

Impact and Challenges of Medical Tourism faced by key Hospitals and Wellness Centres of Pune City

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Abstract

India has always been the most preferred destination for Medical Tourism since decades and also has always been promoting as a quality health care destinations across the globe. To encourage applications and ease the travel process for medical tourists, the government has expanded its e-tourism VISA regime to include medical visas. The promotion of medical tourism in India has helped private players capitalize on this market opportunity.

This is true especially for non-emergency conditions where foreign patients otherwise have a long waiting period in their home country. The extremely high cost of medical care in the West is also not affordable to many, and in such an instance, one tends to search for viable options. The chief reason for the growing popularity of India in medical tourism is the high- quality medical care at a cost-effective rate.

Pune is a preferred city in means of migration, due to its booming IT and Automobile sector. Medical Tourism. A reasonable efficiency in healthcare, comparatively low treatment costs and state -of- the-art hospitals and other feel good factors have put the city among the top destinations where there is a lot of inbound tourism happening purely for medical reasons.

In the current scenario, health care is one of the growing sectors. Medical establishments have become organized institutions where complex procedures are

followed and efficient manpower is needed to manage these processes. Besides doctors, nurses and other paramedical staff, the industry also requires qualified medical management professionals.

This paper would highlight/ focus on effective management and HR policies along with a high level of international hygiene and infrastructure standards required for smooth operating system which include assistance in visas, insurance policies, government norms, liaising with the family and doctors

Key Words: Medical tourism, challenges, promotion, hospital administration.

Introduction

India as a country has always seen a lot of inbound tourism for many decades. Its rich flora and fauna has been one of the major attractions for travel. India is a mosaic of multicultural experience with a rich heritage and myriad attractions. The country is among the most popular tourist destinations in the world. As the 7th largest country in the world India stands apart from rest of Asia, marked off as it is by mountains and the Sea, which give the country a distinct geographical entity.

India is a home to the finest architectural heritage serene ghats, spectacular landscapes and largest tiger reserve.

Apart from the other forms of tourism, Medical tourism is one of growing sector of tourism in India. The Indian systems of medicals like, Ayurveda, Yoga, Meditation, Homeopathy are among the most ancient systems of medical treatments of the world.

India has always provided medical and health care as per the international standards at a comparative low cost.

Medical tourism is also booming in Pune & reasonable efficiency in healthcare, comparatively low treatment costs and state of the art hospitals, hospitality and other feel good factors have put the city among the top destinations for medical tourism.

More and more Indian doctors are also fellowship trained abroad, a fact that makes advanced specialized treatment easily available, in other countries where patients have waiting lists to contend with first before they seek treatment.

Hospitals in India & Pune are well equipped and offer international standards and other facilities like in house translators and travel agent.

Pune which is well linked by air, railways and road also has a pleasant weather conditions all round the year. The infrastructure of Pune is one of the best as compared to another city of International standards like the hotel brands both National and International the stand alone and specialty restaurants to cater to the guests, is a boon for medical tourist. Pune caters to all forms of health care its distinct hospitals the popular Osho Ashram, Iyengar Institute of Yoga, Atmasantulan – the Ayurvedic care centre of Balaji Tambe are one famous Health care centres.

Objectives:

- 1.To identify the growth of Medical tourism with respect to Pune Hospitals.
- 2.To identify the role of Hospitals in promotion of medical Tourism
- 3.To identify the challenges faced by the patients (Medical tourists) and hospitals.
- 4.To identify the role Hospital Administration for smooth operations.

Hypothesis:

H₀ There is no significant impact of hotel administration on medical tourists

H₁ There is significant impact of hotel administration on medical tourists

Research Methodology:

Area of the study: The data for research has been collected from medical tourists and hospital administration

Primary Data:

- 1.Collection of information from the medical tourists through questionnaires
- 2.Collection of information from administrative heads of various hospitals and wellness centre
- 3.Collection of information through personal interviews

Secondary Data:

1. Information available on internet
2. Information available through books, journals and research papers

Literature Review:

Literature review: 1

An overview of Medical tourism industry in India and its growth potential in Marathwada region of Maharashtra

Prof Sarika Thoke, Dr. Shivaji Madan, *2017*

This paper explores the effect of medical tourism industry, its opportunities and difficulties In India with exceptional reference to Marathwada district of Maharashtra. The target of this study is to review literature pertaining to medical and health tourism. The

discussion is framed around cost effectiveness in India related to medical tourism in foreign countries. Maharashtra has made its name on Indian guide concerning best medicinal services and prominent qualified doctors. Be it Ayurveda, Homeopathy, Allopath, Herbal or Yoga treatment, Maharashtra is building its image in all these medical sectors.

Significant urban areas like Mumbai, Pune, Nagpur, Nasik and Aurangabad have discovered a leadway in Medical tourism industry. This paper focuses on insightful prominence of medical tourism in the medical tourism in Marathwada district.

The author also states that the emerging multi- speciality hospitals will boost medical tourism and would be a preferred destination for medical tourism.

Literature review: 2

Medical tourism: emerging challenges and future prospects -Dr. Anupama Sharma 2013

India is rising as a prime goal for wellbeing and contributing a great deal towards the social- affordable improvement of the general public by upgrading business openings and an expansion in outside trade gaining and helping in elevating the expectations for everyday comforts of the host network by creating foundation and top notch training framework. Today Indian clinics are well outfitted with the most recent innovation and houses profoundly qualified and experienced staff who can give auspicious and quality therapeutic treatment to patients. Present paper features the capability of Medical Tourism industry in India. It likewise helps in introspecting the Hospital Accreditation framework for Medical Tourism, inspecting the job of Government in advancing foundation for Medical Tourism and breaking down the most recent pattern to build the progression of Medical the travel industry. It may be inferred that India is in a worthwhile situation to tap the worldwide open doors in the field of Medical tourism. The administration's job is essential to the advancement of medical tourism. The administration should make strides in the job of a controller and furthermore as a facilitator. Mechanisms need to be enhanced to enable faster visa process to foreign tourists for medical purposes where patients can contact the Immigration Department at any point of entry for quick clearance

Literature review 3:

Role of Communication and Soft Skills in Medical Tourism

Sethumadhavan U K - 2019

Medical Tourism is gaining importance worldwide and in India the potential for Medical Tourism is immense.

Indian culture and heritage, beautiful scenic landscape and a developed hospitality industry has attracted various international brands and reasonably priced facilities makes India a preferred destination for medical tourism, the same is recognized by many medical professionals.

From the tourist's points of view who seek medical help, communication and soft skills play a vital role in medical tourism. Keeping this in mind the author has conducted a

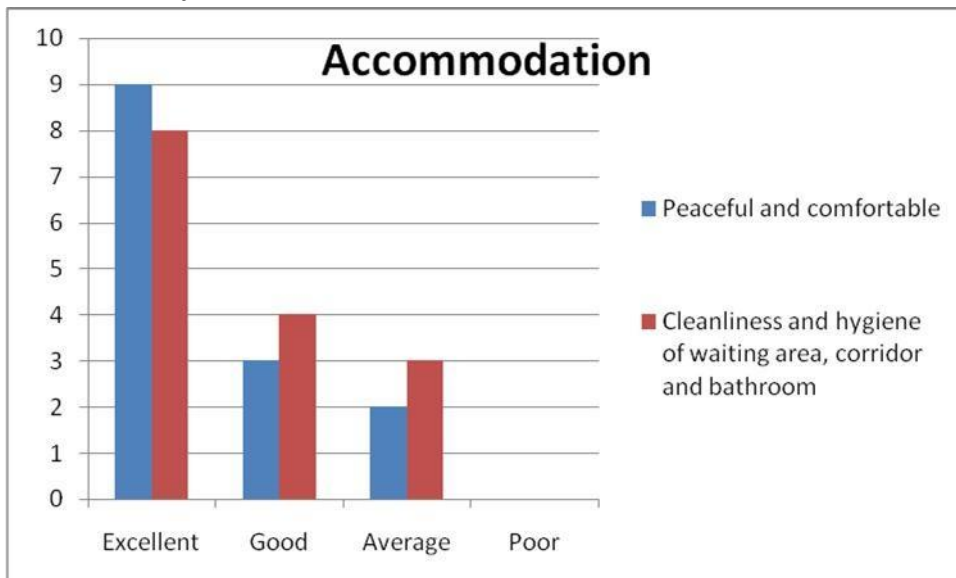
study on the importance of communication and soft skills and the role of service providers in making this successful.

Literature review 4:

**Pre-purchase Information Search Behaviour for Healthcare Services -
Hamendra K. Dangi1 and AnuradhaMalik 2019**

Medical sector is of great importance in building a nation, currently the net worth of the healthcare market in India is worth US\$ 110 billion and is likely to grow to US\$ 280 billion by 2020. The pre purchase information is a critical component in availing health care services, however the economy is benefiting but less attention is given to what is the requirement and behaviour of customers towards the medical facilities. Patient decision making process can be bifurcated into five steps:- need recognition, information search, evaluation of alternatives, purchasing/availing the service and post purchase behaviour.

Data Analysis:





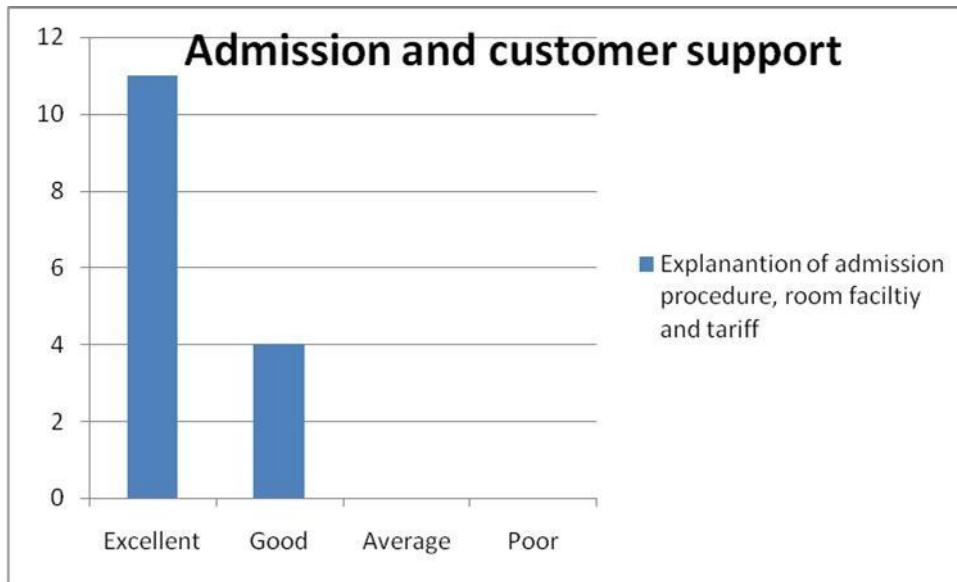
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11 Medical tourists have rated excellent for Explanation of admission procedure, room facility and tariff



9 medical tourists have found the accommodation peaceful and comfortable as excellent and Cleanliness and hygiene of waiting area, corridor and bathroom is rated good by 8 respondents.





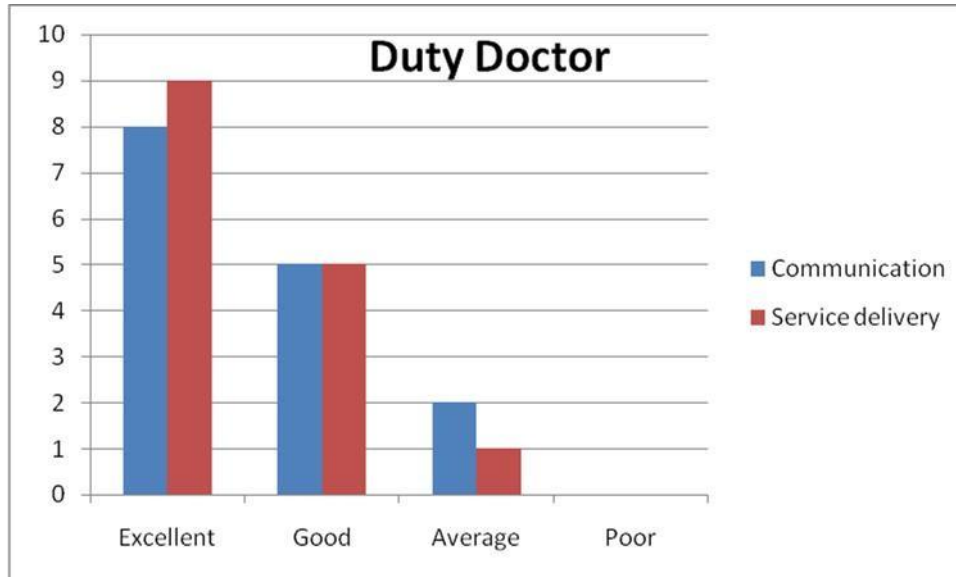
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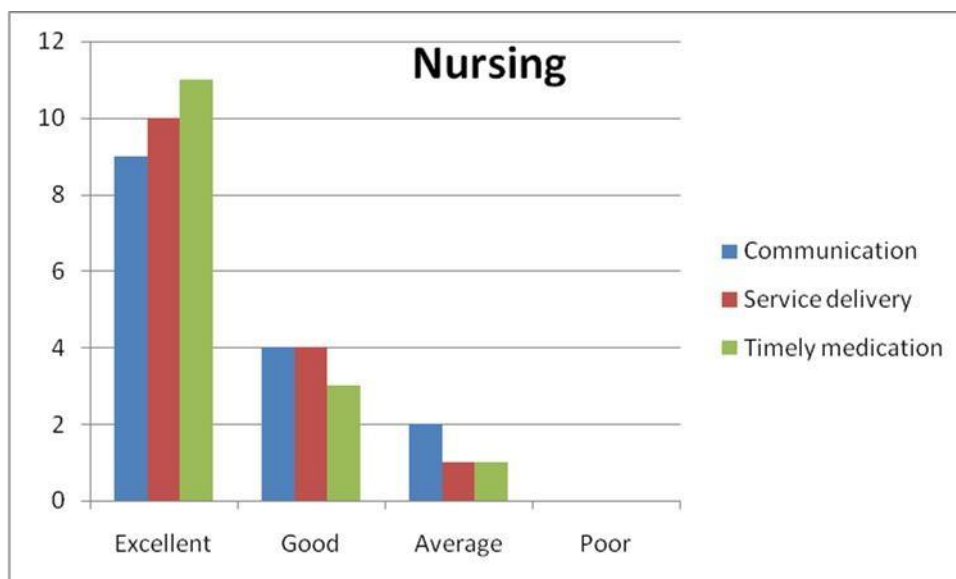
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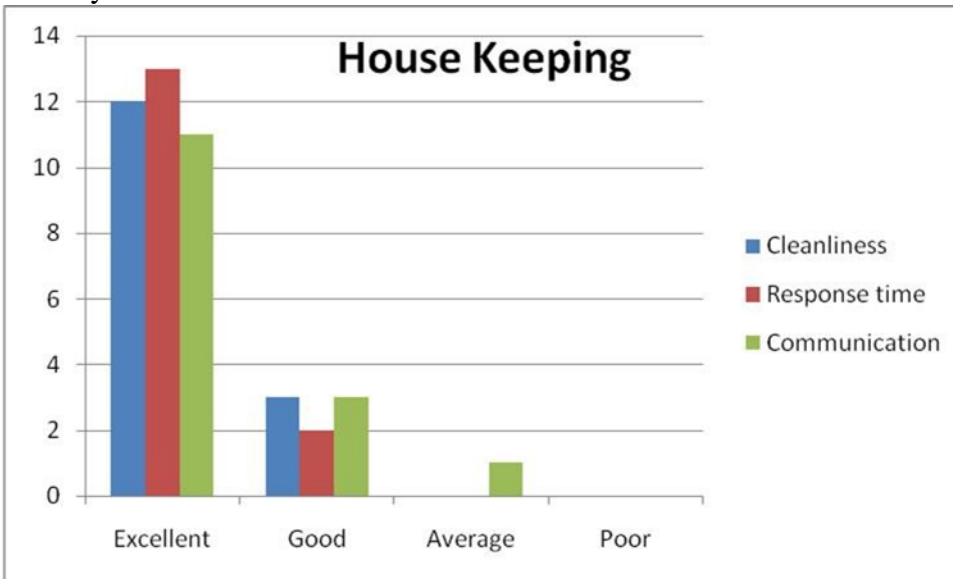
Counseling was rated higher compared to plan of care by medical tourists



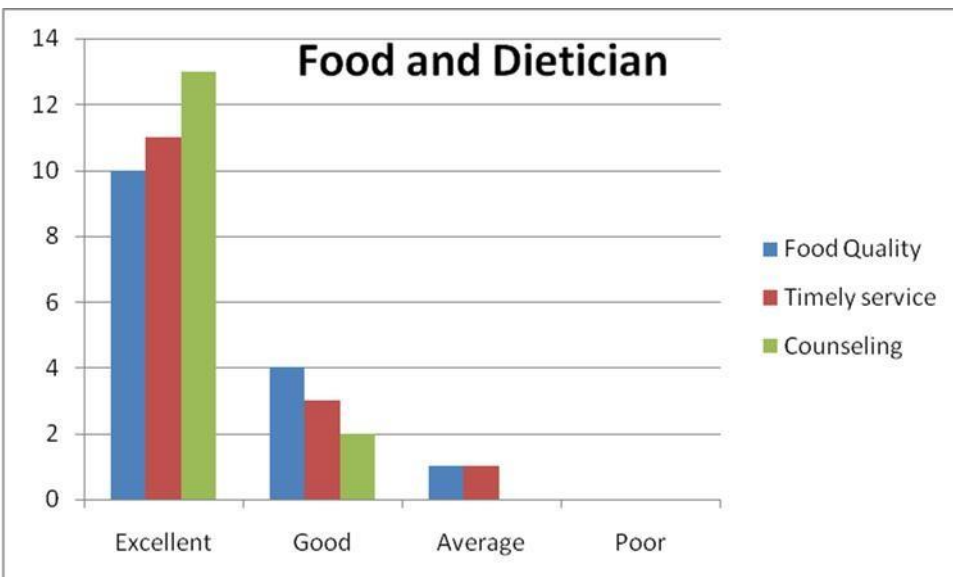
Service of delivery was excellent stated by 9 medical tourists compared to communication under the parameter



In the nursing parameter timely medication was rated higher compared to service delivery and communication



Response time was rated higher under the parameter of Housekeeping compared to cleanliness and communication





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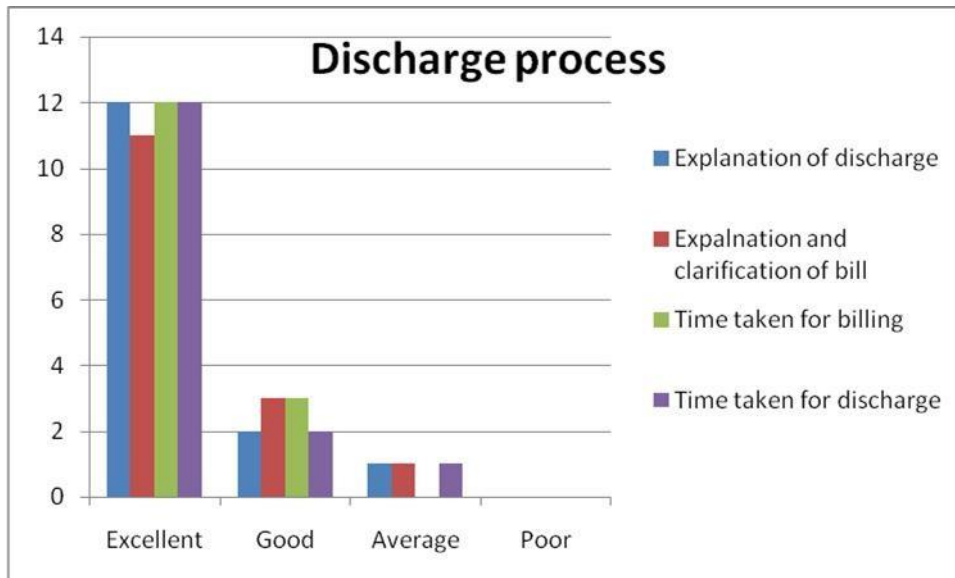
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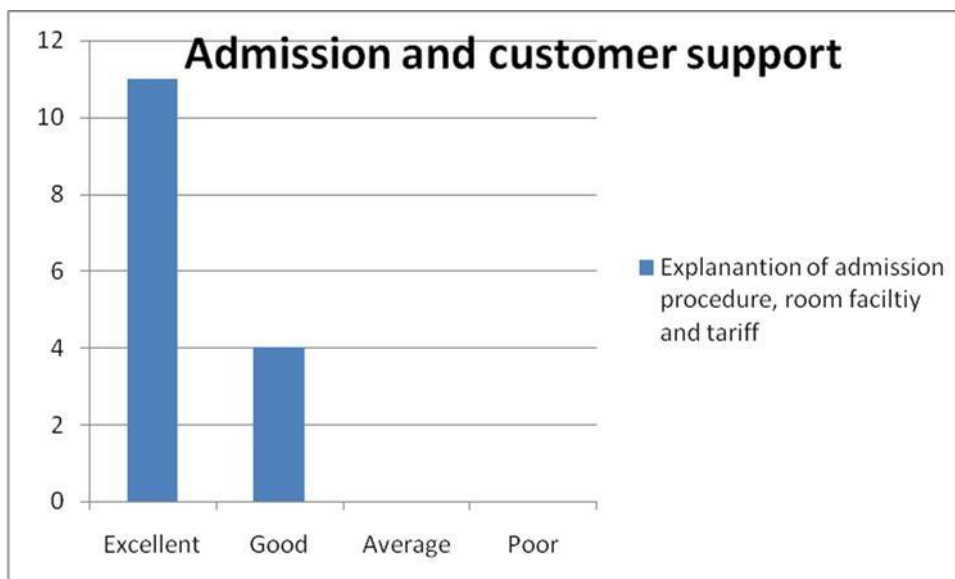
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Counseling was the highest rated under the food and dietician parameter compared to food quality and timely service



Explanation of discharge, Time taken for billing, Time taken for discharge were rated 12 out of the 15 medical tourists explanation and clarification of bill was rated as 11 which states that the discharge process is more prompt and clear





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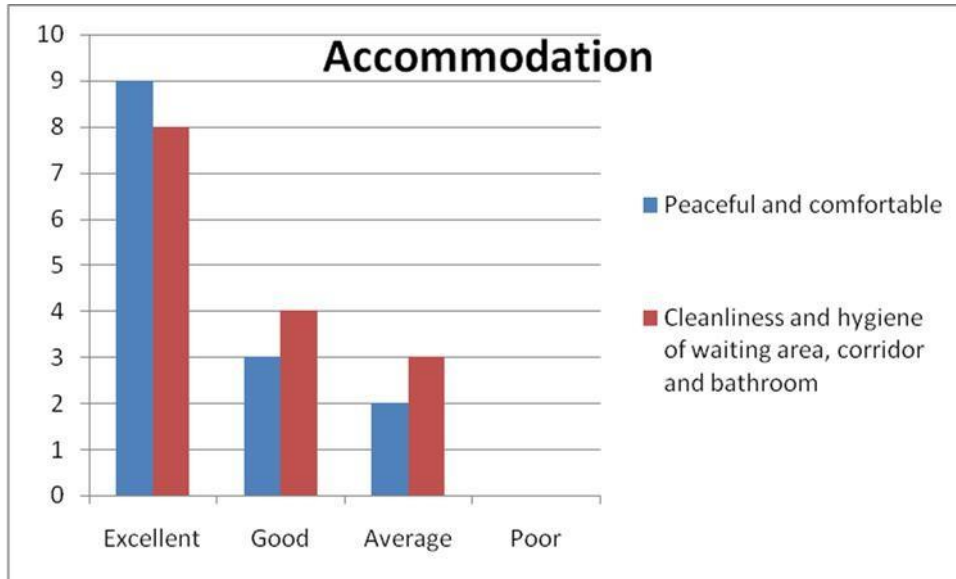
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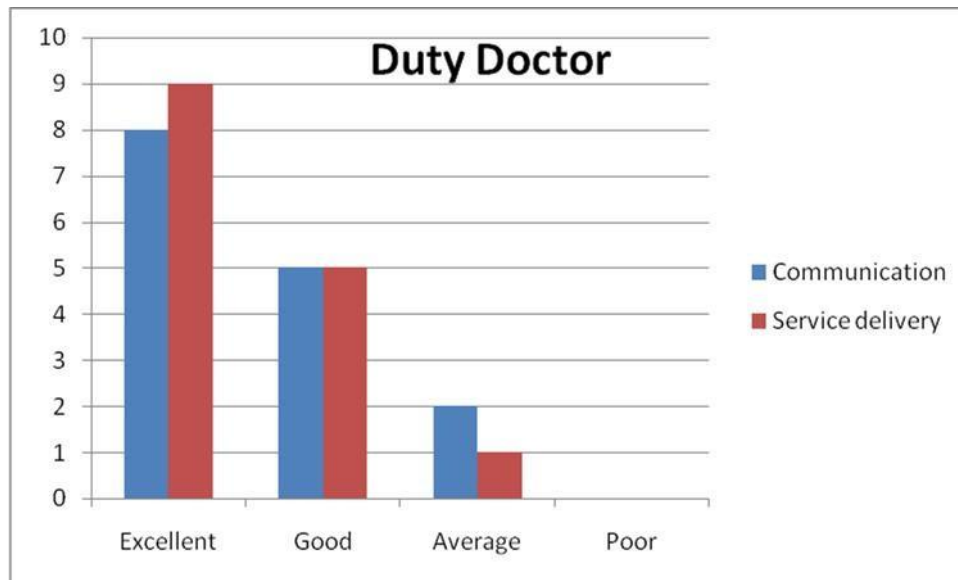
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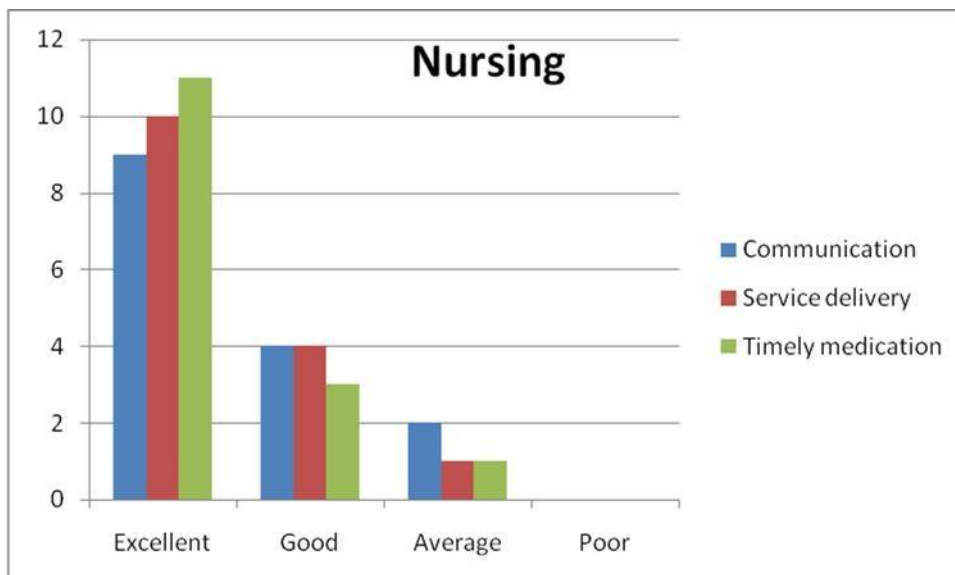
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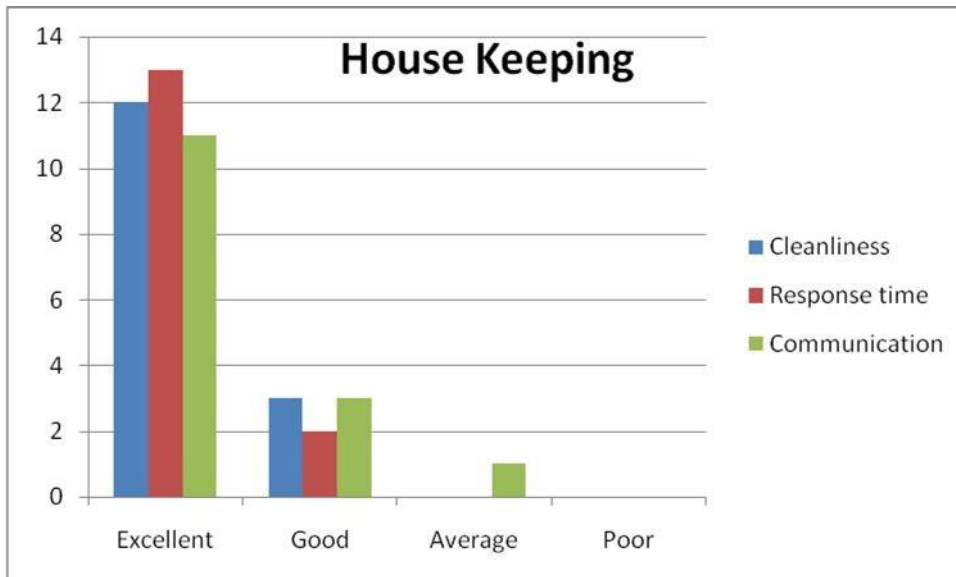
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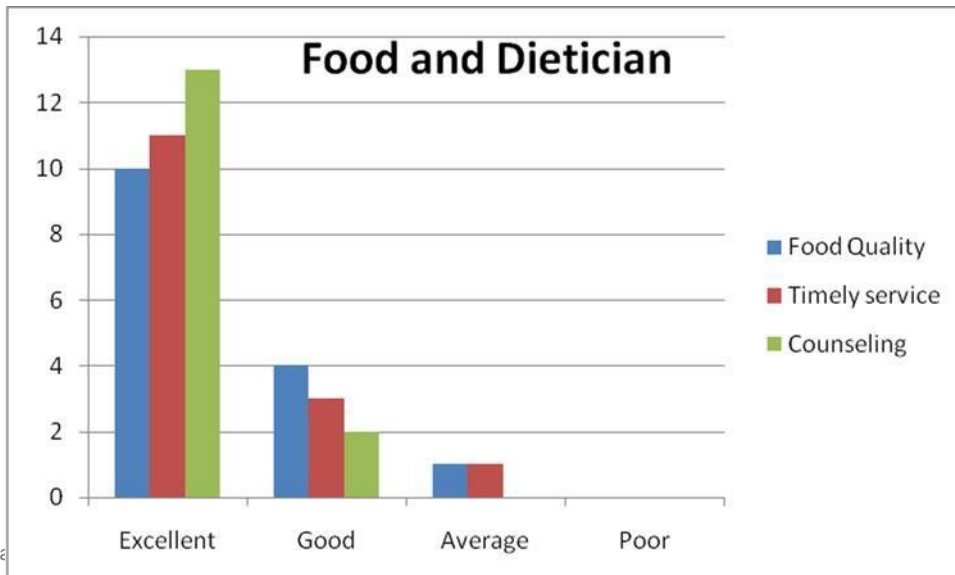
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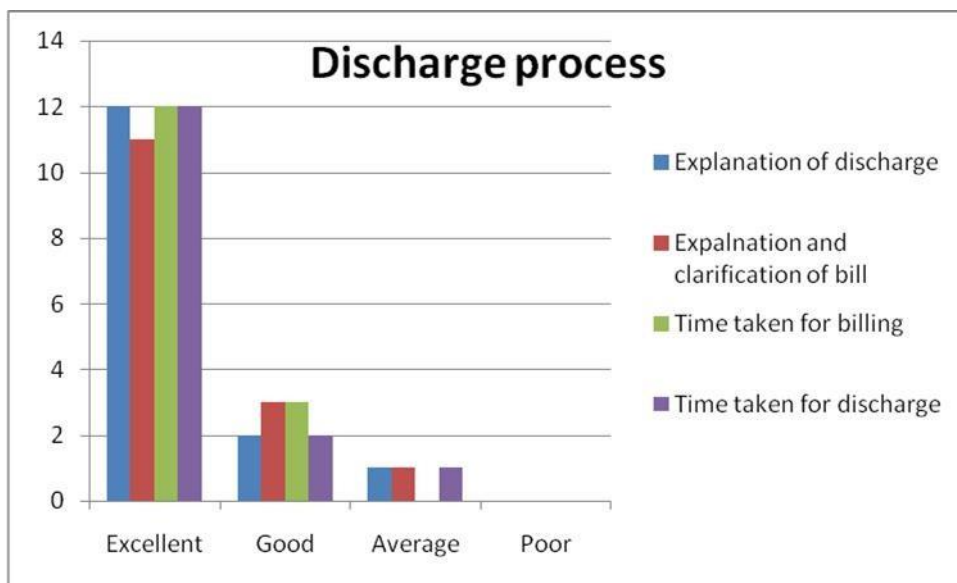
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Medical Administration Questionnaire- feed back

1. A total of 8 respondents received stated the presence of a special cell in the hospital to handle medical tourists
2. On an average 4 months and many a times it case specific
3. All hospitals denied an overseas office for handling queries, a constant follow up is taken and in some cases the patient is called for check up
4. An MBA as an advanced qualification with good communication skills is preferred.
5. All skills carry equal weightage but communication skills carry more weightage.
6. The infrastructure is divided as extra attention needs to be given to medical tourists coming from foreign countries.



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7. Apart from the MDA registration, Form C is also a mandatory document.
8. Cost is an important parameter compared to quality of doctors and treatment also tourist places and the hospitality is also one of the criteria to choose India as a medical tourist destination.
9. Personal grooming and hygiene is given more importance, also hospitality of medical tourists is also an important parameter
10. Availability of prescribed medicine in home country or city is a major hurdle in process of discharge or admission process, also a feedback mentions international travel formalities as a major hurdle.
11. On an average 25-30 % growth is expected in the coming years
12. South East Asian and the Gulf Countries attract a lot of medical tourism

Recommendations:

1. Even though the hygiene parameter scores good as per the data analysis here is still some scope for improvement.
2. Communication needs to be more precise
3. The billing process can be enhanced
4. The hospital administration need to provide options for the prescribed medicine in the home country

Suggestions:

1. Extra effort needs to be taken by the hospital administration to meet the international standards of hygiene
2. The administration needs to conduct sessions on communication and personal grooming for employees/ staff
3. Suggesting alternate medicine available in the home country would be of great help for the medical tourists

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(WITH SPECIAL REFERENCE TO MANGALORE)

A THESIS Submitted By VINAYARAJ MOTHIRAVALLY



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