

Medical Tourism - A strategic Study on Hyderabad

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Abstract: The Indian healthcare market is Rs. 15 billion and growing at over 30% every year. Indian private hospitals are increasingly finding a mention in the travel itineraries of foreigners, with the trend of medical tourism catching up in the country. The Indian healthcare market is Rs. 15 billion and growing at over 30% every year. Indian private hospitals are increasingly finding a mention in the travel itineraries of foreigners, with the trend of medical tourism catching up in the country.

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Keywords: Medical tourism, Indian healthcare, Medical treatment

Introduction

Definition of Medical Tourism

Medical tourism can be broadly defined as provision of 'cost effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry – both private and public.

Ancient History-Indian Medical Tourism

Some might have difficulty categorizing yoga retreats, Buddhist pilgrimages, and meditation centers as medical tourism, but the unbelievable reach of India's healing arts is not to be ignored. Ever since yoga's birth more than 5,000 years ago, India has enjoyed a constant influx of medical travelers and spiritual students hoping to master and benefit from this most fundamental and revered branch of alternative medicine. When Buddhism came along roughly 2,500 years later, this only added fuel to the fire and helped position India as the epicenter of Eastern cultural, spiritual, and medicinal progress. Not only is India one of the world's oldest medical tourism destinations, but it has now also become one of the world's most popular ones as well.

Medical Tourism Industry Overview

The Indian healthcare market is Rs. 15 billion and growing at over 30% every year. Indian private hospitals are increasingly finding a mention in the travel itineraries of foreigners, with the trend of medical tourism catching up in the country. If industry estimates are to be believed, the size of the medical tourism industry stands at Rs 1,200 – Rs 1,500 crore (Rs. 12-15 billion). A recent CII-McKinsey study on Indian healthcare says medical tourism alone can contribute Rs 5,000- Rs 10,000 crore (Rs. 50-100 billion) additional revenue for tertiary hospitals by 2012, and will account for 3-5% of the total healthcare delivery market. The Indian healthcare market is Rs. 15 billion and growing at over 30% every year. Indian private hospitals are increasingly finding a mention in the travel itineraries of foreigners, with the trend of medical tourism catching up in the country.

About Hyderabad

Hyderabad is the fifth largest city in India with an ancient civilization and culture. Hyderabad and Secunderbad are twin cities, separated by Hussain sagar which is a man made lake. A natural and sophisticated blend of old and new, an old 'Nawabi' culture with a new pro-active approach and hospitality. The teeming bazaars of the old city, in the midst of which stands the 400-year-old Charminar, the modern shopping complexes and ultra-modern malls in the newer areas of the city add to the charm of Hyderabad. The Golconda Fort, capital of the kingdom by that name, is today very much part of the city, as is Cyberabad (means Cyber City), a new local area created to keep pace with the zooming Information Technology and Tourism sector. Pearls, bangles, silks, computer software, handicrafts and above all a delectable cuisine add to the splendor of this great city. Hyderabad is one of the most densely populated cities in the country and is home to about 2.2 million people.

Advantages of Coming to Hyderabad for Medical Treatment

1. Internationally accredited medical facilities using the latest technologies
2. Highly qualified Physicians/Surgeons and hospital support staff
3. Significant cost savings compared to domestic private healthcare
4. Medical treatment costs in India are lower by at least 60-80% when compared to similar procedures in North America and the UK
5. No Wait Lists
6. Fluent English speaking staff

7. Options for private room, translator, private chef, dedicated staff during your stay and many other tailor-made services
8. Can easily be combined with a holiday/business trip

Cost Comparison: Preventive Health Checks

Preventive Health Checks	Charges in Hyderabad
Master Health Check	\$45
Executive Health Check	\$90
Cardiac Checkup	\$130

Procedure Charges In Hyderabad and USA (US \$):

Procedure	Cost (US\$)	
	United States	Hyderabad
Bone Marrow Transplant	2,50,000	69,000
Liver Transplant	3,00,000	69,000
Heart Surgery	30,000	8,000
Orthopedic Surgery	20,000	6,000
Cataract Surgery	2,000	1,250

Dental Procedure Charges between USA and Hyderabad

Dental procedure	Cost in US (\$)		Cost in Hyderabad (\$)
	General Dentist	Top End Dentist	Top End Dentist
Smile designing	-	8,000	1,000
Metal Free Bridge	-	5,500	500
Dental Implants	-	3,500	800
Porcelain Metal Bridge	1,800	3,000	300
Porcelain Metal Crown	600	1,000	80
Tooth impactions	500	2,000	100
Root canal Treatment	600	1,000	100
Tooth whitening	350	800	110
Tooth colored composite fillings	200	500	25
Tooth cleaning	100	300	75

Conclusion

The following factors are attracting the international patients to Hyderabad-India for treatment and tourism

1) Cost Benefit:

The prime advantage is the cost savings with respect to medical consultancy or surgeries. Many of the Hyderabad hospitals, serving

international patients, have state-of-the-art infrastructure, highly educated doctors and top-notch services but the figure on that price tag is a fraction of what it would be in developed countries. Even if the patient's insurance does not cover the costs of treatment in India, the final bill in an Indian hospital would most probably be lower than patient's out-of-pocket expenses.

2) Timeliness:

Another advantage is the possibility of getting immediate medical attention. There are no waiting lists or delays to contend with, due to insurance issues or unavailability of doctors etc.

3) Quality Health Care:

Hyderabadi doctors and paramedics are well trained and are one of the best in the world.

4) Personalized Care:

Here patients are monitored closely with a personal care of all age group.

5) Technological Sophistication:

All the corporate Hospitals in Hyderabad are having State-of-the-art equipment and infrastructure for the best treatment and diagnosis.

6) Facilitation by Government:

The Government of India has recognized the economic potential of medical tourism. It has facilitated travel by introducing a special visa category known as 'medical visa' for patients as well as introduced tax incentives for hospitals.

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