Medical Tourism

State Institute of Health & Family Welfare, Rajasthan

Medical Tourism – "Wealth Within Health"

- Medical Tourism - provision of 'cost effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment.
  - WHO defines it as
    - Medical care
    - Sickness & well-being
    - Rehabilitation & recuperation
  - Growing worldwide, billion dollar industry

Historical Perspective

Not a recent phenomenon, people have been traveling to far off lands to improve their health for centuries

Neolithic & Bronze Age	**Mineral & Hot Spring visits**
Middle Ages	**Thermal Springs**
16th century	**"Fountain of Youth"**
17th/18th century	**Spa**
19th century	**Sea & Mountain Air (TB sanitorium)**
20th century	**"Health Farms" or "Fat Farms"**
21th century	**Bariatric Surgery**

Need

- Inadequate medical facilities in home country
- Lack of experience or expertise
- Overburdened hospitals and doctors resulting in long waiting period for treatment
- Rising costs
- Increasing insurance costs

Countries Promoting Medical Tourism

Issues for Treatment in Different Countries

- SAARC, Africa, Middle East
  - No advance care available e.g. Afghanistan, Nepal and Bangladesh etc.
  - Limited specialized care

- WEST
  - Long waiting time - UK
  - Insurance unaffordable - US
  - Private hospitals very expensive

Solution

Patients are increasingly traveling to countries such as India which offer:

- Expertise at Par
- World-class Treatment and Facilities
- Affordable Prices
- No waiting time for treatment

Current Scenario

Medical tourism industry is growing
Estimated to be US $ 40 billion.

~~Asia – Worth US $4 billion by 2012~~

India – Worth US $2.2 billion by 2012

Why India ?

- 5000 year old civilization
- Renowned for Historical, Cultural and Religious diversity
- Diverse geographical landmarks; vast coastline
- Traditional arts and crafts
- Vibrant democracy: Freedom for citizens; empowered women population
- India proactively talking to Foreign Insurance companies to treat their beneficiaries in India
- Cashless benefits
- Hassle Free

- Alternative Medicine Proposition:
  - Ancient Ayurvedic stream of medicines
  - Rejuvenation alternatives: Kerala’s health retreats
  - Naturopathy and Yoga

India Special Features

- World **class** corporate hospitals and excellent treatment Centers in the world.
- **Large pool** of doctors, nurses & paramedics
- Internationally qualified & experienced specialists
- **Immediate** attention / treatment / surgery
- Best **Nursing Care** with compassion
- **Holistic** medicinal services
- **Language** not a barrier - English widely spoken

- Hospital infrastructure & technology par with USA, UK & other European countries
- Increase in use of Computerized Hospital Information Systems
- Software technologists facilitating tech revolution in healthcare
- State-of-the-art medical establishments of great repute
- **Quality** medical services at 1/10th **costs**
- Low medication cost
    - Strong Pharma Sector gaining world recognition
    - Fast emerging as major Drug R&D Center
    - Strong Generic drug business
    - Low cost of drug development in India

- Complicated surgical procedures possible at $1/10^{th}$ the cost
- No waiting lists
- Success rate - India - 98.7%

  - US - 97.5%

Medical Treatment cost (US$)

Procedure	USA	INDIA	THAILAND
Bone marrow transplant	2,50,000	69,000	-
Cataract	2000	1250	-
Liver transplant	3,00,000	69,000	-
~~Heart Bypass~~	~~133,000~~	~~7,000~~	~~22,000~~
Heart valve replacement with bypass	140,000	9,500	25,000
Hip replacement	57,000	7,020	12,700
Knee replacement	53,000	9,200	11,500
Face lift	16,000	4,800	5,000
Lap. Gastric bypass	52,000	9,300	13,000

Strengths

- Ultra-competitive cost advantage
- No waiting period
- At par with best hospitals in developed nations.
- largest Human Resource pool of world class experts
- Indian doctors are among the best in the world.
- Holistic medical destination -Ayurveda, Yoga, Homeopathy Therapeutic Massage,
- Easier to communicate- English speaking staff
- An exotic tourist destination
- A strong political commitment

JCI (Joint Commission International) Accredited Hospitals

Apollo Hospital, Hyderabad

Asian Heart Institute Mumbai

Indraprastha Apollo Hospital

Apollo Hospital, Chennai

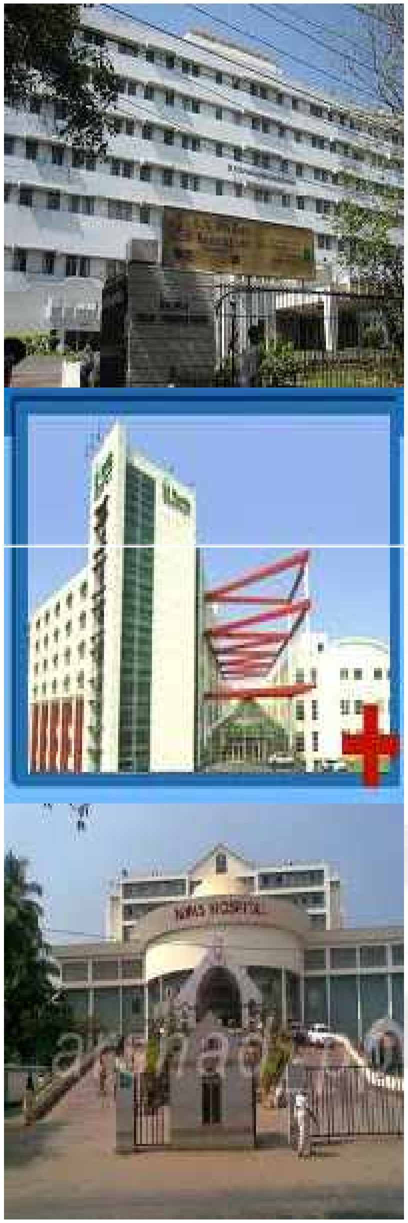
Satguru Partap Singh Apollo Hospital, Punjab

Fortis Hospital, Mohali

Wockhardt Hospital, Mumbai

Shroff Eye Hospital, Mumbai

NABH Accreditated Hospitals



- B.M. Birla Heart Research Centre, Kolkata
- MIMS Hospital (MIMS Ltd.), Calicut
- Kerala Institute of Medical Science, Thiruvananthapuram
- Max Super Speciality Hospital, New Delhi
- Max Devki Devi Heart & Vascular Institute, New Delhi
- Moolchand Hospital, New Delhi
- Narayana Hrudayalaya, Bangalore
- Dr. L. H. Hiranandani Hospital, Mumbai
- Fortis Hospital, Noida
- Sagar Apollo Hospital, Bangalore
- Columbia Asia Medical Centre – Hebbal, Bangalore

Economics of Medical Tourism

- 3-5% of the total healthcare delivery market.
- Health procedures across world show 200-800% cost difference
- Medical Tourism Industry: $333 million (Rs. 1,450 crore)
- Expected annual growth rate of 37% from 2009-2012 (CII, Dec.2009)
- Expected to generate a revenue of US $ 350 million by 2013 (World Travel Market, Nov. 2009)

- Health care spending in India will increase from Rs. 86,000 crores in 2000-2001 to over Rs. 200,000 crores by 2012.
- FICCI: Med. Tourism Rs 62,000 crores in 2006 and expected to rise up to Rs 130,000 crores (at current prices and exchange rates) in 2012, an annual revenue growth rate of about 19 per cent a year.
- Private Health care share will form the largest of this @ Rs.156,000 crores and growth will be driven by rising life style diseases.
- Indian Medical Tourism –CAGR 27% (Aug.2011)

Anatomy of Medical Value Travel(Economic Potential)

Travel tourism

+

pleasure, physical & mental relaxation

+

value addition of medical treatment at lowest cost

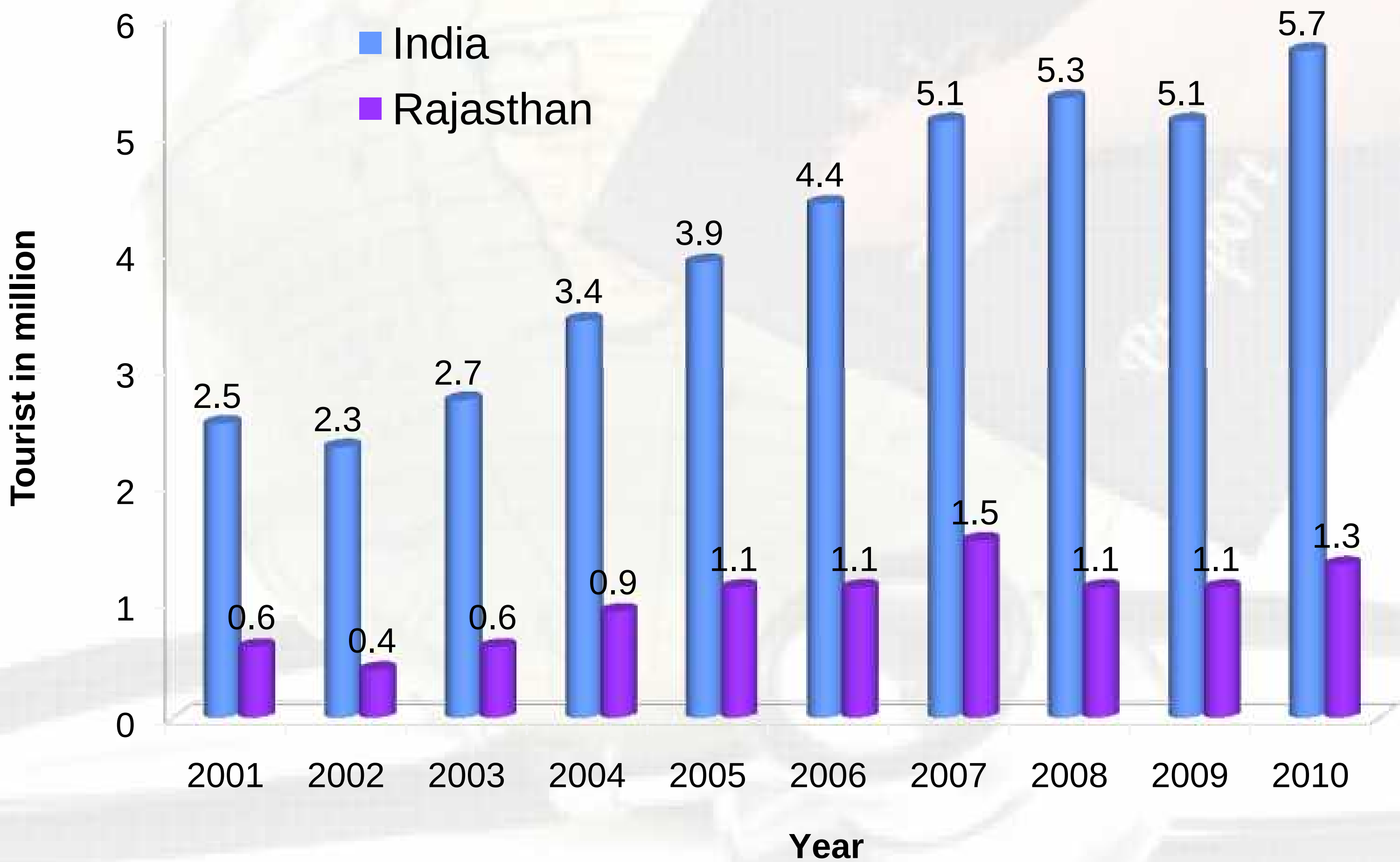
→ || →

Medical Tourism

Tourist Influx

- 1.5 lacs in 2002 ($ 300 million), 4.5 lacs foreign medical tourists in 2007, CII), for:
  - Dental
  - Cosmetic
  - Cardiac and
  - Non-conventional therapies
- 5.77 Million in 2010 (2.7 for Medical reasons, 24% for Holidays) (Source: http://tourism.gov.in)

India/Rajasthan: Tourist Influx



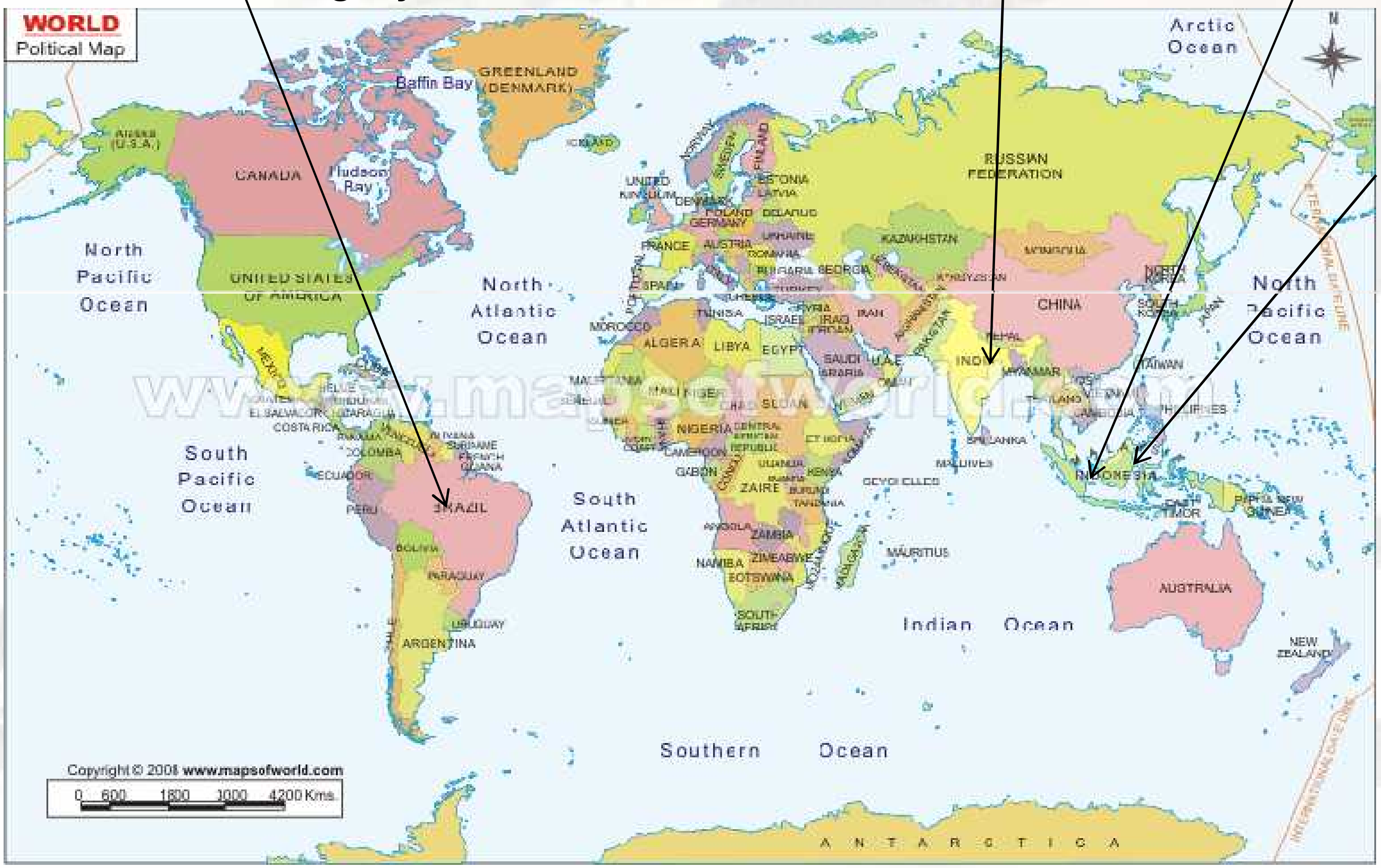
Source: www.rajasthantourism.gov.in , www.**tourism**in**india**.com

Cost: India v/s …..

Brazil
Cost: 45-50% of US
Cosmetic surgery

India
450000 in 2007
Cost: 20 % of US
Dental, Cosmetic, Cardiac

Thailand
410000 in 2006
Cost :35% of US



Singapore
410000 in 2006
Cost:35% of US

Source: 'Medical Tourism, Consumers in Search of Value', Deloitte Center for Health Solutions.

What a Medical Tourist Needs

- Best intervention
- On priority- no waiting
- Cost effective care with Human touch
- Smooth immigration and emigration
- Excellent Hospitality- Reception & Departure
- Reasonably good Hotels / housing in Hospitals
- Subsidized stay for attendants
- Money exchanging facility
- Insurance cover
- Communication facility
- Good & Hygienic food
- Opportunity to explore Nature & Culture

Concerns of Patients

Financial

Quality Treatment

Psychological

Ground Logistics

Concerns for Travelling Patients

- Identification and evaluation of hospitals and doctors for treatment.
- Comprehensive coordination of travel, stay, treatment, recuperation etc.
- Lack of ground level information and reality check.
- Lack of knowledge of local customs, traditions and dos & don’ts.
- Apprehension to travel to an unknown place for treatment.

Facilitating Health Care Consumerism in India

Rising Income

Insurance Coverage

Increasing Awareness

Quality Consciousness

Preventive Focus on Health

Healthcare Consumerism

New Healthcare Service Delivery Mechanisms

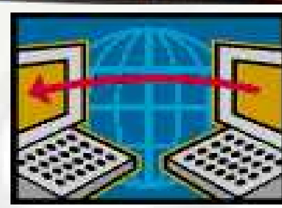
Quality improvement & standardization

Enhance Accountability of Services by Providers

Better Evaluation of Clinical & Non-clinical decisions

Sector Symbiosis

- Medical & Health
- Tourism
- Aviation/ Surface transport
- Hospitality
- Marketing
- Finance
- Banking
- IT & Communication
- Media & Advertising
- Local bodies



Stakeholders –Collectively They Will

- Medical professionals
- Travel agents
- Air lines operators
- Hoteliers
- Tour operators
- Media and Advertising agencies
- Bio-medical engineers
- Bankers

What do we Need to Promote for Medical Tourism

- Resource mapping
- Nature of services on offer
- Uniformity of Standards & Charges
- Accreditation System
- Communication
- Marketing with Packages

Information & Communication on-

- Areas where we excel
- Human resource at par with best
- Technology edge
- Cost (almost 1/5- 1/10 of west)
- Waiting time (1 Million waiting to be operated in UK till Jan. 2005)
- Packages that can be offered
- Care with human touch

- Packages that can be offered-
  - Air ticketing/ Visa
  - Receiving & Transfers to Hotels/ Hospital
  - Booking with hotels
  - Appointment with Hospitals based on History/ Choice / Cost
  - Insurance and Medico-legal issues
  - Recovery and rejuvenation Holidaying
  - Follow-up
  - Departure

Developing Linkages Calls for

- Government commitment
- Land/ water/ Power subsidy (Can we revive Private investment policy of 1996 but this time meaning business)
- Creating a Cell for Medical Tourism with participation of
  - Tour operators
  - Ticketing Agents
  - Airlines
  - Medical entrepreneurs
  - Finance
  - Cottage industry
  - Travel Agencies
- Interaction with corporate Medical Sector

Major Players

Apollo HOSPITALS TOUCHING LIVES
Apollo Hospitals

JASLOK HOSPITAL

Fortis Escorts HEART INSTITUTE

BATRA HOSPITAL
HEALTH & HAPPINESS FOR ALL

Breach Candy Hospital Trust

Manipal
Manipal Hospital INSPIRED BY LIFE

BOMBAY HOSPITAL TRUST

Narayana Hrudayalaya
CARING WITH COMPASSION

Madras Medical Mission
REACHING THE UNREACHED
ISO 9001:2000 Certified

Sir Ganga Ram Hospital

Metro Hospitals & Heart Institute

MAX HEALTHCARE
Caring for you... for life

SANKARA NETHRALAYA

CHRISTIAN MEDICAL COLLEGE VELLORE INDIA

METRO HOSPITAL & HEART INSTITUTE

WOCKHARDT
WOCKHARDT HOSPITAL & HEART INSTITUTE, BANGALORE

Way Forward
(For Success)

Realized potential

**India
Emerges
As major
Medical
Tourism
Destination**

Spin-off

GDP Growth
Employment in Healthcare Sector
Employment in Tourism Industry
Overall **Growth in Commerce**
Reversal & Arrest of **Brain Drain**
Stimulus to **Pharmaceuticals** Industry
Growth in Insurance Industry
Better medical facilities for larger population
Catalyzes India to the Club of Global Leaders

Way Forward (Potential + Improvements)

Potential	Future focus
Doctors & Paramedics	**Uniform Medical Education Standards**
Expertise Recognized	**Industry Accreditation Standards**
Cost Advantage	**Mandatory Accreditation of all Colleges & Hospitals**
Language Skills	**Target-oriented Infrastructure Investment**
Vibrant Industries	**More Medical, Nursing colleges and Hospitals**
IT Strength	**Regulatory Bodies with Teeth**
Management Skills	**Government soft loan to Private Players**
Pharmaceutical Industry	**Tax Holiday & Further Duty Roll Back**
Tourism Potential	**Apex Industry body under Union List**
Service Industry Mindset	**Greater Industry & Govt. Interaction**
	Medical Insurance Reforms
	Seamless Single-Window Facility to Tourists
	Govt. sell India as Medical Tourism Destination

Some Realizations

➢ India is emerging as an attractive, affordable destination for healthcare BUT there are some constraints for e.g.

- Infrastructure/facilities need to be improved
- Staff in attendance need to be better trained to serve
- Image of India needs to be enhanced
- Overall service needs to be improved

Much needs to be done

Need of the Hour

- Uniform price band in major specialties to be made public
  - This would facilitate foreign patients seeking treatments in India
- Accreditation of hospitals
- Undertake international marketing campaign
  - Establish Indian healthcare as safe & trustworthy
  - Road shows, exhibitions in targeted countries
- Streamline immigration process for medical visitors

- Develop Joint Ventures with like minded companies for exchange of expertise & knowledge
  - Collaboration for training of hospital staff
  - Indian specialists as consultants abroad etc.
- Development of high quality convalescing homes – good after care
- Air capacity allowed to be increased
  - Patients should not wait for weeks to avail treatment

Some Initiatives

- NABH
- NABL
- ISO
- Personal Grooming sessions for Nurses
- Increase in intake at Medical Colleges
- Para Medical Council
- Family Medicine
- Market Development Assistance (MDA) Scheme in February 2009
    - For 2010-11:Rs.12.48 lakh to 10 Medical Tourism Service Providers
    - Till 31.10.2011, Rs.2.75 lakh to 2 providers

Department of Medical Education, Government of Rajasthan

Policy for Promotion of Private Investment in Health Care Facilities, 2006

Rajasthan :Strengths

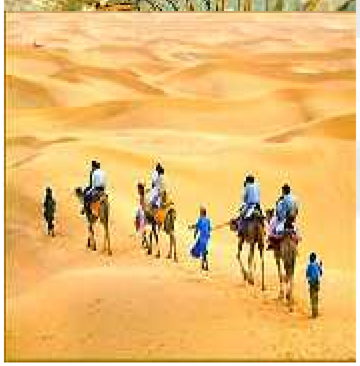
- Investment Opportunities in Health Sector (PPP)
- Policy to promote private investment in Health sector-2006
- Policy for Private Investment in Health facility(PPP)-in process
- Tourism Policy (27-9-2001).
- Hotel policy-2006 replaced by Raj Tourism Unit policy 2007
- 40000 hotel rooms (2011)
- Industrial Investment Policy(2010)
  - Land Conversion exempted from conversion and development fees
  - Land for tourism at industrial rates
  - "Padharo Sa" intervention strategy

SIHFW: An ISO:9001:2008 Certified Institution

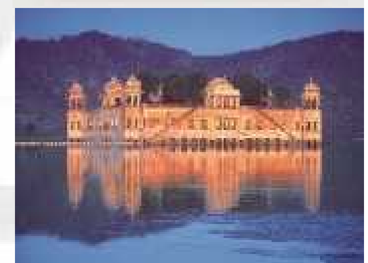
- Major tourist destination
- Well linked by Air-Rail-Road
- Palace on Wheels
- Royal Rajasthan on Wheels
- Presence of good Health care Infrastructure
- Presence of private Sector
    - Fortis-Escort
    - Narayan Hrudayalaya
    - Metro group
- Major Ayurveda destination
- Pioneer in Stem cell research and application (2nd Renal transplant in the world-Sep. 2010)
- Major medical specialties

Attractions



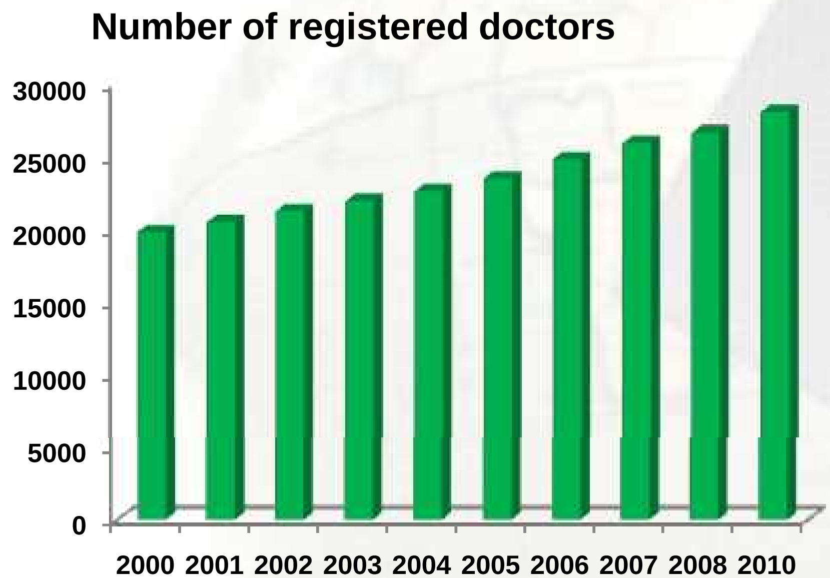



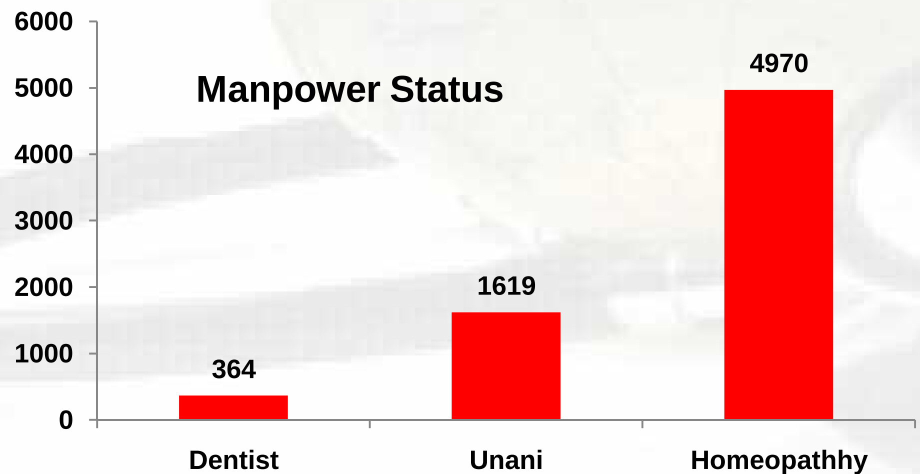


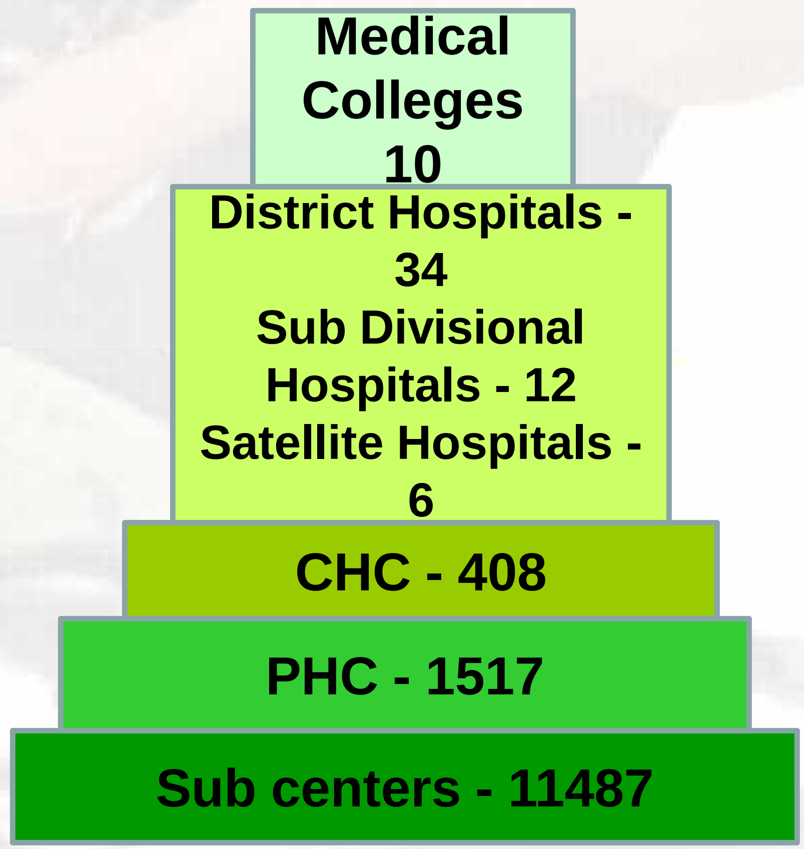



- Heritage, vibrant art & culture, safaris, sand dunes, lush forests and wildlife-makes it destination nonpareil.
- Diverse tourist destinations
  - Forts/Palaces/Havelis
  - Desert
  - Lakes
  - Wildlife
  - Oldest mountain range

Facilitating Good Health



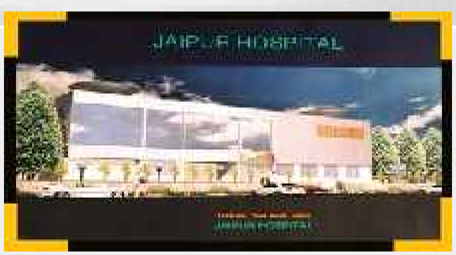




Source:- DMHS 2011 & CBHI

Key Players in Rajasthan

Hospital	Merits	Key Features
	**Fortis Escorts Hospital** ▪ Multi Super Specialty NABH Hospital	Focus on super specialties of Cardiac Sciences, Neurosciences, Renal Sciences GI Diseases
	**S.K Soni Hospital** ▪ Rajasthan's first ISO 9001 certified multi speciality corporate hospital	Oncology
	**Santokba Durlabhji Memorial Hospital** ▪ largest private sector multi specialty hospital ▪ 400 beds ▪ ISO 2002 approved Multidiscipline setup	Bariatric surgery Knee replacement Jaipur foot
	**Bhagwan Mahaveer Cancer Hospital & Research Centre**	Oncology

Hospital	Merits	Key Features
	**Narayan Hrudayalaya** ▪ Multi Super Specialty Hospital	Focus on super specialties of • Cardiac Sciences, • Neurosciences, • Renal Sciences
	Metro Hospital - Manas Arogya ▪ Multi specialty corporate hospital under PPP	▪ First PPP hospital in the State
	**MG hospital and Jaipur fertility centre** ▪ private sector multi specialty hospital ▪ First IVF centre in Rajasthan	Fertility centre with results at par with developed world
	**Jaipur Hospital**	Cardiac and Orthopedics

Support Infrastructure

Airports	
	• A total of 4 airports with international airport at Jaipur • All airlines present • Connected to almost all major cities • International flights to Dubai, Singapore, Bangkok and Sharjah.
Rail & Road	
	• Total length of the national highways in Rajasthan is 5585 km • 722 km of Golden Quadrilateral (Delhi-Mumbai stretch) passes through Rajasthan. • about 45% of the area under Delhi-Mumbai Industrial Corridor, proposed alongside the Dedicated Rail Freight Corridor, will pass through Rajasthan. • Total length is 6559.546 kms out of which 2575.03 is broad gauge
Power	
	• Total power generation capacity in the State is 6223 MW • State plans to add 1180 MW in the state sector and 2000 MW in the private sector by 2012 • Three new power units have recently been commissioned

Comparative Cost Advantage in Rajasthan

- Cost of: 20-25% less than Metros
- 5-star facilities at one-third to one-fifth of Metros
- Less waiting period ,crowding in Metros

Procedures	Apollo	Jaipur
Open-heart surgery	$ 7100	$ 6000
Knee surgery	$ 7700	$ 6000
Lap Cholicystectomy	$ 1930	$ 1600
Cataract	$ 980	$ 800

Policies

- Rajasthan Investment Policy 2003
- Rajasthan investment Promotion scheme 2010
- Policy to Promote Private sector in Health facilities-2006

Opportunity: Policy Initiatives of 2006

- Immediate Objective
  - Quality Health care
  - World class infrastructure
  - Reasonable Cost

- Inherent Objective
  - Promote Public Private Partnership
- Ultimate Objective
  - Promotion of Medical Tourism

Procedure:

- Simple & Transparent
  - Time bound disposal (90 days)
    - Rebate gradient
      - Customized Package for-
        - Corporate Health Bodies
          - Facilities in places of Tourism importance

Rebate & Concessions:

Land Allotment:

- Graded Rebate (Zero to 75%)
- Rebate linked to:
  - Size of Investment
  - Geographical area
  - Hospitals in places of Tourism importance

Rebate & Concessions:

Tax exemptions:

- Electricity Duty (50% for 7 yrs.)
- Stamp Duty (50%)
- Land conversion (50%)

Policy's Priority:

- Super specialty Hospitals
- Medical Colleges
- Dental Colleges
- General Hospitals
- Support Units

- **The caveats**
  - Rajasthan is emerging as an attractive, affordable destination for healthcare but there are some constraints for e.g.
    - Infrastructure/facilities need to be improved
      - » **A call to all NRIs from Rajasthan**
    - Staff in attendance need to be better trained to serve
    - Image of Rajasthan needs to be further improved
    - Overall service needs to be improved

Much needs to be done

Way Forward

Realized potential	Spin-off
Rajasthan emerges as major medical tourism destination	**GDP Growth**
	Employment in Healthcare Sector
	Employment in Tourism Industry
	Overall **Growth in Commerce**
	Reversal & Arrest of **Brain Drain**
	Stimulus to **Pharmaceuticals** Industry
	Growth in Insurance Industry
	Better medical facilities for larger population

For Policy details, visit us at

www.rajasthan.gov.in


Looking forward to an effective partnership;
you can make your own Rajasthan, incredible
Thanks