Chapter 6

Survey Revelation

6.1 Survey Revelations of Experts / Industry Professional
6.2 Survey Revelation of Hospitals Personnel
6.3 Survey Revelation of Medical Tourism Facilitator
6.4 Survey Revelation of Association and Organisation (Government / Private)
6.5 Survey Revelation of International Patients
6.6 Hypothesis Testing
Chapter 6  Survey Revelations

Introduction:

The purpose of this survey is to interconnect expert views on facets of medical tourism, as there are many issues relating to medical tourism operation. The survey was also formulated with the aim of understanding of organization and management of medical tourism in the state of Maharashtra.

The structured questionnaire was prepared for Experts, Medical Tourism Facilitators, Healthcare Service Providers and International Patients. The questions that were according to research objectives included perceptions over preferred medical tourism destinations, reasons for travel, challenges to the industry and the essential elements of a good medical tourism destination. The questions were formulated to answer that would reveal the respondents perception and opinions about the medical tourism organization and management in the state of Maharashtra. The researcher has contacted 500 respondents in total, out of which 380 (response rate 76%) valid responses were received. The data collected through survey was both quantitative and qualitative in nature.
6.1 Survey Revelations of Experts / Industry Professionals

6.1.1 Introduction

Data has collected from Medical Tourism Consultants, Tourism Experts, Academicians, Researchers and Industry professionals to understand their views and opinions. The questions were asked to consultants to assess the Maharashtra’s tourism potential, in this concern the questionnaire included 2 sections. 1st section of the questionnaire includes a dichotomous scale in which the questions are related to the potential of Maharashtra, Healthcare infrastructure and the role played by various stakeholders in medical tourist. To assess the potential in various aspects of medical tourism, requirement of medical tourism education views were also taken in to consideration.

Consultant or Experts play a vital role in policy and strategy framing. Hence here in 2nd part of the questionnaire consultants views were collected in terms of recent trends in medical tourism and their views regarding healthcare system and tourism policy. This questionnaire provides the important elements of the hospital for patients and challenges faced by medical tourism industry and the reasons for medical tourist obtaining tourist visas. This will help to give insights for marketing and solving issues related to the medical tourism industry.
The Fig 6.1.1 reveals that 92% respondents think that Maharashtra has potential for medical tourism. Similarly, 89% respondents reflect that Maharashtra has tourism potential too. Though Maharashtra has medial tourism potential but 60% respondents mention that the Healthcare Infrastructure is not sufficient and medical tourism itself is not in an organized form as mention by 82% respondents. 93% respondents think that there should be governing body for organization and management of medical tourism. Some of the respondents (68%) thinks that Government can play vital role Medical Tourism. 73% respondents agreed on that Maharashtra can offer affordable cost in compare to other destinations and 68% thinks that domestic medical tourism be the future of medical tourism. 98% respondent’s emphasis on Medical Tourism Education is required to develop the concept of medical tourism and 83% think that Medical Tourism can be sustainable.
The fig 6.1.2 reveals that the JCI (45%) is mostly preferred accreditation body and NABH (45%) moderately preferred accreditation body in India. The preferred accreditation in India as compared to other accreditation body (ISO, AYUSH) some of hospitals offering wellness packages and they have separate wing for wellness services now this practice going in corporate hospital so variable AYUSH (30%) is moderately preferred by the respondents.
The results shows that, International medical tourism (73%) and Regional Medical Tourism (60%) are the preferred trends in medical tourism. The results also indicates that domestic medical tourism (44%) would be upcoming branch in medical tourism.
The respondents have given very much importance to recruit the trained manpower (72%) and also they have suggested to make changes in marketing promotion (56%), Branding (63%) and international accreditation (56%), patient satisfaction (66%), highly skilled surgeons (67%).

The results show that, quality treatment (91%) and Hospitals (80%) are the most important elements for the patients also cost of procedure (54%) is Very Important after the quality treatments and hospitals while choosing the hospital for treatment. Respondents were emphasis on quality treatment than accreditation of hospital.
According to the respondents Lack of government participation (60%), Infrastructure (51%), Governing body (51%) are the biggest challenges for promoting medical tourism in the state of Maharashtra.
To measure the potential of medical tourism in the state of Maharashtra, the respondents were asked to rate the evidence exist about opportunities in the state of Maharashtra. Respondents were strongly agree to Affordable quality treatment (59%) and Private Healthcare Services (43%) and agree medical city projects. The respondents don’t think that FDI in Insurance is as evidence or opportunity for the state of Maharashtra the reason is that, very few hospitals has provision to provide services to international insured patients and limited hospital has association with international insurance companies. (Fig 6.1.7)
It is observed (Fig 6.1.8) that the international patients obtaining Tourist VISA for medical treatment purpose though there is provision of MVISA (Medical VISA), so as to know the reasons, respondents were asked what could be the reasons behind this, as per respondent’s opinion the reasons are MVISA Guideline (60%), documentation procedure (59%) and Lack of Promotion of MVIA (51%). The documentation procedure is too lengthy as per the existing MVISA guideline, that’s way medical tourist preferring Tourist VISA instead of MVISA.
6.2 Survey Revelation of Hospital Personnel

6.2.1 Introduction

Hospital personnel is a very important component in the medical tourism industry. For the survey purpose, the samples were collected from the five leading districts of Maharashtra i.e. Aurangabad, Nasik, Pune, Nagpur and Mumbai. Total 100 sample were selected for the study purpose.

The questionnaire for hospital personnel is related to operations of the hospitals like extra facilities provided by them to the international patients, domestic patients and the target market for their services. It is also related to safety and security of the international patients, which will give insights for the safely security norms for international patients. It also focuses on challenges faced by the hospitals while handling the international patients.
To understand the healthcare service provider’s actual role in Medical Tourism and their process, the questions were asked to respondents that how many healthcare service providers practicing and promoting medial tourism. Total 87% respondent’s practices and promoting medical tourism and only 27% hospital has International patient department, 38% respondent’s mention that they are associated with medical tourism facilitators.
44% hospitals are offering wellness and tourism packages, pre post-operative is not big concern as feel by 55% respondents. Only 25% Hospitals has qualified trained manpower for medical tourism operation. 86% Healthcare service provider also think that Maharashtra has potential for Medical Tourism then also 90% think Medical Tourism is not an organized form.

To identify the target market on basis of age group, the question were asked to hospitals that which age group of international patients travel to their hospital. Respondents were rated the given age group on 5 point likert scale. The results shows that Age group 0 – 5 Least Traveling (42 %) and age group 06-20 yrs. (39%) are not travel much for treatment. age group 21-40 yrs ‘Moderately Travel’(31 %) and most travelled age group is 41-60 yrs (81%).
To understand the flow of international patients the respondents asked to rank the year in which patients have increased. According to their database, it is observed that patients has increased in the year 2009, the remaining year the growth seems to be constant.
To understand type of treatment which international patients preferred in Maharashtra, the question were asked to hospital that which is the common treatment preferred and availed by medical tourist. The result shows that for Joint Replacement 58% and Cardiac surgery 29% are most preferred treatments in Maharashtra. Medical tourist also preferred Maharashtra for Organ transplant Somewhat Preferred 50%, Cosmetic Moderately Preferred 19% and Dental 16 %, Wellness 38% Treatment (Preferred Moderately). All over for Joint replacement and Cardiac huge demand in Maharashtra but it also observed that Organ transplant gradually capturing the market.

To know the organization and management of hospitals in terms of medical tourism operation, the question were asked to hospital personnel that which department is responsible for handling international patients, respondents rank more to HR & Admin (33%) and ‘Marketing Department’ (22 % ). Somewhere the international patient department too responsible for handling international patients. (see Fig 6.2.5)
The healthcare service providers ask to rate the accreditation body by which they accredited and plan to accreditation. The above frequency table shows that in Maharashtra only 03 JCI accredited hospital are there, 12 hospitals are in process of accreditation and 3 hospitals are planning for JCI. The table shows that 17 hospitals in Maharashtra has accredited by NABH and 20 hospitals are in process of NABH accreditation.

(These accreditations on the basis of respondents, for official list by NABH & JCI see table 2.4, 2.5.)
The Survey reveals that 58% Quality Treatment, Cost of procedure (51%) and 67% Doctors are Most Important elements while choosing hospital for treatments. Though Accreditation is important element then also respondents least preferred the element accreditation (19%). see (Fig 6.2.7).

![Fig 6.2.7 Important Elements A Patient Would Consider In Choosing Hospital](image)

![Fig 6.2.8 Biggest Challenges For Medical Tourism Industry As Well As The State Of Maharashtra To Promote And Develop Concept Of Medical Tourism](image)
To identify the problem and challenges of medical tourism in the state of Maharashtra, respondents were asked to rate the challenges they faced in the medical tourism industry. The respondents strongly agreed that lack of government participation (31%) is the biggest challenge for the state of Maharashtra. (6.2.8)

The respondents were asked to what changes they need in the Maharashtra healthcare system, the respondents were strongly agree to patient satisfaction (48%), branding (48%), marketing and promotion (41%). And 57% says that recruit trained man power. (see fig 6.2.9)
6.3 Medical Tourism Facilitator Survey Revelation

6.3.1 Introduction

The questionnaire for facilitator includes their views on different aspects of organisation and management of the medical tourism industry. Researcher approaches near about 120 sample out of 120, only 100 were usable. In this questionnaire 5 point likert scale is used to assess the responses, the questionnaire included the marketing. Also this questionnaire will help to know the media tool use by facilitator for marketing their services. The facilitator opinions also taken for making changes in Maharashtra health care system and tourism policy.
To understand the problem of medial tourism facilitators and their work model the total sample of 100 respondents were selected from state of Maharashtra. The result shows that out of 100 only 21% Medical Tourism Facilitator has officially register their company / business as medical tourism facilitator. 74% respondents mention that they have alternative business except medical tourism and 37% has partnership in medical tourism business. 62% respondents rated that they provide services for domestic medical tourism, it’s indicated that domestic medical tourism is upcoming branch and these 62% respondents offered readymade packages to medical tourist.
63% respondent’s optimist about medical tourism potential in the state of Maharashtra. But 60% think that medical tourism in not in an organized form. (see. Fig 6.3.1)

Medical Tourism Facilitators, Travel Agents and Healthcare portal is source of generate business in order to assess the preferred state in India for medical tourist, respondents were asked that which state in India mostly preferred for treatment, the result shows that Maharashtra mostly preferred by the respondents (53%) and the states Tamilnadu (40%) Chennai.
As the present study is about organisation and management of medical tourism in the state of Maharashtra, hence to know the upcoming medical tourism destination in the state of Maharashtra, the question were asked which is preferred destination in Maharashtra by medical tourist. Respondents highly rated to Mumbai (70%) and Pune (69%) district, these destinations receives more medical tourist according to their database.
In Medical Tourism Process a very important elements is the hospital, while selecting the hospital many aspects related to hospitals such as accreditations of Hospitals, Quality Treatment of the hospital, and Cost of procedure and Doctors Surgeon Experiences taken in to consideration. For this purpose question were asked to respondents which is the most preferred criteria for selecting the hospitals, the respondents Highly rank the Quality Treatment 65% and then Doctors surgeons experiences 59 % Most preferred criteria for the facilitator. (fig 6.3.4)

![Fig 6.3.5 Important Element In Medical Tourism Business](image)

The fig 6.3.6 shows that, according to respondents Branding is Most Important (77%) element and Social Networking is somewhat important (43%) for the medical tourism business.
In the fig 6.3.6 respondents of the survey questionnaire were asked to identify the biggest challenges for medical tourism industry as well as the state Maharashtra to promote and develop concept of medical tourism. The respondents identifies that lack of government participation (44%) and Governing Body (66%) are the biggest challenges. More facilitators neutral on accreditation (30%) and infrastructure (39%).
The respondents were asked that what changes can be made in Maharashtra healthcare system and tourism policy to develop medical tourism. The fig. 6.3.8 reveals that, changes most preferred in the international patient satisfaction (57%), marketing promotion (47%), need of governing body (45%) and branding (43%).
6.4 Survey revelations of Associations (Government / Private)

6.4.1 Introduction:

The Associations related to the tourism industry including medical tourism plays important role in promotion of medical tourism industry in collaboration with its stakeholders (consultants, facilitators and hospitals). The questionnaire were distributed to the 100 Sample, out of these only 37 were found usable. For collecting the authentic data researcher approached to the associations those are related to medical tourism industry in Maharashtra also visit the Main branches based on other state except Maharashtra, such as Delhi.

This questionnaire contains questions related to marketing and responsibility of the medical tourism players. This questionnaire provides insights for assessing important elements of the hospitals and role of the associations and organizations in promotion of medical tourism industry in Maharashtra.
Association (government and private) has important role in Medical Tourism. 11 respondents has mentioned that medical tourism is their district initiatives, 9 respondents responded that private hospitals are partner with Government / Private Association. There is no policy to register as a medical tourism operator but 4 respondents rated that they have policy but (under the company act). 29 Association’s officials rated that medical tourism is not an organized form. Insurance company can play crucial role in medical tourism as rated by 20 respondents.
The fig.6.4.2 indicates that the age group 21 to 40 (19) and group 41 to 60 also travelled (13) moderately to Maharashtra for treatment.

The above fig. shows that in 2010 and 2008 the patient were increased as compare to the 2011 and 2012 years. The growth not seen significantly different in the year 11 and 12.
The frequency of fig.6.4.4 shows that in Maharashtra joint replacement (31) and cardiac surgery (24) are the most common treatment.
For fig 6.4.5 the question were asked to respondents to rate the states of India those are preferred by medical tourist in India. The fig. shows that Kerala (16) and Agra (15) are the most preferred destination by the medical tourist and Maharashtra and Bangalore are the somewhat preferred destinations after these two.

A very sensitive question were asked to the respondents about whose responsibility if something goes wrong, the samples were agreed to doctors (26) and the further they stayed constant on all the scale. (see 6.4.6)
As per the respondent’s response the table shows that, they feel that ‘Health Ministry’ and ‘Tourism Ministry can solve the issues related to Medical Tourism, 13 respondent ‘Agree’ 04 respondents ‘Strongly Agree’ Health Ministry can solve issue.
To evaluate what services offered by associations and organizations, respondents were asked to rate the services offered. Results shows that near about all the services offered by the associations i.e. MVISA (31), FRRO (33) and Safety and security (29). (see 6.4.8)

According to the respondents patient would consider nearby all the element as are strongly agree to component doctors (19) which Is really a very important element. And respondents agree to hospital (19), accreditation (20).It is also observed that Quality treatments (21) is significantly more than the other elements. (Fig 6.4.9)
From the above frequency table it is observed that there is need of improvement in the trained manpower (22) and building a brand (23). Respondents highly agreed to nearly all the changes noted above i.e. government participation (22), marketing promotion and change in governing body (19). (see Fig 6.4.10)
6.5 International Patients Survey Revelation

6.5.1 Introduction

A survey was conducted for International patients to record their experiences and problems faced. Sample survey mostly consists of International patients from Mumbai, Pune, Nagpur, and Aurangabad & Nasik Hospitals in the state of Maharashtra. A structure questionnaire was prepared to measure the different variables associated with patient’s experiences & satisfaction on 5 point likert scale. The sample size of patients is 43 researcher has approached 100 patients but responses got from only 43 patients. All the questions on five point likert scale and according to the questions scales varies.
The Fig 6.5.1 reveals that 24 respondents have directly communicated with the hospital for their medical treatment. 27 respondents took support of medical tourism facilitators and 32 respondents got chance to consult with a doctor before leaving their country. Cost of treatment in Maharashtra is less than other medical tourism destinations as reported by 41 respondents and 35 respondents are ready to recommend others Maharashtra’s hospital for medical treatment. One thing is noticeable that 22 respondents have faced problems during their stay in Maharashtra.
The figure illustrate that the frequents distribution are 24 respondents rated ‘Good’ for patient’s level of satisfaction in hospital in terms of counseling by doctors. When asked in terms of respect of religious commitment 30% of sample answered ‘Good’ Similarly patients have rated mostly terms of ‘Good’ for in hospital infrastructure (21), support staff behavior (23), Nursing staff and paramedical (16), Accommodation facilities (34) and food was not up to their expectation respondents rated ‘Bad’. Pre-Operative and post-operative was ‘Good’ in nut shell, foreign medical tourists have overall ‘Good’ level of satisfaction in hospital of Maharashtra.
it is found that M VISA and tourist VISA are moderately preferred, but Moderately and least preferred was MVISA, it supposed to most preferred than Tourist VISA while business VISA is least preferred (18) by medical tourists coming to India. (see Fig 6.5.3)
The results show that 19 patients are ‘Agree’ for ‘Documentation Procedure’, 20 for ‘Lack of Promotion’ and awareness of M VISA & 22 for M VISA for guideline. 13 of respondents are Disagree for VISA fees & 11 are Neutral. It is seen that ‘VISA Fees’ is not the reason for obtaining tourist VISA instead of M VISA.
Respondents were also enquired about their most preferred way of communication for getting information about their treatment. It is found that, ‘Internet’ (19), Medical Tourism Facilitates’ (23) & Doctor’s are most preferred. While ‘Hospital’ are ‘Moderately Preferred’ & ‘Insurance Companies’ are ‘Somewhat Preferred’.
The fig 6.5.6 indicates that in the form of internet communication ‘Blogs’ 23, ‘Online Video’ 16, ‘Articles’ 19, & ‘Patients Testimonials’ 19 are Somewhat Preferred as the most preferred tool for internet communication. Where as website is most preferred 22 and ‘Social Media’ is Moderately Preferred.
The fig shows that Medical tourists who have taken treatment from hospitals in Maharashtra have most used ‘Hospital Website’ 17, ‘Through Patients (word of mouth)’ 23, & ‘Medical Tourism Facilitators’ 21, as source information. Likewise ‘Internet Search’ & ‘Social Networking’ were moderately used.
Researcher has tried to find out the reasons to prefer Maharashtra as a Destination for medical treatment by the respondent. The frequency tables show that, ‘Highly Skilled Doctors’ 21 & ‘Cost of Treatment’ 21 are rated as ‘Strongly Agree’ similarly ‘Hospital’ 24 ‘Quality of Treatment’ 23 and ‘Tourist Attractions’ 14 as ‘Agree’.
In attempt to identify the problems faced by medical tourist in Maharashtra from above fig 6.7.9. it is found that most of them faced language barriers (13) problem, only (6) said that they have faced Visa problem. And they “Disagree” to the problem fraud and cheating (16).
lastly respondents were asked to rate the favorite tourist destination in India the ratings for this are as far ‘Agra’ 13 ‘Bangalore’ 15 and for ‘Kerala’ 17 ‘Strongly Agree’ similarly for ‘Chennai’ 18 ‘Hyderabad’ 18 and for ‘Maharashtra’ 17 as ‘Agree’ overall Maharashtra and Kerala favorite tourist destinations followed by Agra.
6.6 Hypothesis Testing

Hypothesis 1 (H₁)

The State of Maharashtra has tremendous Potential for Promoting Medical Tourism.

Table 6.1 Hypothesis 1 Test

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Consultant</td>
<td>100</td>
<td>92</td>
<td>08</td>
<td>92%</td>
</tr>
<tr>
<td>Hospitals personnel</td>
<td>100</td>
<td>86</td>
<td>14</td>
<td>86%</td>
</tr>
<tr>
<td>Facilitator</td>
<td>100</td>
<td>63</td>
<td>37</td>
<td>63%</td>
</tr>
<tr>
<td>Associations</td>
<td>037</td>
<td>31</td>
<td>06</td>
<td>83%</td>
</tr>
</tbody>
</table>

The table shows that, most of the stakeholders’ responded “Yes” to the question, that Maharashtra has tremendous potential for the medical tourism. Consultants (92%), hospital personnel’s (86%), facilitators (63%) and associations (83%).
Hypothesis 2 (H₂)

Medical Tourism in India is not in an organized form.

The Question were asked to respondents that, Do you think Medical Tourism is in organised form?

Table 6.2 Hypothesis 2 Test

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Valid</th>
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<th>Mean</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Consultant</td>
<td>100</td>
<td>18</td>
<td>82</td>
</tr>
<tr>
<td>Hospitals personnel</td>
<td>100</td>
<td>10</td>
<td>90</td>
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<tr>
<td>Facilitator</td>
<td>100</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>Associations</td>
<td>037</td>
<td>08</td>
<td>29</td>
</tr>
</tbody>
</table>

The table reveals that, that consultant (82%), Hospital (90%), Facilitators (60%), and Associations respond (83%) responded “No” to the statement that “medical tourism is an organized form”.

157
Hypothesis 3 ($H_3$)

There is no statistically significant difference between the opinions of the consultants, hospitals personnel’s and facilitators about the challenges faced by the medical tourism industry in regard to organization and management of Medical Tourism in Maharashtra.

The question asked to the respondents was regarding the biggest challenges for organization and management of medical tourism industry in Maharashtra using five point likert scale i.e from strongly disagree to strongly agree.

The hypothesis is tested by using one way ANOVA (analysis of variance). To know the significant difference between the means of the group’s opinions (Consultant, Facilitators, and Hospitals personnel) are dependent variables and independent variable is Challenges faced by the medical tourism industry.

Descriptive statistics

Table 6.3 Hypothesis 3 Test

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Consultant</td>
<td>100</td>
<td>16.9700</td>
<td>2.19483</td>
<td>.21948</td>
<td>16.5345 to 17.4055</td>
<td>16.5345</td>
<td>17.4055</td>
<td>11.00</td>
<td>20.00</td>
</tr>
<tr>
<td>Hospitals</td>
<td>100</td>
<td>14.6200</td>
<td>2.39013</td>
<td>.23901</td>
<td>14.1457 to 15.0943</td>
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<td>9.00</td>
<td>19.00</td>
</tr>
<tr>
<td>Facilitator</td>
<td>100</td>
<td>15.7700</td>
<td>1.65056</td>
<td>.16506</td>
<td>15.4425 to 16.0975</td>
<td>15.4425</td>
<td>16.0975</td>
<td>9.00</td>
<td>19.00</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>15.7867</td>
<td>2.30482</td>
<td>.13307</td>
<td>15.5248 to 16.0485</td>
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<td>16.0485</td>
<td>9.00</td>
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</table>
Table 6.4 ANOVA

<table>
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<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
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<td>Between Groups</td>
<td>276.167</td>
<td>2</td>
<td>138.083</td>
<td>31.254</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>1312.180</td>
<td>297</td>
<td>4.418</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1588.347</td>
<td>299</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The table shows that there was statistically significance difference between groups as determined by one way ANOVA. The difference between the means of the group’s consultants (16.9700), hospital (14.6200) and Facilitator (15.7700) is significant.

The significance value of F test in ANOVA table is 0.000. Thus, we reject our null hypothesis that there is no statistically significant difference between the opinions about the challenges faced by medical tourism industry in state of Maharashtra.
The above plot of group means indicates that there is more difference between means of consultant and hospital as compare to hospitals personnel and facilitators.

Lack of government participation and formation of governing body were considered to be the biggest challenges for O & M while infrastructure and accreditation were not considered important challenges by the sample groups As there was a vast difference between the opinions of the groups, it shows that there is lack of synergy between these groups for organizing and managing medical tourism in the state of Maharashtra.
Hypothesis 4 (H₄)

There is no statistically significant correlation between the patient’s level of satisfaction and recommendation of Maharashtra as preferred Medical Tourism destination.

The questions were asked to the patients to rate satisfaction level during their stay in hospital by using five point likert scale from Not Satisfied to Most Satisfied and the reason to select Maharashtra as preferred Medical Tourism destination.

Table 6.6 Hypothesis 4 Test

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std.deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient’s Level of Satisfaction</td>
<td>38.83</td>
<td>3.933</td>
<td>43</td>
</tr>
<tr>
<td>Recommendation for Maharashtra as preferred Medical Tourism destination</td>
<td>20.46</td>
<td>2.864</td>
<td>43</td>
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</tbody>
</table>
Correlations

<table>
<thead>
<tr>
<th></th>
<th>Satisfaction of patients</th>
<th>Why you will recommend India destination for medical treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient’s Level of Satisfaction</td>
<td>Pearson correlation</td>
<td>.222</td>
</tr>
<tr>
<td></td>
<td>Sig.(2-tailed)</td>
<td>.144</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.144</td>
</tr>
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<td></td>
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<td>43</td>
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<tr>
<td>Recommendation for Maharashtra as preferred Medical Tourism destination</td>
<td>Pearson correlation</td>
<td>.222</td>
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<tr>
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<td>Sig.(2-tailed)</td>
<td>.144</td>
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<td></td>
<td>N</td>
<td>43</td>
</tr>
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<td></td>
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<td>.144</td>
</tr>
<tr>
<td></td>
<td></td>
<td>43</td>
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</tbody>
</table>

For the output that was given, the Pearson’s correlation coefficient between Patient’s Level of Satisfaction and Recommendation for Maharashtra as preferred Medical Tourism destination is $r=.222$. The value of “$r$” allows you to determine the strength and direction of relationship between two variables. Hence, there is a positive relationship between Patient’s Level of Satisfaction and Recommendation for Maharashtra as preferred Medical Tourism destination score.
For a 2-tailed correlation test, the probability of null hypothesis (i.e. there is no relationship between the variables) being true is .144 since this probability is greater than our present level of significance (0.05). We can accept the null hypothesis and conclude that the relationship between Patient’s Level of Satisfaction and Recommendation for Maharashtra as preferred Medical Tourism destination is statically not significant.
Hypothesis (5) H₅

Online marketing and word of mouth are most preferred promotional tools for medical tourism in Maharashtra.

The question was asked to the consultants, associations, hospital personnel and facilitators regarding most preferred promotional tools for medical tourism in Maharashtra.
**Fig 6.6.3** Media Used By Healthcare Service Providers For Marketing Their Services

Not Used | Least Used | Somewhat Used | Moderately Used | Most Used
---|---|---|---|---
Internet & Social Media | 7 | 9 | 24 | 47
Through patient (word of mouth) | 7 | 10 | 13 | 38
International Tie-ups | 10 | 7 | 35 | 37
Medical tourism facilitators | 18 | 20 | 12 | 37
CME's | 27 | 14 | 14 | 32

**Fig 6.6.4** Media used by medical tourism facilitators for marketing their services

Not used | least used | Somewhat used | Moderately used | most used
---|---|---|---|---
Internet and social media | 0 | 7 | 18 | 31 | 44
Word of mouth | 0 | 5 | 4 | 23 | 68
International tie-ups | 0 | 4 | 18 | 31 | 47
Healthcare portals | 0 | 8 | 11 | 22 | 59
CME's | 3 | 3 | 22 | 21 | 124

**Fig 6.6.5** Preferred Marketing Strategies For Promotion Of Medical Tourism By Association & Organisations

Not Preferred | Least Preferred | Somewhat Preferred | Moderately Preferred | Most Preferred
---|---|---|---|---
Internet & Social Media | 19 | 9 | 6 | 3 | 0
Roadshow's | 0 | 0 | 4 | 2 | 0
International tie-ups | 0 | 0 | 2 | 1 | 0
Organized events in India | 0 | 0 | 1 | 6 | 30
Participation in International events | 0 | 0 | 2 | 9 | 15

165
The above figures 6.6.1 to 6.6.6 reveals that medical tourism stakeholders marketing strategies 

Respondents (Consultants) were asked to suggest marketing tool for government of Maharashtra to attract international tourist. The respondent’s highly recommended online marketing (79%) and government tie-ups and international relations (71%). Similarly they were asked to suggest media, for making Maharashtra as global healthcare destination and to compete with other medical tourism destination, the respondents rated to mostly recommend i.e Internet Marketing (84%), through word of mouth(73%). (see fig 6.6.1)

The results shows that, Internet Marketing & Social Media (47 %) and through patient’s word of mouth (35 %) is most and Medical Tourism facilitators (37%) moderately used by the hospitals personnel. But the important media like international tie-ups (37%) is not rated at expected level.

In order to know the marketing strategy and tool used by facilitators and hospital personnel question were asked respondents that what media they are using for market their services. The facilitators more emphasizes on the Internet & Social Medial (44 %), through Patients (word of mouth) Most used 23% and moderately used 68% and International tie-ups (31%). The table also indicates that healthcare portals and Continuous Medical Education (CME’s) not majorly used by facilitators.

To understand the marketing strategy of the associations and organizations for promoting medical tourism industry the respondents were asked to rate the strategies they used. The results shows that participation in international events (27) and the organized events (30) are moderately rated by the respondents. The internet and social media rated on least preferred though it is very important in the international marketing. (see 6.6.6)

Overall medical tourism stakeholders are marketing their services differently there is no synergy amongst them in implementing marketing strategies. The results shows that they are not utilized proper media and marketing tools.