



Medical Tourism in India

* Pratik P. Valand

* Assistant Professor, Government Commerce College, Kubernagar, Ahmedabad

ABSTRACT

Tourism industry in India is on a great boom at the moment. India has tremendous potential to become a major global tourist destination and Indian tourism industry is exploiting this potential to the hilt. Travel and tourism industry is the second highest foreign exchange earner for India, and the government has given travel & tourism organizations export house status.

Keywords : Medical Tourism in India, Salient features of the Tourism Policy, Medical Packages , Top Medical Tourism Hospitals in India

MEDICAL TOURISM IN INDIA

Medical Tourism India and Medical Tourism (a.k.a. Health Tourism India) is a developing concept whereby people from world over visit India for their medical and relaxation needs. Most common treatments are heart surgery, knee transplant, cosmetic surgery and dental care. The reason India is a favorable destination is because of its infrastructure and technology in which is in par with those in USA, UK and Europe.

Medical tourism industry in India as well as in several Asian countries has been registering a sky-high growth over the past few years. In India, it is reported to have been growing by 30% every year, with more and more patients from the West. Not just that, reports suggest that many fitness freaks are lured by the Indian Vedic way of life and are keen on rejuvenating their health through Ayurveda medication and therapies. People from the US, Europe and the Middle East are seeking the aid of Indian healthcare centers and hospitals as a cheap and reliable alternative. To top it all, medical tourism industry in these countries offer a wide variety of packages that are sure to lure patients worldwide. Attractive medical tourism packages of these countries also account for the outpouring number of patients every year.

Salient features of the Tourism Policy :

- The policy proposes the inclusion of tourism in the concurrent list of the Constitution to enable both the central and state governments to participate in the development of the sector.
- No approval required for foreign equity of up to 51 per cent in tourism projects. NRI investment up to 100% allowed.
- Automatic approval for Technology agreements in the hotel industry, subject to the fulfillment of certain specified parameters.
- Concession rates on customs duty of 25% for goods that are required for initial setting up, or for substantial expansion of hotels.
- 50% of profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax. The remaining profits are also exempt if reinvested in a tourism related project.

Medical Packages

1. Eye Care

We are specialized in Eye care services, offering effective surgeries and treatment to the patients. Our experienced team of doctors is also dealing with ophthalmology and other eye diseases.

2. Dental Care

Engaged in offering Dental Care services, we have come up with lots of dental clinics all over the world to provide routine dental care.

3. Heart Care

India offers world-class healthcare that costs substantially less than those in developed countries, using the same technology.

4. Heart Surgery

A heart care surgery which costs in the region of USD 30,000 in USA can cost as low as USD 8,000 in India.

5. Cosmetic Treatment A new dimension of the medical field taking off in India is cosmetic surgery which utilises some of the latest techniques in corrective procedures.

6. Orthopedic Surgery

A number of orthopedic procedures are available such as hip and knee replacement.

Top Medical Tourism Hospitals in India

Medical tourists have been widely popular in India for years now. People from all over the world visit India and not only for its beautiful scenery and to immerse in the unique culture, but also to embrace their medical expertise that are in the same caliber as those in the United States, Canada and Europe. If you are planning to go to India as a medical tourist, here are a few of the to hospitals you should consider:

1. Artemis Health Institute

Artemis Health Institute offers international patients exclusive services that are both cheaper as compared to other countries and are with excellent quality. They have advanced services that include cardiology and cardiovascular surgery, orthopedics and joint replacement surgery, Bariatric & Minimally Invasive Surgery, Cosmetology, Oncology and Neurology, to name a few. For international patients, they offer services such as tele-consulting, travel arrangements, airport pick-up and hotel transfers, arranging lodging, etc

2. Fortis Hospital

Fortis Hospital has alliances all over the world that can facilitate international patients for easy access of world-class services for cheaper prices. Fortis hospital is located in Shalimar Bagh, West Delhi, with plans of expansion in the near future. They specialize in cardiac care, orthopedics, neuro-sciences, renal sciences, mother and child care, and gastroenterology. They also have plans of having Fortis International Institute of Medical and Biosciences that will focus on trauma, oncology, mother and child care, cardiac care, orthopedics, organ

transplants, and neuro-sciences.

3. Manipal Hospital

Manipal Hospital claims to provide healthcare, from the "smallest to the most complex medical problems." It has been working its way up the medical ladder of India for over 40 years. Their super specialties include, but are not limited to the following: plastic and cosmetic surgery, accident and emergency critical care, bone marrow transplants, bariatric surgeries, comprehensive cancer care, dental implantology, eye surgeries and LASIK, heart interventions and surgeries, IVF and reproductive medicine, joint replacements, liver transplants, minimal access surgeries, neurological surgeries, ortho spine surgeries, and pediatric surgeries.

4. Metro Heart Institute

Metro Heart Institute was built on 3.5 acres of land in the center of Faridabad. It offers international patients another alternative to expensive treatments with the same quality of services through medical tourism. Other than the common problems, it also offers several expertise, including cardiology, neurology, general medicine and laparoscopy, gastroenterology and endoscopy, nephrology and dialysis, spine surgeries, dental care, laparoscopic prostate and stone surgeries, and radiology and pathology.

5. Columbia Asia Hospital

Columbia Asia hospital prides itself in having facilities located in neighborhoods. They are also planning to open 17 new hospitals by the end of 2011. Their specialties are the following: anesthesiology, cardiology, dermatology, ear, nose, and throat, general surgery, internal medicine, maxillofacial surgery, obstetrics, gynecology, ophthalmology, orthopedic surgery, pediatrics, psychiatry, and urology.

Medical Tourism is all over India throughout recent years, and it has helped a lot of international patients get the care they want at a much cheaper cost. For the best services, look for a medical tourism facilitator that is accredited by the Medical Tourism Association and has great relationships with leading JCI accredited hospitals in India and around the world.

Medical Tourism Packages: Luring Patients Worldwide

Medical tourism packages are chiefly designed to offer patients a complete cure and revitalized experience. These packages allow patients not only complete healthcare facilities but also excellent tour options as well. The medical tourism packages are implemented through successful partnerships among some of the best tour operators, well established healthcare centers, hospitals and travel service providers. Aimed to stand up to the expectations of international patients, medical tourism packages encompass all-possible facilities within their purview- be it diagnostic, surgical, holistic or any other complementary treatments. These packages enable foreign patients not only to undergo medical treatment but also to discover the rich cultural heritage of the countries they visit.

This combination of healthcare and tourism facilities at an affordable price serves as a magnet to attract patients from all over the world. Not only are patients provided with world class facilities but are also let to travel around the country and have a glimpse of its social life and culture. Besides, recent successes of Indian doctors treating overseas patients has also inspired more and more foreign patients to opt for these destinations.

Besides, patients do not have to wait long to undergo any complicated surgery or treatment in these medical tourist destinations in contrast to the long waiting list in Western countries. Such a long waiting list can even cost a patient's life! This is another reason for the constant resurgence of foreign patients in the Asian medical tourism sector.

Conclusion:

The medical tourism industry has thus found an effective strategy to boost up its market by offering a wide range of medical tourism packages. Medical tourism services provide detailed information on all different medical tourism packages along with some valuable suggestions as well. With hospitals, hotels, conveyance facilities meeting international standards, medical tourism package