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A STUDY ON IMPACT OF MARKETING OF MEDICAL TOURISM IN HEALTH CARE SECTOR

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ABSTRACT

Medical tourism is a growing sector in India. India's medical tourism sector is expected to experience an annual growth rate of 30%, making it a \$12 billion industry by 2015. As medical treatment costs in the developed world balloon - with the United States leading the way - more and more Westerners are finding the prospect of international travel for medical care increasingly appealing. An estimated 1,50,000 of these, travel to India for low-priced healthcare procedures every year.

India has thousands of skilled physicians and nurse practitioners. Over the last two decades, the economic boom in India has led to the building of medical facilities & infrastructure, the very best that western medical care that the west has to offer. India is the only mainstream option that offers a comprehensive solution for any and all medical needs, and does this with the highest levels of service, facilities, and professional skills. This article intends to study the impact of marketing of medical tourism in health care sector.

KEY WORDS: Medical tourism, Health care, Medical needs, India

INTRODUCTION

Medical tourism is a growing sector in India. India's medical tourism sector is expected to experience an annual growth rate of 30%, making it a \$2 billion industry by 2015. As medical treatment costs in the developed world balloon - with the United States leading the way - more and more Westerners are finding the prospect of international travel for medical care increasingly appealing. An estimated 1, 50,000 of these, travel to India for low-priced healthcare procedures every year.

India has tens of thousands of skilled physicians and nurse practitioners. Over the last two decades, the economic boom in India has led to the building of medical facilities & infrastructure that are the very best that western medical care that the west has to offer. India is the only mainstream option that offers a comprehensive solution for any and all medical needs, and does this with the highest levels of service, facilities, and professional skills.

OBJECTIVES OF THE STUDY

- ▲ To study the worldwide medical tourism development
- ▲ To analyze Foreign Tourist Arrivals (FTA) to India for medical tourism
- ▲ To examine Foreign Exchange Earnings (FEE) from tourism in India

NEED FOR STUDY

This study intends to understand the problems being faced by medical tourists visiting India. This study focuses on foreign visitors coming to India for some medical treatment in one of the JCI (Joint Commission International) NABH (National Accreditation Board for Hospitals) accredited hospitals. This study intends to analyze the possible bottlenecks that are likely to hamper the growth of medical tourism in India and make recommendations thereof.

DATA COLLECTION METHOD

In this project data has been collected through secondary data method. They are those which have already collected and had passed through statistical process. The sources are based on facts and figures collected from published and unpublished sources like newspaper, journals, search engines, etc.,

LIMITATIONS

The limitations of the present study are as follows:

- ☞ The study is fully based on the secondary data
- ☞ Unable to forecast the future demand. Since, the condition may frequently vary from period to period the findings may not be valid in the future period.

AN OVERVIEW OF MEDICAL TOURISM

This phenomenon of people traveling across national borders for medical care has existed for centuries. However, only in the recent decades has it really taken off and fully blossomed, as patients have realized that they have options other than receiving local medical treatment and it is their right to check elsewhere and take advantage of the fact that the improvement of the means of transportation along with the internet is turning our world into a "global village".

As strange as this may sound, India receives thousands of tourists that come in to the country to undergo medical treatments, then leaving the country and going back home. It is called "Medical Tourism" and it is a blooming global industry as India has become a main medical tourism hub.

MEDICAL TOURISM IN INDIA**India –a leading destination for global medical tourists:-**

India was one of the first countries to recognize the potential of medical tourism and today is the leading destination for global medical tourists. Already in 2004, India has received 150,000 medical tourists and this number has grown by a whopping 33% by 2008 to 200,000 inbound medical tourists. It is estimated that by the year 2015, India will receive over half a million annual medical tourists annually. This is no coincidence; India's private medical sector offers the most advanced medical treatments and technology available in the world today. Patients can come

in and enjoy deluxe accommodations and be treated by the finest doctors that have western medical training, all for the lowest prices.

SOME OF THE MEDICAL TREATMENTS AVAILABLE IN INDIA AT LOW COST COMPARED TO OTHER NATIONS

- ⊙ Angioplasty
- ⊙ Heart by pass
- ⊙ Heart valve (single) replacement
- ⊙ Hip replacement
- ⊙ Knee replacement
- ⊙ Spinal fusion
- ⊙ Rhinoplasty

ANALYSIS AND INTERPRETATION**Table 1-The Worldwide Medical Tourism Development**

S. No	Year	Revenue (in U.S billions)	Simple percentage
1	2008-2009	60	13.89
2	2009-2010	70	16.20
3	2010-2011	75	17.30
4	2011-2012	87	20.14
5	2012-2013	100	23.15

Source: www.nabh.com

The above table shows the status of the worldwide medical tourism development.

Table 2- The Foreign Tourist Arrivals (FTA) to India for Medical Tourism

S. No	Year	FTA (in millions)	Percentage Change Over Than Previous Year (%)
1	2009	5.08	14.3
2	2010	5.28	4.0
3	2011	5.17	-2.2
4	2012	5.58	8.1
5	2013	2.92	10.9

Source: www.nabh.com

The above table shows the foreign tourist's arrivals to India from the year 2009 to 2013 and it also shows the changes in the rate of arrivals with the previous year.

Table 3-The Number of Domestic Tourist Visit for Medical Tourism in India

S. No	Year	No. of Domestic Tourist Visit (In Millions) to India	Percentage Change Over Than Previous Year (%)
1	2009	462.31	18.0
2	2010	526.43	13.9
3	2011	563.03	7.0
4	2012	668.80	18.8
5	2013	740.21	10.7

Source: www.nabh.com

The above table shows the number of domestic tourists visiting other states in India for medical treatment.

Table 4-The Foreign Exchange Earnings (Fee) From Tourism in India

S. No	Year	FEE (in crores)	Percentage change over than previous year (%)
1	2009	44360	13.7
2	2010	51294	15.6
3	2011	54960	7.1
4	2012	64889	18.1
5	2013	35163	12.1

Source: www.nabh.com

The above table shows the Foreign Exchange Earnings (FEE) from the NABH (National accreditation board of hospitals) on India regarding the medical tourism

Table 5-Top 5 States in India of Foreign Tourists Visits for Medical Tourism

S. No	States/Union territory	FTU's(in million)	Percentage (%)
1	Kerala	5.1	31.5
2	Maharashtra	2.8	17.29
3	Tamil Nadu	1.7	10.5
4	Uttar Pradesh	1.9	11.74
5	Delhi	1.3	8.03

Source: www.nabh.com

The above table shows the foreign tourists visits for treatment of top 5 Indian states

FINDINGS OF THE STUDY

- ↳ India spends only 7.7% in out-of-pocket for medical tourism.
- ↳ India is the only country which is requiring more money for outdoor purposes in medical tourism.
- ↳ The number of domestic tourist visit within India for medical treatment has increased up to 18.8% by the year of 2010, due to difference in price structure followed by hospitals within India.
- ↳ It is estimated that the value are in increasing phase and it is expected that the foreign tourists' arrivals in the future period also will show a positive growth rate.
- ↳ India provides the replacement of hip in a very negligible amount when compared with America.
- ↳ India stands at first in medical industry with a little expense for knee replacement procedure but the tourist arrival is lesser when compared with other countries

↳ The cost in India is much lesser when compared to all the other countries and hence there is more outbound tourists visiting India for medical tourism.

SUGGESTIONS

- ✓ Government should set a vision for improving medical tourism in our country
- ✓ The Government has to realize the importance of the skilled manpower in this field at different levels to develop human resources. The Indian government should improve their ideas, packages and provide an attractive offers as per customers demand to grow the medical tourism.
- ✓ Indian hospitals should also aggressively pursue institutional arrangements with insurance companies particularly from west. Instance, health resorts, rehabilitation centers and spa should be promoted within the medical tourism sector as a follow up system for patients.
- ✓ Private medical facilities could establish a rehabilitation center that is funded by the private facilities. They should improve their advertisement style and try to publish their services in the global market in a new style.

CONCLUSION

Medical tourism is likely to increase over the next decade as more patients are able to access the Internet and acquire information relevant to care offered overseas at an affordable price. While some patients will benefit immensely from treatment as a medical tourist, many legal and ethical issues will also

arise. Nurses need to familiarize themselves with the benefits of medical tourism while also acknowledging its inherent dangers. Potential medical tourists will benefit from the services of a knowledgeable health professional in their home country who can discuss the many issues that relate to this medical tourism. It is expected that medical tourism will provide a new role for nurses as this healthcare trend expands around the world. In general, the demand for medical tourism among outbound countries will be maintained as long as major problems with the national health care provision exist. The prospects of medical tourism are positive and it has been forecast that the industry will grow by 66%.

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