

Research Synopsis ON Leveraging Medical Tourism for Affordable Eye Care

Title: Leveraging Medical Tourism for Affordable Eye Care

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Abstract

Eye surgery medical tourism is a quickly expanding industry with huge possibilities for generating income and providing treatment discounts to underprivileged groups. With a yearly average growth rate (CAGR) of 8.8%. Over 700,000 individuals visit India each year for a variety of medical procedures, including eye care, making it one of the most popular medical tourism destinations. When compared to Western countries, eye procedures like cataract removal are far less expensive in India. Cataract surgery, for instance, might cost between \$300 and \$500 in India and up to \$3,000 in the United States. India is a popular destination for patients looking affordable eye care from the United States, Europe, and the Middle East. SEF can provide high-margin income to pay for free or discounted treatments for underprivileged groups by bringing in foreign patients.

Providing all-inclusive packages that cover surgery, accommodation, and follow-up can increase client satisfaction and increase income.

Research question:

Primary Research:

1. How can SEF effectively leverage medical tourism to attract international patients for eye surgeries and generate sustainable revenue to support its charitable programs?

Secondary Research:

1. What are the key factors influencing the choice of international patients for affordable eye care in India?
2. What operational and financial strategies can SEF implement to balance international patient care and affordability for domestic patients?

Introduction

- India has become a global leader in medical tourism, drawing patients from all over the world with its affordable and excellent healthcare facilities. By 2027, the Indian medical tourism market is expected to have grown to \$18 billion at a compound annual growth rate (CAGR) of 19%. Advanced medical infrastructure, highly qualified healthcare workers, and hospitals with worldwide accreditation are some of the elements supporting this rise.

- The relevance lies in balancing commercial growth with charitable goals—creating a sustainable model that amplifies SANKARA EYE FOUNDATIONS mission.

Literature Review

Globalization has catalysed the rapid growth of medical tourism, transforming how healthcare services are delivered and accessed worldwide. This report focuses on medical tourism in eye care services, an area where the Sankara Eye Foundation is uniquely positioned to excel. Traditionally, hospitals were associated with discomfort, while travel was synonymous with leisure. However, the convergence of these sectors now offers cost-effective, high-quality eye care to international patients, particularly those from industrialized nations facing high treatment costs and long waiting times. By leveraging India's established reputation in specialized medical services and attractive tourist destinations, the Sankara Eye Foundation aims to become a premier destination for medical tourists seeking advanced eye care. This study examines the current landscape, challenges, and opportunities in medical tourism for eye care, setting the stage for strategic initiatives that can boost both healthcare delivery and economic growth. Importance of affordable eye care for international patients.

problem Statement: Limited integration of medical tourism in eye care.

Objectives/Aims of the Study

- To Attract International Patients for Eye Surgeries
- To develop comprehensive care packages.

Methodology

- Research Design:
 - Investigating global trends in medical tourism and their applicability to eye surgeries.
 - Identifying gaps in existing practices where SEF can create value
- **Data Collection Methods:**
 - **Primary Data Collection:**
 - Meeting with Stakeholder: Conduct a meeting with medical tourism agencies, international patients, and SEF management to understand challenges and opportunities.
 - Survey: Develop questionnaires for target patient groups to gather insights into their preferences, affordability, and expectations.
 - **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 foundation.
- Improved global reputation.

Timeline

- Week 1-2: Market research
- Week 2-4: Partnership Development
- Week 5-6: Marketing and implementation

References

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