

A study on successful Medical tourism in India- A Review

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Abstract

The flourishing tourism Industry is no more restricted to just historical sightseeing, hotels, restaurants etc but is now very much applicable to health care services across the world. Medical Tourism is the amalgamation of two economic activities medicine and tourism, it is a phenomenon when different people travel across the world to get good quality health care services at an affordable cost. Foreign tourists from developing countries like USA, UK are reaching out to India despite being a developing country, which has expert doctors & medical team, staff & resources and adequate resources to meet the growing demands of quality health care services at affordable cost.

India's health care sector has been growing at a significant rate and is one of the largest sectors with regard to revenue generation & employment. Since 2000's India has been experiencing a large inflow of foreign medical tourists. These tourists are preferring to come to India for surgery, knee transplantation, hip replacement, dental problems etc and not just only for vacations.

This paper will help to understand the concept of medical Tourism clearly and emphasize on the possible reasons for foreign tourists to availing medical services in India, the countries from which Medical tourists come to India. This paper will also help in understanding the factors and working mechanism of Medical tourism in India and list out the medical services availed by them in India.

Keywords: Medical Tourism, quality treatment, affordable cost, developed country, developing nations, health care services, foreign tourists

1. Introduction

People travel abroad, especially from developed countries to seek and avail medical treatment which is too expensive or may be unavailable in their countries of residence. Now in modern era, when the medical tourism is fast becoming very popular, people who seek medical treatment are combining it with a well-planned vacation. The different types of medical treatment availed by them are surgery, beauty surgery, dental problems, fertility treatments etc.

Although Medical tourism aids in generating revenue for our country, it is still not considered as a direct trade, it is rather considered a phenomenon where people can avail quality health care services by crossing all regional boundaries.

The medical tourists coming from developed nations are mainly from USA, UK, Australia, Canada, Western Europe and the Middle east.

When they come to India not only do they avail quality treatment at affordable cost but can also spend leisure time as a vacation. Another major advantage for India compared to others, is the knowledge of the English language

Nowadays, this medical tourism concept has brought about the concept of an attractive compact package which has all the amenities of medical treatment services, travel services, sightseeing etc. As a result of this, the hospitals and the hospitality industry have come together as both medical treatment and vacation has been facilitated by medical tourism benefitting both industries.

Medical tourism has strengthened the concept of universal health care



Fig 1: Global medical Tourism rate and position of India, Source: Grand View Research Inc.

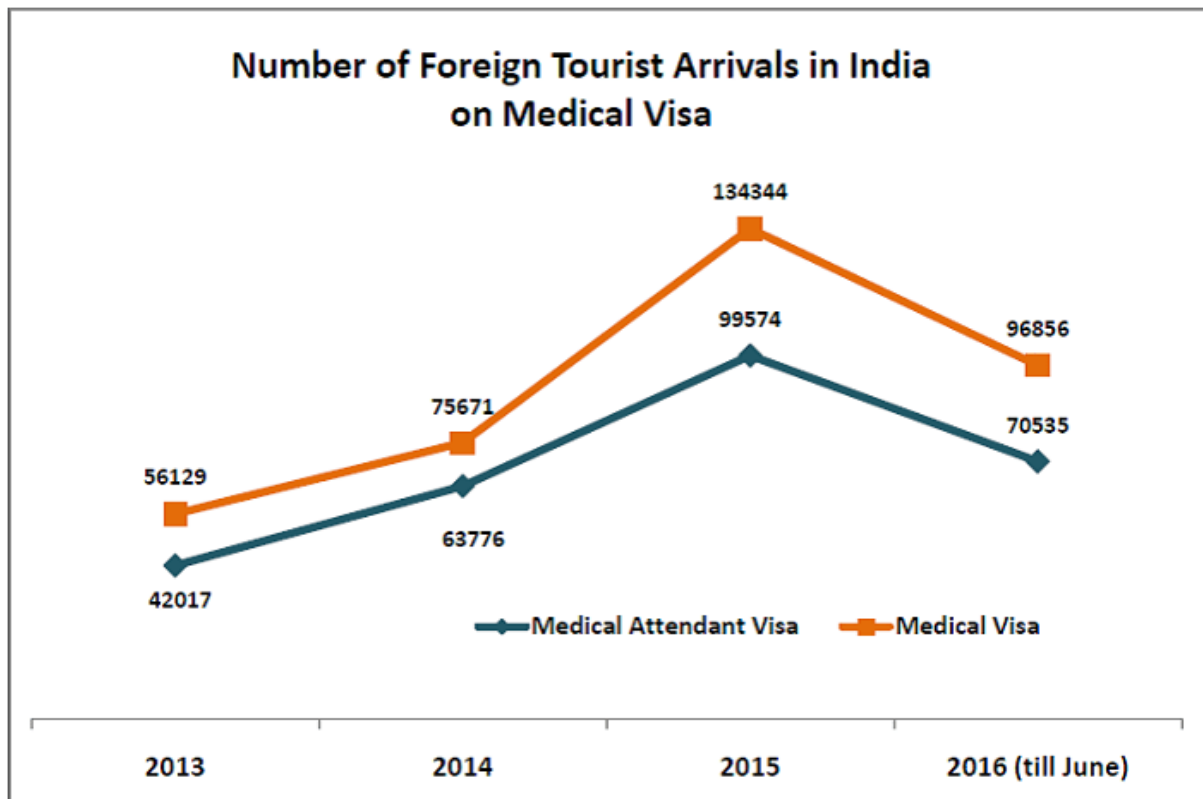


Fig 2: Number of foreign tourists coming to India on medical visa as Patients & the people accompanying them, Source: Medium

Literature Review

Baxi (2004) and Pankaj Mochi (2013) have analysed that India has been successfully increasing its position in global health care industry. The medical expertise of India is among the finest in the world. The main reason for acceptance of India as destination for healthcare is because of the world wide reputation of Indian doctors. International Tourists respect and admire Indian nurses for their caring approach towards their patients.

Mohanty & Madhav (2006) observed that the Indian health care industry is emerging as a major medical tourist destination when compared to other countries because of its up to date knowledge, skill, better familiarity with many advanced medical practices.

Rao (2005) analysed that cost of medical treatment across the globe and observed that due to best quality treatment at low cost, a huge number of foreign tourists are approaching India for treatment in the field of Cardiology, joint replacement, cardiac surgery, ophthalmology etc.

Gill & Singh (2011) have observed that the emergence of medical tourism industry had brought about the beginning of many opportunities for industries both in source & destination countries. They also added that Medtreat, a medical tourism agency in USA provides assistance to people for availing medical treatment in India.

Objectives of the study

1. To understand the concept of Growing medical tourism In India
2. To list out the reasons for availing medical services in India for foreign tourists
3. To determine the countries from which people come as medical tourists to India
4. To understand the factors and working mechanism of Medical tourism in India
5. To list out the list of medical services/products availed by medical tourists

Medical Tourism and its influencing factors

According to K. Pollard, he establishes a “model of destination attractiveness”, where he discusses about the factors which affect the decisions of the customer or patients about the treatment in international borders

There are seven factors which influence medical Tourism:

- a) Geographical Front: One of the main deciding factors for the patients is the amount of time required to reach the destination and the ease of accessibility. They generally avoid places which have complex visa procedures
- b) Cultural front: Patients are influenced by the language spoken, religion practised, cuisine, customs and practices. They tend to prefer places with which they have f cultural familiarity & similarity.
- c) Facilities and Infrastructure: The main attraction for the patients is the availability of infrastructure & suitable facilities for the treatment in the country as they have to stay for long period
- d) Price: all expenses which the patients have to bear while treatment such as treatment costs, travel, accommodation and insurance expenses etc has to considered while estimating the final cost of treatment
- e) Image of a Place: The reputation of the country which is built in the minds of the patients permanently, attracts the patients while deciding the country from which they would prefer to avail medical treatment.
- f) Weather conditions: The climate of the country & its weather conditions, also affect the patients decision to choose a particular country to avail medical treatment
- g) Risk and return: This consists of the safety measures, good will of the medical services of the particular country, treatment outcomes against potential risks if any etc.

According to Glinos and Baeten, there are five main factors which affect a patient’s decision to prefer a particular country. The five factors are:

- a) Familiarity-giving a feeling of ease in the patients if they are familiar with the language, culture, food habits etc
- b) Availability of services-Patients tend to seek medical services from another country when the required medical service is unavailable completely or inaccessible due to long waiting time

- c) Cost- which is one of the major deciding factors as the patients have to normally bear their own expenditure.
- d) Quality-Patient perceive that they would get better quality of treatment as compared to their own country at affordable price
- e) Law

MECHANISM OF MEDICAL TOURISM INDUSTRY

Patients first decide keeping in mind their own needs and preferences with respect to their medical condition

Next they select the country which could give the best quality treatment facilities according to their budget.

So price is not the only important factor which influences medical tourism.

- 1) **Availability of doctors & medical facilities in India-** The availability of expert doctors, good medical team & facilities along with empathetic & friendly behaviour of doctors and medical team towards the patients is a major driving factor which affects the mechanism of Medical Tourism Industry in India
- 2) **Cost-** As patients chose to come to India for their medical Treatment, they mostly come along with their family members. The trip cost and the treatment cost is much lower compared to their own countries or other countries. The total Out of the pocket Expenditure of the patients considering treatment, travel fare. accommodation, sightseeing, shopping, food etc is much lower compared to the medical expenditure in developed countries
- 3) **Specific treatment facilities & AYUSH medicine-** the easy access & availability of certain medical treatments in India which are not present in the countries of the medical tourist affect the mechanism of Medical Tourism in India like repetitive strain injuries.
India. There are various wellness therapies in India which facilitate the complete cure of patients. India is well known across the world for its traditional system of medicines like Ayurveda, Yoga etc. The ancient Indian treatments through massage therapy, spa treatment etc have become very people among people from developing countries & are now being preferred as alternative medical therapies
- 4) **Effective Pain Management-**The medical tourists prefer India because of the effective treatment provided to patients which helps in reducing pain much faster
- 5) **Service provided to patients-** The service provided by the Indian hospital sector is not limited to professionalism but compassion, an understanding attitude towards the patients and quick response. The manner in which the patients were received, the round the clock availability of doctors & nurses, the affectionate & caring attitude of nursing staff makes the patients feel comfortable & homely in contrast to the developing countries where there is only professional approach.. They feel that they will be getting a personalised service which creates a very strong brand image of the hospital in their minds.
- 6) **Recommendations for Family & acquaintances, self-research-** The treatment provided, the attitude of the medical, nursing & administrative staff creates an ever lasting impression in minds of the patients who come as medical tourists. So they always spread positive word of mouth and

give positive reviews about their experiences in social media, So this influences the decision of the potential medical tourist while choosing India

- 7) **The complex Insurance system in developing countries-** The complicate procedures of the medical insurance systems in developing countries demotivates the people for availing treatment facility in their countries so they prefer to choose India where they would get Best quality treatment at affordable cost .The sightseeing ,trips etc are an added advantage for them. The entire cost in India is inexpensive for the patients from developing countries
- 8) **Complete Patient Satisfaction-**all the above mentioned driving factors influencing the mechanism of Medical Tourism in India provide positive reinforcement to ensure complete patient satisfaction

These 8 points are the positive driving factors affecting the working mechanism of medical tourism industry in India but there are some negative factors also which affect the working mechanism of medical tourism industry in India.

The following are the issues faced by patients in developing countries who chose India for availing treatment:

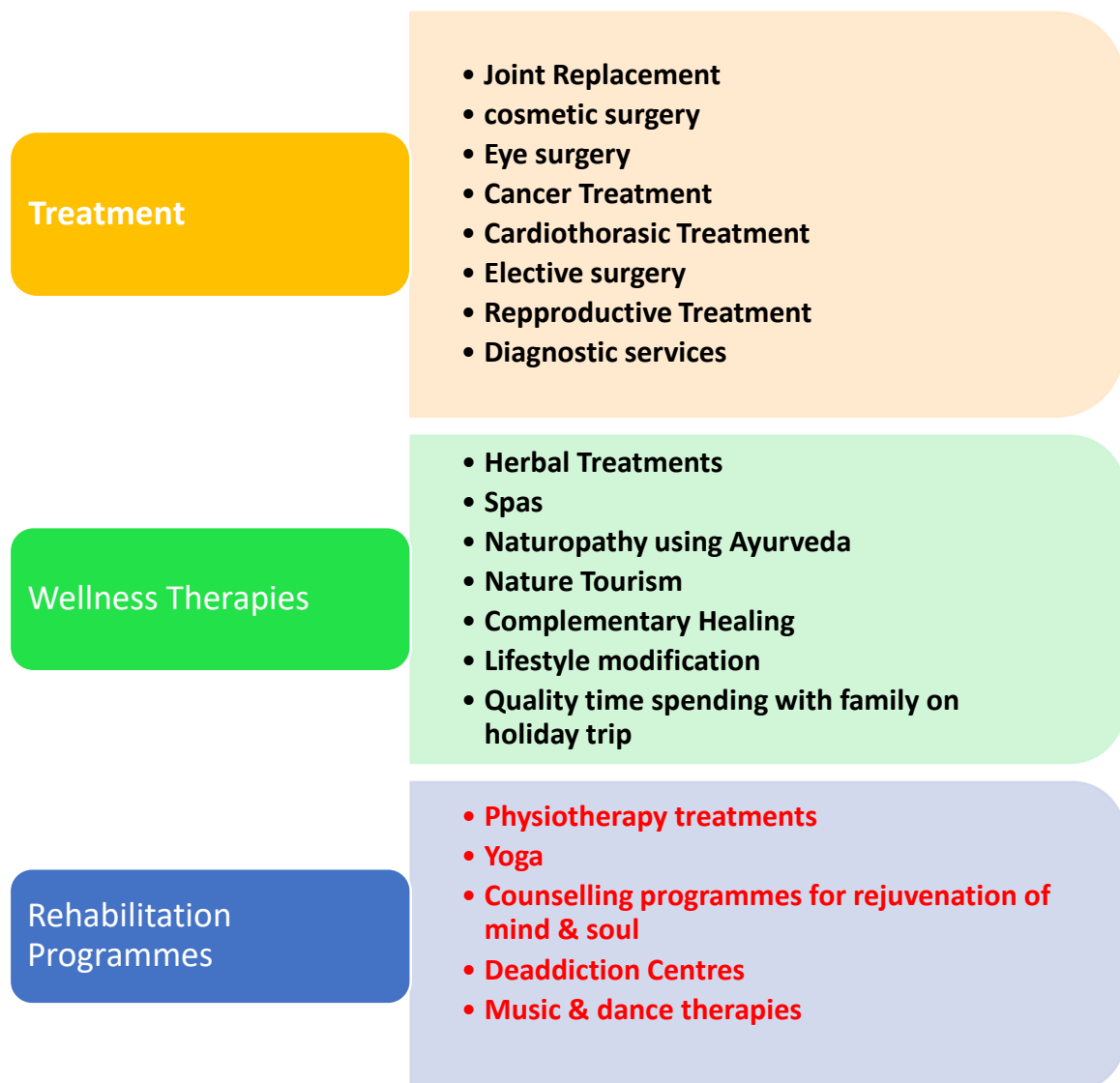
- 1) The insurance companies may not bear the entire cost or even partial cost while availing medical facilities abroad
- 2) Constant communication with the administrative team & medical team of the hospital for consultation & appointment with the specialist doctor whose treatment the patient wants to seek
- 3) Preplanning of the length of stay in the country while medical treatment
- 4) Mental preparation for adjusting with a completely different culture and atmosphere
- 5) Heavy traffic in roads

Corrective Steps which may be taken by administrators for addressing these issues:

- 1) The transparency of costs & expenditure to the patients so that they do not feel that they are being burdened by excess out of the pocket Expenditure. Also the charging for services should be optimum
- 2) The planning should be taken care by the administration & branding team of the concerned hospital so that the patients are not distressed, The administration team should coordinate between the patients & doctors& medical team so that the entire process of communication of the patient with the consultant is smooth
- 3) The hospital may have a tie up with a travel & tourism management company so that the entire process of travel, accommodation, sightseeing etc can be facilitated by the Travel & tourism company .As a result of which the patients would not have to worry about these things.
- 4) The hospital may have a special International Patients wing which would cater to providing services exclusively to Medical tourists and make them feel comfortable with the procedures in the new atmosphere
- 5) The hospital may have a telemedicine unit which can be utilised for communication between the International patients & doctors
- 6) The hospital may have a separate cafeteria serving cuisine which is familiar to the patients coming from developing countries

- 7) In India, the knowledge of English language is a major advantage over other countries to converse with the patients coming from countries like USA, UK, Canada. The patients feel comfortable interacting in the language known to them. For other languages, there may be special Language interpreters in the front desk of the International Patients Wing so that they can converse with the patients in their mother tongues

Medical products/services availed by the medical tourists coming from Developed countries



Medical Cost comparison of Health care service in India and other countries

	INDIA	USA	KOREA	THAILAND	MALAYSIA
Heart Bypass	\$5,200	\$144,000	\$28,900	\$15,121	\$11,430
Angioplasty	\$3,300	\$57,000	\$15,200	\$3,788	\$5,430
Heart Valve Replacement	\$5,500	\$170,000	\$43,500	\$21,212	\$10,580
Knee Replacement	\$6,200	\$50,000	\$19,800	\$12,297	\$7,000
Hip Replacement	\$7,000	\$50,000	\$14,120	\$7,879	\$7,500
Spinal Fusion	\$6,500	\$100,000	\$15,400	\$9,091	\$6,000
Liposuction	\$2,800	\$9,000	N/A	\$2,303	\$2,299
Tummy Tuck	\$3,000	\$9,750	N/A	\$5,000	N/A
Lasik (both eyes)	\$500	\$4,400	\$6,000	\$1,818	\$477
Retina	\$850	N/A	\$10,200	\$4,242	\$3,000
Dental Implant	\$1,000	\$2,800	\$4,200	\$3,636	\$345
Gastric Bypass	\$5,000	\$32,972	N/A	\$16,667	\$9,450
IVF Treatment	\$3,250	N/A	\$2,180	\$9,091	\$3,819

Information source: A Cost Comparison Study By The American Medical Association

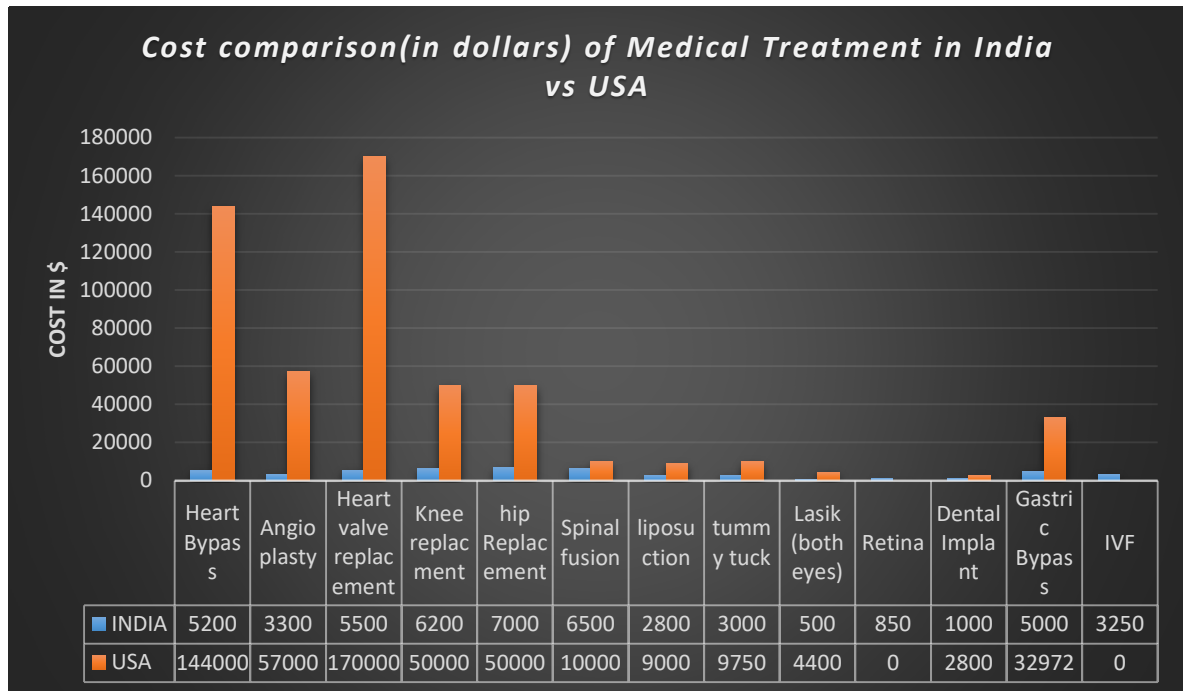


Chart 1, Please note that expenditure for Retina procedure & IVF procedure in USA is not applicable

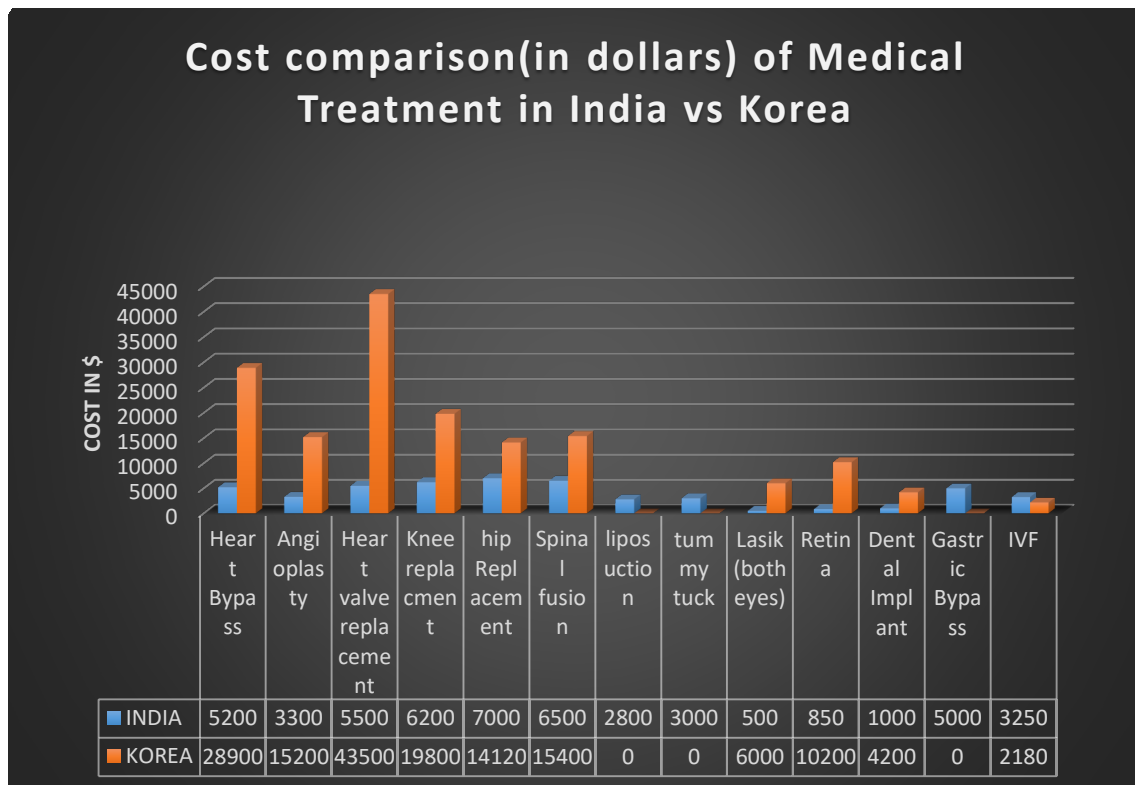


Chart 2, Please note that expenditure for tummy tuck& liposuction procedure in Korea is not applicable

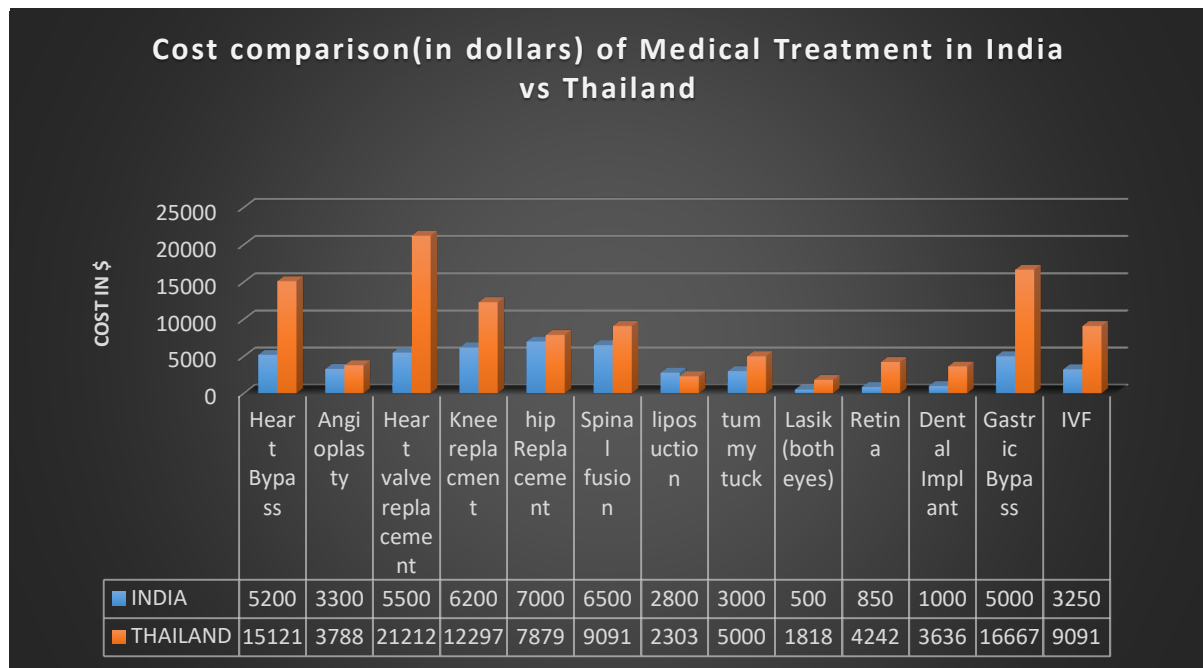


Chart 3

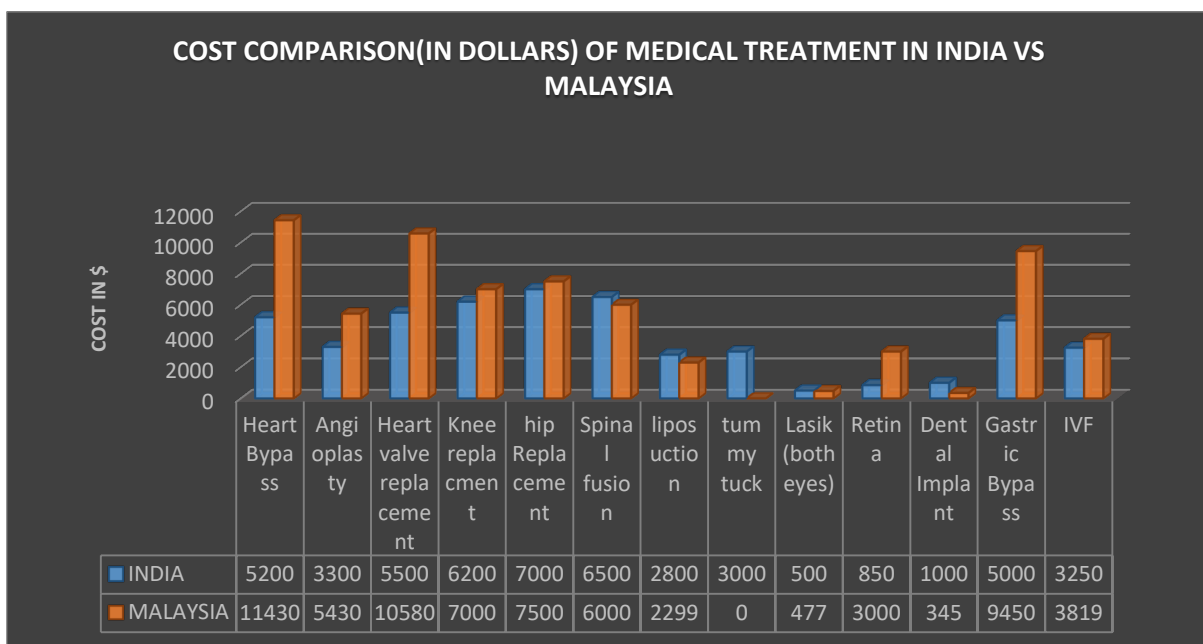


Chart 4, Please note that expenditure for tummy tuck procedure in Malaysia is not applicable

It can be observed from Chart 1-4 that the cost of treatment in India is much less when compared to USA, Korea, Thailand & Malaysia. Procedures of Heart Bypass surgeries, angioplasty, heart replacement, knee replacement followed by the above mentioned procedures are carried out In India by the best team of doctors & medical team in reputed Hospitals at a cost which is affordable and much lower when compared to USA, Korea, Thailand & Malaysia.

Name of country	No. of medical Tourists coming to India
Bangladesh	221751
Afghanistan	55681
Iraq	47640
Maldives	45355
Oman	28157
Yemen	11903
Uzbekistan	8309
Nigeria	5530
Pakistan	1785
Kuwait	1000
Seycheilles	939
United Kingdom	755
USA	649
Germany	109
France	97

Information source: International Medical Travel Journal ,2017 India medical tourist Data

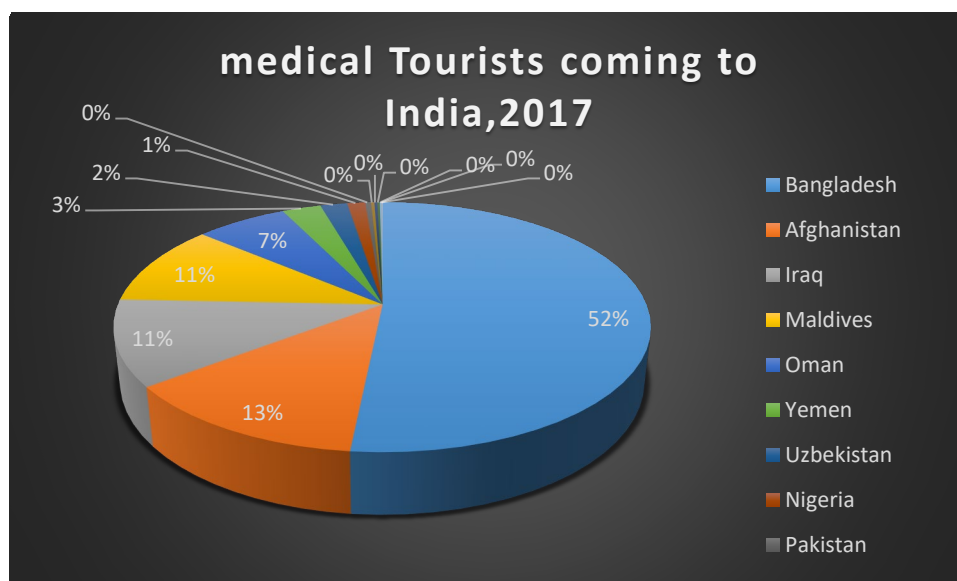


Chart 5

It can be observed through chart 5 that the maximum percentage of medical tourists arriving in India are from Bangladesh followed by Afghanistan, Iraq, Maldives, Oman, Yemen, Uzbekistan, Nigeria & Pakistan. (as per 2017 data)

	2015	2016	2017
No. of medical Tourists coming to India	234000	427000	495000

Information source: The Hindu, New Delhi, January 28,2019

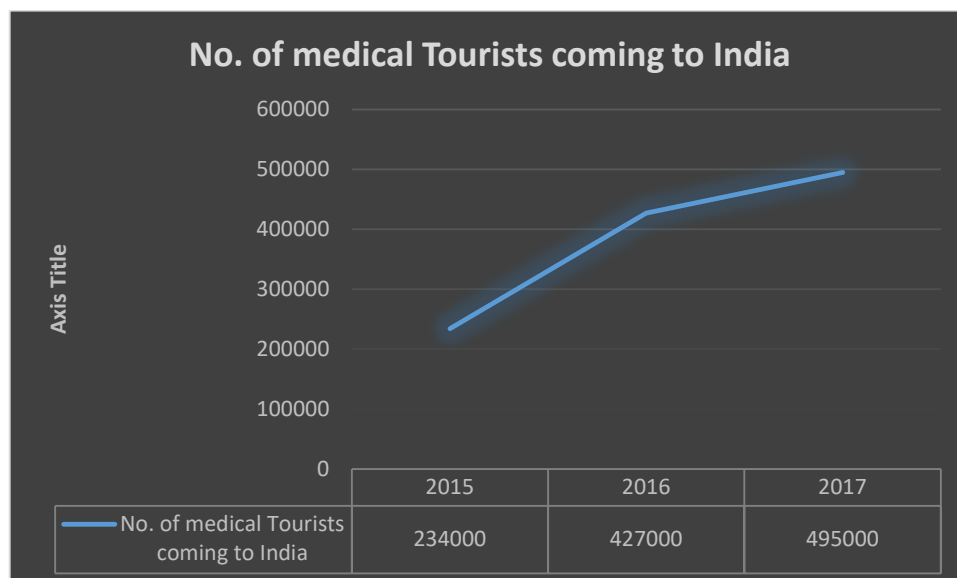


Chart 6

It can be observed through chart 6 that there has been a steady increase in number of medical tourists coming to India each year.

Concept of CAGR with respect to Medical Tourism in India

Compound annual growth rate (CAGR) is the rate of return which would be required for an investment to grow from its initial balance to its ending balance, assuming the profits were reinvested at the end of each year of the investment's complete lifespan.

In 2017, The International medical tourism market was valued at \$53,768 million, which is now estimated to reach at \$143,461 million by 2025, registering a CAGR of 12.9% from 2018 to 2025.

For India, India's medical tourism sector was estimated to be worth US\$3 billion in 2015. By 2020, the projected growth of CAGR is 200% i.e \$9 billion. By 2020, it is estimated that the Indian Medical Tourism

market will grow from its current size of USD 3 billion to USD 7-8 billion(According to a CII –Grant Thornton White Paper.)

Cost of entire trip to India & medical expenses for Medical Tourists

	Minimum cost (in US Dollars)	Average Cost(in US Dollars)	Maximum Cost(in US Dollars)
Total cost covering stay & treatment in India	1700\$	9376\$	18600\$
Cost of Treatment in India	300\$	6071\$	16000\$
Cost of Treatment in USA		11000\$	18000\$

Information source:1) Reddy Sumantha Gopala, *Medical Tourism in India*, , Kansas State University ,Manhattan

2) Why are Americans Paying more for Healthcare, April 2020, Peter G Peterson Foundation

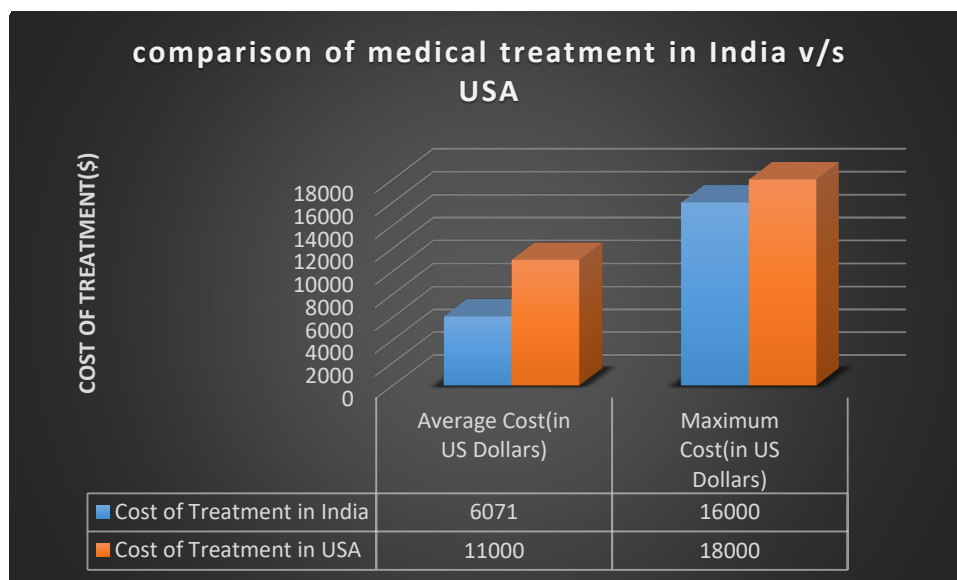


Chart 7

This chart shows that the average cost & maximum cost for medical treatment in India is much less compared to the average cost & maximum cost for medical treatment in USA.

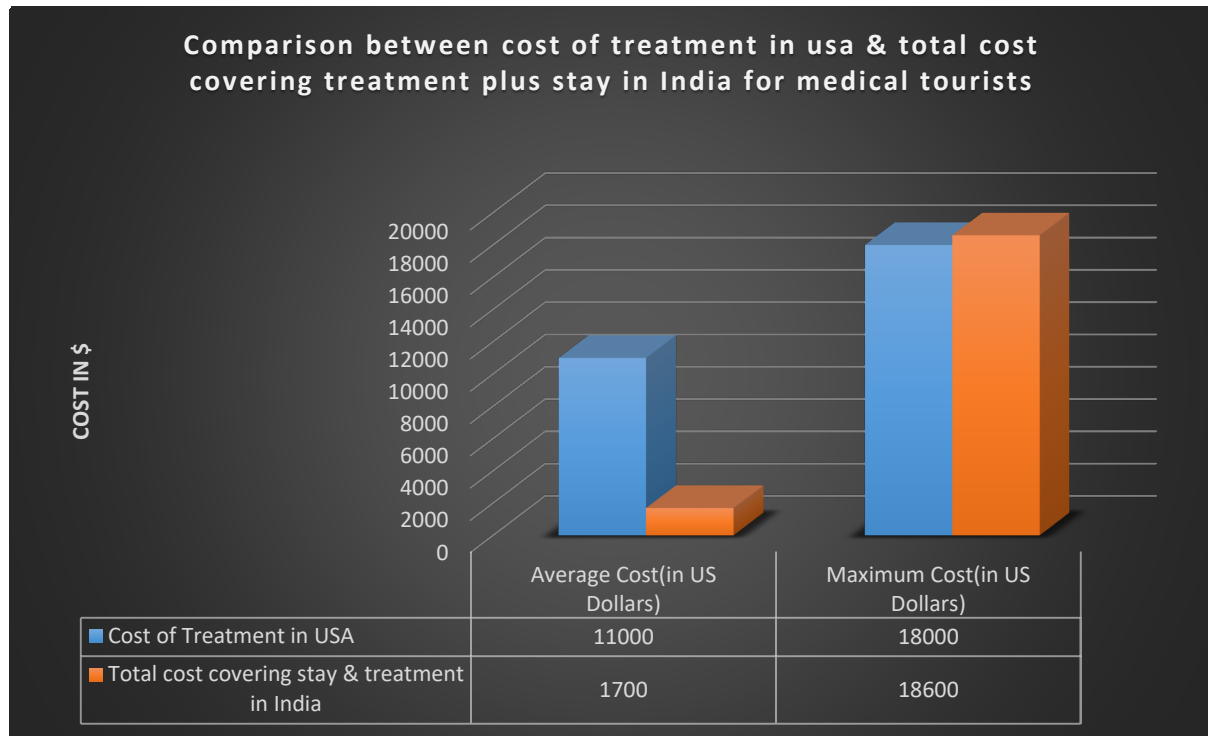


Chart 8

This chart shows that the total cost covering the entire medical treatment combined with accommodation in India is much less when compared to the expenses of medical treatment only in USA.

This shows that India has a huge potential for medical tourism

Medical Tourism in Kolkata

Patients from countries like Bangladesh, Afghanistan, Nepal, Myanmar, Bhutan, Pakistan & Nigeria visit Kolkata as medical tourists. Kolkata can provide best quality treatment at affordable price .

Advantages of availing Medical Treatment in Kolkata for the medical Tourists is the availability of modern medical treatment facilities at par with international standards& reasonable expenditure .The West Bengal Government has also taken initiative to develop its vast tourism avenues .Efforts are being put to give overall support to the medical tourists not just in terms of availing treatment in hospitals but also their travelling facilities, accommodation facilities, sightseeing by extending the unparalleled hospitality of Bengal so that the medical Tourists feel welcomed .Kolkata in Bengal is emerging as a very popular medical tourist spot specially with the influx of medical tourists from Europe,Africa,Middle East etc.(Information source: Bengaltourism.in).

In Bengal, there are several reputed natural Health Resorts where the medical tourists can recuperate after availing treatment.

Role of Social Media to influence medical tourists to choose Kolkata

Today Social Media plays a very important role in making the world aware of a particular event. Internet is powerful tool using which people from any part of the world can get access to information .This also contributes to the growth of medical tourism in our country. Kolkata having its reputation for hospitality is also known to provide good treatment at affordable rates. In this case also the social media plays an important role in creating a perception in the minds of people to take decisions regarding their choice of place for medical tourism.

Name of Hospital	A popular international Social media site		Google
	Followers	Rated out of 5	Ratings out of 5
Bhagirathi Neotia Women And Child Care Centre	40525	4.2	4
Ruby General Hospital	2354	4.1	3.7
Medica Superspeciality Hospital	22367	3.7	3.7
Fortis Hospital	1million	2.3	3.8
Apollo Gleneagles Hospitals, Kolkata	43115	3.5	3.4
RN Tagore Hospital Mukundapur Kolkata	1083	3.6	3.7
BM Birla Heart Research Centre	67122	N/A	3.8
AMRI Hospital Saltlake	18274	3.2	3.3
The Calcutta Medical Research Institute	1850	3.7	3.5
Columbia Asia	141	3.3	3.9
Peerless Hospital And BK Roy Research Centre	56295	N/A	N/A
Desun Hospital	12817	N/A	3.4
Woodland Hospital	664	3.7	3.8
BELLE VUE CLINIC	366	3.7	3.7
Saroj Gupta Cancer Centre And Research Institute	N/A	N/A	3.8
ILS Hospital Salt lake	117578	3.6	3.9

Information Source: Evaluating The Image Of Healthcare Hubs Online - A Cross Sectional Analysis Of Google And Face Book Reviews Of Private Hospitals Of Kolkata, Eastern India, The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences, Volume XLII-5, 2018 ISPRS TC V Mid-term Symposium “Geospatial Technology – Pixel to People”, 20–23 November 2018, Dehradun, India

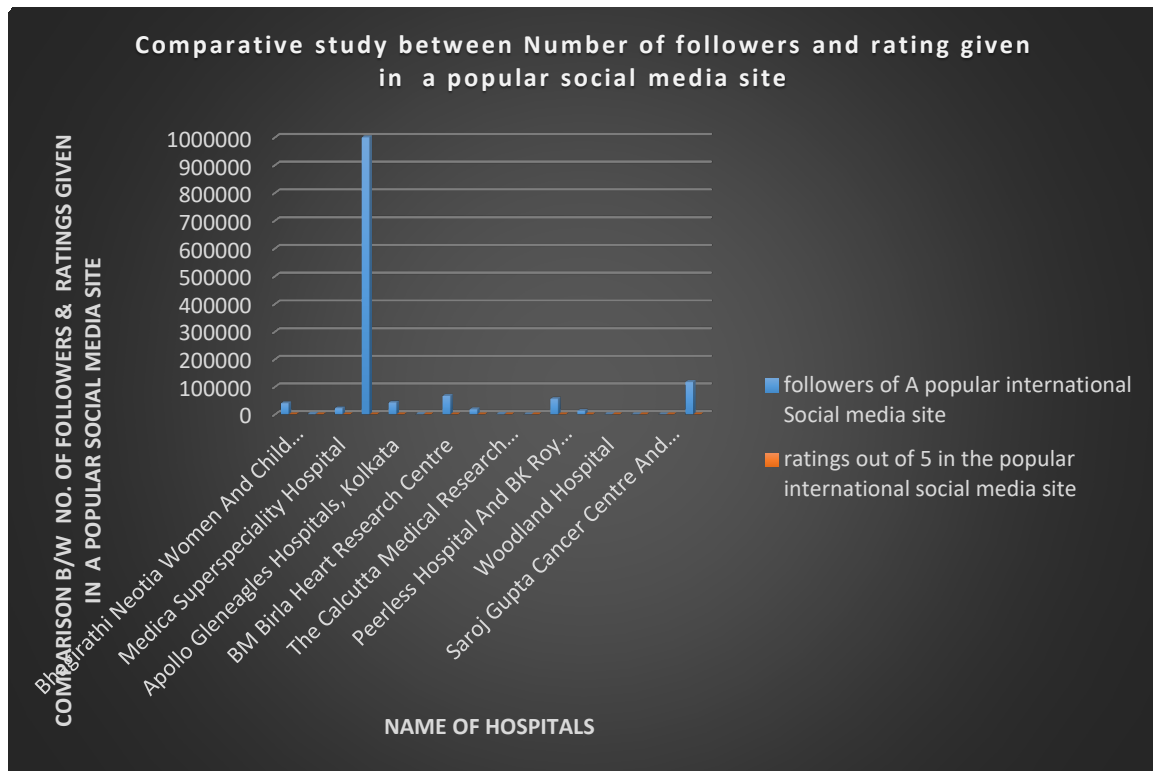


Chart 9

This chart shows that the number of followers in a popular International social media site of some reputed Hospitals in Kolkata and the ratings given by the same followers in the same popular International social media site. The ratings reflect the perception about a particular Hospital in the minds of medical tourists thus affecting their decision of choice of destination for availing medical services.

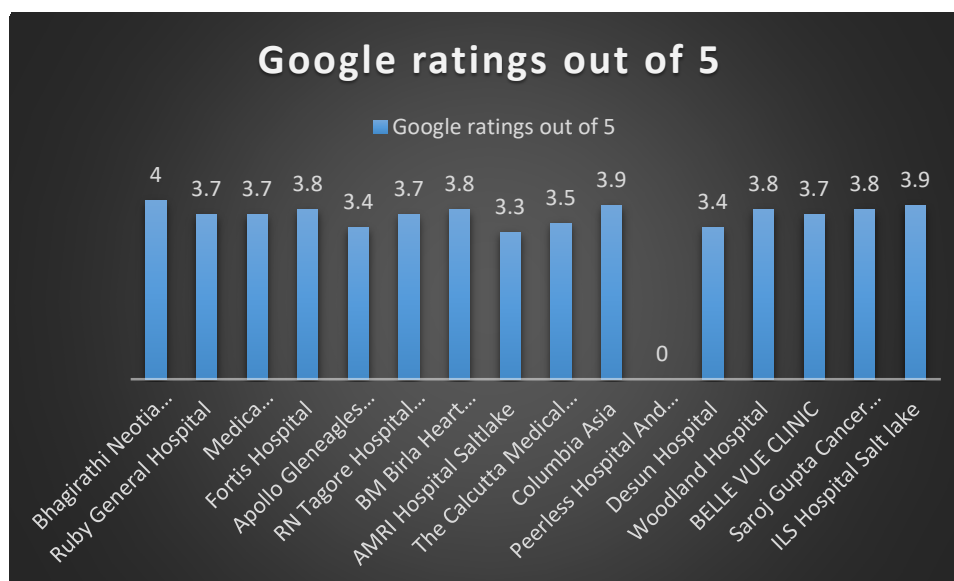


Chart 10

This chart shows the ratings given by People about the some reputed hospitals in Kolkata. Since Google is a widely accepted platform and is used by every single internet user so the ratings given in Google also matter a lot and tremendously affect the perception about a particular Hospital in the minds of medical tourists thus affecting their decision of choice of destination for availing medical services.

YEARWISE COMPARISON OF NUMBER OF MEDICAL TOURISTS IN INDIA COMING FROM DEVELOPED NATIONS Vs NUMBER OF MEDICAL TOURISTS COMING FROM DEVELOPING NATIONS IN INDIA

DEVELOPING NATIONS	NUMBER OF MEDICAL TOURISTS IN INDIA COMING FROM DEVELOPING NATIONS			
	2017	2018	2019	2020
BANGLADESH	44.79%	50.34%	57.53%	54.33%
NEPAL	0.09%	1.78%	0.10%	0.24%
MALDIVES	9.16%	2.12%	7.31%	6.06%
AFGHANISTAN	11.25%	7.31%	4.73%	8.87%
YEMEN	2.40%	1.85%	2.39%	2.25%
KENYA	1.51%	1.25%	1.12%	1.12%

DEVELOPED NATIONS	NUMBER OF MEDICAL TOURISTS IN INDIA COMING FROM DEVELOPED NATIONS			
	2017	2018	2019	2020
UNITED STATES	0.13%	2.61%	0.17%	0.22%
UNITED KINGDOM	0.15%	1.67%	0.16%	0.19%
CANADA	0.06%	0.50%	0.07%	0.10%
RUSSIAN FEDERATION	0.06%	0.21%	0.04%	0.04%
FRANCE	0.02%	0.18%	0.04%	0.05%
GERMANY	0.02%	0.20%	0.03%	0.03%

INFORMATION SOURCE: MINISTRY OF INDIA, MINISTRY OF TOURISM

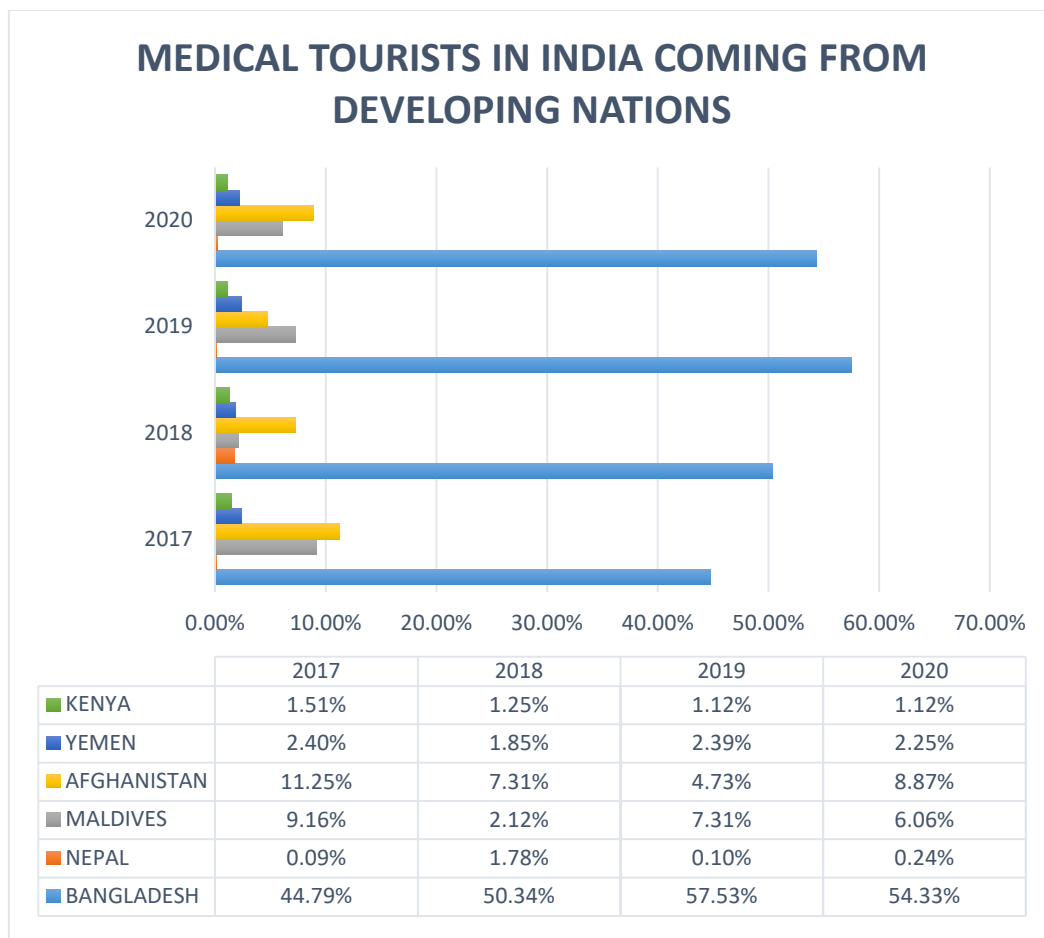


Chart 11

This chart shows that a steady number of medical tourists in India come from Bangladesh .Also the maximum number of medical tourists in India are from Bangladesh Afghanistan, Maldives, Yemen, Kenya & Nepal. In 2020,owing to COVID Pandemic, there has been a decline in number of medical tourists

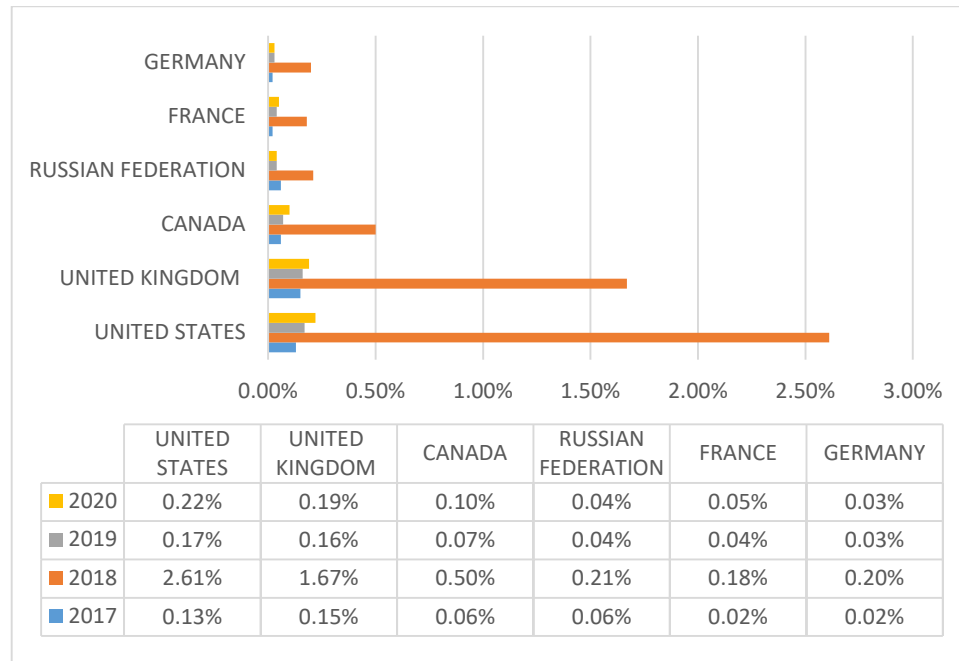


Chart 12

This chart shows that the number of medical tourists coming from developed nations are quite low when compared to medical tourists coming from developing nations. Amongst the developing nations the maximum number of medical tourists in India are from USA followed by UK, Canada, France, Russia & Germany. The year 2020 hit by COVID Pandemic, witnessed a further decline in number of medical tourists. Once travel restrictions etc are relaxed and lockdown is called off, the hospitals need to improvise their strategies, work on their areas of improvements based on patient feedback forms, reach out to international patients and deliver their promise of giving best quality treatment at low cost when compared to their own countries.



Chart 13

This chart depicts the SWOT ANALYSIS of medical tourism in Indian. The strengths should be consistently maintained, areas of weakness should be focussed upon and efforts should be made to work on these areas. Opportunities should be utilized to the fullest extent. The medical tourism in India have to very careful of threats. This SWOT ANALYSIS can help India's medical tourism to emerge as a Rising Star in the global market.

Data Collection & Analysis

2 sets of Questionnaire was prepared & shared through Social Media.

1st set of Questionnaire was prepared for international Patients who could prefer India over other countries which consists of 15 questions which was developed to understand perception of international patients about India as a medical tourist spot & to thus understand the reasons of success of medical tourism in India

QUESTIONNAIRE no: 1

NAME OF PATIENT _____

AGE _____ GENDER _____

COUNTRY OF ORIGIN _____

26% respondents answered Bangladesh to this question

1) The severity of the health condition/medical procedure influenced you to consider traveling to India to have it performed?

a) Completely b) partially c) not at all d) cannot comment

The severity of the health condition/medical procedure influenced you to consider traveling to India to have it performed?

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● Completely	28
● partially	8
● not at all	0
● cannot comment	3



This chart shows that severity of health conditions/medical procedures would completely influence 71.8% of international patients to choose India as their destination for seeking medical care. 20.5% of international patients would be partially influenced by the severity of health conditions/medical procedures to choose India as their destination for seeking medical care. 7.6% of international patients could not make any comment on the same

2) Did the cost of the medical procedure influence you to consider traveling to India & have the medical procedure done?

a) Completely b) partially c) not at all d) cannot comment

Did the cost of the medical procedure influence you to consider traveling to India & have the medical procedure done?

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● Completely	21
● partially	15
● not at all	3
● cannot comment	0



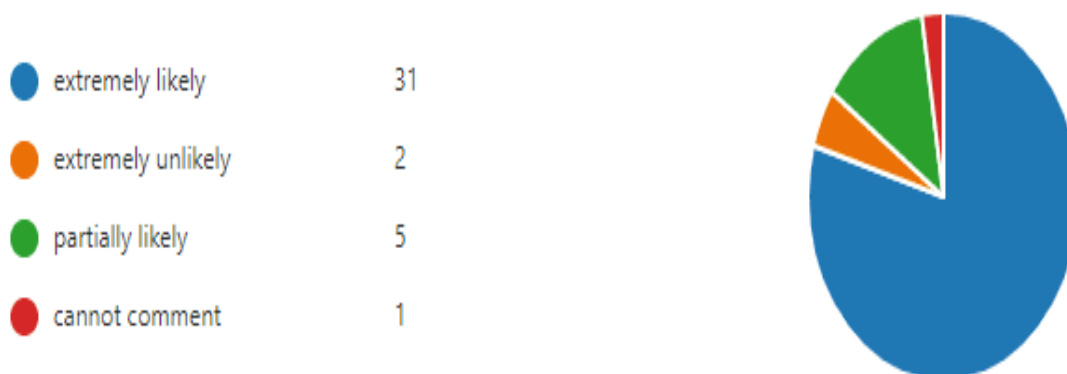
This chart shows that 53.8% of international patients would be completely influenced by cost of the medical procedures in India to opt for choose India as their destination for seeking medical care. 38.46 % of international patients would be partially influenced by cost of the medical procedures in India to opt for choose India as their destination for seeking medical care. 7.69% of international patients would not be influenced by cost of the medical procedures in India to opt for choose India as their destination for seeking medical care.

3) Traveling to a developing country like India to receive medical treatment saves money compared to getting the same treatment in the U.S

a)extremely likely b)extremely unlikely c)partially likely d) cannot comment

Traveling to a developing country like India to receive medical treatment saves money compared to getting the same treatment in your own country

[More Details](#)



This chart shows that 79.5% of international patients are extremely likely to travel to a developing country like India to seek treatment believing that it would be cost effective as compared to getting treatment in their own countries. 12.8% of international patients are partially likely to travel to a developing country like India to seek treatment believing that it would be cost effective as compared to getting treatment in their own countries. 5.1% of international patients are extremely unlikely to travel to a developing country like India to seek treatment believing that it would be cost effective as compared to getting treatment in their own countries. 2.5% of international patients could not comment on the same.

4) Traveling to a developing country like India to receive medical treatment sometimes allows a person to receive faster medical treatment than getting the treatment in the U.S

a)extremely likely b)extremely unlikely c)partially likely d) cannot comment

Traveling to a developing country like India to receive medical treatment sometimes allows a person to receive faster medical treatment than getting the treatment in your own country

[More Details](#)

● extremely likely	24
● extremely unlikely	2
● partially likely	13
● cannot comment	0



This chart shows that 61.5% of international patients are extremely likely to travel to India to seek treatment believing that they would be receiving faster medical treatment here in India when compared to getting treatment in their own countries as there is a long waiting time in their countries. 33.3% of international patients are partially likely to travel to India to seek treatment believing that they would be receiving faster medical treatment here in India when compared to getting treatment in their own countries 5.1 % of international patients are extremely unlikely to travel to India to seek treatment believing that they would be receiving faster medical treatment here in India when compared to getting treatment in their own countries.

5) The option of being able to travel and have the opportunity to explore places in India along with availing medical treatment influenced your decision to choose India

a) Completely b) partially c) not at all d) cannot comment

The option of being able to travel and have the opportunity to explore places in India along with availing medical treatment influenced your decision to choose India

[More Details](#)

 Insights

● Completely	28
● partially	9
● not at all	1
● cannot comment	1



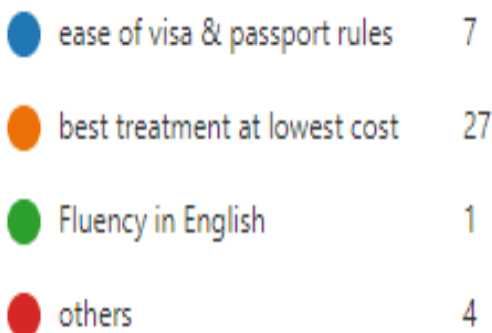
6) Why did you choose India to go for your medical procedures?

a) ease of visa & passport rules b) best treatment at lowest cost c) Fluency in English d) if others please mention _____

Why did you choose India to go for your medical procedures?

[More Details](#)

 Insights

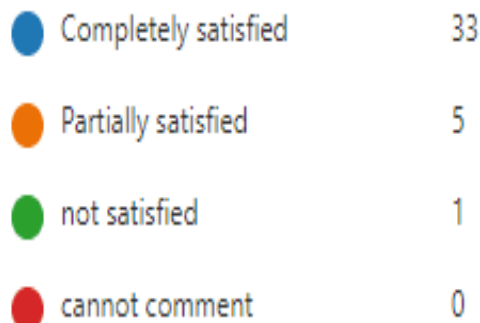


7) Are you satisfied with your treatment procedures conducted in India?

a) Completely satisfied b) Partially satisfied c) not satisfied d) cannot comment

Are you satisfied with your treatment procedures conducted in India?

[More Details](#)



8) How did you find the behaviour of the doctors during your treatment process?

a) Completely satisfactory b) Partially satisfactory c)not satisfactory d)cannot comment

How did you find the behaviour of the doctors during your treatment process?

[More Details](#)

 Insights

● Completely satisfactory	29
● Partially satisfactory	8
● not satisfactory	0
● cannot comment	2



9) How did you find the behaviour of the nursing care during your stay in the hospital?

a) Completely satisfactory b)Partially satisfactory c)not satisfactory d)cannot comment

How did you find the behaviour of the nursing care during your stay in the hospital?

[More Details](#)

 Insights

● Completely satisfactory	25
● Partially satisfactory	11
● not satisfactory	1
● cannot comment	2



10) How did you find the behaviour & service of the Guest/patient service executives in the hospital?

a) Completely satisfactory b)Partially satisfactory c)not satisfactory d)cannot comment

. How did you find the behaviour & service of the Guest/patient service executives in the hospital?

[More Details](#)

 Insights

● Completely satisfactory	27
● Partially satisfactory	12
● not satisfactory	0
● cannot comment	0



11) Were adequate transportation facilities provided by the Hospital?

a) Yes b) no c)Partially adequate d)cannot comment

. Were adequate transportation facilities provided by the Hospital?

[More Details](#)

 Insights

● Yes	25
● no	3
● Partially adequate	11
● cannot comment	0



12) Did the Hospital have tie-ups with standard Hotels for proper accommodation?

a)Yes b) No tieups c)Hospital had tieups but the hotels were not up to the mark d) cannot comment

Did the Hospital have tie-ups with standard Hotels for proper accommodation?

[More Details](#)

[Insights](#)

Yes	18
No tieups	15
Hospital had tieups but the ho...	5
cannot comment	1



13) How did you find the transparency of the Patient complaint process & responsiveness to the same in the hospital?

a) Completely satisfactory b)Partially satisfactory c)not satisfactory d)cannot comment

. How did you find the transparency of the Patient complaint process & responsiveness to the same in the hospital?

[More Details](#)

[Insights](#)

Completely satisfactory	23
Partially satisfactory	9
not satisfactory	2
cannot comment	5



14)How did you find the availability of modern & up to date bio-medical equipments in the hospital?

a) Completely satisfactory b)Partially satisfactory c)not satisfactory d)cannot comment

14) How did you find the availability of modern & up to date bio-medical equipments in the hospital?

[More Details](#)

● Completely satisfactory	32
● Partially satisfactory	4
● not satisfactory	0
● cannot comment	3



15) How did you find the manner in which administrative & admission procedures, required documentation, billing procedure was carried out in the hospital?

a) Completely satisfactory b) Partially satisfactory c) not satisfactory d) cannot comment

15) How did you find the manner in which administrative & admission procedures, required documentation, billing procedure was carried out in the hospital?

[More Details](#)

[Insights](#)

● Completely satisfactory	29
● Partially satisfactory	10
● not satisfactory	0
● cannot comment	0



2nd set of Questionnaire was prepared for Hospital administrators /managers to understand their perception of different reasons which could motivate international patients to opt for India as a medical tourist spot & thus understand the reasons of success of medical tourism in India

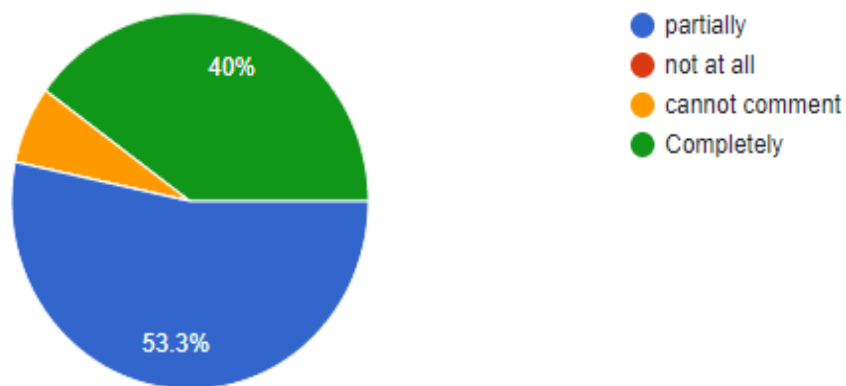
QUESTIONNAIRE No: 2

1) According to you, can The severity of the health condition/medical procedure influence medical tourists to consider traveling to India to have it performed?

a) Completely b) partially c) not at all d) cannot comment

According to you, can The severity of the health condition/medical procedure influence medical tourists to consider traveling to India to have it performed?

15 responses

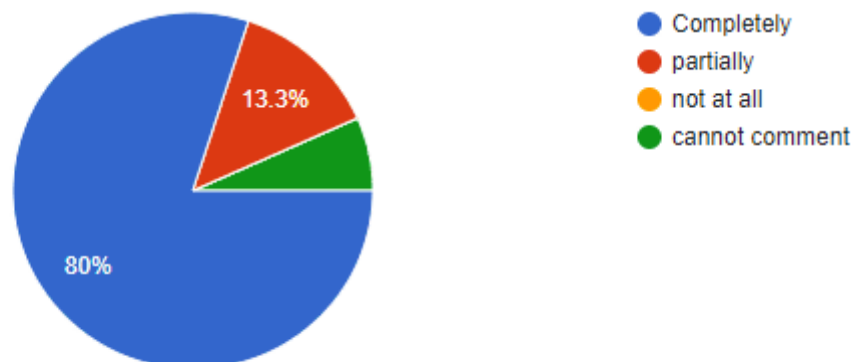


2) According to you, Can the cost of the medical procedure influence medical tourists to consider traveling to India & have the medical procedure done?

a) Completely b) partially c) not at all d) cannot comment

According to you, Can the cost of the medical procedure influence medical tourists to consider traveling to India & have the medical procedure done?

15 responses

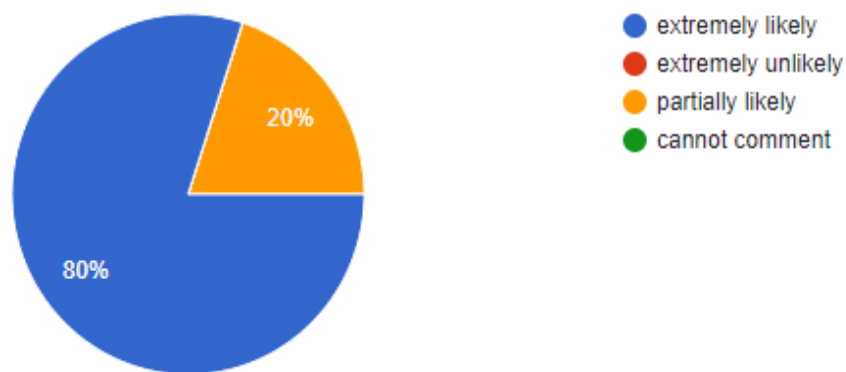


3)) According to you, Can Traveling to a developing country like India to receive medical treatment saves money compared to getting the same treatment in the U.S for medical tourists ?

a) extremely likely b)extremely unlikely c)partially likely d) cannot comment

According to you, Can Traveling to a developing country like India to receive medical treatment saves money compared to getting the same treatment in the U.S for medical tourists ?

15 responses

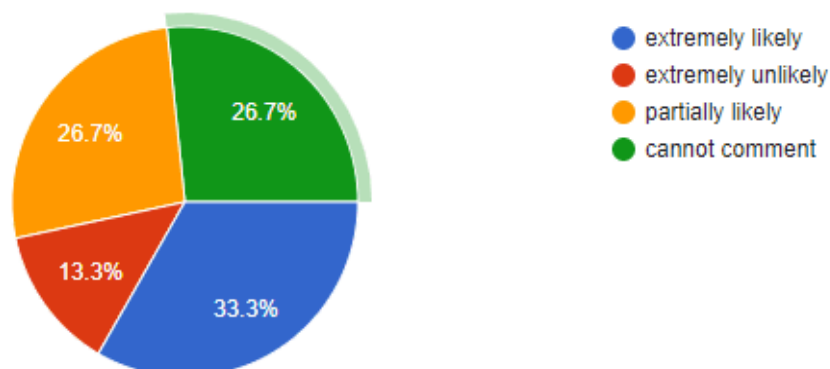


4) According to you, Can traveling to a developing country like India to receive medical treatment sometimes allows a person to receive faster medical treatment than getting the treatment in the U.S

a)extremely likely b)extremely unlikely c)partially likely d) cannot comment

) According to you, Can traveling to a developing country like India to receive medical treatment sometimes allows a person to receive faster medical treatment than getting the treatment in the U.S

15 responses

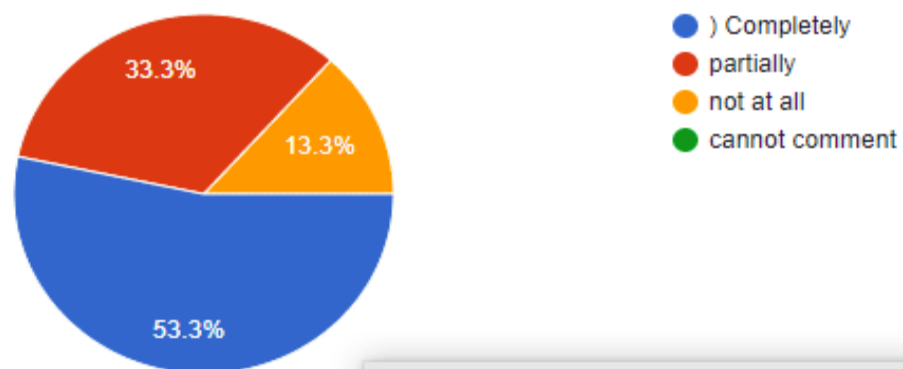


5) According to you, Can the option of being able to travel and have the opportunity to explore places in India along with availing medical treatment influence the decision of medical tourists to choose India?

a) Completely b) partially c) not at all d) cannot comment

) According to you, Can the option of being able to travel and have the opportunity to explore places in India along with availing medical treatment influence the decision of medical tourists to choose India?

15 responses

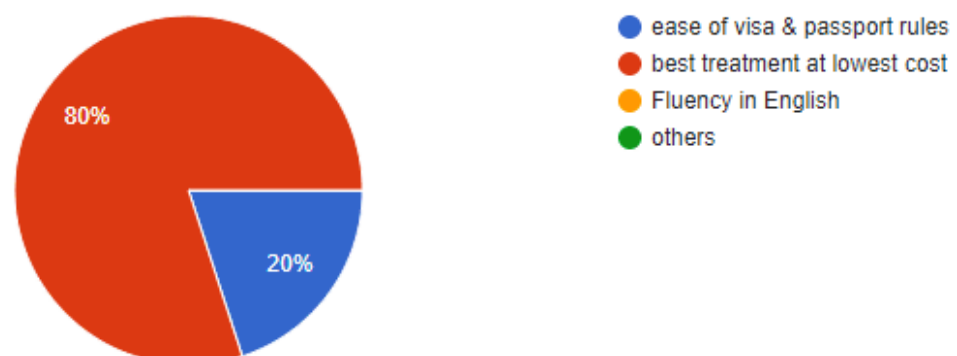


6) Why should a medical tourist choose India to go for medical procedures?

a) ease of visa & passport rules b) best treatment at lowest cost c) Fluency in English d) if others please mention _____

Why should a medical tourist choose India to go for medical procedures?

15 responses

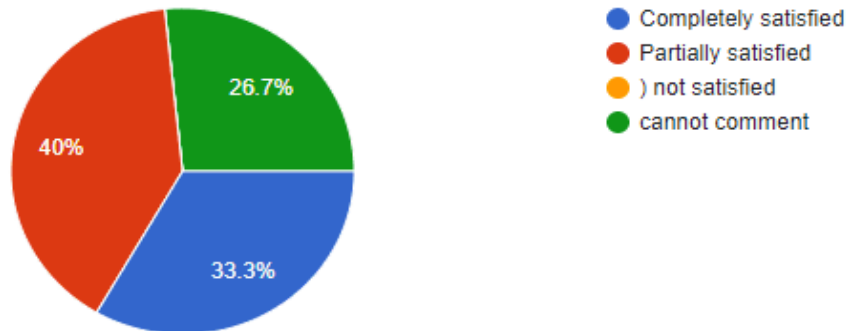


7) According to you, How would medical tourists rate treatment procedures conducted in India?

a) Completely satisfied b) Partially satisfied c) not satisfied d) cannot comment

According to you, How would medical tourists rate treatment procedures conducted in India?

15 responses

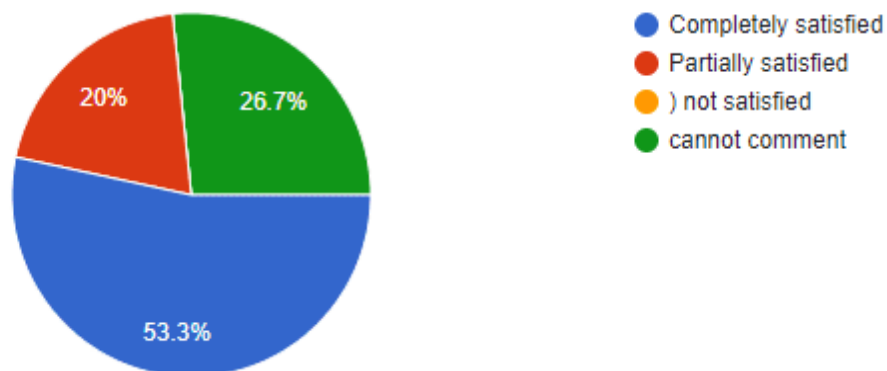


8) According to you, How would medical tourists rate the behaviour of the doctors during treatment process in India?

a) Completely satisfactory b) Partially satisfactory c)not satisfactory d)cannot comment

According to you, How would medical tourists rate the behaviour of the doctors during treatment process in India?

15 responses

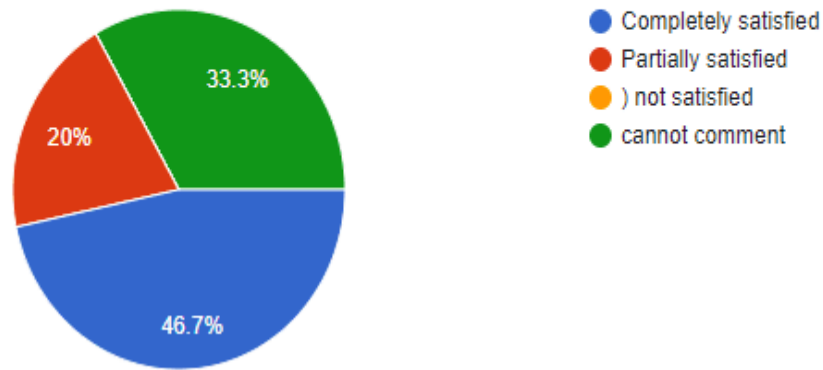


9) According to you, How would medical tourists rate the behaviour of the nursing care during stay in the hospital in India?

a) Completely satisfactory b) Partially satisfactory c)not satisfactory d)cannot comment

According to you, How would medical tourists rate the behaviour of the nursing care during stay in the hospital in India?

15 responses

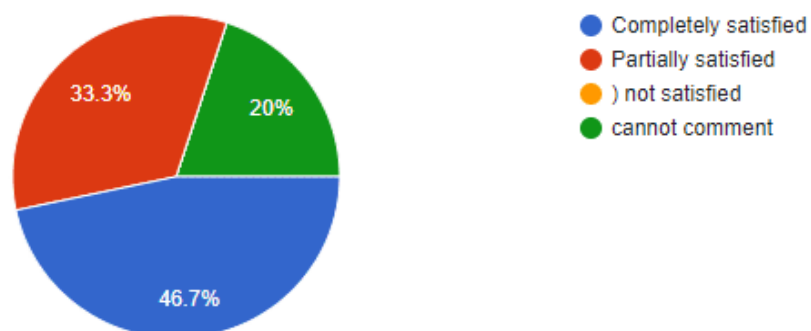


10) According to you, How would medical tourists rate the behaviour & service of the Guest/patient service executives in the hospital in India?

a) Completely satisfactory b)Partially satisfactory c)not satisfactory d)cannot comment

According to you, How would medical tourists rate the behaviour & service of the Guest/patient service executives in the hospital in India?

15 responses

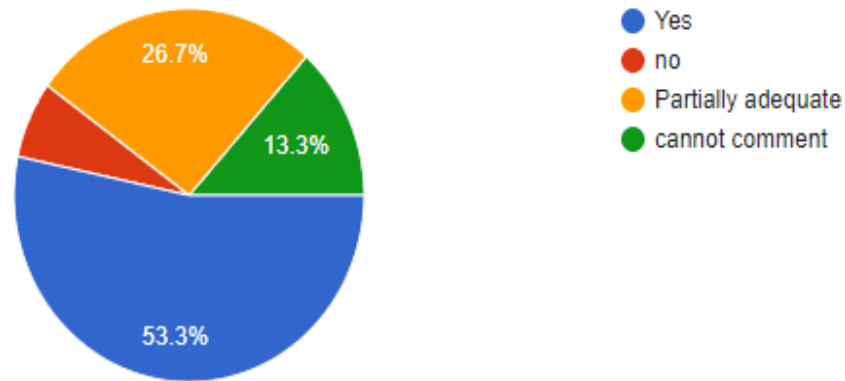


11) Are adequate transportation facilities provided by Hospital for medical tourists in India?

a) Yes b) no c)Partially adequate d)cannot comment

Are adequate transportation facilities provided by Hospital for medical tourists in India?

15 responses

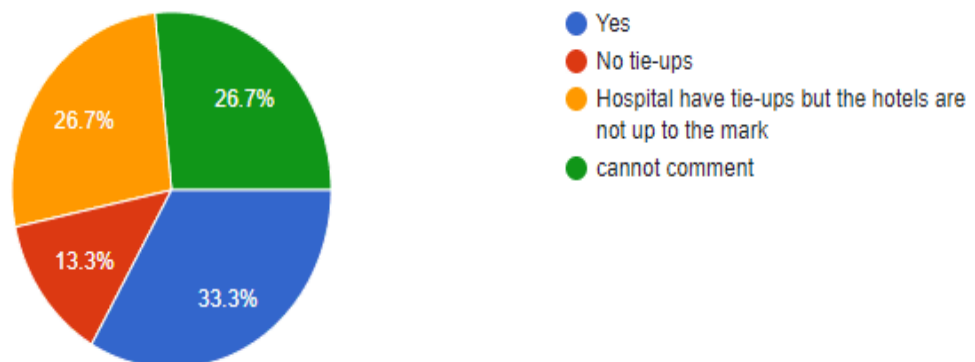


12) Does Hospitals in India have tie-ups with standard Hotels for proper accommodation for medical tourists?

a) Yes b) No tie-ups c) Hospital have tie-ups but the hotels are not up to the mark d) cannot comment

Does Hospitals in India have tie-ups with standard Hotels for proper accommodation for medical tourists?

15 responses

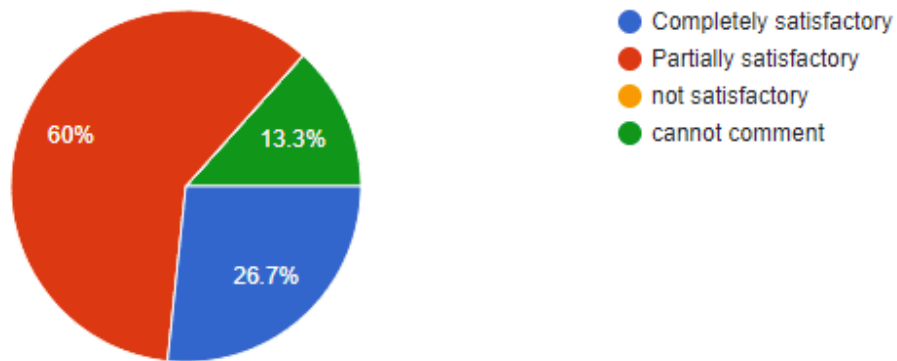


13) According to you, how would medical tourists rate the transparency of the Patient complaint process & responsiveness to the same in the hospital?

a) Completely satisfactory b) Partially satisfactory c) not satisfactory d) cannot comment

According to you, how would medical tourists rate the transparency of the Patient complaint process & responsiveness to the same in the hospital?

15 responses

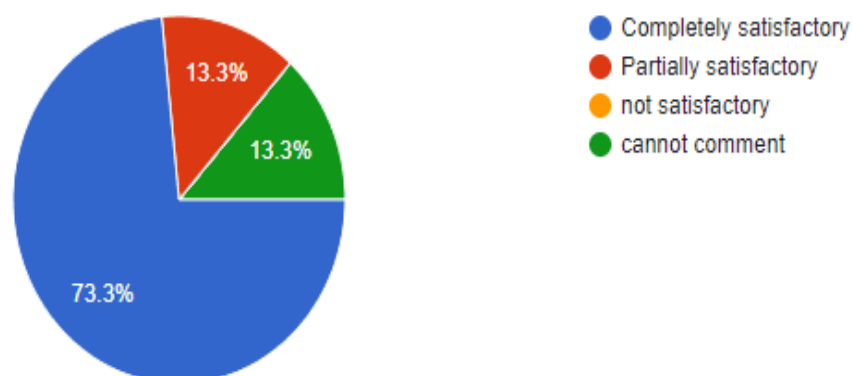


14) According to you, how would medical tourists rate the availability of modern & up to date bio-medical equipments in the hospital?

a) Completely satisfactory b) Partially satisfactory c) not satisfactory d) cannot comment

) According to you, how would medical tourists rate the availability of modern & up to date bio-medical equipments in the hospital?

15 responses

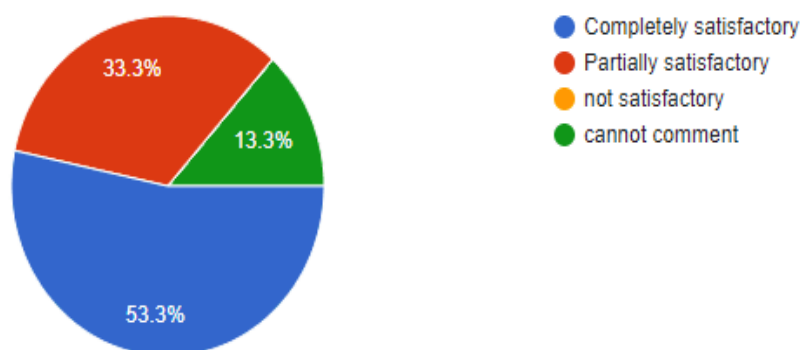


15) According to you, how would medical tourists rate the manner in which administrative & admission procedures, required documentation, billing procedure was carried out in the hospital?

a) Completely satisfactory b) Partially satisfactory c) not satisfactory d) cannot comment

According to you, how would medical tourists rate the manner in which administrative & admission procedures, required documentation, billing procedure was carried out in the hospital?

15 responses



RESULTS & INTERPRETATION

Based on the two sets of questionnaire given & response received, it is observed that India is preferred over other developed nations for medical treatment by international patients mainly because of the low cost compared to developed nations which gives a very positive picture. Also the hospital Administrators have shown enthusiasm & sincerity toward providing the best treatment & service to international patients. Hence, Medical Tourism in India has a bright future & immense scope. With the right resources & right coordination among the Health care service providers, administrators, tourism industry & government. it provides a major scope for economic development

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