophthalmology, neonatology, psychiatry and psychology, rheumatology, urology, and vascular surgery. The Health Centre was added in 1987 to cater to international patient clientele; it has grown to 340 beds and provides cottage-style facilities with accommodations for visiting family members. In 1989 the Eye Foundation began, followed by the Heart Foundation in 1996, which was established to provide affordable cardiac care to the community, and the Institute of Trauma and Orthopaedics in 1999. The academic institutions offer BSc degrees in cardiac technology, operation theatre and anaesthesia technology, physician assistant, and radiology and imaging technology, as well as a Diplomate of National Board (DNB) in cardiology, general medicine, obstetrics and gynaecology, and paediatrics. The VMET advertises itself as one of the best hospitals in Chennai for medical tourism and offers information about India's medical tourism industry on their site. The trust provides international patient services, including airport transfers, accommodations, specialty food arrangements, and a travel desk which arranges for tours of the city.