MEDICAL VALUE TRAVEL IN INDIA- OPPORTUNITIES AND CHALLENGES

SUBMITTED BY – GURLEEN KAUR
(IIHMR-U/01/2022-24/1502)

UNDER THE GUIDANCE OF
Dr. Anoop Khanna (University Mentor IIHMR)

MBA in Hospital and Healthcare Management(2022-24)

IIHMR UNIVERSITY
INTELLIO HEALTHCARE
Relieka HEALTHCARE

ABOUT INTELLIO HEALTHCARE

Intellio Healthcare Private Limited, founded in 2017, is a leading healthcare organization that includes Relieka Healthcare as its subsidiary. Together, they harness intelligent systems and AI technology to transform the industry, enhance patient outcomes, and optimize healthcare management.

VISION

INTELLIGENCE DRIVEN HEALTHCARE- strive to enable nations in achieving Universal Healthcare Goals and bring together a global team that harbors a passion for health access and innovation.

MISSION

To bridge the gap between technology and healthcare by seamlessly integrating intelligent systems into every aspect of the healthcare ecosystem.

INTELLIO ORGANOGRAM

DIRECTOR
DR. VINEET ARORA
↓
CHIEF ASSISTANT OFFICER
DR. RITIKA JINDAL
↓
PROJECT MANAGER
Dr. AKANKSHA DIXIT
↓
EXECUTIVES (3)

SWOT ANALYSIS

S
- High-quality healthcare facilities and skilled medical professionals.
- Cost-effective medical treatments compared to other countries

W
- Limited awareness and perception of India as a medical tourism destination.
- Inadequate infrastructure and support services in some regions.

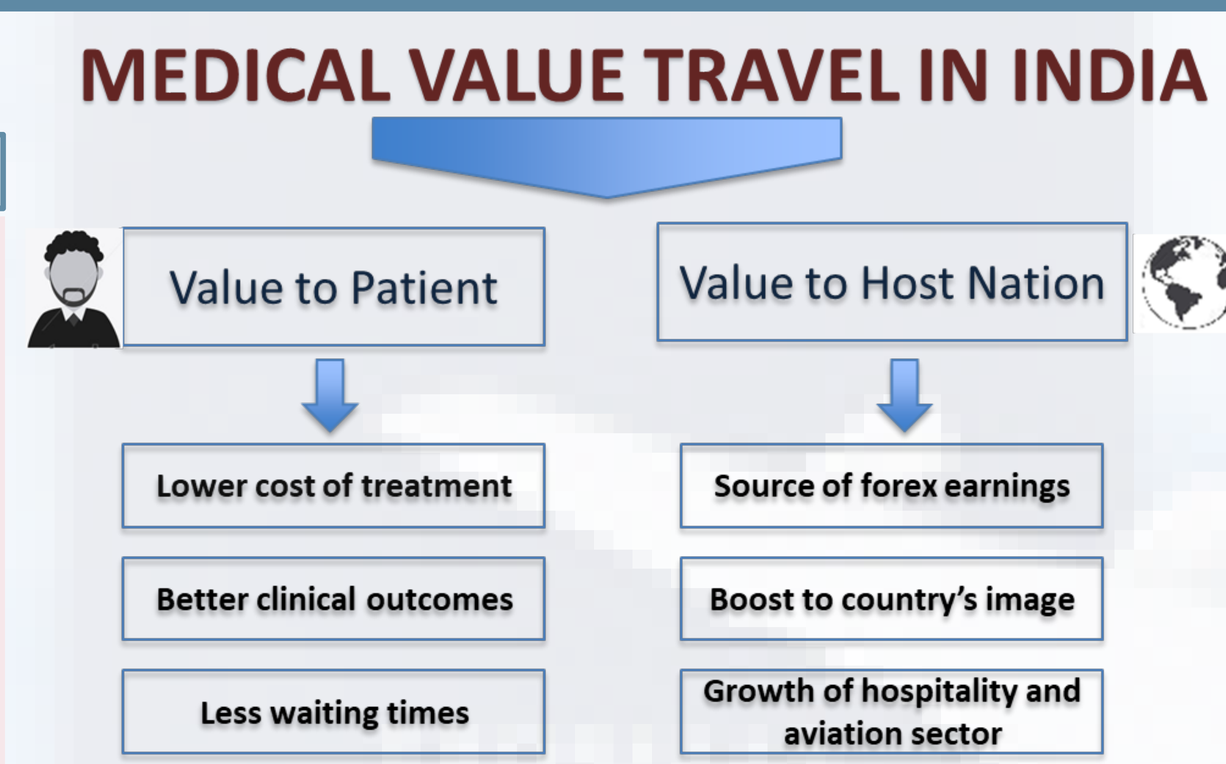
O
- Growing global demand for affordable healthcare services.
- Collaboration with international insurance providers and healthcare facilitators.

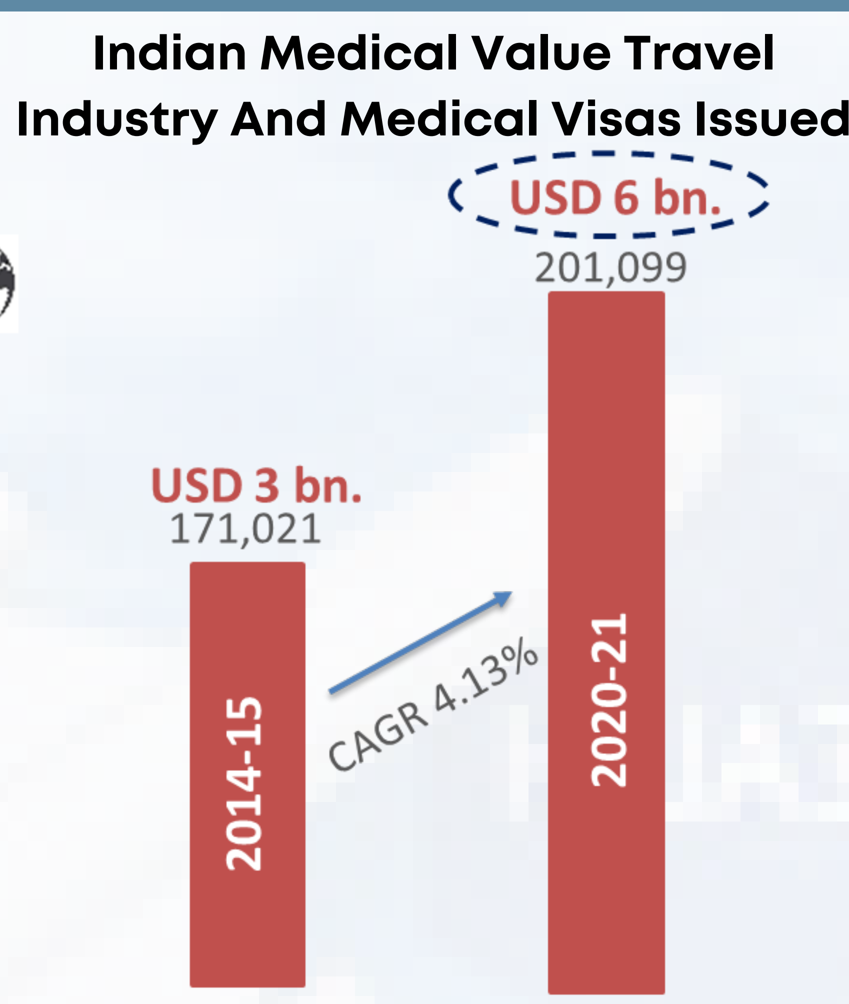
T
- Intense competition from other countries offering medical tourism.
- Potential risks to patient safety and quality of care if not properly regulated.

ABOUT PROJECT

Medical Value Travel (MVT), also known as medical tourism, refers to the practice of traveling to another country to seek medical treatment or healthcare services. This poster presentation aims to explore the opportunities and challenges associated with MVT in India, a rapidly growing destination for international patients.

OPPORTUNITIES



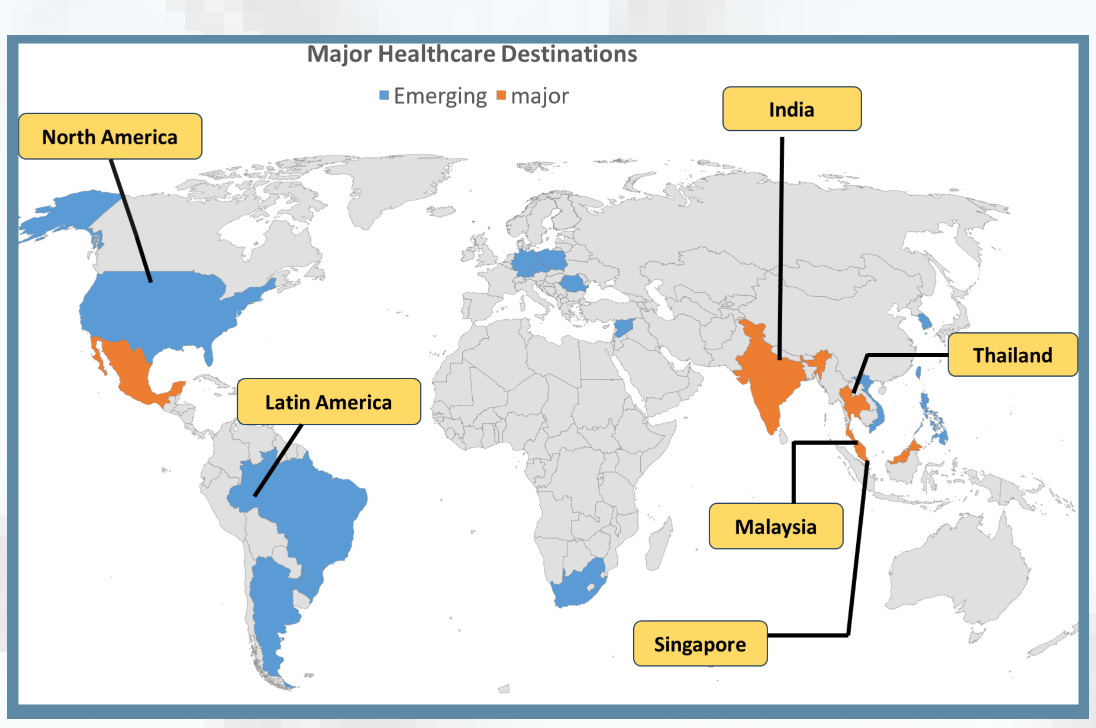


Booming Indian Healthcare Industry: The Cost Advantage

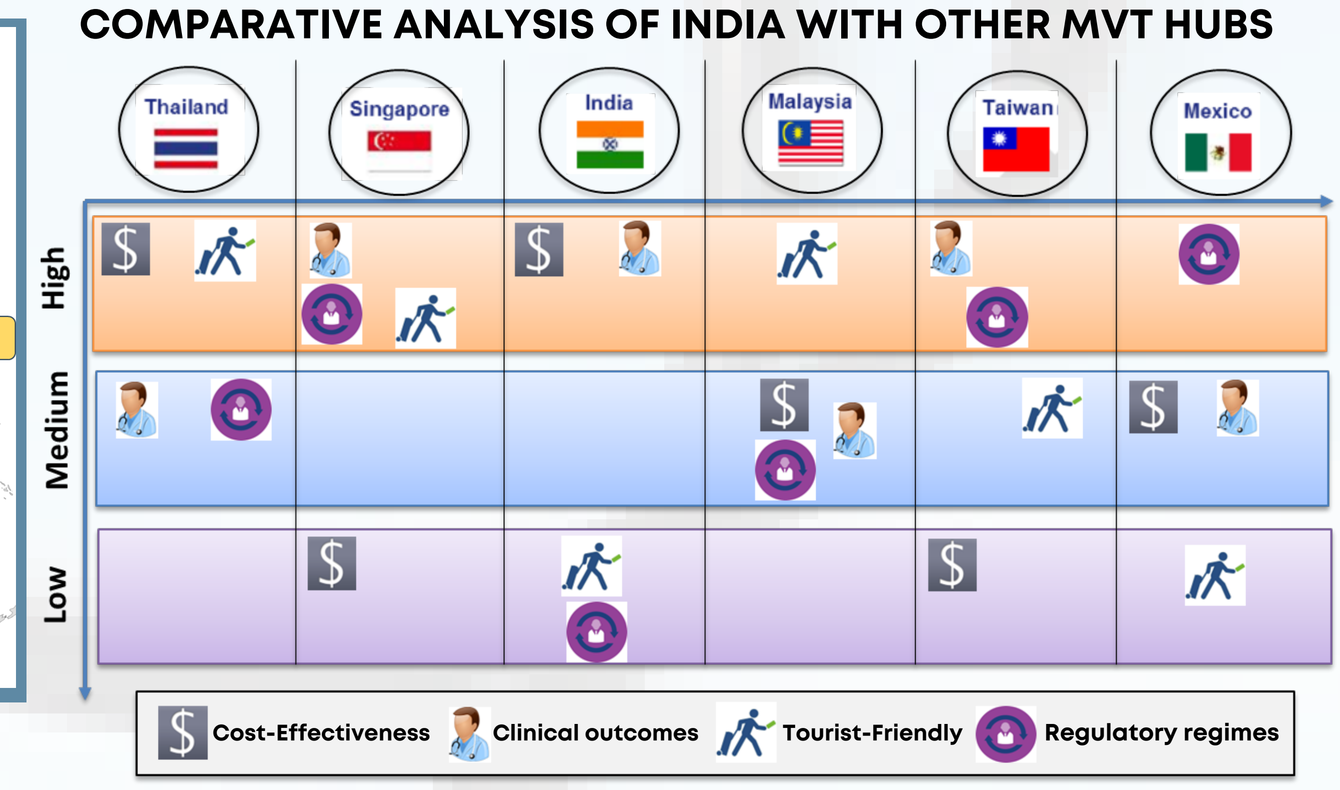
Procedure cost (US$)	U.S.	Thailand	Singapore	Malaysia	U.A.E.	South Korea	Mexico	Costa Rica	India
Heart bypass	1,30,000	11,000	18,500	9,000	40,900	31,700	27,000	24,100	**7,000**
Heart valve replacement	1,60,000	10,000	12,500	9,000	50,600	42,000	30,000	30,000	**9,500**
Hip replacement	43,000	12,000	12,000	10,000	46,000	10,600	13,900	11,400	**7,020**
Knee replacement	40,000	10,000	13,000	8,000	40,200	11,800	14,900	10,700	**9,200**

Source: 'Indian Healthcare Services', J.P. Morgan, 12 March 2014, p2; 'Medical Tourism in India: Progress, Opportunities and Challenges', Madras School of Economics, Monograph 26/ 2013, March 2013, p21.

CHALLENGES



COMPARATIVE ANALYSIS OF INDIA WITH OTHER MVT HUBS



PRACTICAL EXPOSURE VS THEORITICAL UNDERSTANDING:

- Practical Exposure would involve hands-on experience in coordinating medical value travel, addressing challenges in patient logistics, while.
- Theoretical understanding would encompass studying industry trends, identifying opportunities for business development and improving patient experiences.

Learning and Value Addition

Broadened skillset and practical experience in diverse areas of healthcare marketing, including designing brochures, creating social media content, course preparation, digital marketing, and patient CRM implementation.

Usefulness

The internship at Intellio Healthcare provided valuable hands-on experience in diverse healthcare marketing tasks, enhancing practical skills and industry knowledge.

Challenges faced

- Adapting to sudden switches in work tasks, such as from social media content to Excel Sheet preparations.
- Dealing with an inconsistent schedule.

Suggestions

Enhance organizational efficiency by increasing staff allocation for different subsidiary organizations, implementing fixed working hours, and improving infrastructure with separate conference room.