

STUDY ON LEVERAGING MEDICAL TOURISM FOR AFFORDABLE EYE CARE



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MBA- Pharmaceutical Management (2023-25)

MEDICAL TOURISM IN EYE CARE



OBJECTIVE/AIM OF THE STUDY :

- To attract international patients for eye surgeries.
- To develop comprehensive care packages.

METHODOLOGY:

Research Design:

1. Investigating global trends in medical tourism and their applicability to eye surgeries.
2. Identifying gaps in existing practices where SEF can create value.

Data Collection Methods:

Primary data collection:

- Conduct a meeting with Sankara eye hospital management to collect data and understand challenges and opportunities.

Secondary data collection:

- Review existing literature on medical tourism practices from peer-reviewed journals.
- Analyze case studies of successful medical tourism models in other healthcare sectors.

EXPECTED OUTCOMES:

- Increase revenue for Sankara eye foundations.
- Improved global reputation.

ORGANIZATIONAL PROFILE

Overview:

Sankara Eye Hospital, headquartered in Coimbatore, is a 48yr old not-for-profit super-specialty eye care network run by Sri Kanchi Kamakoti Medical Trust. With a **Vision: To work towards freedom from preventable and curable blindness** and **Mission: To provide unmatched eye care through a strong service-oriented team it follows an innovative. 80:20 model**-80% free services funded by 20% paid treatments.

Key Highlights:

- Founded: 1977 by Dr. R.V. Ramani & Dr. Radha Ramani
- Network: 14 hospitals in 10 states
- Capacity: 1,000+ daily eye care services
- Accreditations: NABH & ISO certified

Impact:

- 8.5+ lakh surgeries performed
- 11,000+ eye camps conducted
- 21+ lakh patients screened
- 35,000 free surgeries annually

Facilities:

- Modern OPDs & OTs
- Separate free/paid wings
- Eye banks & vision centers
- Advanced diagnostics (OCT, FFA, USG)

Core Services:

Cataract, Glaucoma, Retina, Pediatric Ophthalmology, Cornea, Oculoplastic, LASIK, Eye Banking, Rural Outreach...

Financial Model:

- Free care for underserved (80%), Revenue from paying patients (20%), Supported by donations, CSR, SEF-USA

WHAT IS MEDICAL TOURISM ?

- Medical tourism is the process of traveling across countries to receive medical care.
- India is one of the top 10 destinations in the world for medical tourism.
- Around 5 lakhs in bound medical tourist on average visiting India per year.
- The CAGR rate is 21.1% between 2020 and 2027.
- Market valued of USD 6 billion in 2022 and is projected to increase to USD 13 billion by 2026.
- A/c to ministry of tourism 7.4% of all foreign tourist travelled to India in 2023 for medical purpose (i.e., On a medical visa.)

WHY CHOOSE INDIA FOR MEDICAL TOURISM

- Highly skilled doctors and medical professionals
- Cost-effective medical care
- World-class healthcare facilities
- Shorter waiting times
- Medical visa and easy travel arrangements
- Focus on Personalized Care in India : According to a survey by Global Health Intelligence, 85% of medical tourists to India rate the quality of care and hospitality as excellent, making it one of the most patient-friendly countries in the world.



GOVT SCHEME FOR MEDICAL TOURISM (Market Development Assistance (MDA) Scheme)

What is the MDA Scheme?

- Government scheme by the Ministry Home Affairs.
- Provides financial support to promote India's tourism abroad
- Includes medical and wellness tourism

What Support is Given?

- Cost-sharing for: International fairs & exhibitions,
- Promotional materials & digital ads, Overseas roadshows & sales tours

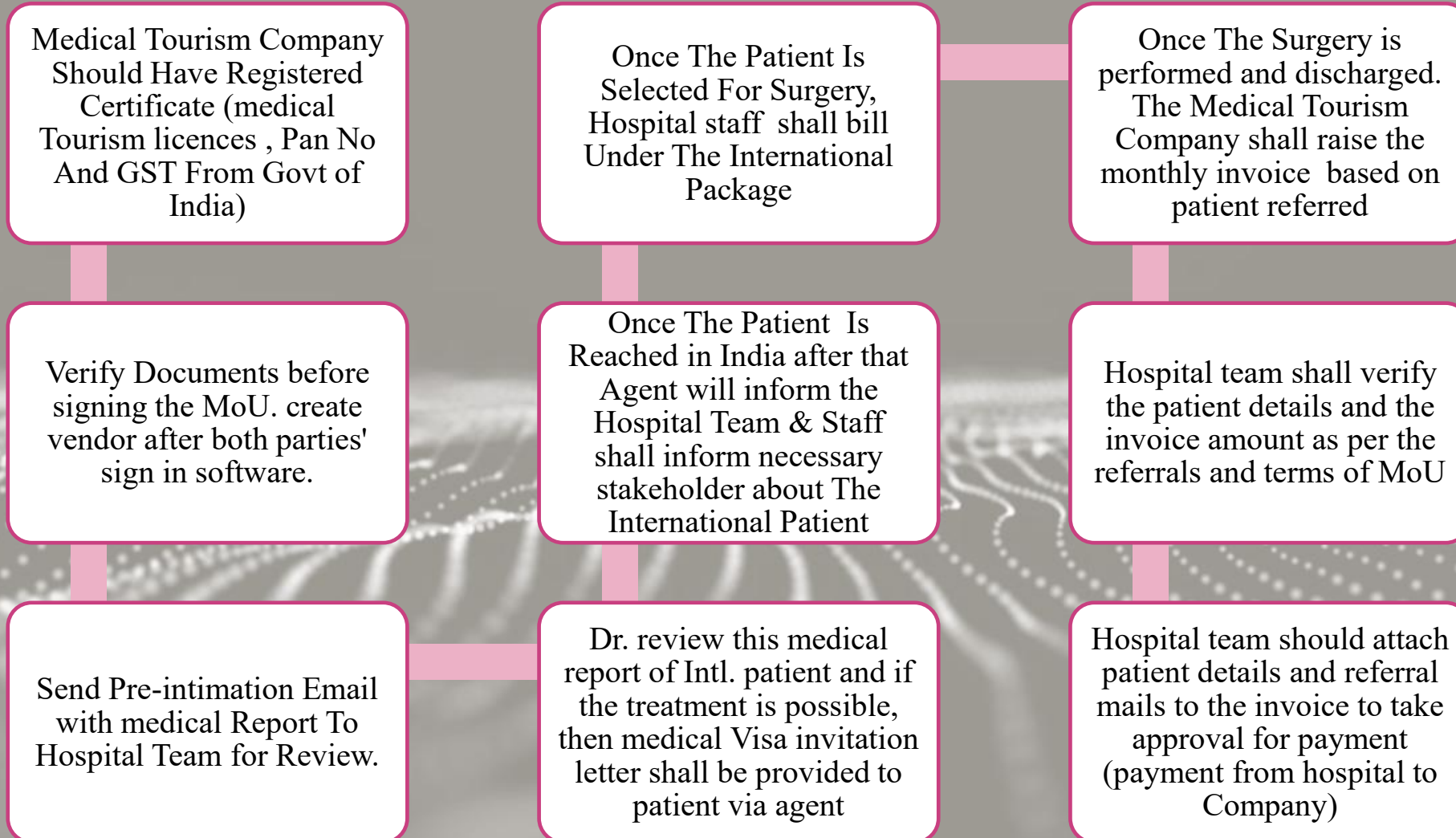
Why is it Important?

- Attracts more international patients
- Promotes India as an affordable, quality medical destination
- Supports small & medium tourism businesses

Example

- Hospital attending medical tourism fair in Turkey MDA helps pay some amount for travel, promotional materials

MEDICAL TOURISM PROCESS FOR HOSPITAL



MEDICAL TOURISM PROCESS FOR PATIENTS

Patients contacts medical agencies for medical tourism i.e., Treatment/Surgery/Therapy in India.

Medical agencies sends the report to the doctor for review. The doctor reviews the report and assess the chances of treatment.

The hospital authority sends an (Appendix II&III)invitation letter to the patients and Indian embassy for a medical e-visa on there email.id.

Hospital should Submit form C to the FRRO for arrival report of foreigner and treatment at hospital. Post examination surgery is required then surgery date is scheduled in hospital

Patients arrives at India through the medical agent. The agents takes responsibility of bringing them to the hospital and arranging their accommodation, food, language translation, etc.

The Indian embassy checks the invitation letter and patient information & gives permission to apply for E medical visa to the patients. get an e-medical visa

Hospital shall collect the planned surgery package payment before the surgery & Patients go to surgery, and after completing the surgery, patients shift to the special ward for observations.

Hospital gives discharge summary,check dues,provides medicine,postop care instructions,emergency contact and fitness certificate for travel.

FRRO REGISTRATION PROCESS

FOR PATIENTS

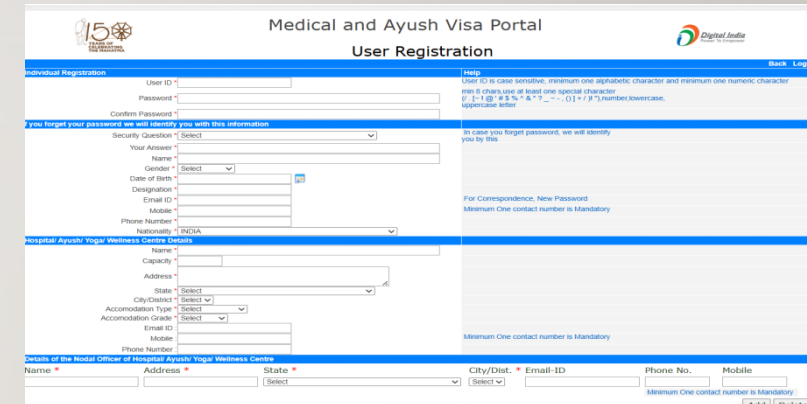
1. Open the E-FRRO Online Portal.
2. Click on New User for registration.
3. Create a user ID and password by registering online in our portal.
4. Valid email ID & mobile number in India are mandatory requirements for OTP.
5. Log in with your user ID & password and submit the online application by selecting the appropriate service & uploading the required documents.
6. Online application submission & document upload.
7. Successful submission of applications.
8. Online fee payments.
9. Status updated/alert (the patient can track the status of the application through our portal).
10. In case of emergency, they will approach to FRRO directly, satisfaction of the case the service can also granted directly at the FRRO level

FRRO REGISTRATION PROCESS

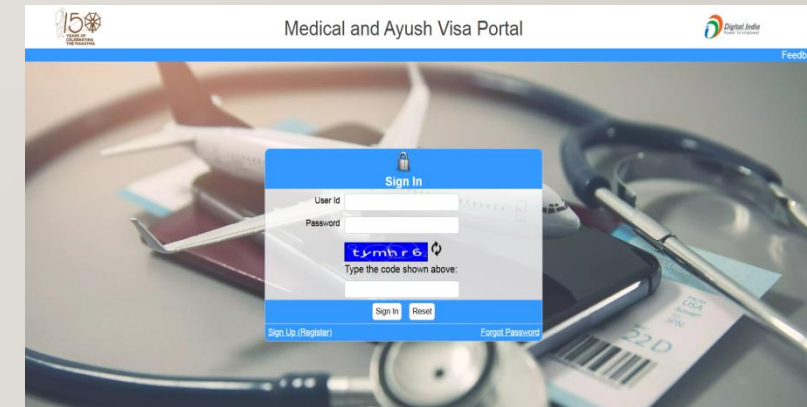
FOR HOSPITAL

They are using a medical & Ayush visa portal.

1. Visit the portal.
2. Sign up (register).
3. Submit the form.
4. FRRO approval.
5. Once the hospital is registered and approved, it can generate medical visa invitation letters for patients seeking treatment in India, which are required for visa applications.



The screenshot shows the 'User Registration' page of the 'Medical and Ayush Visa Portal'. The page is divided into two main sections: 'Individual Registration' and 'Hospital Ayush Yoga Wellness Centre Details'. The 'Individual Registration' section includes fields for User ID, Password, Confirm Password, Security Question, Your Answer, Name, Gender, Date of Birth, Designation, Email ID, Mobile, and Phone Number. The 'Hospital Ayush Yoga Wellness Centre Details' section includes fields for Name, Capacity, Address, State, City/District, Accommodation Type, Accommodation Grade, Email ID, Mobile, and Phone Number. There are also links for 'Forgot Password' and 'New Password'.



The screenshot shows the 'Sign In' page of the 'Medical and Ayush Visa Portal'. The page features a background image of a stethoscope and a medical chart. The 'Sign In' form includes fields for User ID, Password, and a CAPTCHA code. There are buttons for 'Sign In', 'Reset', and 'Forgot Password'. The page also includes a 'Feedback' link in the top right corner.

SWOT ANALYSIS OF MEDICAL TOURISM

- 1. Patients across the globe more than 55 countries citizens are getting medical treatment in India.
- 2. Strong presence in advanced healthcare.
- 3. Skilled, well behaved, professional nursing staff.
- 4. World class medical technology, equipment's and facilities in India at par with world best standards.

STRENGTH

- 1. Misconceptions about quality of medical treatment in India
- 2. Poor accessibility in rural areas due to local transportation problem and stay.
- 3. Lack of insurance companies' tie-ups.
- 4. Lack of multilingual support.

WEAKNESSES

SWOT ANALYSIS

OPPORTUNITIES

- 1. Increased demand for healthcare services from countries like US, UK with aging population.
- 2. Digital marketing expansion
- 3. Infrastructure development
- 4. Telemedicine expansion

THREATS

- 1. Strong and tough competition from Turkey, Singapore
- 2. Lack of international accreditation low investment in health infrastructure
- 3. General hospital infrastructure is not impressive.

WHICH ARE THE SANKARA'S HOSPITALS THAT HAS MEDICAL TOURISM?

Bangalore: One of India's top cities for medical tourism, with international patients coming regularly.

Coimbatore: It's the main Sankara's center with top facilities and strong leadership.

Hyderabad: A metro city known for its technology and quality healthcare

Panvel: Close to Mumbai, attracting patients from abroad, especially from the African countries.

Jaipur: A major tourist city, also growing in healthcare services.

Indore: A clean, organized city with good infrastructure and patient-friendly services.



WHAT'S SPECIAL ABOUT THE MEDICAL TOURISM IN 6 UNITS?

Well-Connected Locations

These cities are easily reachable by flights and trains, making travel convenient for international and out-of-state patients.

Modern Infrastructure

These hospitals are well-equipped with advanced facilities and meet high-quality standards, which are essential for treating international patients.

Familiar with International Patients

These hospitals already serve patients from other countries, especially from Africa, South Asia, and the Middle East, so they are better prepared to handle their needs.

Strong City Support

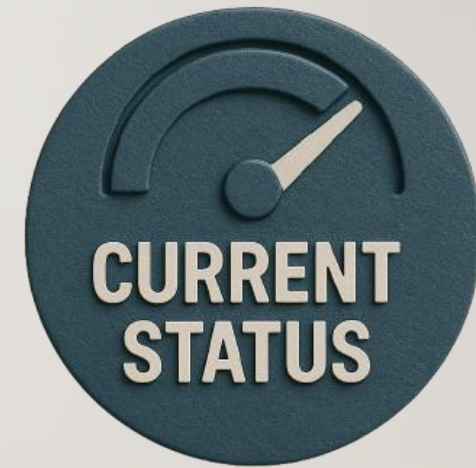
Cities like Bangalore, Hyderabad, and Jaipur are already known for medical tourism and have good hotels, language support, and urban infrastructure for patients and their families.

SANKARA EYE HOSPITAL

SR NO	Unit locations	Distance from airport	Name of International airport
1	BANGALORE	40-42KM	Kempe Gowda International Airport
2	COIMBATORE SATHY ROAD	10-12KM	Coimbatore International Airport
3	JAIPUR	18-20KM	Jaipur International Airport
4	INDORE	15-17KM	Devi Ahilya Bai Holkar International Airport
5	PANVEL	16-18KM	D. B. Patil International Airport, Navi Mumbai
6	HYDERABAD	20-22KM	Rajiv Gandhi International Airport

CURRENT STATUS OF SANKARA EYE HOSPITAL IN BANGALORE UNIT

- 4 tie-ups: Global Treatment Services, Indheal Medical Tourism, Medicorum Pvt. Ltd., Best Healthcare Ltd
- Patients from Yemen, Bangladesh, South Africa, Uganda and other countries.
- Approximately 100+ international patients per year
- Accreditations: NABH, ISO
- Surgeries offered: Cataract, Cornea, Glaucoma, LASIK & Laser Vision Corrections, Ocular Oncology, Orbit & Oculoplastic, Pediatric Ophthalmology, Vision Enhancement, Low Vision Clinic



CHALLENGES & OPPORTUNITIES

Challenges :

- Strict documentation due to trust hospital status
- Lack of bundled patient services (pickup, accommodation, meals)



Opportunities :

- Expand tie-ups to agencies in Africa, and Southeast Asia
- Create bundled patient packages
- Enhance digital marketing and online presence
- Provide currency exchange assistance
- Leverage NABH and ISO accreditations in global marketing
- Establish a dedicated medical tourism coordination cell

STRATEGIES FOR ATTRACTING INTERNATIONAL PATIENTS TO SANKARA EYE HOSPITAL .

1.Strong digital presence and show accreditation:

- Update the Sankara eye hospital website with a dedicated page for international patients .
- In that we can highlight all locations like Coimbatore, Jaipur, Bangalore, Hyderabad, Indore, Panvel.
- Include details like services, patients' testimonials & success stories and add Sankara's doctors' profiles with photos, experiences & spoken languages.
- And add a translations feature for international patients.
- Highlights hospital accreditations like NABH, ISO certifications on the websites for build a trust in internationals patient's mind.



STRATEGIES FOR ATTRACTING INTERNATIONAL PATIENTS TO SANKARA EYE HOSPITAL .

2.Prompte through digital marketings :

- Focus on nearby countries like Sri Lanka , Bangladesh , Nepal , Africa , middle east, Uganda.
- Use SEO, Google Ads, Facebook Ads to promote specialized eye care packages.
- Create videos & social media campaigns showcasing advanced treatments, patients' stories & hospital facilities.

3.Build an international helpdesk :

- Set up a dedicated internationals patients' desk at each unit.
- Provide 24x7 helpline with the help of chatbot , visa assistance , travel support, and airport pickup.
- Appoint coordinators fluent in English, Hindi , local language and foreign languages.



STRATEGIES FOR ATTRACTING INTERNATIONAL PATIENTS TO SANKARA EYE HOSPITAL .

4. Collaborate with global partners :

- Partners with foreign medical travel agencies, embassies, insurance companies, & offer billing & cashless options for international patients.
- Attend international health tourism expos & conferences to marketing of Sankara eye hospital in globally.

5. Monitor Patients Satisfaction:

- Take feedback survey from all international patients.
- Use the data to improve services across all units.
- It help to patients refer their friends/family member to our hospital.



COMPREHENSIVE OPHTHALMOLOGY MEDICAL TOURISM PACKAGE IN INDIA (INR)(APPRXO):



1. Pre-Arrival Services



Includes: Teleconsultation, medical report evaluation, treatment plan confirmation, visa assistance, and travel itinerary planning.



2. Arrival and Hospitality



Includes: Airport pick-up and drop, patient coordinator, hotel accommodation, and interpreter services if required.

COMPREHENSIVE OPHTHALMOLOGY MEDICAL TOURISM PACKAGE – INDIA (INR)(APPRXO):



3. Medical Treatment (Ophthalmology Procedures)



Includes diagnostics, surgeon and hospital charges, consumables, and post-op care.



4. Post-Treatment Recovery



Includes Virtual follow-up and support services.

Procedure	Approx. Cost(INR) per eye
Lasik (both eyes)	₹60,000 - ₹2,50,000
Cataract Surgery	₹35,000 - ₹1,20,000
Glaucoma Treatment	₹45,000 - ₹1,40,000
Corneal Transplant	₹45,000 - ₹ 2,00,000

IMPLEMENTATIONS PLAN:

Phase 1: Preparation (1-3 Months):



week	Key activities
1-2	From Business Development team assign responsibilities to the dedicated medical tourism coordinate team
3-4	Develop detailed service packages and pricing structure
5-6	Begin staff training programs
7-8	Develop marketing materials and website enhancements
9-10	Establish relationships with 2-3 initial medical tourism agencies
11-12	Set up a dedicated international patient coordination desk

IMPLEMENTATIONS PLAN:

Phase 2: Pilot Program (4-6 Months)



Week	Key activities
13-14	Launch pilot program with limited marketing
15-18	Serve initial 15-20 international patients
19-20	Gather feedback and refine processes
21-24	Implement necessary adjustments to packages and operations

IMPLEMENTATIONS PLAN:

Phase 3: Full Implementation (7-12 Months)



Week	Key activities
25-28	Expand marketing to all target markets
29-32	Develop additional agency partnerships
33-36	Implement facility enhancements
37-40	Expand staff dedicated to international patients
41-48	Scale operations to manage increasing patient volume

FINDINGS (OPERATIONAL CONSIDERATIONS & OPERATIONAL REQUIREMENTS):

❖ Operational Considerations:

Current Capacity in SEF:

- International patients currently constitute approximately 3-5% of SEF's patient volume
- Most international patients come through medical tourism company referrals.
- International patients are currently served alongside domestic patients without separate pathways.

❖ Operational Requirements:

1. Staffing Requirements:

- Dedicated international patient coordinators
- Staff with language proficiency (particularly Arabic, French, and Spanish)
- Cultural sensitivity training for all staff interacting with international patients

2. Technology Needs:

- Telemedicine infrastructure for pre-assessment and follow-up
- Patient portal with multilingual support
- Electronic medical records accessible internationally

EXPECTED OUTCOMES

- International patient volume increase: 100-120 → 200-300/year
- Patient satisfaction increase: ~70% → 90-95%
- Medical tourism revenue: ~2-2.5× growth
- Enhanced global reputation and competitive positioning



CONCLUSION

1. Medical tourism is growing fast, and India is becoming one of the top choices for people looking for affordable and high-quality eye treatments. Sankara Eye Hospital has a great opportunity to attract more international patients by using its strengths like experienced doctors, modern technology, and trusted accreditations (like NABH and ISO).
2. To do this, the hospital should focus on improving its online presence, offering complete care packages (including travel and stay), and setting up a special helpdesk for international patients. Working with global medical travel agencies and using digital marketing will also help reach more people.
3. If done right, this can double the hospital's revenue from medical tourism, increase patient satisfaction, and build a strong international reputation all while helping more people around the world see better.



THANK YOU