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## MEDICAL TOURISM A BLESSING IN DISGUISE

When we talk about medical tourism, it means people seeking medical care in countries other than their own country. When either the treatment is not available in their country or it is too expensive there or there is a long waiting period in getting that treatment

India has emerged as a favourite destination for medical tourism as it has world class medical diagnostic and therapeutic facilities with excellent infrastructure and team of capable doctors. The people can avail the treatment cost that is one tenth its cost in USA. Medical tourism did business worth 3 billion dollars in 2015 with more than 4 lac international clients and it is expected to cross 8 million dollars mark by 2020 with yearly growth of 12%. It has given great boost to our Indian economy

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**Dr. Ami Yagnik**  
General Surgeon  
Surat



## MEDICAL TOURISM & INDIA

Medical Tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek specific or advance medical care. Services typically sought by travellers include elective procedures as well as complex surgeries, etc

Medical tourism has gained popularity in countries like India, Singapore and Thailand as they give very high standard of healthcare at very cost-effective rates as compared to developed nations. The professionalism approach combined with marketing and business prospects is making it most needed in today's set-up

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**Dr. Geeta Agarwal**  
Ex. Head & Dean of Govt.  
Medical College, Surat



## EDITORIAL

The Medical Tourism industry has a promising future. Visa feels it will grow at 25 percent each year and Deloitte expects medical traveller numbers to increase 35 percent annually. While much work is to be done in defining the metrics for measuring medical tourism, collaboration amongst stakeholders is the key to its sustainability. Every region of the world has medical tourism success stories to share and be inspired from. According to consulting firm PwC about 14 million people spent \$68 billion on medical tourism in 2016 and a growing number are Westerners headed to developing countries for medical treatment that are less expensive and invasive than major operations which are often not covered by insurance there. PwC predicts that by 2021 the medical tourism market will reach \$125 billion. It is common knowledge Southeast Asia has been the most aggressive and successful in their endeavour to attract medical tourists as six of the world's top ten medical tourist destinations lie in that region

India has been most prolific in publishing case studies and best practices. The Niti Aayog has identified medical value travel (MVT) as a major source of foreign exchange earnings. India currently has around 18% of the global medical tourism market. Its medical value travel (MVT) was pegged at \$3 billion in 2015, and is estimated to grow at a CAGR of 15% according to a report by FICCI and IMS Health, a health industry information firm. It has been estimated that by 2020, India's medical tourism industry could be worth \$9 billion, and account for 20% of the global market share. The report pointed out that in curative care India was the preferred destination for cardiology, orthopaedics, transplants, and ophthalmology. India also enjoyed high credibility in wellness, preventive, and alternative medicine

In a nutshell, Medical Tourism is one of the important factors for any developing economy and a country like India could gain a lot by providing proper facilities for the same

**Dr. Jimmy M. Kapadia**  
Director



S.R. Luthra Institute of Management, Surat

## MEDICAL TOURISM A BLESSING IN DISGUISE

**W**ith tourism department promoting India as favoured destination for medical tourism across the globe, special provision for medical visa (MVISA), development of world class health care facilities in most metro cities of India with international airports and special tax benefits offered to hospitals treating international patients has created favourable environment for medical tourism in India. Heart ailment, cancer care, joint replacement, infertility treatment, dental care, cosmetic surgery etc. are some common conditions for which international patients seek treatment in India. Even NRI's form a big chunk of such patients. Apart from allopathy, India is famous for its ayurvedic, homeopathic and naturopathic centres too. Even wellness centres that help remain healthy attract many visitors from across globe. Offers like stay in luxury hotels and vacationing at favourite destination in India are clubbed with package for various medical treatments to lure international client for medical tourism

With the rise in medical tourism, big corporations have started investing heavily in establishing tertiary care hospitals in metro cities whose primary motive is to make profit out of such facilities. Unlike Cuba where only public sector health facilities are available for its people at free of cost and which caters to international patients too at a cost, India does not have adequate public health care sector to meet the needs of its people, especially large number of economically backward class. The medical facilities in India are centred in its cities and interior villages lack basic medical facilities. This has led to medical tourism from villages to city nearby and from smaller cities to bigger metro cities since a long time

So, on one hand International patients can avail world class medical treatment in India whereas on the other hand barring India's rich people, which consists of only 10% of its population, for most of Indian population these corporate hospitals are beyond their reach. Mandatory provision of 5% free beds for poor patients remains only on paper. The divide between haves and have-nots for seeking medical care has thus increased to a great extent. Medical tourism at times becomes hiatus for illegal trafficking of organs for transplant like kidney which procured from poor donor in return of small remuneration. In case of complications arising after patients goes back home can create a medico legal problem that can not pinpoint who is responsible for the plight of the patient

International dialogues to safeguard interest of international patients as well as need of the patients of one's own country and guidelines to avail it needs to be framed so that medical tourism remains a boom for all stakeholders

**Dr. Ami Yagnik**  
General Surgeon, Surat

## MEDICAL TOURISM & INDIA

**B**ased on my experience in this field following are my observations about Medical Tourism in India

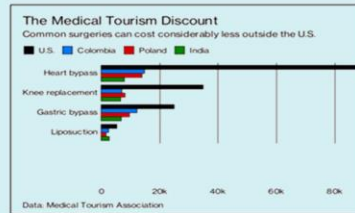
- > **Facilities & Investments:** India offers best in class medical health facilities duly accredited to NABH or JCI. Medical tourism leads to creation of goodwill for India in foreign nations. This has helped create goodwill about India in African countries and even in Pakistan. This goodwill helps in securing Indian investments abroad and improvement in bilateral relations
- > **Frontier Technology & and Newer Ideas:** India offers cutting edge technology to support medical diagnostics and medical procedures. The recent advancements in robotic surgeries, radiation surgery or radio therapies with cyberknife stereotactic options, IMRT / IGRT, transplant support systems, advanced neuro and spinal options are all available in India. Apart from this, with many new Start Up's like Practo, Portea, Advancells, Lybrate etc. emerging in the field of health sector, Medical tourism can boost the number of start-ups in India
- > **Doctors & Employment Opportunities:** The country has the largest pool of doctors and paramedics in South Asia (1.2 million Allopathic doctors, 0.17 million dental surgeons, 2 million nurses). Many of them have established their credentials as leaders around the world. Inflow of patients and money into healthcare system leads to creation of jobs and opportunities which help in solving the unemployment crisis of India
- > **Financial Saving:** Quality of care is what attracts people. And when quality comes at an affordable cost it is an unbeatable advantage. This confluence of highest quality and cost advantage is unique for India. The benefit is unimaginable when it comes to major treatments such as for leukemia where the difference in cost is 10 to 20 times. Every patient spends around 3500-6000 USD in India which brings important foreign exchange in India
- > **Zero Waiting Time:** It's zero waiting time in India for any procedure, be it heart surgery, kidney care, cancer treatment, neuro-spinal procedure, knee/hip/joint replacements, dental, cosmetic surgeries, weight loss surgery etc
- > **Language:** Among the top medical destinations of the world, India has the highest percentage of English language speaking people. If other language options are essential, there are expert interpreters who will be arranged by the hospitals. All leading to reassuring hospitality and great after care
- > **Alternative Therapies:** A lot of people come to India to take treatment of Indigenous medicine. Ayurveda treatment in India is also quite popular among foreigners

Gaining momentum of medical tourism not only benefits the country monetarily but also boosts the prestige of the country and morals of doctors of the country where the treatment is sort. Institutions have started professional courses like diploma in medical tourism and health care marketing bringing together medical care and tourism. I strongly believe that by proper organization and administration, it can be made profitable industry with win-win situation

**Dr. Geeta Agarwal**  
Ex. Head & Dean of Govt. Medical College, Surat

# GLOBAL MEDICAL TOURISM MARKET SIZE, SHARE, TRENDS AND FORECAST BY 2021

The Global Medical Tourism Market was worth USD 19.7 billion in 2016 and estimated to be growing at a CAGR of 18.8%, to reach USD 46.6 billion by 2021. The rise in geriatric population, increasing medical costs, worsening lifestyle habits, and high rates of chronic diseases are driving the costs of healthcare, long waiting times circumstances for medical procedures, advancements in technology, and development of market are the major factors driving the growth of the market. In certain countries such as the U.S., an absence of insurance or coverage of certain ailments results in skyrocketing prices of medical care. This forces consumers to seek other options for medical care, often out of their own country.



Stringent documentation forms, issues related with visa endorsement, and limited protection scope are the restraining the growth of the market. Developing countries with evolving innovation and technology is fuelling the market. The Global Medical Tourism Market is broadly segmented into type of treatment. On the basis of the type of treatment, the market is further segmented into Orthopaedic Treatment, Cardiovascular Treatment, Dental Treatment Fertility Treatment, Cosmetic Treatment, Neurological Treatment, Cancer Treatment, and Others. On the basis of geography, the global market is analysed under various regions namely North America, Europe, Asia-Pacific, Latin America, Middle East and Africa. Cosmetic treatment holds the largest share, because cosmetic treatment is not covered under insurance.

Leading healthcare players contributing to the global medical tourism market include Min-Sheng General Hospital, Apollo Hospitals Enterprise Limited, Samitivej Sukhumvit, Fortis Healthcare Ltd., Asian Heart Institute, Prince Court Medical Center, Bangkok Hospital Medical Center, KPJ Healthcare Berhad, Raffles Medical Group, and Bumrungrad International Hospital. Several governments are undertaking initiatives to attract tourists such as easing the visa process and upgrading their healthcare facilities. For instance, in 2017, the Indian government expanded the scope of e-tourist visa to include short-term medical treatment. The government has also undertaken initiatives to install separate immigration counters & facilitation desks to boost the domestic medical tourism market.

Sources  
<https://www.reuters.com/brandfeatures/venture-capital/article?id=11869>  
<https://www.bloomberquint.com/businessweek/startups-look-to-mainstream-medical-tourism>

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## A ROAD TO BECOME A HEALTHCARE HUB MEDICAL TOURISM AND GUJARAT

Medical tourism is a new structure of a niche tourism market which has been speedily growing in the recent years. India receives thousands of tourists that come in to the country to endure medical treatments, then leaving the country and going back home. It is called "Medical Tourism" and it is a flowering global industry as India has become a main medical tourism hub. India is a healthcare segment has made impressive strides in recent years and the country is increasingly projected as a health care hub.

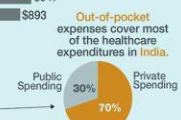
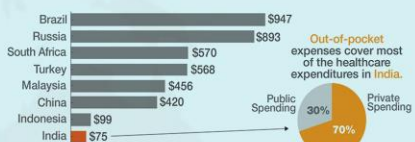
Several features have positioned India as an ideal healthcare destination, like cost effective healthcare solutions, accessibility of skilled healthcare professionals, reputation for successful treatment in advanced healthcare segments, increasing popularity of Indians traditional wellness systems and rapid paces made in information technology. Medical tourism is directly and indirectly affected on different areas of Indian economy.

Medical tourism has emerged as the most promising and fast growing sector in Gujarat. The most prominent city of Gujarat, Ahmedabad has earned the unique distinction of being the most prominent place for medical treatments and medical tour in the country. The world class facilities, super specialty hospitals, excellent doctors, affordable price and other infrastructures have made this place one of the most preferred medical tour destinations of the world. The highlight of the medical facilities is the 108 Service with the slogan 'Medical at doorstep'.

The patients can have the dual advantage of getting the treatment and excellent tourism in the state of Gujarat. Gujarat has an excellent tourist destinations and abundant scope for entertainment and fun. The medical tourism policy of the Gujarat government was released in December-2006 through a press release by the information department. The policy stated that the government is committed to provide world class facilities to the visiting medical tourists. The Gujarat government plans to implement the policy in true sense and spirit to make Gujarat the most favored destination for people seeking medical treatments across the world. The statistics available with the Gujarat government claims a growth of 33 percent medical tourists as against the 20 percent growth in the country. The Gujarat government aims at bringing a favorable atmosphere for the medical tourist, the medical agencies, hospitals and the staff. The Gujarat government is also committed to develop a medical city in Gujarat.

### Health expenditure per person

Among the BRICS and other newly industrialised nations, India spends the least on health per capita.



Source: World Health Organization



**Mr. Nandish Upadhyay**  
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## FORTH COMING SUBJECT

### SPORTS SPIRITS OF INDIA; THE REAL HERO'S

Interested readers are invited to contribute their ideas/ views/ opinion on the above subject

at: [learnnovaor.srlim@gmail.com](mailto:learnnovaor.srlim@gmail.com) before 15th December,2018

## MEDICAL TOURISM : THE FUTURE OF INDIA

India is not among the best countries as far as healthcare is concerned. But we're better than many. Indian surgeons are known to have performed thousands of surgeries on little children from nations that do not have the access to medicine as much as we do. Not only that, but these life-saving surgeries and other interventions by Indian doctors that has helped millions of patients worldwide have been done at a very low cost. Every year many medicine and nursing graduates from India over to overseas to pursue a better career. If there were more opportunities here, they would have stayed and we would easily become the best healthcare hub of the world. Since we are not right now, citizens of our country also visit better countries like US and Europe for better healthcare facilities. This phenomenon of going to other countries to avail their medical services is called Medical Tourism

Over 200,000 tourists come to India annually to receive medical help. This includes complicated surgeries, basic medical care and most of all Ayurveda, the traditional medicine of India

One hiccup that comes in between the smooth functioning of medical tourism is the complicated process of visa. Once we ace that, it would be much easier for people to get medical benefits of ailments from the best centers of the world. And given India's growing potential to serve the world with both traditional and allopathic medicine, we should all try our best to push the government to simplify the visa process for medical tourists

**Anushka Nandwani**  
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## SUPPLEMENTING ACADEMIA

FROM JULY - SEPTEMBER, 2018

### Expert Sessions

- > Resume Writing with Info graphics session SRLIM Faculties
- > Session on Succeeding in Personal Interview (PI) Mr. Rajiv Shah, Senior Manager - HR, Reliance Industries Ltd.
- > Expert Session on "Lateral Thinking for Decision Making". Mr. Sanjay Punjabi, Founder, Image N Shape

### GUEST LECTURES

Guest Lectures held on various topics like

- "The Fortune at the Bottom of the Pyramid"
- "Segmentation, Target Market and Positioning"
- "International Financial Reporting Standards (IFRS)"
- "Monetary Policy"
- "Fiscal Policy and Monetary Policy"
- "Select Retail"
- "Current Trends and Opportunities in Insurance Sector"
- "Letter of Credit"
- "Corporate Governance"
- "Public Speaking"
- "Technical Analysis"
- "Corporate Governance"
- "Portfolio Construction through Fundamental Analysis"
- "ADR & GDR"
- "Letter of Credit and Trade Finance"
- "Management Accounting and CVP analysis"
- "Banking and Insurance: Credit Analysis"

### OTHER ACTIVITIES

- £ Women Development session on "Importance of Breast Feeding"
- £ One Day Workshop on "Parenting for Peace"
- £ Skill Enhancement Seminar on "Marketing of Financial Services"
- £ Skills Council - Marketing, Finance & HR
- £ "Certificate courses and Career avenues in the field of Marketing, Finance & HR"
- £ Interviews for Trade Area Survey (TAS) by McDonald's India
- £ Swachha Bharat Abhiyan
- £ Thalassemia Checkup

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