

SYNOPSIS

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Title of the Dissertation:

The Role of Artificial Intelligence, Telemedicine, and Digital Marketing in Shaping Medical Tourism in India

Introduction

India has become a prominent global hub for medical tourism due to its combination of advanced healthcare services, highly qualified professionals, and cost-effective treatment options. In recent years, the integration of transformative technologies such as Artificial Intelligence (AI), Telemedicine, and Digital Marketing has significantly reshaped the patient experience for international medical tourists.

These technologies have played a pivotal role in enhancing diagnostic accuracy, providing remote pre- and post-treatment care, and improving the global visibility of Indian healthcare providers. This dissertation explores how these innovations collectively strengthen India's position in the global medical tourism market.

Research Question

What is the role of artificial intelligence, telemedicine, and digital marketing in shaping the medical tourism sector in India?

Objectives

1. To evaluate the contribution of Telemedicine to patient access, pre-treatment consultation, and continuity of care for international patients.
2. To examine the role of Artificial Intelligence (AI) in enhancing diagnostic precision, personalized treatment plans, and surgical accuracy in Indian hospitals.

3. To analyze the impact of Digital Marketing strategies—such as SEO, PPC, and social media—on influencing international patients’ healthcare choices and increasing India's global reach.

Literature Review

Author(s)	Year	Study Location	Methodology	Salient Features
Baker, T. et al.	2019	Global (Medical Tourism)	Qualitative analysis of industry trends and interviews	Focuses on the use of digital marketing in global medical tourism. Identified key tools such as SEO, PPC, and content marketing that improve the visibility of healthcare services and attract international patients.
Kumar, R. & Patel, S.	2020	India	Case study analysis of AI applications in healthcare	Explores how AI enhances diagnostics, specifically in oncology and cardiology, improving patient outcomes. Found that AI-powered robotic surgeries reduce recovery time by 30%, benefiting medical tourism patients seeking specialized treatments.
Sharma, K. & Mehta, A.	2019	India	Literature review on telemedicine use in medical tourism	Analyzes the adoption of telemedicine in India, focusing on its role in remote consultations and post-treatment follow-ups for international patients. Highlights the cost-effectiveness of telemedicine in improving accessibility for medical tourists.
Gupta, A. et al.	2020	India	Survey and interviews with	Discusses the digital marketing strategies adopted by healthcare

			hospital administrators	providers in India to attract international patients. Focuses on social media and SEO strategies to increase patient engagement and build brand reputation in medical tourism.
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Research Gap

While prior research has explored AI, telemedicine, and digital marketing individually within the healthcare space, few studies examine their synergistic effect in the context of international medical tourism. This dissertation addresses that gap by investigating how these technologies intersect to improve patient outcomes, operational efficiency, and India's competitiveness in the global medical tourism sector.

Research Methodology

Type of Study:

Qualitative, secondary research based on systematic literature review.

Frameworks Used:

- PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) is to be used to identify and screen relevant studies.
- Thematic Analysis will be conducted to extract and categorize recurring insights into major themes such as diagnostic accuracy, patient engagement, and global outreach.

Data Sources:

- Peer-reviewed academic journals
- Government reports (e.g., India Tourism Data Compendium)
- Industry publications (e.g., EY's Pulse of the MedTech Industry)

- Health market research

Conclusion

This study concludes that the integration of AI, Telemedicine, and Digital Marketing is a critical driver of growth and innovation in India's medical tourism sector. Together, they improve patient satisfaction, reduce logistical burdens, and enhance the global appeal of India's healthcare services.