



# MEDICAL TOURISM IN INDIA: PROSPECTS AND CONSTRAINTS

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## BRIEF HISTORY AND DESCRIPTION

NITI Aayog, established on January 1, 2015, replaced India's Planning Commission to promote a more decentralized and cooperative federal structure. Chaired by the Prime Minister, it includes a Governing Council with state Chief Ministers Union Territory Lieutenant Governors, and various experts. NITI Aayog focuses on strategic and technical advice, outcome-based monitoring, and fostering cooperative federalism. Key initiatives include the Aspirational Districts Programme, Atal Innovation Mission, and Digital India. By emphasizing a bottom-up approach, it ensures policies are tailored to local needs, aligning national objectives with state priorities for effective governance and development.

## VISION

NITI Aayog aims to foster cooperative federalism and promote sustainable development, innovation, and digital governance, aligning with the UN's SDGs for inclusive national growth.

## MISSION

To achieve sustainable development goals, support innovation and entrepreneurship, enhance cooperative federalism, and ensure inclusive growth through strategic policy formulation and effective governance.

## ORGANISATION STRUCTURE



## CHALLENGES FACED DURING INTERNSHIP

- Difficulty in accessing comprehensive and up-to-date data on medical tourism statistics, patient demographics, and economic impact.
- Adapting to a new work environment & culture.
- Lack of regular communication with the organization mentor.

## RESEARCH QUESTION

How can India become a leading medical tourism destination, considering the current state, key factors, and challenges of the industry?

## ABOUT THE PROJECT

The "Medical Tourism in India: Opportunities and Challenges" project, conducted under Dr Sumana Arora at NITI Aayog, analyses India's medical tourism industry. It assesses:

- Current State:** Reviewing performance trends, patient volumes, and treatment preferences.
- Key Factors:** Studying cost competitiveness, Preferred destination, Reputation of the country and quality of care.
- Challenges and Opportunities:** Addressing regulatory barriers, infrastructure gaps, and competitive pressures, and proposing strategies to elevate India's global medical tourism standing.

## OBJECTIVES

- To identify the key reasons for the medical tourism industry in India.
- To understand the current and future state of the medical tourism industry in India.
- To find strengths weaknesses opportunities and threats to medical tourism in India.

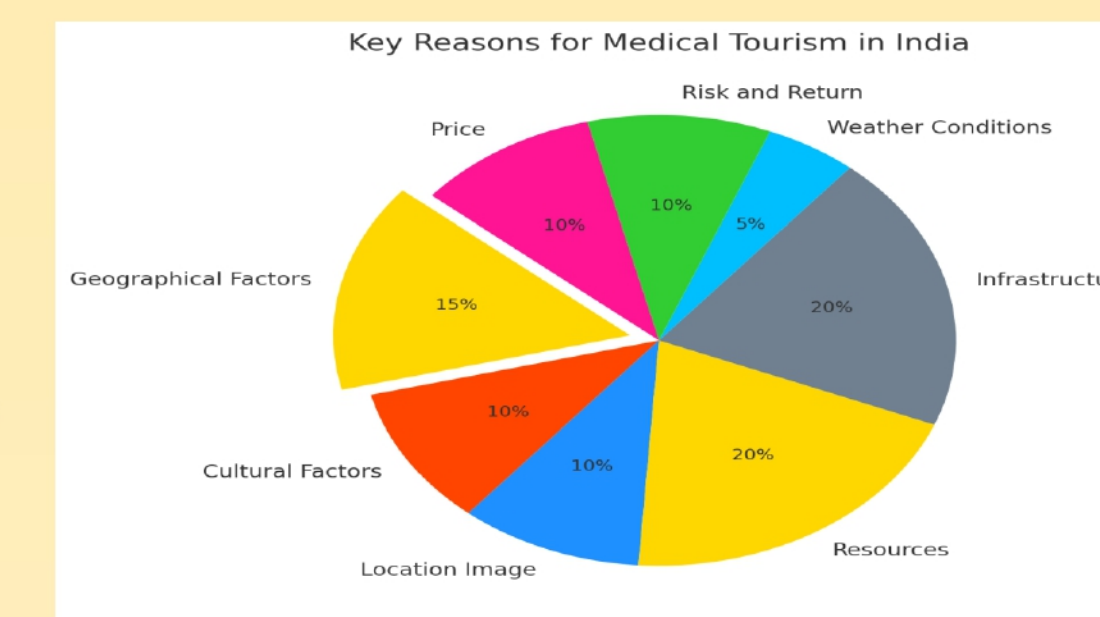
## METHODOLOGY AND DATA COLLECTION

- A Descriptive study on India's medical tourism industry using secondary sources.
- Sources include websites for historical and current trends, academic journals for patient experiences, and economic impact insights and reports from government and industry for data on market size and challenges.
- Focus on providing a detailed and accurate account without new data collection.

## RESULTS OF THE STUDY

### OBJECTIVE 1:- KEY REASONS FOR MEDICAL TOURISM IN INDIA

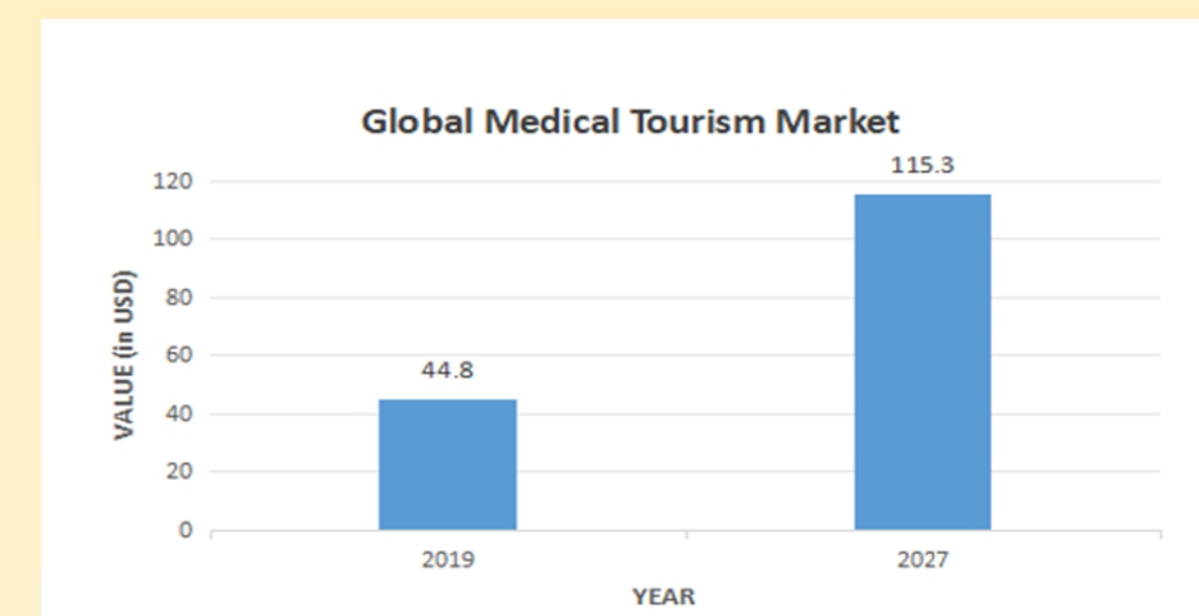
- Geographical Factors:** Patients prefer destinations with direct flights and simple visa processes
- Cultural Factors:** Familiar language, religion, food, and customs attract patients.
- Location Image:** The country's reputation significantly impacts patients' treatment choices.
- Resources and Infrastructure:** Quality treatment facilities and amenities are crucial for extended stays.
- Weather Conditions:** Favorable climate and tourist attractions make a location more appealing.
- Risk and Return:** Patient safety & treatment outcomes are key considerations.
- Price:** Total cost, including medical fees, travel, and lodging, influences the decision



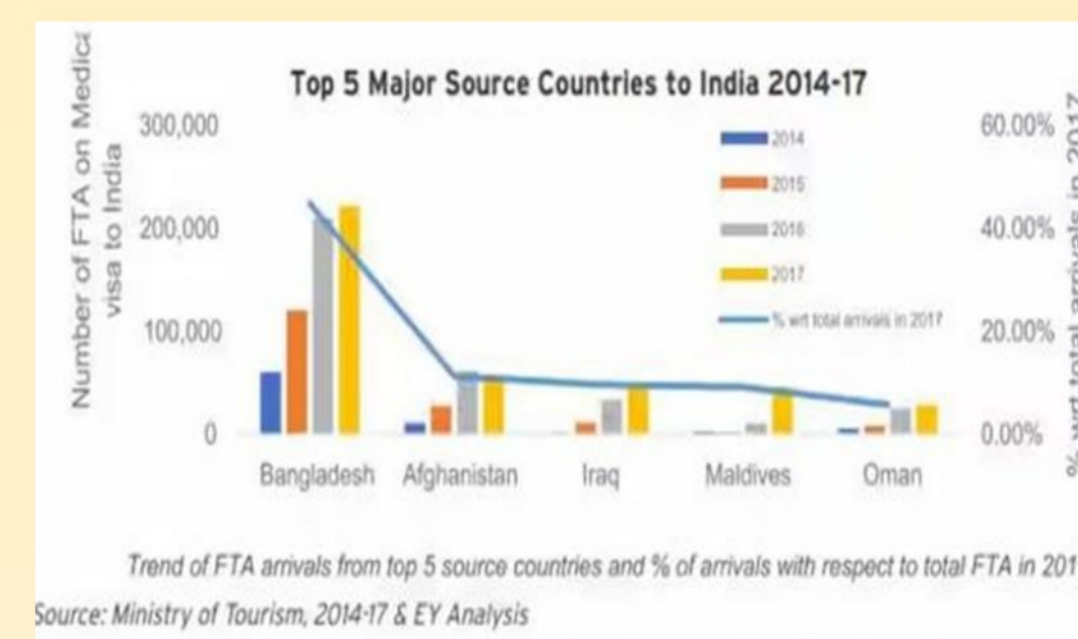
(Fig no 1:- Source The Economic Times)

### OBJECTIVE 2:- CURRENT AND FUTURE STATE OF MEDICAL TOURISM INDUSTRY IN INDIA

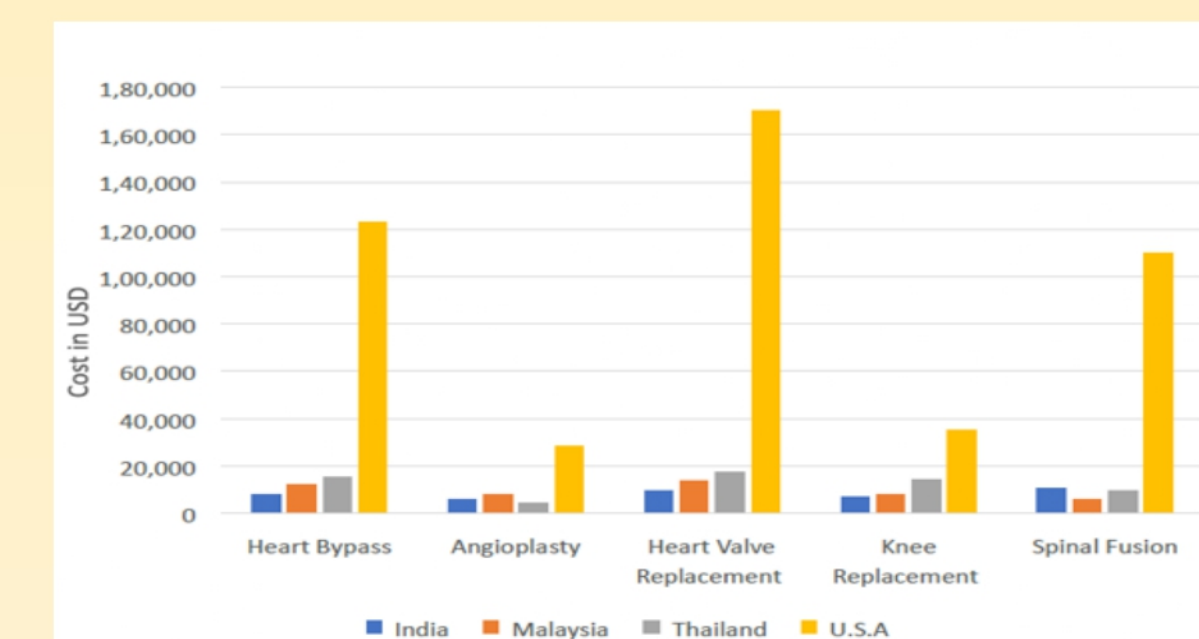
- Market Size and Growth:** The global medical tourism market was USD 44.8 billion in 2019, expected to grow at a CAGR of 21.1% from 2020 to 2027.
- India's Medical Tourism Sector:** Estimated at USD 5-6 billion recently, projected to reach USD 13 billion soon despite COVID-19 challenges.
- International Rankings and Trends:** India ranked 10th in the Medical Tourism Index 2020-21; foreign tourist arrivals for medical purposes grew from 233,918 in 2015 to 697,000 in 2019.
- Source of Medical Tourists:** India attracts medical tourists from Afghanistan, Pakistan, Oman, Bangladesh, Maldives, Nigeria, Kenya, and Iraq, with growth potential from Europe and the Americas.
- Healthcare Industry Growth:** India's healthcare sector is expanding rapidly, projected to grow at a CAGR of 16.28% from 2008 to 2022, reaching USD 160 billion.
- Hospital Industry Growth:** Valued at Rs 4 trillion in FY17, expected to grow at a CAGR of 16-17%, reaching Rs 8.6 trillion in the coming years.
- Factors Driving Growth:** Growth is driven by improving infrastructure, advanced medical technologies, skilled professionals, and lower treatment costs.



(Fig no 2:-Source:- IBEF Report 2019)



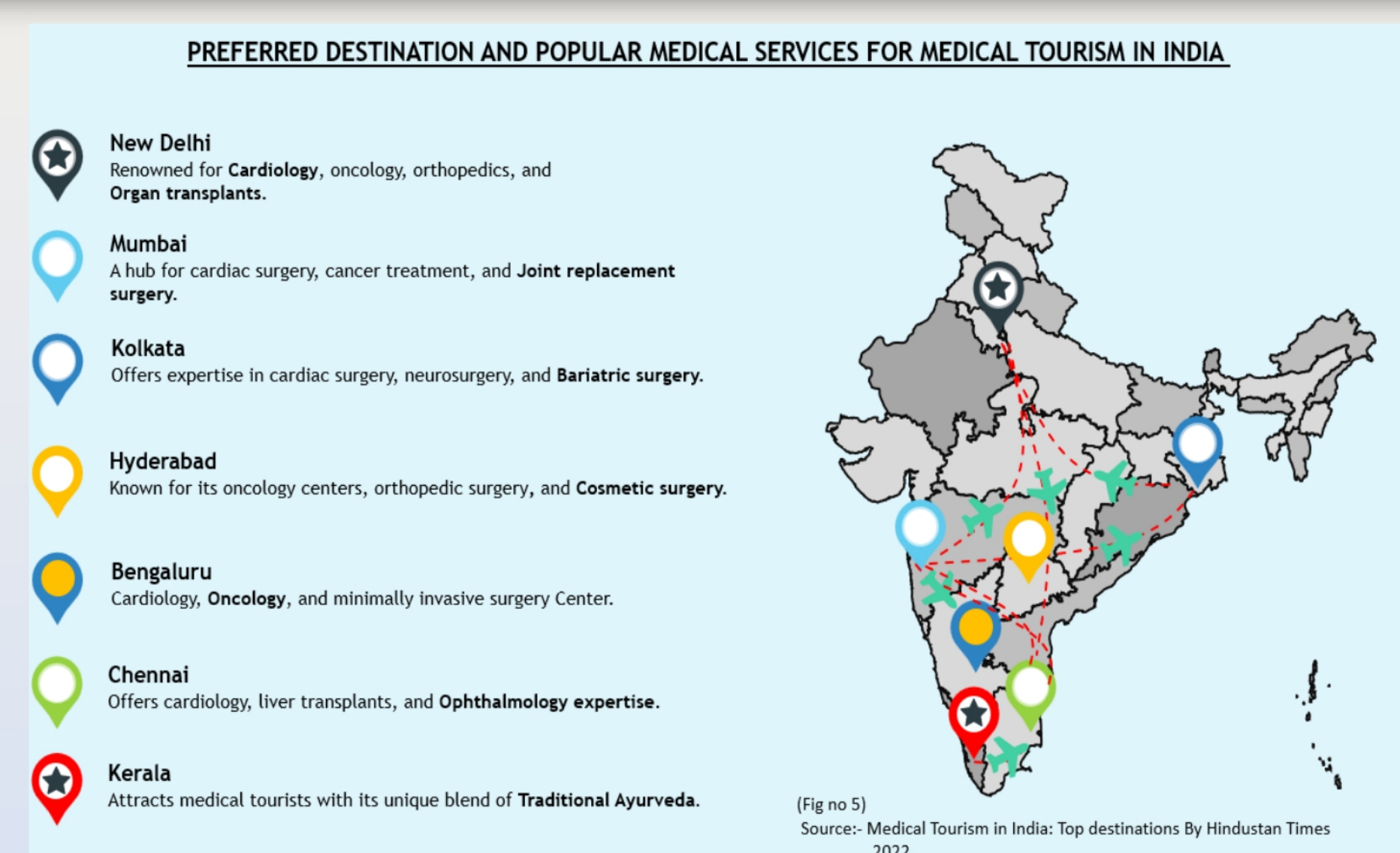
(Fig no 3)



(Fig no 4:-Source IBEF Report 2019)

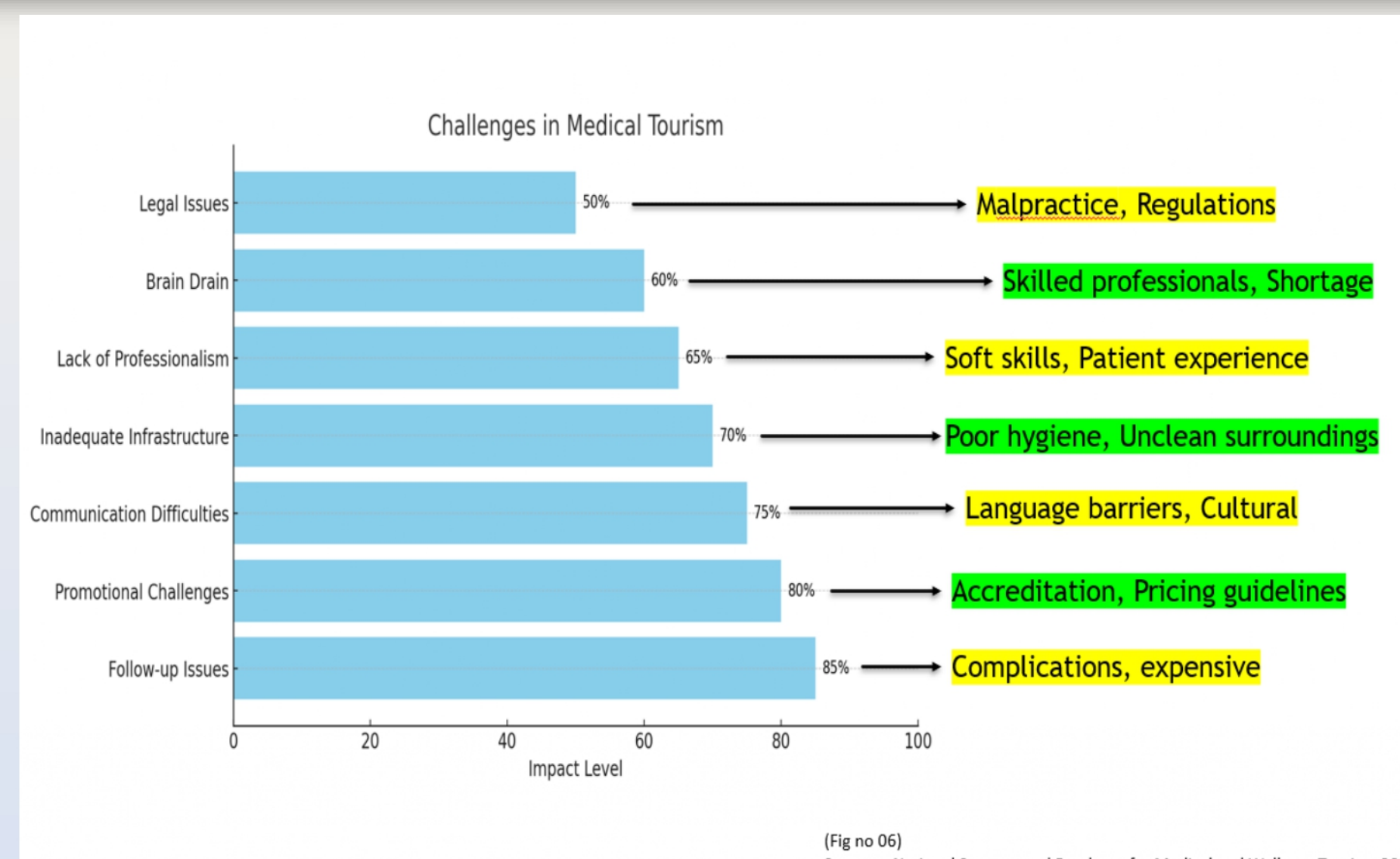
### OBJECTIVE 3:- TO FIND STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS TO MEDICAL TOURISM IN INDIA.

| Strengths                                                                                                                                                                                                         | Weakness                                                                                                                                                                                                                                                                    | Opportunities                                                                                                                                                                                                                                                      | Threats                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Quality service, affordable cost</li><li>Qualified doctors</li><li>Advanced Healthcare Technologies</li><li>International reputation</li><li>Tourism destinations</li></ul> | <ul style="list-style-type: none"><li>Lack of Regulations</li><li>Low Coordination</li><li>Insufficient promotion of Medical Tourism</li><li>Inconsistent Pricing</li><li>Unorganized facilitators</li><li>Hygiene standards</li><li>Limited awareness about NABH</li></ul> | <ul style="list-style-type: none"><li>Increased demand from ageing population (U.K, Japan).</li><li>Fast-paced lifestyles boost wellness tourism</li><li>NHS supply shortages (UK, Canada)</li><li>Demand from countries with underdeveloped healthcare.</li></ul> | <ul style="list-style-type: none"><li>Strong competition: Malaysia, Thailand, Singapore.</li><li>Fewer JCI Accredited Hospitals.</li><li>Lack of international insurance for traditional medicine.</li><li>Unorganized MVT facilitators exploit patients.</li></ul> |



(Fig no 5)

Source:- Medical Tourism in India: Top destinations By Hindustan Times 2022



(Fig no 06)

Source :- National Strategy and Roadmap for Medical and Wellness Tourism 2022

## RECOMMENDATIONS



## LEARNINGS DURING INTERNSHIP

- Policy Understanding:** Insight into policy formulation and its implications for sectors like medical tourism.
- Research Proficiency:** Improved skills in data collection, analysis, and interpretation from diverse sources
- Stakeholder Coordination:** Experience in engaging with government bodies, healthcare providers, and research institutions
- Sector Insight:** Deepened understanding of the dynamics and challenges within India's medical tourism industry.
- Professional Growth:** Development of skills in report writing, presentation, and strategic analysis.

## USEFULNESS OF THE INTERNSHIP

- Gaining valuable experience and confidence.
- Organization exposure.
- Networking with healthcare professionals.
- Great learnings of discipline, communication skills, and time management.

## THEORETICAL UNDERSTANDING VS PRACTICAL EXPOSURE

| Aspects          | Theoretical Understanding                         | Practical Exposure                                                               |
|------------------|---------------------------------------------------|----------------------------------------------------------------------------------|
| Concept          | Learn what medical tourism is.                    | See how medical tourism works in real life                                       |
| Factor           | Study why people choose medical tourism.          | Meet patients and providers to understand why.                                   |
| Economic impact  | Understand how medical tourism helps the economy. | Watch how it actually benefits the economy.                                      |
| Quality standard | Learn about the need for high-quality care.       | See how hospitals and clinics implement and maintain these standards in practice |
| Problem solving  | Think about possible challenges                   | Encounter practical challenges, such as language barriers and follow-up care.    |

