services such as orthopaedic, cardiac, abdominal, gynaecological, urological and plastic reconstructive surgery and in vitro fertilisation (IVF) to potential customers in the US. Medtral offers quotations on packages including the procedure and associated expected hospital costs, air flights, accommodation pre and post surgery, boasting savings of up to 50% for customers from the US. Medtral automatically covers all patients with insurance, with coverage against unexpected prolonged hospitalisation, a follow-up operation in New Zealand and transport home via a private medical evacuation plane.

The Deloitte (2010) report points out that New Zealand has a strong public health system with essential healthcare provided free of charge which will provide an important fallback option for the domestic population in the context of rising prices for medical care. The report states that the current inflow of medical tourists is low hence there are no current capacity limitations in the health system.

END NOTES

CHAPTER - III

MEDICAL TOURISM IN ASIAN SCENARIO

It may be stated that many Asia-Pacific countries are medical tourism destinations. The most important countries which offer Medical Tourism facilities are discussed in detail in the following pages.

China

In Asian continent, China is one among the fast emerging medical tourism destination for individuals seeking medical care in a wide range of medical specialties, including cardiology, neurology, orthopedics and others. Many private and government hospitals in major cities are serving the international patients. Like India, China is also having its own traditional medical practices and medicine. Many leading hospitals provide treatments integrating Traditional Chinese Medicine with Western medical technology and technique. China is home to leading stem cell research. Stem cell treatment is offered by some of the Chinese
hospitals and that are still under experimental stage. In some of the western countries\textsuperscript{cxcix} this treatment has yet to be approved\textsuperscript{cc}.

**Hong Kong**

As of 2006, Hong Kong had 12 private hospitals and 39 public hospitals, providing 3,124 and 27,755 beds respectively. A wide range of health care services are offered. All 12 of Hong Kong's private hospitals have been surveyed and accredited by the UK's Trent Accreditation Scheme since early 2001\textsuperscript{cci}. This helps a lot to maintain standard Hong Kong's private hospitals. Some of Hong Kong’s private hospitals have now gone on to obtain dual international accreditation, with both Trent and JCI (and have therefore attained a standard surpassing some of the best hospitals in Thailand and Singapore). Others are looking towards dual international accreditation with Trent and the Australian group. The Hong Kong Medical Association has proposed to the Government to promote medical tourism in order to attract more tourists to Hong Kong for medical treatment, which in turn bring more jobs to help domestic doctors.

**South Korea**

CNN.com has declared South Korea as “hot destination” for medical tourism\textsuperscript{ccii}. It rapidly emerges in the field of medical tourism. It has been reported in The Korea Times in a series of articles that Korean hospitals are following a discriminatory pricing policy, charging foreigners two to three times more than the full-fee for domestic patients\textsuperscript{cciii}. This article expressed that the price disparity in medical fees for foreign patients is extremely high and exceeds more than 10 times on average\textsuperscript{cciv}. It claims the government is overlooking soaring medical fees on foreign patients, who are unprotected from malpractice, discriminatory charging, and overpricing and patient privacy rights\textsuperscript{ccv} under the Korean Medical Law\textsuperscript{ccvi}. In 2008, Korea had 27,480 foreign-based patients and the Korean health ministry expects that number to increase to 140,000 by 2015\textsuperscript{ccvii}.

Based on the legislation passed in May 2009, state-licensed clinics and hospitals are treating the international patients through various
promotional activities. In 2009, South Korea had a total number of 60,000 medical tourists. In 2010, the number had risen to 80,000. The South Korean Ministry of Health has set the target for 2015 to up to 300,000 medical tourists. Areas such as Seomyeon Medical Street have catered to the tourism by building tourist information centers and providing guides. Korean hospitals and clinics provide a variety of medical services for medical tourists including comprehensive health screening, cancer treatment, organ transplantation, joint/rheumatism care, spinal treatment, ophthalmology, dental care, infertility treatment, torhinolaryngology, and Korean traditional medicine. Currently, the most popular treatments for medical tourists are cosmetic procedures such as eyelid surgery, nose jobs, facelifts, and skin lightening. These facilities are available in Seoul National University Hospital, Samsung Medical Center, Asan Medical Center, and Yonsei Severance Hospital.

**Malaysia**

Malaysia is ranked in the top five destinations for health tourism. In 1997 the Asian financial crisis caused a drop in the number Malaysian patients seeking care in Malaysian private hospitals. As a result, these hospitals explored an alternative off-shore target market. Malaysia is well on its way to develop itself as a medical tourism hub and is the most visited medical tourism destination by UK patients, attracting 8.5% of all UK medical tourists, and attracting over 1 million patients from around the globe. The target countries identified for promoting medical tourism were the countries with inadequate medical facilities such as Indonesia, Myanmar, Vietnam and Laos; countries with high costs of medical treatment such as Singapore, Japan and Taiwan; and countries with long waiting lists, i.e. the UK.

The strengths of the country are that it has excellent hospitals, English is widely spoken, and many staff has been trained to a high level in the UK or in the US. Association for Private Hospitals of Malaysia is a highly active and working to develop medical tourism. Though, Malaysia has a national accreditation healthcare scheme (MSQH), many
of Malaysian hospitals are currently firmly on the way to achieving international healthcare accreditation. In addition to promotional activities, the Malaysian government has supported the medical tourism industry by relaxing regulations for advertising medical services and establishing an accreditation system for hospitals through the Malaysian Society in Quality Health (MSQH).\textsuperscript{ccxvii}

MSQH accreditation was established in 1997 and allows hospitals to advertise a government certified standard of quality once attained and it is significantly less expensive than JCI accreditation.\textsuperscript{ccxviii} However, perhaps in an effort to achieve greater foreign recognition, seven Malaysian hospitals are now JCI accredited under the hospital program and one under the ambulatory care program. A market analysis in 2006 indicated that these patients were mostly from Indonesia (72%), Singapore (10%), Japan (5%) and West Asia (2%).\textsuperscript{ccxix} In 2007, Malaysian hospitals treated 341,288 foreign patients, earning an estimated $US 78 million from medical treatments including cardiothoracic procedures, cosmetic surgery, radiotherapy and radiology.\textsuperscript{ccxx}

Similar to these results, the Malaysian Tourism Promotion Board estimated from 2006-2008, 76.7% of these patients were from Indonesia, 3.4% from Japan, 2.7% from Europe, 1.8% from India, 1.3%-1.8% from China, 0.5%-1.0% from the Middle East and 1.1% from Singapore.\textsuperscript{ccxxi} Malaysian hospitals such Gleneagles Hospital Kuala Lumpur, International Specialist Eye Centre, Penang Adventist Hospital are JCI accredited.\textsuperscript{ccxxii} The Malaysia government has integrated hotels and hospitals in Penang to build up the “City of cosmetics”, which has successfully attracted up to ten million tourists to this new kind of medical tourists from the originally small number of 70,000 people.\textsuperscript{ccxxiii} To facilitate further development of the medical tourism industry, the Government has also offered significant tax incentives. In 2009, revenues from foreign patients were exempted from income tax by 50% on the value of increased exports and in 2010; this rate was increased to 100%. In 2010, tax deductions were also announced for setting up international patient units and for the expenses of international accreditation.\textsuperscript{ccxxiv}
Private hospital operators can also claim double deduction on expenses incurred from advertising medical tourism overseas. Malaysia now offers modern medical facilities, large numbers of highly trained medical specialists who hold post graduate qualifications from the UK, Australia and the US, a wide use of English and competitive fees. Medical treatments are carried out in private medical centres that provide luxury accommodation in which the patient can recover and recuperate. The ability to provide medical procedures at low prices is Malaysia’s main competitive advantage over other proximal Asian nations and the Government is now focusing on improving the quality of services offered in order to attract more foreigners.

Japan

The Japanese government is setting up to replicate the successes of medical tourism in Singapore and Thailand. The International Medical Travel Journal reports that developing a successful medical tourism industry is part of Japan’s ten-year economic growth strategy to revive its economy.

Japan is trying to target China, Russia and the Middle East for medical tourists. In 2010, Japan’s Economy, Trade and Industry Ministry announced plans to launch a new joint publicly and privately funded organisation with the sole aim of increasing medical tourism in Japan from a zero base. There are only two hospitals have been JCI accredited under the hospital program, in Japan. The Development Bank of Japan estimates that foreign demand for medical treatment in Japan will reach 430,000 people by 2020 and will have a value of ¥ 550 billion ($US 6.4 billion). Accordingly, the Japanese government is considering creating a ‘medical service visa’ system and investigating the development of interpreting services at medical institutions. Due to Japan’s high per capita supply of medical technology devices such as magnetic resonance imaging (MRI) and PET, yet low utilisation rates in some areas, there are plans to take advantage of this existing infrastructure by offering foreigners full medical check-ups.
Currently, some sightseeing tours in Nagasaki and Fukushima incorporate PET examinations and are already being marketed to potential customers in China\textsuperscript{ccxxix}. Only very few doctors are bilingual or multilingual, Japan struggles to entertain more international patients at a time. Also there is an intense competition from nearby South East Asian countries. There is also a shortage of doctors with only 2.2 doctors per 1,000 people compared to the OECD average of 3.1 per 1,000 people in 2008\textsuperscript{ccxxx}. In order to recruit more doctors, Japan has already raised the limit on the number of medical training places available and is spending more on doctor education\textsuperscript{ccxxxi}.

**Philippines**

The Philippines has been growing as a destination for medical tourism. International accreditation of hospitals has increased, and QHA Trent has now accredited hospitals in the Philippines. The Philippines is one of a few countries that sends qualified nurses, physicians and dentists to the US\textsuperscript{ccxxxii}, the thousands serving in American medical facilities being a testament to its quality of medical education\textsuperscript{ccxxxiii}. Medical tourism in the Philippines today is an emerging cluster aiming to provide world class medical facilities by developing partnerships with leading hospitals of the world. While historical data on medical tourism is limited, according to the Philippine government, in 2006, there were 250,000 non-resident patients, generating revenues of US$ 350 million, i.e. 14% of the Asian market\textsuperscript{ccxxxiv}. A unique feature of medical tourism in the Philippines is that the Filipino Diaspora in the U.S. and other countries contribute to both the demand and supply side of the cluster\textsuperscript{ccxxxv}. Medical tourists who choose the Philippines receive treatment from top private hospitals which are comparable with those in developed countries\textsuperscript{ccxxxvi}.

**Singapore**

Singapore now has 16 medical facilities that are JCI accredited, including 12 with hospital program accreditation\textsuperscript{ccxxxvii}. In 2006, over 410,000 foreigners travelled to Singapore specifically for healthcare and the revenue generated was over $US 560 million through the delivery of
surgeries such as liver and heart transplantation, complex neurological procedures, joint replacements and cardiac surgery\textsuperscript{ccxxxviii}. Because Singapore has a low domestic population, its delivery of sophisticated and specialised medical care and retention of the best medical practitioners is highly contingent on it maintaining a critical mass of foreign patients\textsuperscript{ccxxxix}.

More patients are coming from neighboring countries, such as Indonesia and Malaysia. Number of Patient from Indochina, South Asia, the Middle East and Greater China is increasing day by day. Since Singapore is a clean cosmopolitan city, patients from developed countries such as the United States and the UK are also willing to choose Singapore as their medical travel destination for relatively affordable health care services. Singapore has launched the region’s first cardiology clinic catering especially for the needs of women. This is in recognition of the fact that cardiovascular disease (heart disease and stroke) is the top killer among women in Singapore and in many other countries in the Asia Pacific. The Women’s Heart Health Clinic is located in the National University Hospital. Its emphasis is on prevention as well as treatment. Women are treated by an all-women team comprising a cardiologist, dietician (heart-healthy diet), occupational therapists (lifestyle management) and physiotherapist (exercise prescription)\textsuperscript{ccxl}. In order to promote medical tourism, the Singapore Tourism Board and the Raffles medical groups have designed airport transport systems and hotel arrangements as well as assistance in local tourism itinerary for accompanied relatives, accessible links between medical tourism sites with international medical care, medical treatment visa, and accommodation instructions. Medical tourism in Singapore is very well supported by Ministry of Health, Government of Singapore.

Three government agencies are playing an active role in this regard. They are the Economic Development Board that promotes new investments in the healthcare industry; the Singapore Tourism Board which is in charge of marketing and developing overseas referral
channels; and International Enterprise Singapore, which promotes the growth and expansion of the industry. While the cost of medical care is higher in Singapore than in Thailand or India, most of Singapore’s patients come from its neighbouring countries such as Indonesia (estimated at 50% in 2005) and Malaysia (estimated at 11% in 2005). From the view point of Bookman and Bookman (2007), Singapore has “priced itself out of the market” given that some of the prices for medical care are as high as those in the West.

**Taiwan**

In 2007, the Department of Health launched a campaign to promote inbound medical tourism, focusing on integrating the resources of the government and academia to build Taiwan’s brand as a medical tourism destination. In order to seize the medical tourism market, the Taiwan Medical Tourism Development Association (TMTDA) was established in 2008 with the main aims of coordinating government authorities and hospitals to promote medical tourism development plans, integrate industry professionals, and strive to provide international medical services business opportunities. Costs for procedures remain comparatively low. Taiwan is known for liver transplants, joint replacement surgery, bone marrow transplants, and reconstructive and plastic surgery. Taiwan’s government authorities have actively conducted many programs to promote medical tourism, for instance, the Tourism Bureau has set up a health tourism promotion group and studied the cases of outsourcing strategies in medical tourism in order to assist the government in not only setting suitable policy directions but also being committed to the goal of promoting Taiwan’s medical tourism on an international scale. Accordingly, the Service Industry Promotion Center of Taiwan External Trade Development Council (TAITRA) was established in 2006 with two main focuses of medical tourism and health care. Taiwan government is taking much effort to establish meaningful activities for the development of medical tourism in their country. In practice, in order to encourage international business tourists during their stay in Taiwan, health care providers have proactively offer health checks and health care experience. On the process of internationalization
of the medical services, the Department of Health has conducted the initial stage of selecting the target markets of Chinese language-based, Japanese language-based, and English-based countries, and oversea Chinese population is considered the primary objects.

In order to create the typical characteristics for Taiwan medical tourism, Taiwan government has planned on five major medical projects which have been placed at main focuses for promotion of medical tourism. They are (1) seek volunteer donor for liver transplants, (2) craniofacial reconstructive surgery, (3) cardiovascular interventional therapy and surgery, (4) artificial reproductive technologies, and (5) joint replacement surgery. In addition, the Ministry of Foreign Affairs has issued the visas concerning medical items to assist the Department of Health and multinational insurer contacts. Financial Supervisory Commission also assists the communication between Department of Health and cross insurance industry.

**Thailand**

Thailand is the market leader in the global medical tourism industry. It is estimated that the number of foreign patients in Thai hospitals has grown from 500,000 in 2001 to 1.4 million in 2006\textsuperscript{ccxlvii}.

Based on the report from The Tourism Authority of Thailand, in 2008, 1.5 million foreigners visited Thai hospitals generating an estimated $US 6 billion for the Thai economy. On the background of this success, the Thai government is actively promoting Thailand’s health offerings on its Tourism Authority of Thailand website with the aim of doubling its medical tourism revenue by 2014\textsuperscript{ccxlvii}.

Thailand Investment Review 2010\textsuperscript{ccxlviii} has reported that the Thai government has also implemented various incentives for foreign investment into healthcare including tax holidays, land ownership rights and permission to bring in foreign experts and technicians. Further it added that foreign patients from all over the world are attracted by the promise of quality services; competitive prices, with some procedures costing as low as 10% of the price paid in North America and Western
European countries; and a wide variety of services including cosmetic surgery, organ transplants, joint replacements, dental treatment, and positron emission tomography (PET) and computed tomography (CT) scans for the detection of cancer, heart defects, brain disorders and other conditions. Medical tourism has been a growing segment of Thailand’s tourism and health-care sectors.

Thailand has deliberately sought a Japanese market, since many doctors have been trained in Japan, and nurses and other staff have been taught to speak Japanese; Thailand mainly has patients from Japan, Brunei, Singapore, Taiwan, Pakistan, China and Bangladesh. Thailand receives 400,000 foreign medical tourists every year, of which 50,000 are Americans going to a single hospital, the Bumrungrad. It is an international Hospital in Bangkok treats over 1 million patients per year with 420,000 of those being international visitors and had a turnover of over $US 317 million in 2010. Treatments for medical tourists in Thailand range from cosmetic, organ transplants, cardiac, and orthopedic treatments to dental and cardiac surgeries. Treatments also include spa, physical and mental therapies, as well as procedures that are considered more along the lines of fringe medical practices.

Hospitals in Thailand are a popular destination for other Asians. Bangkok Hospital, which caters to medical tourists, has a Japanese wing, and Phyathai Hospitals Group has interpreters for over 22 languages, besides the English-speaking medical staff. Many Thai physicians hold US or UK professional certification. Bumrungrad International hospital states that many of its doctors and staff are trained in the UK, Europe and the US. During 2011, 14 hospitals in Thailand were Joint Commission International (JCI 2011) accredited which requires the quality and safety of their services to be assessed against strict international standards.

Thailand was particularly well-suited to become a major destination of medical tourism, especially once the traditional restraints on the commodification of medicine were removed. A highly popular
destination, currently attracting around 15 million foreign tourists a year, Thailand enjoys a worldwide reputation for the alleged hospitality and friendliness of its people and their proverbial smiles. Medical tourism emerged in Thailand on a small scale in the 70s although it was not yet known by that term then. Its start was largely due to a fit between a growing demand in Western countries for cosmetic and other elective treatments—which were not covered by health insurance schemes—and their availability in Thailand at affordable rates.

Lovering mentioned that the cosmetic surgery was at the time “the mainstay of the medical tourism industry” (2001), it later expanded to dental work and an ever wider range of medical treatments. Medical tourism in Thailand is a lucrative business, developed and promoted for profit, which exemplifies an extreme form of commoditization of medicine. In order to attract medical tourists, healthcare establishments had to adapt their services to their needs and preferences; their efforts eventually leading to a lessening of the tension between tourism and hospitalization, and the emergence of a new concept for medical establishments epitomized by hotel-spitals.

Thai medical services have recently acquired an international reputation, attracting a rapidly growing foreign clientele. Treatments in leading hospitals seem to be generally reliable and of a high quality. To attract foreign patients, leading hospitals not only had to raise their medical standards, hiring highly qualified doctors and investing in state-of-the-art medical equipment, they also had to make their establishments more friendly and attractive.

This was achieved primarily in five ways: by changing the architecture and interior design of hospitals so as to make them look like high-class hotels; by virtually completely separating indoor public spaces from treatment facilities, so as to eliminate the disturbing sights and smells typically associated with hospitals; by creating a pleasant, cozy atmosphere, through the décor and staff’s consideration and prompt
response to all requests; by transforming the traditionally authoritative doctor-client relationship into a more consultative one; and by emphasizing noninvasive treatments, and minimizing suffering, through the use of state-of-the-art medical equipment and techniques. The success of medical tourism in Thailand initially grew out of significant revenue drops suffered by private hospitals during the Asian financial crisis in 1997. Since then, with the support of the Thai government, Thai private hospitals have been marketing medical services to foreign markets.

**MEDICAL TOURISM SCENARIO IN INDIA**

Medical tourism is a growing sector in India. The Indian government is taking steps to address infrastructure issues that hinder the country’s growth in medical tourism. India’s medical tourism sector is expected to experience an annual growth rate of 30%, making it a $2 billion industry by 2015. Approximately 150,000 international patients travel to India for low-priced healthcare procedures every year. Advantages for medical tourists to India include reduced costs, the availability of latest medical technologies and a growing compliance on international quality standards. Also it is a fact that foreigners are not likely to face a language barrier in India.

The most popular treatments sought in India by medical tourists are alternative medicine, bone-marrow transplant, cardiac bypass surgery, eye surgery and orthopedic surgery. India is known in particular for heart surgery, hip resurfacing and other areas of advanced medicine. According to a study, U.S. patients who have hip replacement surgery in India or Costa Rica will save approximately 75% of cost, compared to the prices that patients could get in the U.S. In the United Kingdom, the National Health Scheme (NHS) has made the patients to wait for even simple medical procedures, as long as six months. The structure of NHS made some patients to wait for over a year for their surgery as it is just not able to cope with the situation. Of late it is the NHS that is often sending patients to India for surgical intervention in emergencies, as it is just not able to manage.
According to Gupta, the Taj Medical Group receives 200 enquiries a day from around the world and arranges packages for 20 to 40 Britons per month to have operations in India. India has one more advantage other than being a cheaper medical tourism destination is communicative skill. English is widely spoken and understood by almost everybody, especially in the urban areas. Everything is taken care of by the concerned hospital. Hotel reservations, food, transport and last but not the least a holiday during the recuperating period are made reasonable and easy with the help of medical tourism facilitators.

It is nothing surprising to note that India is poised to take giant strides in the field of medical tourism. Though there is a lack of medical professionals in government sector in India as discussed by Theodore Gannett, the private sector in this field trying to fill the gap. The number of private investors in healthcare sector is increasing and currently it dominates the healthcare market in India. Over the past twenty years, Indian private sector companies have set up corporate hospitals, the chief among them being Apollo, Fortis, Max, Escorts, and Wockhardt. These state of the art corporate hospitals conduct complicated surgeries like bone-marrow transplants, open-heart surgeries, and kidney transplants.

Another area of corporate presence is the area of diagnostic services. The important companies which have made a mark for themselves in this field include Metropolis Health Services, SRL-Ranbaxy, and Lister. Growth of private hospitals and diagnostic services in India is a major supporting factor for the augmentation of medical tourism in India.

**Reasons for Growth of Medical Tourism in India**

1. Best of the medical facilities and expertise which are not available in the parent country of the tourist.
2. Long waiting list for minor or major medical procedure in countries like USA, UK, etc.
3. Expenditure on medical care is very high in the developed countries.
4. Improvements in technology and standards of medical care are now
available in other countries at low cost. 5. Convenience and speedy availability of medical care as per patient’s choice. 6. Hurdles faced by patient regarding medical insurance settlement etc. in western countries (Such as non cover of orthopedic surgery i.e. knee, hip replacement, restrictions on the choice of the facility, surgeon or prosthetics to be used). 7. The ease and affordability of international travel. 8. Efficiency of Indian doctors, supporting staff and personal attention in patient care. 9. Flexible visa procedure McKinsey and Co., in collaboration with the Confederation of India Industries, estimated that in 2005, 150,000 medical tourists travelled to India and this was expected to increase by 15% each year. However, other estimates placed inbound medical tourism at approximately half a million foreign patients by 2004 and in 2005-06, another report placed industry estimates closer to one million. Kher and Macready have mentioned that India is one among the well established destinations for medical tourists seeking cardiac surgery and orthopedic surgery. Medical services in India are particularly affordable, with prices as low as 20% of those in the United States with the medical tourists availing elective procedures such as: cosmetic surgery; dental procedures; bariatric surgery (for weight loss); assisted reproductive technology; ophthalmic care; orthopedic surgery; cardiac surgery; organ and cellular transplantation; gender reassignment procedures; executive health evaluations along with alternate therapies like yoga, ayurveda, aromatherapy and acupuncture. There is a substantial difference in treatment costs for all the medical procedures when compared with other countries. For example, the cost of an elective coronary artery bypass graft surgery is about $60,400 in California, $25,000 in Mexico, $15,500 in Bumrungrad, Thailand, $10,000 in Wockhardt, India and only $6,500 in Apollo, India. Lancaster, Arnold, Appleby and Kher expressed that the patients those who expect the cost effective treatment, accept the inconvenience and uncertainties of offshore healthcare to obtain service at prices they can more comfortably afford. Consequently, Bookman considers medical tourism to be a component of export-led economic growth, with the foreign currency earnings from international patients translating into
output, jobs and income for developing countries, with the added bonus of improving their public health systems. The supplementing factors for the growth of medical tourism are: low cost of administrative and medico-legal expenses; medical visas being issued in lieu of travel visas for patients allowing an extended stay for medical reasons and favorable economy. English being widely spoken due to India's history as a British colony and enjoying a favourable Government support, Medical Tourism seems to be a promising sector for India.

**Comparison of Asian medical tourism destinations***

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>Thailand</th>
<th>Singapore</th>
<th>Malaysia</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of medical tourists</td>
<td>272,000-450,000 in 2008 from US, western Europe, South Asia</td>
<td>1.5 million in 2008 from Asia, Europe, Middle East</td>
<td>410,000 in 2006 from Indonesia, Malaysia, US, UK</td>
<td>340,000 in 2007, mainly Indonesian</td>
</tr>
<tr>
<td>Avg. Costs of US</td>
<td>20%</td>
<td>30%</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Most common types of medical services</td>
<td>Knee replacement</td>
<td>Mainly health screening</td>
<td>health checkup to high-end specialist care</td>
<td>Mainly curative medical treatment</td>
</tr>
<tr>
<td>No. of JCI Accr.</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

*Composite from different sources including Deloitte 2008, Reisman 2010

**Medical Tourism in India – A future vision**

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) has predicted that medical tourism from 2009-10 would grow at annual rate of 30% and reach a size of Rs.9500 crore by 2015 and enhance health sector contribution to national GDP at over 8%. Currently, the size of medical tourism in India is measured at Rs.1500 crore with health sector contribution to national GDP close to 6%.

The approximate calculation of ASSOCHAM regarding the contribution of medical tourism to national GDP will rise by at least 2%.
This is from the view of the fact that India will become an epicenter for medical tourism. The assessment of the Chamber is that the worldwide patients would make India as a preferred choice for medical treatment because of cost and competitive factor.

It anticipated that this attitude of the medical tourists may lead to at least 6 fold increase is in the size of medical tourism by 2015 as from 2009-10. The ASSOCHAM has said that India provides world class medical facilities with hospitals and specialized multi specialty health centers providing their expertise in areas of cosmetic surgery, dental care, heart surgeries, coronary bypass, heart check up, value replacements, knee replacements, eye surgeries, Indian traditional treatments like ayurvedic therapies and much more, practically covering every aspect of medicine combining modern treatments with traditional experience.

The cost of surgery in India can be one tenth of what it is in the United States and Western Europe and sometimes even less. For U.S. patients, medical tourism offers significant cost savings. In 2005, an estimated 500,000 Americans traveled abroad for medical treatment, and that is expected to triple by 2020. By the end of 2008, that number had already swelled to an estimated 750,000.
The cost comparison given in the above table had proved that India has highly a favorable situation to receive more of medical tourists in future and can stand in the top of the preferred medical tourism destinations list. Quality and personalized care, easy visa formalities, accepting international insurance coverage are the supporting factors for India to become the most desirable medical tourism destination.

American patients who are uninsured or underinsured selecting to obtain medical care abroad for both significant savings on medical expenses and high-quality care.

**U.S. Patients Predicted to Travel Abroad for Medical Care (2007-2017)**

As shown by the above Figure, the predicted increase in the number of U.S. patients traveling abroad for medical care is quite substantial. Since approximately 46 million Americans uninsured, many more underinsured, and U.S. employers reducing health insurance benefits, Americans are left to seek health care alternatives. Medical tourism has the potential to be that alternative. Health care stakeholders in the United States, including individuals, employers and insurance companies, and medical tourism companies, are starting to take notice of the medical tourism industry. U.S. employers, anxious to reduce health care expenditures are starting to offer medical tourism options. Medical tourism agencies have also taken the practice of medical tourism and advertised it as a desirable luxury. A good blend of top-class medical expertise at attractive prices is helping a growing number of Indian corporate hospitals lure foreign patients, including from developed nations such as the UK and the US.

**Year Wise Revenue Generation**

The table given below by ASSOCHAM clearly indicates the continuous increase in revenue through medical tourism.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>Rs. 1500 crore</td>
</tr>
<tr>
<td>2009</td>
<td>Rs. 1950 crore</td>
</tr>
<tr>
<td>2010</td>
<td>Rs. 2535 crore</td>
</tr>
<tr>
<td>2011</td>
<td>Rs.3295.5 crore</td>
</tr>
<tr>
<td>2012</td>
<td>Rs.4284.15 crore</td>
</tr>
<tr>
<td>2013</td>
<td>Rs.5569.39 crore</td>
</tr>
<tr>
<td>2014</td>
<td>Rs.7240.21 crore</td>
</tr>
<tr>
<td>2015</td>
<td>Rs.9412.28 crore</td>
</tr>
</tbody>
</table>

*Source: ASSOCHAM*  

Since India is able to compete with other medical tourism destinations in cost and quality the revenue generated from this field is growing year by year.

**Indian hospitals**

Indian hospitals are popular in providing First world medical treatment at Third world prices. India has been blessed with world class hospitals along with the availability of qualified medical practitioners. This is a great asset for the medical tourism industry. Indians, NRIs and
Tourists from around the world are beginning to realize the potential of modern and traditional Indian medicine. Private hospitals and medical establishments in India have understood the potential of this niche market and have altered their services for foreign visitors. Several Indian state governments have realized the potential of this 'industry' and have been actively promoting it. Patients from the west and the middle-east find Indian hospitals a very affordable and viable option to grappling with insurance and National medical systems in their native lands. Many prefer to combine their treatments with a visit to the 'exotic east' with their families, killing two birds with one stone.

**Leading hospitals in India** that offers medical tourism facilities are: Apollo Hospitals-Chennai, All India Institute of medical Sciences (AIIMS) - New Delhi, Arvind Eye Hospitals - Madurai, B. M. Birla Heart Research Centre-Kolkata, Breach Candy Hospital- Mumbai, Escorts Heart Institute and Research Centre Limited- New Delhi, Fortis Hospital – Chandigarh, Indraprastha Apollo Hospital - New Delhi, Jaslok Hospital – Mumbai, Mallya Hospital – Bangalore, Manipal Heart Foundation – Bangalore, Narayana Hrudyalaya – Bangalore, PD Hinduja National Hospital and Medical Research Centre – Mumbai, Sankara Nethralaya – Chennai, Tata Memorial Hospital – Mumbai, Wockhardt Chain of Hospitals.

**The Fast Growing Market**

With an estimated 1.7 lakh foreigners already flying to India for medical treatment annually, the country is poised to capture the fast-growing market for offshore health care and help solve the crisis of surging medical costs in the developed world. Mumbai’s Jaslok Hospital has a floor devoted to Gulf patients, who are flying to India each year for knee, hip, spine and heart surgery at bargain prices. The Indian hospitals have all the latest Western kit with machines identical to those in top US and British hospitals but the prices are not. A study by the Confederation of Indian Industry forecast that medical tourism will reach $2.3 billion dollars a year by 2012 and could further raise significantly.
Apollo Hospitals, started at Chennai, is one of the earliest corporate hospitals in India catering to foreign tourists looking to the medical tourism industry in India for cheap medical treatment, and this group has its presence in over six countries, and operates about 35 hospitals across India. Escorts Hospital is one of the best hospitals for cardiac ailments in the world and is one of the top hospitals in India catering to the medical tourism industry. It is among the few counties in Asia to perform Totally Endoscopic Coronary Artery Surgery, the latest frontier in cardiac surgery. It is a pioneer in the “beating heart” surgery. There is an impulsive flow of medical tourists from Africa, South and West Asia as well as from the developed countries. Some areas in India offer a highly specialized as well as a low cost in a particular branch of healthcare. New Delhi and Gujarat have emerged as prime destinations for cardiac care, Chennai and Tamil Nadu are top medical tourism destinations for quality eye care, Kerala and Karnataka for ayurvedic healing.

The status of eye care in India is highly impressive. India has more than 10,000 eye doctors and there are more lasik centers in India than even is some of the developed countries. Tamil Nadu leads the field as far as eye care is concerned. Shankara Nethralya and Arvind Hospitals at Madurai are renowned. The other famous eye institutions are AIIMS, New Delhi and LV Prasad Eye Hospitals at Hyderabad also well known. Among them, Arvind Hospitals at Madurai conducts the highest number of cataract surgeries in the world. It is only Thailand that offers stiff competition to India in the field of Medical Tourism. It is only plastic surgery and breast augmentation surgery that are cheaper in Thailand than in India. India's National Health Policy declares that treatment of foreign patients is legally an "export" and deemed "eligible for all fiscal incentives extended to export earnings."

Medical Tourism in Delhi

Delhi, being the capital of India, been hold closely by medical tourists as the best of everything that Indian healthcare has to offer.
There are many reasons for the popularity of Delhi with the medical tourists. Being the stepping step of the country many international patients land in Delhi initially. Delhi can be most easily reached by patients flying in from abroad. Delhi has excellent healthcare facilities with countless numbers of world class hospitals scattered all around the city. These hospitals are served by international standard physicians and they are assisted by highly professional nursing staff.

Since it is the capital, it has all the international embassies and with foreign tourists always visiting, all the reputed hospitals have staff are very fluent in English communication. This is one among the motivating factor for medical tourists. Most hospitals also keep provisions for interpreters, so that the accurate ailments can be easily understood by the treating doctor. Also the treatments are 60-70% cheaper than in most Western countries. Since the treatments are cost effective, medical tourism in India has been described as first world treatment at third world prices.

The high quality treatment at such cheaper prices has been attracting western patients to India and particularly Delhi. The low cost is mostly due to the favorable exchange rate of currency. Delhi, the capital of India and the second largest metropolis of India, is the commercial, cultural, and political hotspot of India.

It has its own strong historical back ground. Right from the Pandavas, the Delhi Sultanates, and the Mughals to the British Raj, all the ruling dynasties in Delhi have all left behind their legacy in the form of umpteen monuments and archeological sites across Delhi. Delhi along with Gurgaon, Faridabad, Ghaziabad, Noida and Greater Noida, makes the National Capital Territory of Delhi. It is home to a number of prestigious medical institutes such as the All India Institute of Medical Sciences (AIIMS), Post Graduate Institute of Medical Education and Research (PGIMER), and Maulana Azad Medical College. So it has good track record in the field of healthcare. These positive factors together drive medical tourism in Delhi.
Why to Get a Medical Treatment in Delhi

Even after spending in travel and lodging expenses, patients will be able to save substantially by undergoing medical treatment in Delhi. The development of India in the field of Information Technology and Communication, made the healthcare sector to enjoy more benefits. IT has made possible to dispense affordable healthcare in India at a fraction of the costs in the US, the UK, Canada and Australia. There are numerous JCI and ISO accredited hospitals in the National Capital Region which observe high quality and safety standards.

These hospitals feature state-of-the-art equipment and engage the latest technology for treating their patients. Long waiting for treatment has been totally avoided in India. Unlike the hospitals in the US or the UK, where there are long queues to undergo a simple surgery and the waiting time is almost months together. Hospitals in Delhi offer their services without keeping their patients in the wait.

There is no language barrier in Delhi hospitals. Reputed hospitals in Delhi also engage language interpreters for a hassle-free healthcare experience for their non-English speaking clientele. Delhi is also very popular for historical sites and it is home to a number of art galleries and museums. It is the starting point of the “Golden Triangle” route, a favorite among those bitten by wanderlust but pressed on time. The trend is becoming more popular in Delhi as the place has every medical facility available under one roof. Cosmetic surgeries like – face lift, nose correction, breast augmentation, injectable fillers and Botox, liposuction, plastic surgery, breast reduction, facial implants, acne scar treatment and many more like - Neurosurgery and trauma surgery- Regular health checkups-Osteoporosis -Vascular surgery -Joint replacement surgery -Dental care treatment -Heart surgery -Hip replacement. There are many hospitals in Delhi where one can go for the above mentioned treatments. Some top most of them are: Ganga Ram Hospital (Rajinder Nagar) – Famous for all type of treatments including cosmetic surgeries too.
The doctors are all highly qualified and know how to treat an individual’s problem. Apollo Hospitals – AIIMS- Bara Hindu Rao hospital -Seth’s Diagnostic Centre – situated at main shanker road in Delhi, the centre is one of the best centers in Delhi for all type of skin related cures. Besides, Tata Memorial Hospital and Balak Ram hospital attracts huge medical tourists.

**Medical Tourism in Mumbai**

Mumbai (or Bombay), the business center and the financial capital of India, is a coastal city in the state of Maharashtra. Mumbai is one of the major players in the field of Medical Tourism, and the state has taken immense steps to promote healthcare and tourism in a major way. Mumbai has the advantages over its geographic location, which makes it a very accessible hub for people coming from overseas. It has one of the busiest international airports in the world. Mumbai has a number of excellent hospitals and specialty centers like Bombay Hospital and Medical Research Center, Asian Heart Institute, Wockhardt Hospital, P D Hinduja Hospital and Medical Research Center, Breach Candy Hospital and Tata Memorial Centre, which have seen an increased influx of patients from abroad.

These hospitals have excellent facilities, and the areas of expertise include Cardiology, Cardiothoracic Surgery, Gastroenterology, Neurosurgery, Plastic Surgery, Obesity Surgery, Oncology and other fields of Medicine. A good number of these hospitals have collaborations with reputed medical schools in US and UK, and access to international expertise and technology.

**More Information can be Availed at the Hospital Websites**

- Bombay Hospital and Medical Research Center: [www.bombayhospital.com](http://www.bombayhospital.com)
- Asian Heart Institute: [www.ahirc.com](http://www.ahirc.com)
- Wockhardt Hospital: [www.wockhardthospitals.net](http://www.wockhardthospitals.net)
The State of Maharashtra and the Federation of Indian Chamber of Commerce and Industry (FICCI) has collaborated to form the Medical Tourism Council of Maharashtra (MTCM). Their mission is “To deliver ‘value for money' health care with a human touch.”

**Future Prospects for Medical Tourism in Mumbai**

Private health care providers in Mumbai are very particular in setting up super specialty hospitals with facilities like air ambulance and shopping plazas. Insurance companies in abroad recognizes these hospitals due to the facilities and quality care offered at less price. So it is easy for the patients to avail health insurance, as they would in their own country. Hospitals are also focused on receiving accreditation from the Joint Commission International (JCI), USA, to ensure global standards in patient care, safety and quality of service.

**Medical Tourism in Bangalore**

Bangalore is one among the major metropolitan cities in India. It is the IT hub of India. It has all the eligibilities to be the top medical tourism destinations in India. Health professional experts, technological sophistication and health care services that easily match the best in the world are available in Bangalore. Its reputation as the global technology hub and cosmopolitan city has made it a prominent health care destination for foreigners from developed as well as developing countries. Bangalore has a pleasant weather all through the year. Some of the lead institutes and private hospitals in Bangalore receive regular patients from abroad include: Hosmat, Recoup, Soukya, Manipal, Narayana Hrudalaya, NIMHANS, Wockhardt, Advanced fertility centre, Sagar Apollo, Kidwai Memorial Institute of Oncology, Sri Jayadeva Institute of Cardiology, St. John’s Hospital, St. Martha’s, Victoria Hospital and Sri Sathya Sai Institute of Higher Medical Sciences, Mallya Hospital, Manipal Hospital
and The Bangalore Hospital. Some of the world’s best doctors and medical practitioners are serving the medical field in Bangalore. They have undergone rigorous training through the Indian medical education system as well as in countries like UK and USA. The practitioners are registered with the Indian Medical Association and other Indian and international professional bodies.

Many hospitals now have international accreditation to dispel any concerns of patients coming for treatment. Most big hospitals have eminent doctors from abroad as consultants. Also, most hospitals that have foreign patients have facilities and services customized for the comfort and convenience of the patients. Apart from local names, Bangalore also includes the list of international brands that are driving into the city in large numbers hoping to cash in on not just the rising demand for specialised healthcare but also on the world-class airport that has positioned the city as a medical tourism destination. The vast tracts of open space surrounding the Shamshabad international airport are suddenly being considered by investors as the best for setting up multi-specialty hospitals. Specializations for medical consultation, treatments and surgeries in Bangalore include Cardiology, Orthopedics, Nephrology, Neurology, Neurosurgery, Dentistry, Oncology, Infertility, Gynecology, Homeopathy, Ayurveda, Naturopathy etc.

**Medical Tourism in Hyderabad**

There are five notable medical institutions which attract most of the foreign patients. They are Apollo Hospitals, CARE Hospitals, Krishna Institute of Medical Sciences, L.V. Prasad Eye Institute and Asian Institute of Gastroenterology. The patients are mostly from Gulf countries followed by SAARC and African countries. Very few patients are from US and Europe. About 700 to 1000 patients visit Hyderabad annually. The hospitals treating international patients are having many encouraging factors. They are the excellent medical facilities using the Latest technologies with International accreditation, Highly qualified Physicians/Surgeons and hospital support staff, Significant cost savings
compared to domestic private healthcare, Medical treatment costs in India are lower by at least 60-80% when compared to similar procedures in North America and the UK, Less Waiting time and Fluent English speaking staff.

**Medical Tourism in Kerala**

Kerala has been considered as God’s Own Country and this was adopted in its tourism promotions. Kerala Tourism is a global super brand and is regarded as one of the destinations with the highest brand recall. Unique and rich geographical features made it as a mesmerizing land. This state is also the only place in India which practices the traditional Indian system of medicine Ayurveda in its purest form. It has brought true health, happiness and wellbeing to millions of individuals throughout the ages. This ancient art of healing has been in practice for over 5000 years, and was also the mainstream medicine in the ancient times. Derived from its ancient Sanskrit roots *ayus* (life) and *ved* (knowledge – ayurveda has been offering a rich, comprehensive outlook to a healthy life. It is the only medical science in this universe which is useful even when one is not ill. Kerala has established itself as a prominent Destination of world leisure tourism for its natural beauty and cultural assets. The growth of Tourism in Kerala has been induced by the buyer driven factors.

The collective marketing effort through the tourism department has been limited. The scenario of Medical Tourism is also not much different from leisure tourism. Medical tourism in Kerala grew without much willful collective effort. It was recognized as an opportunity by some sectors, particularly the Ayurveda sector who took some collective effort to convert Kerala as source for Ayurveda treatment. Dentistry and Modern Medicine have entered later.

**Factors for Popularity of Medical Tourism in Kerala**

Traditional systems of medicine like Ayurveda and Siddha are widely popular in the state, and draws increasing numbers of tourists. The factors that responsible for increased popularity of medical tourism in Kerala are High costs of healthcare in industrialized nations, Ease and
affordability of international travel, Improving technology and standards of care. Major specialties of Medical Tourism in Kerala: Modern Medicine includes Cardiac Care, Orthopedic, ENT, General Surgery, Cosmetic Treatment, Urology Ophthalmology Fertility Treatment, Neuro Surgery and Dental care. This apart, the alternative Medicines practiced in Kerala includes – Ayurveda, Homoeopathy, Siddha and Naturopathy

**MEDICAL TOURISM IN TAMILNADU**

Medical tourism has gained momentum in the state in recent times, bringing in a large number of medical tourists and revenue in dollars. Technologically advanced and sophisticated equipment, along with expertise in medical field that match with developed countries induced the growth of medical tourism in Tamilnadu. Three important components make Tamil Nadu, a favorable and much sought after medical tourism destination. They are Zero waiting time for patients, Treatment cost is less compared to western nations and Patients can convalesce at their own convenience in the hospitals. A specialty of Tamilnadu is that one can get very reasonable accommodation in Tamilnadu. Tamilnadu Tourism Development Corporation offers an accommodation with affordable tariff. The rich cultural heritage, handicrafts and hand-woven silks are value additions.

Tamil Nadu, famous for temples and is widely regarded as one of the most preferred destinations for health and Medicare. The state boasts of numerous multi-specialty hospitals and is a leader in India especially in eye care, oncology, ortho-paedics, cardiology and kidney treatment. The hospitals adhere to stringent international quality, which includes regular medical audits, and follow eco-friendly disposal of medical waste besides offering healing methods like ayurveda, siddha, homeopathy, unani, yoga, meditation and naturopathy. In addition to cafeterias offering world cuisine including exotic dishes from Africa and the Middle East, corporate hospitals in the city pamper their overseas clients by arranging for transportation for shopping trips. Hospitals like MIOT, Global health city and Apollo hospitals here have full-time translators for
every nearly language – from Bengali to Assamese, Swahili to Arabic. Tamil Nadu is vigorously emerging as the pivot of medical tourism, claiming to be number Uno position as Indian health capital. Corporate hospitals are well equipped to meet the increasing challenges and they gear up to meet the requirement of the international patients on a daily basis. On an average about 150 international patients visit Tamil Nadu daily and with their numbers the confidence on Indian doctors and paramedic staff too increases. Relaxing regulations will lure more medical tourists to Tamil Nadu. India’s National Health Policy considers that treatment of foreign patients is legal and respects it as a priority segment that fetches foreign income which has a stronger exchange value in the global market.

A number of private hospitals in Chennai also offer packages designed to attract foreign patients, with airport-to-hospital bed car service, in-room internet access and private chefs. Another trend is to combine surgery in India with a yoga holiday or trip to hundreds of tourist spots throughout the country. With a large pool of highly trained doctors and low treatment cost, healthcare replicates the Indian software sector’s success both in Chennai. Built on acres of land the new sleek medical centers of excellence, offer developed world treatment at developing world prices.

While this area has so far been relatively unexplored, now, not only the ministry of tourism, government of India, but also the various state tourism boards and even the private sector consisting of travel agents, tour operators, hotel companies and other accommodation providers are supporting to encourage the health and medical tourism and hence it is becoming a segment with tremendous potential for future growth. Operations at a fraction of what they would cost in the United Kingdom include surgery for hip and knee replacements and coronary bypass that would slash waiting times dramatically, reducing the queues of British patients waiting to see their doctors. With well equipped, state-of-the-art hospitals Chennai can offer the same level of care as anywhere else in the world.
MEDICAL TOURISM IN CHENNAI

Chennai is the capital of Tamil Nadu – a beautiful state in south India- is one of the fast growing big metropolitan cities of India. Chennai formerly known as Madras is the capital of the state of Tamil Nadu and is India’s fourth largest metropolitan city. It is located on the Coromandel Coast of the Bay of Bengal. The city is a large commercial and industrial centre. It is also known as the "Cultural Capital of South India" and was declared as the most livable city in India by the Institute of Competitiveness on account of economic, social, security and medical conditions as parameters. Chennai is the automobile capital of India, with around forty percent of the automobile industry having a base there and with a major portion of the nation’s vehicles being produced there.

Chennai is also referred as the Detroit of India. It has also become a major center for outsourced jobs from the Western world. The 12-kilometre long Marina Beach forms the city’s east coast and is one of the longest beaches in the world. The city is known for its sport venues and hosts India’s only ATP tennis event, the Chennai Open. The city has been termed as ‘India’s health capital since it attracts 45% of health tourists from abroad. It can be stated that with large number of multi- and super-specialty hospitals equipped with the latest medical equipments and facilities, dedicated doctors and treatment expertise of international standards, all at a relatively low cost, Chennai is a real gateway to health. Chennai is the largest city of south India and has become the technological and scientific center of India.

The city hosts a large number of multi-specialty hospitals equipped with the latest medical technology and facilities, employing world class doctors and other dedicated medical professionals. The real gift is that all these top quality facilities are available at a very low cost. It should be noted that all these hospitals are so keen in keeping global standards in all their activities and services and many of them are giving special attention to foreign patients. These hospitals accept international credit
cards and global health insurance. Chennai has world-class medical facilities, including both government-run and private hospitals.

The government-aided hospitals include General Hospital, Adyar Cancer Institute, TB Sanatorium, and National Institute of Siddha. The National Institute of Siddha is one of the seven apex national-level educational institutions that promote excellence in Indian system of medicine and Ayurveda. Some of the popular private-run hospitals in Chennai are Apollo Hospitals, Chettinad Health City, MIOT Hospitals and Vasan Healthcare. The prime NABH-accredited hospitals include Chennai Apollo Specialty Hospital, Dr Mehta Hospitals, Frontier Lifeline Hospital, Global Hospitals & Health City, Sankara Nethralaya, and Vijaya Medical & Educational Trust. The city has about seven palliative care units. Poonamallee High Road, one of the arterial roads of the city, has more hospitals than any other roads in the city and is known as the city’s 'Med Street'.

As of 2013, the city receives up to 200 foreign patients every day. The Coromandel Express, which plies between Kolkata and Chennai, is nicknamed 'Ambulance Express' in Howrah since it regularly ferries a chunk of patients from the eastern region for medical treatment at hospitals in Chennai. Foreigners, especially those from developing and underdeveloped countries such as Nigeria, Kenya, Burundi, Congo, Bangladesh, Oman and Iraq, come to the city for advanced medical care. About 150 Maldivian patients arrive at the city every day for medical treatment, which resulted in Maldivian Airlines launching a thrice-a-week direct flight from Male to Chennai. However, there are no consolidated statistics about the number of foreign patients that the city receives. Most leading hospitals, which receive a steady stream of patients from other states of India and abroad every day, have separate wings for international patients. The approximate number of international patients received by Sri Ramachandra Medical Centre is up to 100 overseas patients a month, Fortis Malar Hospital is between 15 to 20 per month, Madras Medical Mission is 14 foreign medical tourists every month, mainly from East African nations and Sankara Nethralaya.
is nearly 500 overseas patients a month. MIOT Hospitals receives nearly 300 foreign patients every month.

**Apollo Hospital**

It is the largest healthcare group in Asia and its flag ship hospital Apollo Hospitals Chennai, was established in 1983 and was the First Indian hospital to be awarded the ISO 9002 and ISO 14001 Certifications. It was the first hospital in South India to get accreditation from the Joint Commission International USA. Today it is one of the most respected hospitals in the world and has become the most preferred health destinations for both patients from India and abroad. The hospital provides world class treatments in over 60 departments spearheaded by internationally trained doctors. During 2010, a survey was conducted by The Week magazine and it rated the hospital as the "Best Private Sector Hospital in India" since it gives special attention to the patients from abroad by providing excellent services by its dedicated patient-care personnel. India is considered the leading country promoting medical tourism-and now is moving into a new area of medical outsourcing thereby providing services to the overburdened medical care systems in western countries.

**MIOT**

This is another leading hospital in Chennai which is a huge Multi-Speciality Hospital in India which is well known for its global Professional standards. The hospital provides excellent services in Orthopedics, Joint Replacement Surgeries, Trauma Care. Nephrology, Thoracic & Cardio Vascular Care, Neurology, Cardio Surgery and many other specialties. Many patients from foreign countries are coming to this hospital in search of world class, cost-effective healthcare. They have set up an department providing personalized attention to international patients and their families. The hospital is situated at Manapakkam, Chennai.

**Global Hospitals** is another trusted hospital in Chennai has got branches in all the main cities of India. The firm is providing excellent services in cardiology, neurology, orthopedics, nephrology and trauma care. They are well known for their expertise in organ transplantation.
The city now has the unique distinction of successfully treating patients from other countries for heart surgeries.

This is mainly due to the mind-boggling cost of even a simple surgical procedure in the United States. The cost of a Health Insurance Plan in the United States is exorbitant. There is a big percentage of Americans who are either not insured or underinsured. In the United States, about 50 million citizens are said to be uninsured. Patients from the United States are being sent to India for treatment by their insurance companies who have tie-ups with private hospital chains.

These are the people who are boarding planes to the East, seeking cheap but excellent medical care. For what the medical tourists would shell out for a medical check-up in Singapore, Tokyo, Sydney, New York, Paris or London, one could come to Chennai, undergo medical check-up, get top class treatment and even visit wonderful tourist spots. Patients from all over the country (the North Eastern states) and abroad come to the city for medical treatment. Patients from Africa (Nigeria, Kenya, and Congo), Bangladesh, and the Middle East frequent the city for quality medical care. The recuperating patients and their companions then go on sightseeing tours, organized by the hospitals. These medical tourists thus give a big fillip to Tamilnadu Tourism. Most of these reputed hospitals maintain a separate wing for international patients.

**Ramachandra Hospital** at Porur in Chennai receives about 100 international patients each day. Similarly, Fortis Malar receives about 20 overseas patients each day. Cardiac, orthopedics, neurosurgery, and oncology are the main branches in which medical treatment is being sought by these foreign patients. Some hospitals even provide cheaper service apartments for the relatives accompanying the sick person. Hospitals like **Madras Medical Missions** have tie-ups with foreign governments. The last named hospital receives about 20 medical tourists from East African countries, mainly for cardiac surgeries and kidney ailments including kidney transplants.

**Sankara Netralaya** receives about 500 overseas patients a month for eye-related problems. The hospital also takes care of other patients
coming from all over India. Aravind Hospitals at Madurai receives nearly 1000 patients every day, a sizable number of those from the North East and other parts of the world. **St. Isabesl**, a mission hospital at Mylapore, is another excellent low-cost hospital. The doctors and nursing staff at this hospital are extremely caring, and the quality of the treatment is excellent. Many eminent doctors are consultants at this hospital.

**Advantage of Medical Tourism in Chennai**

With a large pool of highly trained doctors and low treatment cost, healthcare replicates the Indian software sector's success both in Chennai. Built on acres of land the new sleek medical centers of excellence, offer developed world treatment at developing world prices. While this area has so far been relatively unexplored, now, not only the ministry of tourism, government of India, but also the various state tourism boards and even the private sector consisting of travel agents, tour operators, hotel companies and other accommodation providers are supporting to encourage the health and medical tourism and hence it is becoming a segment with tremendous potential for future growth.

Operations at a fraction of what they would cost in the United Kingdom include surgery for hip and knee replacements and coronary bypass that would slash waiting times dramatically, reducing the queues of British patients waiting to see their doctors. With well equipped, state-of-the-art hospitals Chennai can offer the same level of care as anywhere else in the world.

**The World Class Medical Attention at Chennai**

Chennai corporate hospitals excel in oncology, cardiology and cardiothoracic surgery, joint replacement, orthopedic surgery, gastroenterology, ophthalmology, transplants, urology and infertility treatments to name a few. The various specialties covered are Neurology, Neurosurgery, Radiation Oncology, Medical Oncology, Surgical Oncology, Ophthalmology, Rheumatology, Endocrinology, ENT, Pediatrics, Pediatric Surgery, Pediatric Neurology, Urology, Nephrology, Dermatology, Dentistry, Plastic Surgery, Gynecology, Pulmonology, Psychiatry, General
Medicine, General Surgery & Infertility treatment centres for assisted reproduction.

The various facilities in Chennai include full body pathology, comprehensive physical and gynecological examinations, dental checkup, eye checkup, diet consultation, audiometry, spirometry, stress & lifestyle management, pap smear, digital Chest X-ray, 12 lead ECG, 2D echo colour doppler, gold standard DXA bone densitometry, body fat analysis, coronary risk markers, cancer risk markers, carotid colour doppler, spiral CT scan and high strength MRI. There are services ranging from General Radiography, Ultra Sonography, Specialized Radiotherapy Equipments and Mammography to high end services like Magnetic Resonance Imaging, Digital Subtraction Angiography along with intervention procedures, Nuclear Imaging. The diagnostic facilities offered in Chennai are comprehensive to include Laboratory services, Imaging, Cardiology, Neurology and Pulmonology. The Laboratory services include biochemistry, hematology, microbiology, serology,

**High Tech and Quality**

All medical investigations are conducted on the latest, technologically advanced diagnostic equipment. Stringent quality assurance exercises ensure reliable and high quality test results. As Indian corporate hospitals are on par, with the best hospitals in Thailand, Singapore, etc the country is becoming a preferred medical destination. In addition to the increasingly top class medical care, a big draw for foreign patients is also the very minimal or hardly any waitlist as is common in European or American hospitals. In fact, priority treatment is provided today in Indian hospitals.

**Wholesome Attractions:**

for Spots of Tourist Attraction - 8. Fourth Largest Metropolitan City - 9. Houses Marina Beach as Its Pride - 10. Variety of Unique Cuisine - 11. Safe and Peaceful - 12. Well Connected By Air, Rail and Road For the ordinary tourist, India is a very cheap destination. Great unusual varied places to see and at rock bottom prices. It also offers world class medical treatment at very affordable rates. Few countries in the world can offer as much as India. Long needed medical care plus a good rejuvenating holiday afterwards to help in the convalescence. Tamil Nadu is one such state in India wherein one can avail of all-inclusive package. There are several world-class facilities in Tamil Nadu equipped with the latest testing facilities. The doctors, nurses and other Para medical staff, manning the hospitals are all dedicated and well trained. There are many private hospitals that are all professionally run, offering treatment at a very economical cost.

It has been noticed that the cost of treatment is about one/tenth of the cost of a similar treatment in developed countries. All this is at a very high success rate, which compares very favorably to the best of hospitals in the West. One can come to Tamil Nadu for a specific treatment or even go for a Master Health Check Up while on holiday. Everything is taken care of by the concerned hospital in liaison with the Travel Agency. Cardiac Care, Dialysis and Kidney Transplant, Eye Care, Cosmetic Surgery is available in all hospitals in Tamil Nadu and at very reasonable rates.

**Eye Care**

Tamil Nadu is undoubtedly the leader in this field in India. There are some excellent world class hospitals in Tamil Nadu. For more details, look up Eye care in Tamil Nadu.

**Cardiac Care**

Cardiac Care has become such a specialty in India. Tamil Nadu also has its share of some excellent hospitals which are well equipped to take care of all major heart diseases. Not only do these hospitals have expertise in heart care, but they also provide basic facilities in preventing
heart diseases. All the major hospitals are equipped with the latest testing facilities, which are on par with the best hospital in the West.

All this at a fraction of the cost in the West! Some of the good hospitals for cardiac care in Tamil Nadu are the Apollo Hospitals, Ramachandra Hospital, Vijaya Hospitals, Madras Medical Mission, Sundaram Heart Foundation all at Chennai, and CMC Hospital at Vellore about 150 Km from Chennai.

**Cosmetic Surgery**

All the major hospitals in Tamil Nadu are equipped with excellent facilities for cosmetic surgeries like liposuction, Rhinoplasty, hair transplants, facelifts, Botox treatment for reduction of wrinkles, breast enhancement/reduction.

**Oncology**

Most hospitals listed above have very good oncology departments offering radiation therapy as well as Bone Marrow Transplants. Special surgeons are available for individual organs. Apollo Hospital, a premier hospital has a separate Cancer Hospital. It has recently introduced Brachytherapy, a new form of treatment, for prostate cancer. Brachytherapy was until now mainly used for Mesothelima Treatment. This is a high tech radiation treatment, which is done by implanting radioactive seeds near or inside the cancerous tumors. It is quick procedure not taking more than 1 hour and also does not require overnight stay. Afterwards the implanted seed remain in the body and transmits radiation for a year. Brachytherapy can also be used for treating breast and cervical cancer.

**Orthoepaedics**

All hospitals in Tamil Nadu have very experienced skilled surgeons, very well trained in the latest medical techniques. Shoulder/hip/knee replacement surgeries are all performed here. One exclusive orthopedic hospital in Chennai is MIOT Hospitals.

**Dialysis and Kidney Transplant**
All renal diseases are managed very well in all the major hospitals in Tamil Nadu. The hospitals have state of the art facilities in the operation theatre and Transplant Intensive Care Units.

The hospitals in Tamil Nadu are leaders in cadaver transplants and have performed a considerable number of them with very high success rates.

Alternate Medical Treatment:

Though Kerala, the neighboring state, is spoken of in the same breath as Ayurveda, Tamil Nadu also does not lag far behind. Ayurveda, Siddha in TamilNadu, Homoeopathy, Acupuncture, Acupressure Pranic Healing, Reiki are all practiced here. Yoga Schools are aplenty here where one can undergo a short-term course for a reasonable fee. One can very well say that Tamilnadu is a place where a patient can get any type of treatment at affordable cost with good results along with memorable tourism experiences.

END NOTES

CHAPTER - IV

MEDICARE FACILITIES AND INFRASTRUCTURE IN INDIA & TAMILNADU

Introduction

Health may be viewed as a state of complete physical, mental and social wellbeing and not merely the absence of disease. Overall health of the populace plays a vital role in the development of the healthy nation. Healthy population only can contribute more to enhance the economic status of the country. Keeping all these in mind, every government strive their level best to provide the most affordable and an organized infrastructure for health sector. Moreover, meeting the health requirements of the native residents will enable the country to extend the same to those who are in need of it from outside the country. Such health care services will facilitate the host country to harness its revenue through foreign exchange earnings.