



HEALTH TOURISM

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KEYWORDS :

INTRODUCTION

Medical tourism or health tourism refers to travelling to other countries to obtain medical, dental, and surgical treatment. At the same time, they could also tour, and fully experience the attractions of the countries they visit. Traditionally, people would travel from less developed countries to major medical centers in highly developed countries for medical treatment that was unavailable in their communities. The recent trend is for people to travel from developed countries to third world countries for medical treatments because of cost considerations, though the traditional pattern continues.

Definition

Medical tourism can be broadly defined as the provision of 'cost effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment.

Types

Medical tourism, especially in India has three main branches:

- Modern Treatment
- Ayurveda
- Yoga

Modern Treatment

Surgeries, joint replacements, organ transplants, diagnostic tests, cosmetic surgeries etc

Ayurveda

The healing touch of the magic of the invaluable Indian legacy is Ayurveda. Ayurveda is a unique health care system that was established in India around 600 BC. Ayurveda is an indispensable branch of medicine, a complete naturalistic system that depends on the diagnosis of the body's ailments to achieve the right balance

Yoga

Yoga was propounded by the ancient Indian sage Patanjali and is derived from the Sanskrit word 'Yog' which means 'union,' presumably union with the divine being or God.

It is a secular and scientific methodology to experience the integration of the mind-body-spirit.

Some of the most often practiced types of Yoga are Karma Yoga, Jnana Yoga, Bhakti Yoga, Hatha Yoga, Tantric Yoga, Kundalini Yoga, and Raja Yoga. India is known as the country where Yoga & Meditation are a way of life.

Medical tourism process

i. Advertising of available treatments in a particular hospital /medical packages offered

This is done by tour operators as well as individual hospitals through advertising in papers, websites, media channels and other such methods. The patient may opt for a package tour which will also include medical treatment as well sightseeing after recovery.

ii. Enquiries

The patients may have various enquiries related to treatment procedures, costs, other facilities, the range of doctors, specialized treatments, insurance, duration of treatment transport, hospital accreditations etc. The patient may want to interact with the team of doctors to submit the diagnostic reports and to seek his consultation.

iii. Registration at the hospitals

The patient may directly get admitted to the hospital or he may come

before the date of his treatment procedures. If he requires, reservation of hotels may be done by the hospitals /tour operators or directly by the medical tourist.

iv. Arrival of a patient to the host country

Air ambulances may be provided for the patient if required by the hospitals if required. Ticket bookings, facilitating the visa, etc. can also be done through hospitals

v. Transport

Car rentals for the local transport can be arranged through hospitals or other agents in collaboration with hospitals. Various ranges of cars are available right from a simple taxi to the most luxurious and AC cars.

vi. Medical Assistance

The patient will discuss the history of his earlier treatments with the specialized team of doctors, he will be suggested a range of treatments that he can opt for. He can decide his package of treatment according to his budget and suitability.

vii. Medical treatment

It is here that the actual process of treatment begins. The duration depends upon the treatment procedure being undertaken by the patient and the gravity of the problem.

viii. Patient recovery

The patient after the completion of treatment procedures goes through post-treatment follow-ups and various tests to ensure recovery. Depending upon the situation, a patient may have to come back for his regular health checkups or some remaining procedures of his treatment as suggested by the stream of doctors. Then the patient may leave for his destination or opt for sightseeing.

ix. Alternative treatments

If required by the patient, alternative rejuvenating treatments can also be offered. It may include Ayurveda, health spas, yoga and other rejuvenating treatments

x. Sightseeing

Some patients may prefer going sightseeing, rather than going for Ayurveda, spas etc. The hospitals may individually arrange for some special travel packages of the famous places in the country or may connect the patients directly to the tour operators or travel agents.

Other activities related to sightseeing

Local transport –

when foreign patients visit other tourist places, historical monuments, national parks, religious places etc., they indirectly favor growth of local transport facilities which also contributing to the economic growth of the micro-region

Local vendors –

During the sightseeing, the visitors buy various local handicraft items, food items, textile products, etc. providing more employment opportunities to local artisans and increasing their income, indirectly contributing to the nation's economy.

Classification Of Services

- Wellness Tourism
- Alternative Systems of Medicine
- Cosmetic Surgery
- Advanced And Life Saving Healthcare

Wellness Tourism

Spas, Stress-Relief, Rejuvenation Centers

Alternative Systems of Medicine

Ayur-Veda's, Siddha treatment for diseases e.g., arthritis

Cosmetic Surgery

Dental Care, Plastic Surgery, Breast Enhancement, Tummy Reduction, Skin Treatment

Advanced And Life Saving Healthcare

Organ Transplants, Cardiovascular Surgery, Eye Treatment, Hip Replacement, In-Vitro Fertilization

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