

GUJARAT STATE: SCOPE AND OPPORTUNITIES FOR MEDICAL TOURISM

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1.0 MEDICAL TOURISM AND HOSPITALITY.

Medical tourism is the process of travelling to other countries to take health related care and treatments viz. medical, dental and surgical care.

Medical tourism can fulfill two needs of the medical tourists.

1. Medical service need: The medical services which is not available at his/her home countries &/or home town/state.
2. Medical tourists can also fulfil their desire to visit and see new place.

Medical travelers visit to a country by non resident of travel country, which is known as inbound tourism and medical tourists travelling by resident of his/her state goes to other state for medical treatment which is known as a domestic tourism. Inbound tourism that comprises of domestic and inbound tourism.

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2.0 MEDICAL TOURISM- GROWTH TREND:

In 2008, the growth of the medical tourism was at Rs 15 billion and approximately 4, 50,000 number of medical tourists visited India for medical purpose. In 2015, the medical tourism has been grown 30% with Rs 95 billion, according to the Associated chamber of Commerce and industry of India (ASSOCHAM).

Also, Statistics shown that foreign tourist arrival (FTAs) during the month of December, 2011, were 7.15 lakh as compared to foreign tourist arrivals of 6.80 lakh during the month of December, 2010. The growth rate has been increased 5.2% in December, 2011 as compared to December, 2010. Foreign exchange earnings (FEE) during the month of December, 2011 were Rs. 8870 crore and Rs 7039 crore in December, 2010.

3.0 ADVANTAGES AND DISADVANTAGE OF MEDICAL TOURISM:

Freire, Naiade Anido, (2012), study focused that the advantages and disadvantages of the medical tourism for the medical tourists.

Advantages of the Medical Tourism:

1. The cost proposed by the service provider abroad was lower than the cost of care available in the country of origin.
2. When the required treatment is not available or is not partially covered by the Health Insurance of the country of origin.
3. The quality/price ratio is more favorable.
4. A change of scenery, change of place and may be country, change of climate and culture and the leisure activities associated with tourism.
5. Be able to “make” an intervention e.g., of plastic surgery. It allowed keeping the “secret” of that intervention.
6. The possibility of associating “body care” and tourism but also “to join into useful and unpleasant with pleasant.”

Disadvantages of the Medical tourism:

1. “Sun, Sea & sand tourism” is not recommended after surgery.

2. The possible cost-operative complications can increase the invoice if it is necessary to remain abroad to treat them.
3. Complications can appear at the time of return to the country origin.
4. Secondary infection can appear during the journey.
5. The accompaniment of local paramedical activities like clinical analysis, laboratories, radiology, CT scan, x rays can have lower quality.
6. The medical follow-up cannot be maintained abroad by the medical team.
7. There is a possibility of contracting a hospital borne disease due to the lack of asepsis or of hygiene in private and foreigners hospitals or of seasonal disease like Chikungunya & malaria etc. in the host countries.

4.0 Medical tourism in India:

India, a global destination having medical tourists from US, UK, Mauritius, South-east Asia, Fiji, Bangladesh, Afghanistan and Singapore. The most popular countries for medical tourism were India, having 10 number of JCI (Joint Commission Internationally) accredited hospitals while Singapore, Malaysia, Brazil and Thailand having 4 number of JCI accredited hospitals.

Research shows that overall satisfaction on the hospitals and other allied tourism services, majority of them felt that most of the hospitals are offering good services, air connectivity, cost of treatment, quality of healthcare, physician's proficiency, quality accreditation etc. has excellent perceptions towards India's medical tourism. At present, India's medical tourism industry to be around \$ 450 million, a report by FICCI and Ernst and Young said, currently, India's total healthcare industry is about \$ 17 billion and it is growing at about 13% annually. India offers highly cost competitive medical treatment and technological advances in areas such as cardiology, cosmetics and orthopedic surgery, hip replacement, organ transplants, cosmetics, dental surgery and vision correction. The overall cost of travel and treatment in India is still far less than the expenses of just the medical treatment in many western countries.

A study by the India Brand Equity Foundation (IBEF) shows how competitive India is in comparison with Thailand, another leading medical tourism destination. Thailand has a cost advantage over India in only two categories: plastic surgery and breast augmentation. India is

cheaper than Thailand across a whole range of other and more serious surgery categories as the chart below indicates.

Surgery	Thailand	India
Bone marrow transplant	US\$ 62500	US\$ 30000
Liver transplant	US\$ 75000	US\$ 40000
Open Heart Surgery (CABG)	US\$ 14250	US\$ 4400
Hip Replacement	US\$ 6900	US\$ 4500
Knee Surgery	US\$ 7000	US\$ 4500
Hysterectomy	US\$ 2012	US\$ 511
Gall Bladder removal	US\$ 1755	US\$ 555

Source: IBEF research

5.0 KEY OPPORTUNITIES FOR MEDICAL TOURISM IN GUJARAT STATE:

5.1 Gujarat: A Global Health Destination.

India's emergence as the preferred Global Healthcare destination has attracted patients from the globe to come to India particularly Gujarat for treatment which is estimated to contribute 25-31 % of the industry earnings of one hundred thousand crores. The Gujarati community comprises of 32% of the total 20.1 million people of Indian origin worldwide.

With just 5 per cent of the India's total population and 6 per cent of geographical area, Gujarat contributes to 16 per cent of the country's total investment, 10 per cent of expenditure, 16 per cent of exports and 30 per cent of stock market capitalization. The state's annual growth rate has been 10 to 12 per cent for the last five years. As per the Centre for Monitoring Indian Economy (CMIE) figures, Gujarat stands first in industrialization in India. Projects worth Rs. 33,958 crore are under implementation.

In tune with the national goal to promote India as the most favored Medical tourism destination, Gujarat has aggressively adopted the concept into tourism promotion using Vibrant Gujarat. As part of its Navratri Celebrations, Vibrant Gujarat, the Government of Gujarat took the opportunity to promote its world-class medical facilities and medical expertise making Gujarat as a destination for medical tourism for Non Resident Indians specifically NRIs and NRGs are

coming to Gujarat for treatment which is estimated to be contributing 25-31 % of the industry earnings of one hundred thousand crores. The Gujarati community comprises of 32% of the total 20.1 million people of Indian origin worldwide.

Gujarat's medical expertise and the strength of its facilities are better than those of some of the south-east Asian nations and Gujarat hospitals are working lot harder selling abroad. Government and Private Healthcare organization have come together to attract patients from abroad with measures such as:

- Creating centre of excellences in the respective fields
- Quality stamp through accreditation from global certification agencies such as JCI, Joint Commission International Accreditation.
- Developing a network for promotion about availability of Customized Packages
- Moving from the word of mouth marketing strategy to direct marketing
- Promotions on Indian Systems of Medicine specifically, Ayurveda, Naturopathy and Yoga are also.

5.2 The opportunities in Gujarat State.

Some of the key growth facilitators for Advantage Gujarat are:

- Zero waiting periods for all patient either requiring emergency treatment or otherwise
- One tenth to one twentieth of the costs involved for medical treatment in USA or UK
- Specialized hospitals and clinics
- Gujarati doctors participating in world medical conferences help them to know about the latest developments in the medical field.
- Knowledge of English language
- Large percentage of NRG's among NRI's
- Direct air connectivity between Ahmedabad and London
- Well connected with the base metros like Delhi and Mumbai
- Good roads and infrastructure compared to other states of India
- Clinical outcomes being on par with the world's best centers.

- Internationally qualified and experienced doctors.
- Technology edge.
- Quality of service.
- Patient-centric care.
- Exotic experience, increasing popularity as a tourist destination.
- Eastern healthcare wisdom along with the expertise of western medicine.
- Areas where Indian healthcare has to focus
- Accreditation norms to be adopted by all major hospitals.
- Hospitals must conform to a code of ethics.
- Provision of a uniform price band for major specialties especially for health insurance majors.
- Handling of medico-legal issues.

5.3 Available medical facilities in Gujarat State:

Most sought-after Super-Specialties: Cardiology, Neuro-Surgery, Infertility treatment, Orthopedics, Eye Surgery, Dental treatment and Cosmetic Surgery

- Gujarat offers holistic medicinal service and cost effective treatment through various Districts Hospitals, Sub-districts Hospitals and Private Specialty Hospitals.
- The most sought-after super-specialties in Gujarat include cardiology, neuro-Surgery, orthopedics, infertility treatment and eye surgery.
- Other services such as dental treatment and cosmetic surgery are also offered to international patients.
- Most of the Private Specialty Hospitals in Gujarat are located in Ahmedabad, Surat and Baroda.
- In addition, there are state-run hospitals for TB, Mental illness and Leprosy across the state.
- Traditional therapies such as yoga and ayurveda also available.
- Multi-specialty hospitals with modern infrastructure.
- MOUs signed with private hospitals for providing high-quality healthcare.

A combination of many factors including state of the art infrastructure, corporate set ups, mediclaim and cashless facilities, well-trained and educated staff, latest and most modern technological link-ups and easy and rapid modes of communication with link-ups to most countries has led to availability of an array of medical tourism influx in Gujarat. Alongside of all these, the economical and very affordable rates of medical testing and treatment has bridged the gap between availability of most modern facilities to the most common individual.

Names of Gujarat hospitals featuring amongst the Best Hospitals and Clinics in India

1. Apollo Cancer Hospital
2. SAL Hospital, Ahmedabad (S.A.L. Hospital & Medical Institute, Ahmedabad)
3. Dr. Jivraj Mehtra Hospital (Dr. Jivraj Mehta Smarak Health Foundation)
4. Sterling Hospital, Ahmedabad
5. Bhailal Amin General Hospital, Baroda, India
6. Siddhi Vinayak Hospital Cancer Treatment in India
7. Gujarat Cancer Society, Ahmedabad India
8. Kailash Cancer Hospital and Research Centre, India
9. Smt. Anilaben Kantilal Kothari Cancer Chikitsa Bhawan, Rajkot India
10. UN Mehta Institute Cardiology, Ahmedabad
11. Krishna Heart and Super Specialty Institute Ahmedabad, India
12. Baroda Heart Institute & Research Centre Baroda, India
13. Eye Research Centre and Retina Foundation, Ahmedabad
14. Advance Fertility and Endoscopic Centre, Ahmedabad
15. Shalby Orthopedic Hospital & Research Centre Ahmedabad.
16. Gujarat Ayurved University, Dr Paneri's - Ayurvedic Treatment India specialize in Parkinson Treatment.
17. Hair Loss Treatment, Hair Treatment, Baldness Treatment India: Dr Mahadevia's Hair Clinic.

6.0 CONCLUSION:

The potential of medical tourism is now a day, increase in India, as compared to other countries like Malaysia, Brazil, Singapore and Thailand. There were millions of medical tourists came to India for medical treatments. Similarly, domestic tourism is also enhanced, i.e., inter-state

travelling by the medical tourists. Also, Gujarat state is a medical tourism hub for both, inbound and domestic medical tourists. There is a vast opportunity found for medical tourism in particularly in Gujarat state of India. There are various factors playing an important role to attract medical tourists toward Gujarat State of India. The scope and various opportunities have already been discussed in this article.

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