Chapter 7

Conclusion and Suggestions

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The research study reveals that Maharashtra has tremendous potential for medical tourism in terms of highly skilled surgeons, doctors and cost effectiveness as well as tourist attractions.

Patients are taking support of medical tourism facilitators to get treatment in the state of Maharashtra. It means that there is an important role of medical tourism facilitators. But it is observed that many medical tourism facilitators have not officially registered their company/agency. There is also a lack of trained and qualified manpower for medical tourism operations in Maharashtra.

The research study also shows that the Lack of Government Participation, Regulating Body and accreditations of hospitals are the biggest challenges for Medical Tourism in the state of Maharashtra.

International patients has faced some problems during their stay in the state of Maharashtra like Language, Food, and MVISA but overall their level of satisfaction was good.

Very few hospitals of Maharashtra have separate international patients department and medical tourism department. Hospitals are not accepting the internationally insured patients because they do not have tied-up with medical tourism insurance companies.

Medical Tourism stakeholders from Maharashtra has poor marketing strategies to promote their services. Over all, there is lack of proper organisation and management of medical tourism. But the changes can be made (like Branding, Government Participation, Regulating body and Trained manpower) in the state healthcare system and tourism policy to develop medical tourism in the state.
7.2 Suggestions for Healthcare Service Provider

7.2.1 Association with Medical Tourism Insurance Companies

Government of India has allowed FDI in Insurance and International insurance companies has started their operation in India as Insurance companies can save huge amount of money to facilitate patient in India (Maharashtra) for medical treatment instead of in their home country. It can be suggested that Hospitals of Maharashtra should associate with International medical tourism insurance companies. It will be one of the source for healthcare service provider getting international patients but need to fulfil the criteria of insurance companies.

7.2.2 Foreign Language Training: Foreign language to be one of the most prominent cultural communication barriers while treating the foreign patients at sample destination, Hospitals appoint or hire interpreters for such patients. The staff handling the patients (Nursing and Paramedical) can be trained in foreign languages as per the market trends.

7.2.3 Quality based Product Development

Quality Treatments are the most important elements while selecting the hospital. Quality based services should be taken into consideration at the priority while developing their product (services) for International Patients.

7.2.4 Accreditation

There are only 04 JCI accredited hospitals in Maharashtra, the healthcare service provider must assure themself with JCI accreditation to attract more international patient at their centres.

7.2.5 Outsource

The important service in medical tourism product such pick up, transfers, sightseeing, entertainment, ticketing, accommodation, etc. apart from the medical treatment must be outsourced to the other facilitators (Medical Tourism Facilitators and Travel Agent) so that the quality of product and their service will enhance. Travel Desk at Hospital can be set up.
7.3 Suggestion for Medical Tourism Facilitators

7.3.1 Promotion of Domestic Medical Tourism

As per the findings of this research study Domestic Medical Tourism is an upcoming trend. The medical tourism facilitators should emphasis to grab this opportunity.

7.3.2 Authorized Registration

Medical Tourism service provider should register themselves as approved travel agent or tour operator according to the guidelines by Ministry of Tourism, Government of India to avail the benefits of schemes and publicity by Ministry.

7.3.3 Tourism Promotion

As per the finding it is founds that many patients preferred to visit tourist places during their stay. Medical Tourism Facilitators do not include the important tourist destinations in and around the sample destinations in their package. If they include visit to such destination it will lead to promotion of tourism in Maharashtra.

7.3.4 Wellness Tourism Promotion

As of now 30 countries has recognized as medical tourism destinations who are dealing are with medical treatment and surgeries. As day by day medical tourism market is getting saturated, India still has potential to sustain with wellness tourism products. Medical Tourism Facilitators should include wellness tourism product as well, which would lead to the promotion of wellness tourism destinations not only in Maharashtra but also in India.

7.3.5 Organisational Structure for Medical Tourism Facilitators

Medical Tourism Facilitators do not have proper organisational structure for medical tourism operation. Researcher has proposed Organisational Structure for medical tourism facilitators with their roles and responsibilities and required qualification.
Fig 7.3.1 Organisational Structure for Medical Tourism Facilitators

Medical Tourism Facilitator
CEO / Director

Medical Department
- Medical Officer (MBBS/ BHMS/BAMS)
- Interaction with Patients
- Post & Pre Operative Care
- Hospital Admission
- Hotel Accommodation
- Dealing with day to day activities with Patients

Operation Department
- Care Manager, Destination Program Manager (DPM) (Medical Tourism Education holder employee / Tourism Graduate/ MTA / MBA

Marketing Department
- Marketing Manager, Corporate Interface Officer Tourism Graduate / MTA / MBA
- Marketing & Promotion
- Package Designing
- Itenerary Preparation
- Association & Tie-ups

Researcher has proposed Organisational structure for Medical Tourism Facilitators
7.4 suggestions for Association and Organisations (Government & Private)

7.4.1 International Relations

Association and Organisations (Government & Private) should have an International tie-ups with the countries who have potential inbound medical tourism in India. This tie-up can be facilitated with the help of various organizations such as FICCI, CII, Ministry of Tourism, Ministry of Health, and Government of Maharashtra. This tie-up would lead to international public relation and will also be helpful to overall medical tourism industry to get their business and it will also lead to tourism promotion in Maharashtra.

7.4.2 Record of Data

There is lack of authentic data of the international patients this misleads the ongoing research, business forecasting and policy framing. It is suggested that there should be an authentic record keeping of the international patients by the public and private Associations and Organisations.

7.4.3 MVISA

MVISA (Medical VISA is supposed to be the authentic for the patients who are travelling to India to avail various treatments. It is found that patients obtain tourist VISA instead of Medical VISA for their medical treatments in India. Government of India should revised MVISA guidelines which would lead to authentic statically data of international patients.

7.4.4 Public Private Partnership:

Medical Tourism can be strengthened by introducing by Public Private Partnership model as government is not directly involved in operation and management part. It is suggested that healthcare service providers use PPP model.
7.5 Suggestions for Medical Tourism Stakeholders / Industry

7.5.1 Medical Tourism Education

The research study reveals that there is shortage of trained manpower in the medical tourism industry hence it is suggested that / to overcome this the existing manpower working in the industry (Doctors, Paramedics, Hospital Administration Staff, Tourism Service Providers) can be trained in phases in the form of orientation and refresher programs. Similarly new exclusive courses on medical tourism can be introduced at all levels of education.

7.5.2 One Brand Initiative

In India, there is lack of a single, unified body that works towards a common goal. Another major problem is poor marketing strategies and absence of public private partnership in healthcare as well in medical tourism. To overcome these issues the research study has developed the proposed model of Medical Tourism.

7.5.3 Proposed Model

A National regulating body can be formed with Government Departments, Tourism Boards, Health Ministry, Tourism Ministry, and Private Association as its members. The function and responsibilities of each ministry and other agency’s has been defined as follows
Medical Tourism in India
Regulating Body by Government of India

- Members Health Ministry
- Member State Health Ministry
  - AYUSH
  - QCI
  - NABH

- Members Tourism Ministry
  - India Tourism
  - Tourism Boards

- Members Legal
  - FRRO
  - Local jurisdiction

- External Affairs Members & Association
  - Chamber of Commerce
    - FICCI
    - CII
    - India Tourism Congress
    - NGO

Medical Tourism Council

Model Proposed by Researcher
### Table 7.1  Role and Responsibilities of Governing Body

<table>
<thead>
<tr>
<th>Department</th>
<th>Role and Responsibilities</th>
<th>Support with</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Ministry</td>
<td>Medical Tourism Practice norms /protocols/parameter for healthcare service providers. Accreditation of Healthcare Service Providers Universal Pricing and Quality Assurance Safety Measures</td>
<td>NABH AYUSH QCI</td>
</tr>
<tr>
<td>Tourism Ministry</td>
<td>Medical Tourism Marketing and Promotion Medical Tourism Facilitators Practice Norms / Protocols</td>
<td>India Tourism State Tourism Boards Corporations</td>
</tr>
<tr>
<td>Legal Department</td>
<td>Ethical legal aspects International patients safety</td>
<td>FRRO Local Jurisdiction</td>
</tr>
<tr>
<td>Ministry External Affairs</td>
<td>MVISA, MX VISA Guideline Medical Tourist (Patients) Record International Relations</td>
<td>Associations &amp; Organisations</td>
</tr>
<tr>
<td>Associations &amp; Organisations</td>
<td>New Projects Investments Advice &amp; Suggestions Awareness through their platform</td>
<td>FICCI CII India Tourism Congress</td>
</tr>
</tbody>
</table>

Government of Maharashtra planning to form a panel to chalk out strategy for medical tourism as per the news The Times of India, Aurangabad dated on August 10, 2013. This research study ‘Organisation & Management of Medical Tourism in Maharashtra’ would help state government to set to promote Maharashtra as the ultimate destination for medical tourism.
7.6 **Scope of Future Research**

1. **To Study the satisfaction level of International Patients in the state of Maharashtra**

Future research can be carried out in respect of the actual experiences of the patients and their expectations before availing the medical treatment in detail. This study can measure the gap between the expectations and experiences and may provide better suggestions for international satisfaction elements which hospitals and the other player of the medical tourism should develop.

2. **One Brand Initiatives for Medical Tourism Stakeholders**

The concept of medical tourism is practiced by the many different stakeholders of the tourism and the hospitals. But these are practicing the term medical tourism as per their convenience. The stakeholders can benefit on a large scale if the Medical Tourism is in organised form. Hence the future research could be on one brand initiatives and model for the collaborative efforts.

3. **Benchmarking Medical Tourism of Maharashtra**

There is ample of scope to a comparative study of Medical Tourism in Maharashtra and other states like Delhi, Banglore and Kerala. The research here can be conducted on benchmarking medical tourism of Maharashtra.

4. **Ethical Legal and regulating aspects of Maharashtra**

Future research can be carried out on the legal and ethical issues involved in the medical tourism. At present there is no legal body uniform body to regulate the legal ethical and legal issues.