Chapter 4

Organization and Management of Medical Tourism in Maharashtra

4.1 Organization and Management of Medical Tourism in Aurangabad
   4.1.1 Aurangabad
   4.1.2 Tourism and Healthcare Potential in Aurangabad
   4.1.3 Medical Tourism in Aurangabad

4.2 Organization and Management of Medical Tourism in Mumbai
   4.2.1 Mumbai
   4.2.2 Tourism and Healthcare Potential in Mumbai
   4.2.3 Medical Tourism in Mumbai

4.3 Organization and Management of Medical Tourism in Nagpur
   4.3.1 Nagpur
   4.3.2 Tourism and Healthcare Potential in Nagpur
   4.3.3 Medical Tourism in Nagpur

4.4 Organization and Management of Medical Tourism in Nasik
   4.4.1 Nasik
   4.4.2 Tourism and Healthcare Potential in Nasik
   4.4.3 Medical Tourism in Nasik

4.5 Organization and Management of Medical Tourism in Pune
   4.5.1 Pune
   4.5.2 Tourism and Healthcare Potential in Pune
   4.5.3 Medical Tourism in Pune
Chapter 4  Organization and Management of Medical Tourism in Maharashtra

Researcher has visited the places in Maharashtra where medical tourism survey has been conducted and structured interviews were carried out. Similar data was collected from Hospitals, Medical Tourism Facilitators, Government organizations and associations at Aurangabad, Mumbai, Nagpur, Nasik and Pune. This chapter highlights the organization and management of medical tourism in Maharashtra.
4.1 Organization and Management of Medical Tourism in Aurangabad

4.1.1 Aurangabad

Aurangabad has emerged as a strong industrial base mostly due to the efforts of first generation entrepreneurs. Aurangabad has been a preferred destination for the following category of industries, Automobiles Assembly, Auto Components, Beverages, Pharmaceuticals, White Goods and Plastic and Rubber Product. To make Aurangabad as one of the most preferred investment destinations in Maharashtra, leading to socio-economic and cultural development of the district, Aurangabad has prepared ‘Aurangabad Vision 2020’. Aurangabad has 8 industrial clusters at 5 locations for industries like Auto Components, Pharma, Engineering, Cotton Ginning, and Printing. Promotion of Investment in sectors like Auto and Auto Ancillary, Light Engineering, Pharma and Breweries and Attract around Rs. 6598 Cr. of investment and create more than 200,000 employment opportunities.

4.1.2 Tourism and Healthcare Potential in Aurangabad

Tourism in Aurangabad

Aurangabad is a historic city in the state of Maharashtra. The city is a tourist hub, surrounded with many historical monuments, including the Ajanta Caves and Ellora Caves, which are UNESCO World Heritage Sites, as well as Bibi Ka Maqbara and Panchakki. This city also called city of gates, Aurangabad had 52 ancient gates amongst which some are the most prominently visited by the tourists.

Healthcare in Aurangabad  

Aurangabad has Primary, Secondary & Tertiary Healthcare facilities at Rural and Urban areas. Rural Aurangabad has 272 Sub Centers and 50 Primary Health Care Centers vis-à-vis the ideal requirement of 402 SCs and 67 PHCs. The presence of private institutions are very negligible. In Urban Aurangabad over 5000 beds are available, but almost 75% of them are in the private sector and over 80% of the beds are in Aurangabad creating a huge imbalance in the availability of beds. Kannad, Gangapur and Paithan have maximum gaps in secondary health care centers. In Secondary
and Tertiary Health Care there are about 732 institutions/centers with a bed capacity of 6100 are spread across the district. Current gaps (based on the standard norms) in terms of Beds, Doctors, Nurses and Labs are 3300, 403, 193 and 160 respectively. Capacity of proposed Civil Hospital of Aurangabad is inadequate to meet its tertiary health care needs. Government Medical College & Hospital and Private Hospitals like Nandalal Dhoot Hospital, Kamlnayan Bajaj Hospital, Dr. Hedgewar and Mahatma Gandhi Mission College and Hospital cater to the tertiary healthcare needs of Aurangabad and surrounding 10 to 12 districts. In Secondary and Tertiary health care there are about 732 institutions / centres with a bed capacity of 6100 spread across the district. Current gaps (based on the standard norms) in terms of Beds, Doctors, Nurses and Labs are 3300, 403, 193 and 160 respectively

4.1.3 Medical Tourism in Aurangabad

Healthcare infrastructure in Aurangabad has improved a lot in the recent days and experts are comparing it as one of the best emerging medical tourism destination. After Bangalore, Delhi, Mumbai and Pune, Aurangabad has better scope in medical tourism in the coming decade. Be it Unani, Ayurvedic, Homeopathy and Allopathy medicines local doctors are second to none, medical experts claim on the cost front too, Aurangabad offers affordable treatment compared to other part of India and foreign countries. It is noted that India has one of the largest pharmaceutical industries in the world. It exports drugs to more than 180 counties. Aurangabad has pharmaceutical plants like Johnson & Johnson, Cipla, Wokhardt, Lupin and Harman. Local doctors have treated many international patients the clinical outcome was at par with country’s best centers. City has highly qualified doctors and paramedical staff can speak English fluently. Medico Travel Club has established in Aurangabad for medical tourism promotion and development according to Medico Travel Club director “There is a lot of scope in medical tourism. He has spoken to various hospital surgeons in Aurangabad, all have assured offering best healthcare service to foreign tourist and home tourist at much lower charges compared to other cities in India.” Further he added that, Medico Travel Club ( MTC ) has made report highlighting importance of medical tourism in Aurangabad.
Local government bodies also mentioned in Aurangabad Vision 2020 medical tourism would be one of the area to develop. Big group of private healthcare like Lilavati, Wokhardt has planning to start center in Aurangabad. Hospitals from Aurangabad approaching medical tourism facilitators companies and have international tie-up with healthcare association and some of out-sourced medical tourism wind with other international company. Many Travel Agents and Tour Operators are interested to start medical tourism wing in their services.

Hospitals involved in medical tourism at Aurangabad

Kamalnayan Bajaj Hospital

This hospital has good infrastructure with advance equipped facilities. It is successful in management of complicated hand injuries and polytrauma. Joint replacement and Deformity correction surgeries are routinely done. It is also successful in conservative management of a vast range of orthopaedic problems & conditions. The consultants are trained abroad and are highly experienced in managing various orthopaedic problems. (Plate 4.1) Kamalnayan Bajaj is the only hospital catering maximum international patient and medical tourism practice in an organized way. Hospital has separate international patient department for promotion of medical tourism in international market. Hospital is getting patients from Africa, Iran, Iraq, Pakistan and USA.  

---

1 Researcher has visited hospital
Plate No. 4.1. International Patients at Kamlnayan Bajaj, Aurangabad (Maharashtra)

Dr Shivkumar Santpure has operated Basketball Player from NBA (National Basketball Association, USA) at Kamlnayan Bajaj Hospital, Aurangabad.

Researcher with International patient from Iran operated Knee Replacement surgery and eye cataract at Kamlnayan Bajaj Hospital, Aurangabad.
Dhoot Hospital

This hospital has 40 fulltime consultants of various specialties and super specialties Critical Care Unit with total bed strength of 41 caters MICU, CCU and CVTS. This tertiary referral center is equipped with latest life support equipment’s such as the Ventilator and Monitoring equipment’s. Spacious to accommodate patients, staff and other services. Top quality management and highly qualified professionals and support staff. Dhoot Hospital has corporate tie-up with Skoda Pvt Ltd. Skoda has around 40% German employees, all their health related and emergency problems are looked after by this Hospital.

Dr Santpure’s Center for Joint Replacement

Dr Shivkumar Santpure has vast experience in treating international patients. He is a leading Joint Replacement Surgeon from India. He has performed over 5000 major surgical procedure. He is one of the few surgeons in India specializing in, Joint Replacement & Advance Orthopedic Surgery. His hospital in Aurangabad has repaired joints of patients across the globe. This hospital has separate medical tourism division for promotion of medical tourism. They have trained manpower, associated with international healthcare agencies and associations.

CIGMA Hospital

This hospital has 99 Bedded super speciality & tertiary care centre with More than 75 highly qualified & experienced consultants. Cigma is practicing medical tourism and operation of medical tourism services they have outsourced with an international company in initial stage. This hospital has big plan for medical tourism in near future. ²

Patwardhan Hospital

Dr Dilip Patwardhan is a pioneer in orthopedic practice in Marathwada and is working tirelessly for the last 40 years. He has seen the hospital and orthopedic surgeon grow in the region and his sapling of General Orthopedic care center has evolved to become a Super

² Researcher has visited hospital
specialty care center in the field of Orthopedics. Catering to the patients for almost all parts of Maharashtra and Abroad, all orthopedic subspecialties are taken care of in this setup. Starting from basic Trauma, pediatric Orthopedics, spine and Neuro Surgery.

**MGM Hospital**

This is a super specialty hospital and medical college in Aurangabad, providing state-of-art services to the local patients. This hospital has good infrastructure to cater international patients. Hospital has treated some international patients especially from Iran and other Middle East countries. MGM hospital planning for promotion of medical tourism in big way by making the tie-up with international association and planning to set up international patient department in campus.

There are other hospitals in Aurangabad not actually involved in Medical Tourism, but they are planning for medical tourism. Even if they get walk-in international patients they are providing services to them.
4.2 Organization and Management of Medical Tourism in Mumbai

4.2.1 Introduction Mumbai

Mumbai is the commercial and entertainment capital of India. It is also one of the world’s top ten centers of commerce in terms of global financial flow, generating 5% of India's GDP and accounting for 25% of industrial output, 70% of maritime trade in India (Mumbai Port Trust & JNPT), and 70% of capital transactions to India's economy. The city houses important financial institutions such as the Reserve Bank of India, the Bombay Stock Exchange, the National Stock Exchange of India, the SEBI and the corporate headquarters of numerous Indian companies and multinational corporations. The city also houses India's Hindi (Bollywood) and Marathi film and television industry. Mumbai’s business opportunities, as well as its potential to offer a higher standard of living, attract migrants from all over India, making the city a melting pot of many communities and cultures.  

4.2.2 Tourism and Healthcare Potential in Mumbai

Tourism

Mumbai, Maharashtra’s most visited destination’s largest source market traditionally has been Western Europe. The UK represents more than 80 per cent of the Western Europe demand and was the largest source market for Mumbai followed by West Asian and North America as per the Jones Lang LaSalle hotels the Indian hotel report – Mumbai tourism market overview. The South Mumbai area houses the Gateway of India, Museums, Shopping malls and Designer showrooms. It offers Victorian buggy rides, walking down Kala Ghoda’s art district in an aesthetically designed surrounding. With its proximity to the world heritage site of Elephanta, South Mumbai can become the primary activity-oriented destination. Mumbai’s International airport brings around 26 per cent of international tourists to India. It has the advantage of getting most of tourists to the state before any other state in India does.

3 Maharashtra Tourism Development Corporation
Healthcare

Mumbai has a vast supply of public and private health care services. The services range from the super specialty, tertiary-level care hospitals to the general practitioners. The Central Government has its own dispensaries, which are available only for their employees. Further, there are the Employees' State Insurance Scheme (ESIS) health care services that include hospitals and dispensaries which cater to employees in the organized sector. The various government organizations, such as ports, railways and defense, have their own health care services for their employees. For the general population, the Municipal Corporation of Greater Mumbai (MCGM) provides major facilities in the public sector along with the State Government. The Public Health Department of the MCGM not only provides basic health care facilities but also manages other aspects related to preventive and social or community medicine. The Department is divided into zonal set-ups for administrative purposes. There are five such zones, which cover 23 Wards (nine city Wards, eight western suburban Wards and six eastern suburban Wards). The Deputy Municipal Commissioner handles each zone. Each Ward has a separate Ward Office and the Ward Medical Health Officer (MHO) heads the Public Health Department in that Ward.

4.2.3 Medical Tourism in Mumbai

Mumbai is the only city in Maharashtra catering maximum number of international patients and medical tourism hub in India, as per survey revelation identified that after Bangalore and Delhi it is also major attraction for medical tourist. Private hospital groups has special provision for medical tourism operation, hospitals has separate international patient department and medical tourism department some hospital has qualified trained manpower who has degree/diploma in medical tourism education. Hospitals from Mumbai has tie-up with medical tourism facilitators and overseas insurance companies. Some of hospitals have official tie-up and association with overseas government and their associations. Local bodies also contributing for medical tourism Gov. of Maharashtra in collaboration with FCCI has launched Maharashtra Medical Tourism Council. This council will operate as a nodal agency responsible for smooth operations in the medical-tourism
sector besides promoting Maharashtra's health-care facilities and tourism attractions in India and abroad.

**Hospitals involved in medical tourism at Mumbai**

**Fortis Hospital (JCI Accredited)**

Fortis Healthcare Limited is a leading integrated healthcare delivery provider. Presently it operates in 11 countries, in the Asia Pacific region. The healthcare verticals of the company has span diagnostics, primary care, day care specialty and hospitals. Fortis Healthcare is driven by the vision of saving and enriching lives through clinical excellence. Currently, the company operates its healthcare delivery network in Australia, Canada, Hong Kong, India, Mauritius, New Zealand, Singapore, Sri Lanka, Nepal, UAE and Vietnam with 75 hospitals, over 12,000 beds, 600 primary care centres, 191 day care specialty centres, 230 diagnostic centres and a talent pool of 23,000 people. Fortis group of hospital catering maximum international patients in India from across the globe. On an average one hospital getting thousand patients per year.

**Jaslok Hospital (NABH Accredited)**

The Hospital’s services include sophisticated technology, which is also available in emergency for patient treatment. It ensures speed in diagnosis. The Hospital is well known for launching the latest technologies in different areas of the Medical Field. Service excellence is achieved through an ideal blend of medical brilliance and personalized care. Jaslok Hospital relies a great deal on innovation, introspection and to continuing upgrade and improve patient care. Our Hospital provides healthcare that includes prevention, excellent treatment, rehabilitation and health education for patients and their families.

This hospital getting patient from African counties and Middle East, recently Thomas Cook Travel Agency has started Travel Desk at Jaslok hospital for international patient and hospitality services for domestic patients too.

---

*Researcher has visited hospital*
**Seven hills Hospital**

SevenHills Group has over two decades of experience in the healthcare sector, providing quality healthcare and valuable experience, supported by a team of compassionate and dedicated medical professionals. SevenHills Hospital, a healthcare landmark, has been a household name to more than 50 million Indians. SevenHills Hospital offers state of the art in-patient and out-patient facilities, focusing on the comfort and safety of our patients and their loved ones. SevenHills Group currently has two hospitals, located in the cities of Mumbai, Maharashtra and Visakhapatnam, Andhra Pradesh. Hospital has separate international patient department with all advance facilities for the patients. *(Plat No. 4.2)*

**Shroff Eye Hospital (JCI Accredited)**

Shroff Eye Hospital is India’s First Eye Hospital accredited by the Joint Commission International (USA) since 2006. Shroff Eye is also India’s first and only Wave light Concerto 500 Hz LASIK center. Shroff Eye has stood for excellence in eye care since 1919. A firm commitment to quality is at the heart of all services provided at our centers at Bandra (W) and Marine Drive, Mumbai. Shroff Eye provides ‘Quality Ophthalmic Care’ with the highest levels of skill, competence and concern, leading to effective care that meets patient needs and ensuring the prevention, diagnosis and treatment of various ocular conditions by adopting the latest technologies, techniques and practices in ophthalmology.

**Saifee Hospital**

Saifee Hospital located in South Mumbai is a state of the art, multi-specialty hospital providing the latest technology for diagnostic and therapeutic services set up with world class ambience. Employing a team of highly qualified and committed consultants and paramedical staff, combined with state-of-art technology, the hospital ensures quality medical care to meet the demands of different age groups and risk profiles. The Hospital offers a wide range of tastefully furnished rooms along with panoramic and serene surroundings, a homely atmosphere and comfortable accommodation. Saifee hospital catering international patients from Middle East countries.
Plate No. 4.2 seven hills Hospital, Mumbai

Seven hills hospital at Mumbai (Maharashtra)

Researcher at Seven hills hospital, Mumbai (Maharashtra)
Asian Heart Institute (JCI Accredited)

India’s Highest Accredited Hospital with JCI, NIAHO & ISO certification Adjudged 'India's Best Private Cardiac Care' two years in a row in The WEEK-Hansa Research. Over 1, 65,000 patients treated by AHI Doctors in over 10 years. The team was specially chosen for Hon'ble Prime Minister Dr. Manmohan Singh's redo bypass surgery and post-operative care. This hospital has pioneered Robotic Surgery in Mumbai and Western India. The da Vinci Si Robotic Surgical system adopted by this hospital is one of the very first in the Asia-Pacific region.

Healthy Always.com

Healthy Always is healthcare portal that serves information about healthcare service providers across the globe. Healthy Always is the platform for international patients and healthcare service providers. Patients can select hospitals and doctors as per the experiences of doctors and hospital infrastructure. (Plate 4.3)
Plate No. 4.3  Researcher with Medical Tourism Facilitators

Researcher with Mr B.W Advani, Director Medical Tourism Facilitator company (Africa)

Researcher with Mr Shahid Badshah (CEO), Healthy Always.com an International Healthcare Portal
4.3 Organization and Management of Medical Tourism in Nagpur

4.3.1 Nagpur

Nagpur City has many distinctions popularly called the Orange City, it is the second largest city in Maharashtra. It is also the second greenest in India and is located at the very center of the heartland, almost equidistant from Kolkata, Chennai and New Delhi and Mumbai. Nagpur is a sprawling, seemingly infinite metropolis and is India's primary transport hub with all the nation's main highways intersecting there. And at the very center of this national center is Zero Mile, marked by the stone obelisk that the British placed there, on whose surface is an engraved list of cities (spelt the old-fashioned way) with distances to each of them.

4.3.2 Tourism and Healthcare Potential in Nagpur

The growth of public health and medical facilities in the country is a development of recent origin. However, this is not true of Nagpur district, where the pioneering work began as early as the sixties of the last century. The Mayo Hospital was started in 1867 and the Murray Hospital in 1896 gave a lead and today the district has a number of well-known institutions for medical relief, public health and research. This however does not mean that the populace was disease-conscious and easily availed of the medical facilities. The disease was rarely ever ascribed to some physiological disorder. Many a time it was ascribed to some outside evil influence which was propitiated by some sacrifice. It was only with the spread of western education that conservatism and orthodoxy were replaced by reason and rational outlook.

4.3.3 Medical Tourism in Nagpur

Nagpur has practicing medical tourism in some of hospitals like Wokhardt Hospital, Care Hospital, OrangeCity Hospital, Meditrina Hospital, some hospital has potential to cater international patient but yet they haven’t start medical tourism. But in case of emergency and walk-in international patients they are ready to

---

1 MTDC Broucher
2 MTDC Broucher
3 http://nagpur.nic.in/gazetteer/gaz1966/final_gazettee/med.html
provide them healthcare services. Researcher has conducted survey in above mentioned hospitals and discussions with hospital administrators, marketing departments and in some of hospital in HR Department as well public relation. The average number of patient is less in compare to the Mumbai and Pune. Dhantoli is the one area where number of private hospitals and clinics located and new hospitals are coming\(^7\). There are two three medical tourism facilitators also in the city who promoting and practicing medical tourism. Researcher has contacted travel agencies and tour operator companies. But from the Nagpur region none of the company is directly involved in medical tourism business. But is found that some of operators has outsourced some hospitals services such as ticking and local transport (pick up – drop facilities).

**Hospitals involved in medical tourism at Nagpur**

**Wokhardt Hospital**   Wockhardt group has embarked on an ambitious endeavour and come up with a Super Speciality hospital, which is in addition to the already existing Cardiac set up in Nagpur. This contemporary distinctive 115 bedded, super speciality hospital has been established befitting the trust of the people of Central India, which has ensured that the already existent cardiac hospital at Nagpur crosses expectations thereby facilitating accreditation with NABH. Wokhardrt Nagpur has super speciality medical care in the areas of Neurology, Neurosurgery, Orthopaedics, Minimal Access Surgery and Critical care besides other specialities like Urology, Nephrology, Medical and Surgical Oncology, Endocrinology, Gynaecology, Paediatrics, Emergency Care and Preventive Healthcare. (Plate 4.4)

**Care Hospital (NABH Accredited)** Care Hospital is one of the fastest growing hospital chains in India, engaged in providing primary as well as tertiary healthcare services. This hospital chains is founded and managed by professionals with a mission and passion for providing healthcare for the needy. At CARE, the growth has been phenomenal. It is a 100-bed single speciality Heart Institute facility focusing on cardiac care.

\(^7\) Researcher has visited place Dhantoli at Nagpur
Plate. 4.4 Wokhardt Hospital, Nagpur (Maharashtra)

Wockhardt Hospital, Nagpur

Researcher at Wokhardt Hospital, Nagpur
Meditrina Hospital

It is the first hospital in Central India to deploy the use of latest Stryker Sonopet Cavitron Ultra Sonic Surgical Aspirator for difficult brain tumor procedures, and Bone CUSA from Stryker for Spine surgery procedures. It has the computer assisted TKR from Stryker Navigation Systems, 60 bedded state of the art patient centered ICU, 30 bedded, three separate ICU’s with air handling. Again it has the fully integrated Hospital Information System (HIS) with PACS (Picture archiving and communication system). Hospital building of this hospital is constructed on ‘green’ principle to provide maximum light, fresh air and curtail energy costs.

Orange city Hospital

Orange City Hospital & Research Institute is now able to cater a vast section of Central India populace and make a distinct mark as the Trusted Tertiary Medicare Centre of Central India. Looking into the quality management system made applicable at Orange City Hospital & Research Institute have been certified for ISO 9001: 2000. They are already providing comprehensive Medicare Services (OPD & IPD) to employees of around 60 major organizations / companies of Central India including CGHS, NMC, and CIL etc. Their innovative approach and immense belief in investment of technology and research, has contributed in positioning them as leader in comprehensive health care in Central India.8

Nagpur has international airport there, some walk-in international patients who directly visit hospital without prior appointments. It is not actual medical tourism practice, it is found that hospitals are getting patients in this way by discussions with Nagpur’s healthcare service provider.

---

8 Researcher has visited hospital
4.4 Organization and Management of Medical Tourism in Nasik

4.4.1 Introduction to Nasik

This District has great mythological background. Lord Rama lived in Panchvati during his vanvas. Since last 6-8 years, industrial development has picked up the speed, particularly after declaration of a five-star mega industrial estate on 2700 ha. Land in Sinners block. There are 174 medium and large industrial units employing 75,834 people. Many reputed and large companies like Mahindra & Mahindra, MICO, Siemens, Crompton Greaves, Kirloskar, and Raymond steel, Jindal, Brook Bond, L & T, Ceat, VIP, Carbon Ever flow, Garware, and Glaxo India etc. have established their units in the District. Though Nasik is an Industrial city, it has got 13% working population in primary i.e. agriculture sector, and this is more than any of the large city of Maharashtra. Nasik has second highest working population in service sector (27%) next to Aurangabad, (31%)\(^9\). Hence Nasik is listed in Industrial cum service category.

4.4.2 Tourism and Healthcare Potential in Nasik

Tourism

Tourism has been a traditional function of the city. Visitors come to city on auspicious days in large numbers, to have a dip in river Godavari. Godavari is known as a holy river. People assemble in great numbers at Nasik every 12 years. This fair is known as Kumbhamela. The last Kumbhamela was held in the year 2003 when about five million people visited Nasik. In normal years tourists visit to perform certain religious rites on banks of Godavari and at the numerous temples. Beautiful old temples of Shiva at Trimbakeshwar, Kala Ram at Nasik and Devi (Goddess) temple in the hills of Saptashringi attract a large number of devotees. Modern temple complexes like Mukti Dham and church at Nasik road have become new attractions for tourists. Sai Baba temple at Shirdi in neighboring district attracts people of all faiths Nasik has a living heritage. Majority of its heritage structures are the temples which are put to the same use as they were in the last 200 years or more. The religious tourism

\(^9\) http://nashikcorporation.gov.in/retrieved on August 9, 2011
traffic to Nasik, which includes the holy places of Trimbakeshwar and Shirdi, is tremendous all the year round.

**Healthcare**

Nasik district has public aided 60 hospitals, 113 dispensaries, 134 delivery centers and 103 primary health centers. In all these 5600 total beds were available, out of which 2329 beds were for ladies patients only. Total doctors working were 657 and they admitted 1.60 lakh patients and other medicated patients were 20.54 lakhs. More recently emphasis has been given to AIDS (Acquired Immune Deficiency Syndrome) control, cancer control and special health facilities in the tribal area in the district. Data in Maharashtra government's Directorate of Health Services shows that the district has a total of 103 Primary Health Centres, the highest among all districts of the state. Similarly, the Nasik District Hospital has a capacity of 623 beds, the maximum among all district hospitals.

4.4.3 **Medical Tourism in Nasik**

Nasik’s hospital has available advance and very few surgery which available other part of India and abroad particularly who suffering from blood cancer problem. Lotus Institute of Haematology, Oncology and Bone Marrow Transplantation. It was the first such surgery in north Maharashtra, confirming the city's position on the state's healthcare map. In recent years, the temple town is moving from being the land of pilgrims and wines to a city that offers super speciality medical care.

There are only a few hospitals that offer advanced care in this field. Nasik has two social trusts that raise donations, so even the underprivileged can get speciality medical aid with state-of-the-art infrastructure and fees lower than the high-end hospitals in Mumbai and Pune, the centre has fuelled a growth in medical tourism in Nasik over 70 per cent of patients come from outside the state. Easy access from Mumbai with a four-lane highway and a railhead in the city are increasing traffic to Nasik. And with civilian flights likely to be operational soon from the Ozark military airfield 17 km away, medical care will just be a flight away.
Hospitals involved in medical tourism at Nasik

Wokhardt Hospital

Wockhardt Hospitals, Nasik – the first corporate hospital in north Maharashtra – is a dedicated super specialty hospital offering comprehensive, end-to-end care in Cardiology, Cardiac Surgery, Neurology, Neuro Surgery, Orthopedics and Joint Replacement Surgery. Other key Specialties include Minimal Access Surgery, Nephrology, Urology, Critical Care, Medical & Surgical Oncology and Emergency Services & Trauma Line. Apart from providing Preventive Healthcare Services, the hospital also acts as a Regional Referral Centre for Pathological investigations. The hospital is equipped with 200 beds (of which 44 are critical care beds), 4 Operation Theatres meeting International Standards, Digital Flat Panel Cardiac Catheterization Lab and Dedicated Cardiac Ambulance and a 24 hrs.

Lotus - Institute Of Haematology, Oncology and Bone Marrow Transplantation

This is a first of its kind institute of blood diseases, cancer and stem cell research and transplant in North Maharashtra and amongst very few in our country. Hospital specialized in Blood cancers like acute leukemia (aggressive blood cancers), chronic leukemia like Chronic Myeloid leukemia, chronic lymphocytic leukemia and other leukemia. We have special interests in Myeloma, lymphoma, Hodgkin’s lymphoma and other rare lymphomas. Few years back 5 yrs. old girl from Iraq has done successful bone marrow transplant. 10

Shri Saibaba Heart Institute & Research Center

Hospital is well equipped to deal with minor, major and supra-major cardiac cases. Hospital operate round the clock and offer 24 - hour cardiac ambulance, medical store, radiology and pathology laboratory services. Hospital offer the best facilities to ensure the maximum care and comfort of patients. Comprehensive medical check-up programmes are beneficial to all and also equipped with a Cardiac Rehabilitation Center which offers professional guidance on post-surgical diet, exercise, yoga, etc. This hospital not actual involved in

medical tourism but maximum patient coming from other states (out of Maharashtra) as Shirdi is pilgrims destination people visit from all over the India and globe, media and experts assuming that domestic medical tourism can develop in Nasik. To provide healthcare services to poor people at affordable cost.
4.5 Organization and Management of Medical Tourism in Pune

4.5.1 Introduction Pune

Pune has long been an important center of trade. The agricultural products of the irrigated area, e.g., vegetables and sugarcane, on the hand, and the increasing needs of a growing population on the other, have enhanced this importance. With increasing urbanization the district has developed banking and insurance business as well. While much of the non-agricultural economic activity of the district has only centered round the operations of public departments, manufacturing industries have on the whole undergone noticeable improvement. Industries like gold and silver thread, ivory-working, and felt, connected with the older type of social life and wants, have steadily dwindled, owing to reasons, both technological and social. As per the district socio economic review 2011, for finical year 2009-2010, it indicates that due to presence of information technology related industries district economy is mainly based on the tertiary sector and next to that on secondary sector due to automobile and other manufacture industries.

4.5.2 Tourism and Healthcare Potential in Pune

Tourism Pune is the center of traditional Marathi culture, in which education, arts and crafts, and theatre are given place of pride. It has one of India's oldest universities and its numerous colleges attract both Indian and international students, which is probably why it is called the Oxford of the East. Pune is slowly becoming a cosmopolitan city and is now an important commercial center. Osho Ashram Bhagwan Rajneesh's famous ashram is located at 17 Koregoan Park, a green and elite suburb of Pune. This site attracts thousands of visitors. Built in 1736, Shaniwar Wada was once the palace of the Peshwa rulers. This historic seven-storied palace was built by Bajirao Peshwa I. As per the study conducted by MTDC for Maharashtra state, out of total visitors about 10% visitors had visited Pune in the year 11-12. After comparing number of visitors to districts in the year 11-12, it is found that district ranks fourth in domestic visitors and second in foreign visitors in the state.  

---

21 Pune District Tourism Master Plan Inception Report, February 2013
Healthcare  As per 2010-2011 record, following is the breakup of public and government aided health institutions, 1) 48 Hospitals and 3 Super specialty Hospitals 2) 85Dispensaries 3) 110 primary healthcare centre, 4) 48 Maternity Homes there are total 1095 doctors, 2353 nurses in the service of above mentioned health institution with availability of 7312 beds of females and children. Apart from public and government health institutes few famous private super specialty hospitals are present in Pune city.

4.5.3 Medical Tourism in Pune

Pune is emerging as a destination for medical tourism because the city has good hospitals with accomplished specialists capable of providing world-class treatment at far lower costs. It is economical for citizens of other developing nations to come to Pune for treatment. The Ruby Hall Clinic, Sancheti Institute for Orthopaedics and Rehabilitation, Aditya Birla Memorial Hospital and Jehangir Hospital are among those which offer specialised treatment for cancer, joint replacement and hip surgeries, in-vitro fertilisation (IVF), cosmetic surgery, spine-related problems, kidney transplant, bone marrow transplant, cardiac problems and others. In addition, these hospitals provide good services with international standard rooms, Internet facility, interpreters, and tours for relatives and so on. That the city does not have good air connectivity is not a deterrent as many hospitals run pick and drop services from the Mumbai international airport. The city is also well-connected by road and railways. Pleasant weather, good eating places, shopping centres, and historical attractions also make Pune a preferred destination for medical tourists. Around Pune there is a wellness centre named ‘Kaivalyadham’ catering many international patient a large section of these foreign patients belong to African and Middle East countries, rather than the US, UK and other European countries, from where the travel time would be more than 18 hours. Moreover, the city also has a large foreign student presence of around 18,000, most of whom hail from countries like Nigeria, Tanzania, Kenya, Burundi, Zambia, Oman, UAE, Kuwait, Iraq and others. These students also act as the brand ambassadors for Pune, when they get their relatives here for treatment. (Plate 4.5)
Plate 4.5 Kaivalyadhma Wellness Centre Near Pune

Kaivalayadham Wellness Centre at Lonavla

Interaction with international patient and wellness coach at Kaivlyadham, Lovavla
Hospitals involved in medical tourism at Pune

Ruby Hall Clinic

Ruby Hall Clinic is one of the largest medical institutions of Western India with a multi-specialty hospital dedicated to the diagnosis, treatment and research related to various diseases. It is a 550-bed hospital with a staff of 300 senior Consultants, 6000 panel doctors and 1600 paramedical staff. This hospital attracts and treats around 0.25 million patients every year including large no. of foreign nationals from countries like France, Italy, Germany, Japan, Korea, Iraq, Iran, Oman, UAE, Nigeria, Ethiopia, Kenya, Tanzania, Burundi, Uganda, and many other countries To promote medical tourism and provide excellent services to international patient this hospital has started new division at Wanowrie, Pune and hospital got Best Medical Tourism facilitator award by ministry of tourism government of India.

(Plate No. 4.6)

Inamdar Hospital

Inamdar Hospital World Class Medical Services is equivalent to the world’s best medical facilities. Being a Multispecialty Hospital, Our services range from Cardiology and Orthopaedic to Gynaecology and Cosmetic Surgery. Equipped with the state-of-the-art infrastructure and facilities, Inamdar Multispecialty Hospital gives its patients’ personal specialized care to ensure early recovery. We guarantee your comfort-by providing a combination of the best of healthcare facilities, world class medical treatments and infrastructure at the best packages available. This hospital has separate department for cater overseas patient and they are getting patients form Iran, Iraq and other Middle East countries.
Plate 4.6 New Branch of Ruby Hall Clinic especially for Medical Tourism at Wanwaire, Pune

Researcher at Ruby Hall Clinic, Pune
Sancheti Hospital

Sancheti Hospital, located in Pune was commissioned in 2008. Poona Health Services is a private corporate body which was formed to run and conduct the services at Sancheti Hospital. Sancheti Hospital has state of the art infrastructure and equipment’s to conduct all the Specialities and Super-specialities services. Sancheti Hospital highly specialized services in all areas of orthopaedics, which include Joint Replacement, Arthroscopy, Spinal Surgery, Rheumatology and Arthritis, Shoulder Surgery, Plastic and Reconstructive Surgery, Neurology, Hand and Microvascular Surgery. Thus, it is the largest super-speciality with all the orthopaedic sub-specialties under one roof.¹²

Aditya Birla Hospital

Aditya Birla Memorial Hospital (ABMH) is a multi-specialty medical center located at Pimpri-Chinchwad in the west Indian state of Maharashtra. The quaternary healthcare center provides high quality and cost-effective medical services. The 500-bed hospital functions in a filmless and paperless digital environment, backed by cutting edge medical technology and IT resources. (Plate 4.7)
Plate No. 4.7 Hospital Visits at Pune

Researcher at JCI Accredited Hospital, Pune

Researcher at Sancheti Hospital, Pune
Dinanath Mangeshkar Hospital

This hospital has 67 ICU beds with a central monitoring system. Every bed has bed-side monitor. There is separate room & passage for the attendants. Hospital has central oxygen, nitrogen, suction systems. Fresh air and pure water is available everywhere in the hospital. The dome above the center core of the hospital maintains the temperature inside the hospital & enhances the natural light. This hospital is not promoting medical tourism but many international patients come here especially for oncology and voice clinic. \(^\text{13}\)

The best advantage for Pune is that many multinational companies are here, IT parks and maximum number of foreign students are learning in the city. Because of cost difference these students and foreign employee are calling their relatives, parents for treatment in Pune.

---

\(^{13}\) Research has visited hospital