



How Health/Medical Tourism is helping India in booming its Economy

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Abstract

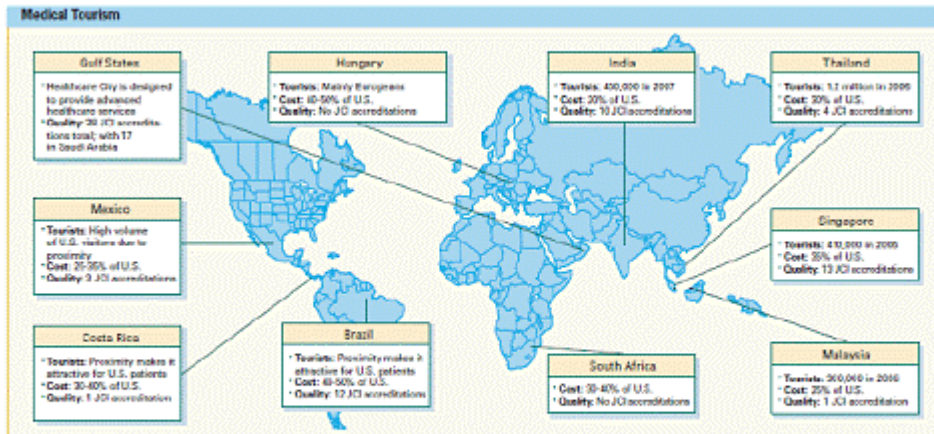
Alternatives to the named Medical Tourism, Health Tourism and Wellness Tourism are the same time touring in other countries from the same time touring, and rising from rapid growth of the industry. It is a term that you visited, vacation, and complete spots. This is a silent revolution that has supported the medical scenery of India for almost a decade by joining a great contribution to the Indian economy. Tourism industry India is economically important and will grow quickly. Indian healthcare department is considered to be the largest in relation to both sales and employee employment. India's medical tourism industry is expected to be able to reach € 6 billion until 2018, with the number of people who enter the country of medical sets twice twice. Population growth, economic boom, rapid urbanization with an expanded middle class, increased illness and heightened awareness have allowed the sector to grow at a much faster pace. This research paper aims to understand the reasons behind the growth of medical tourism in India, the stakeholders and their role in promoting medical tourism, and the future outlook for medical tourism in India.

Keywords : Medical tourism, Indian Economy, Stakeholder of Medical tourism, Growth enablers. Future prospect, road map for potential growth

INTRODUCTION

The healthcare system is made up of multiple stakeholders, including governments, healthcare providers (health providers), payers, pharmaceutical and medical device companies. Each plays an important role in the Indian healthcare system. However, the interaction between the various stakeholders remained limited. Healthcare in India has taken a more dynamic form in recent years. It offers exciting opportunities for new reforms and stagnant indicators to address diverse people's access, affordability, and quality concerns. A private provider-led ecosystem of innovations for world-class health care is emerging in India. Through breakthrough innovations in healthcare, the Country sets new global standards for cost, quality, and delivery. On the other side of the spectrum, there are many innovations aimed at increasing access and improving the

quality of medical services for the poor and unreachable at an affordable cost. Private equity and venture capital funds for healthcare entrepreneurs have grown rapidly in recent years, enabling some expansion of these exciting new healthcare delivery models. To take advantage of the history of health care growth, the industry is now redesigning and redefining the concept of "health care." It has gone far beyond curative clinical practice (with a focus on temporary care) to embrace the concept of "holistic care" through a continuum of prevention, health, and ubiquitous health. rice field.



Source: (Deloitte, 2008), Note: JCI is Joint Commission International

Figure 1.1 Medical tourism worldwide



Reddy¹ (2000) writes that the healthcare industry may show the same exponential growth that the software and pharmaceutical industry has shown in the last decade. The global healthcare market is valued at over US \$ 4 trillion, of which over US \$ 750 million is in developing countries. This makes healthcare the largest service sector in developing countries. Mukherjee and Mookerji² (2004) state that India has the potential to become a multi-million dollar Asian healthcare industry, following Singapore and Thailand. Apollo Hospital Group, Wockhardt, Escorts, Fortis, Hinduja, and Breach Candy partner with tourism industry players such as Hyatt, Quonii, Indian Airlines, and Bangladesh Airlines GMC to offer discounted custom packages to international medical tourists. It is part of the name of the healthcare you are doing. India. Baxi³ (2004) reported that India is well-positioned to tap the top end of the \$3trillion global healthcare industry because of the facilities and services it offers, and by leveraging the brand equity of Indian healthcare professionals across the world. India's medical expertise is considered to be the best in the world and the work done by doctors in India is recognized all over the globe. The key reason for India's emergence as an important destination for healthcare is due to Indian doctors who are renowned the world over. There are over 35,000 specialty doctors of Indian origin in the US alone. Also, Indian nurses are the most considered after and their caring approach towards treatment is well recognized. Rao⁴ (2005) described that a substantial number of foreigners are coming to India to avail the of quality medical treatment at a cost much lower than that of other countries of the world, particularly in the field of cardiology, cardiac surgery, joint replacement, ophthalmology, pathology and Indian systems of medicine, etc. The government of India has constituted a task force to promote India as a health destination for persons across the globe so as to gainfully utilize the healthcare expertise and infrastructure available in the country.

OBJECTIVES OF THE STUDY

This study seeks to provide an overview of medical tourism in India. This study explains why India has emerged as a destination for medical tourism. We will also consider the challenges and competitive benefits of medical tourism in India, as well as future prospects. This is an exploratory study based on previous literature studies, including published studies, websites, newspapers, travel, and tourism magazines containing information on medical tourism. The study also seeks to understand why developing countries like India are more successful in promoting medical tourism than other countries.

CONTRIBUTION OF MEDICAL TOURISM TO THE INDIAN ECONOMY

Many hospitals in India are accredited by international institutions and are offering world-class treatment at that cost which is comparatively 40-50% less than that of any European country. Acknowledging the importance of medical tourism in India, Government is trying to influence the international tourist traffic by offering medical visas. Generally, a medical visa is valid for one year, or the amount of treatment whichever is a smaller amount. The period of medical visa can further be extended for one year with the permission of the state government or FRROs if prescribed by the specialized doctor/specialized hospital. India not only offers medical treatment but also other rejuvenating services such as yoga, meditation, herbal therapies, and other skin treatments which could uplift the mood and enhance the health of medical tourists. As a result, India is receiving a huge number of international tourists who are coming to gain rejuvenating benefits. In 2009, India has received a total of 180,000 foreign health tourists. It is estimated that it will grow at a Compound Annual Growth Rate of over 19% and will reach up to 1.8 million by 2014. Tourism in India is also one of the fast revenue-generating industries and contributes around 5.92% to the National GDP, and provides employment to over 9.24% of the total country's workforce. To promote tourism in India government is introducing various kinds of tax deductions and exemptions to attract foreign investors to invest in the tourism sector and also providing various kinds of incentives to persuade them. In its Union-Budget, 2010-2011, the Government of India has introduced a scheme of a tax deduction for the establishment of new, especially 2-Star category hotels in the country. Medical Tourism in India is playing an important role in improving the economic and social station of society. According to a study by McKinsey & Company and the Confederation of Indian Industry, India will receive \$1 billion business by 2012, from medical tourism, which is 1% of the total worldwide revenue generated by medical tourism. The total revenue generated from medical tourism within the year 2004, worldwide was \$40 billion which has increased up to \$60 billion within the year 2006. McKinsey & Company estimates that it will raise to \$120 billion by the end of the year 2013.

KEY FEATURES OF MEDICAL TOURISM IN INDIA

The following are the pinnacle five elements of the electricity of Indian clinical tourism which make it come to be a pioneer within the worldwide enterprise.

- Top best healthcare offerings at low cost
- Expert crew of expert doctors
- High class clinical & fitness care facilities
- 100% Trustworthy
- 100% achievement rate

As in step with the brand new marketplace studies report "Booming Medical Tourism in India" eight, India's percentage within the worldwide clinical tourism enterprise will attain round five% via way of means of the year of 2014. Moreover, clinical tourism is anticipated to generate sales really well worth US\$ five Billion via way of means of 2014, developing at a CAGR of round 26% for the duration of 2011-2013. The quantity of clinical vacationers is predicted to develop at a CAGR of over 19% for the duration of the forecast length to attain 1.eight Million via way of means of 2014. It is likewise located that India represents the maximum ability clinical tourism marketplace within the world. In addition to the lifestyles of contemporary-day medicine, indigenous or conventional clinical practitioners are offering their offerings

throughout the country. There are over 3,371 hospitals and round 7,54,985 registered practitioners catering to the wishes of conventional Indian healthcare. Indian lodges also are coming into the well-being offerings marketplace via way of means of taking part with expert agencies in more than a few well-being fields and imparting spas and ayurvedic massages.

ROLE OF GOVERNMENT IN PROMOTING MEDICAL TOURISM

The Ministry of Health and Family Welfare and the Ministry of Tourism have jointly formed a task force to promote India as a health destination for people around the world to harness the country's existing medical expertise and infrastructure. The aim is to expand the range of Indian tourism products in both the domestic and international markets. To do this, the immigration process for medical visitors needs to be streamlined. In this regard, the Government of India has introduced a new category of medical visas (MVisa) that can be issued to foreign tourists coming to India for treatment for a period of time. An additional benefit is to encourage the policies of the Indian government. Incredible India! Government-led initiatives and campaigns such as Colors of India⁸, Atithi Devo Bhavah, and wellness campaigns to promote the tourism and hospitality industry in India are increasing their appeal among foreign tourists. The Ministry of Tourism of India (MoT) plans to extend the Market Development Assistance (MDA) program to hospitals accredited by the International Joint Commission (JCI) and the National Hospital Accreditation Commission (NABH). JCI stands for Joint Commission International and is a non-governmental organization that recognizes hospitals around the world.

PRIVATE SECTOR PARTICIPATION

The private sector needs to work with the government on PPP initiatives to train the latter to develop more sustainable delivery models.

1. Providing a hub-and-spoke model for both treatment and diagnostic care delivery
2. Responsible for medical education, including medical professionals, nurses, and healthcare professionals
3. Forming a common healthcare forum/platform to support any effort that requires policy changes that empower more lobbying
4. Encourage and expand CSR intervention in a trans-departmental format to develop the capacity of public sector staff. This is done through short-term stay certification in areas such as exchange programs, CME, hospital management, quality control, specialized medical care such as critical care, operating rooms, high-end diagnostic techniques, laboratory medicine, and radio / MRI scan reporting. I can. , Interventional radiology, etc. Five. Encourage on-site medical staff dispatch for short-term or special programs
6. Work with the government to promote the spread and use of the health insurance system
7. Within your facility – Mandatory medical professional certification at the time of recruitment/appointment to encourage certification and ensure quality standards.

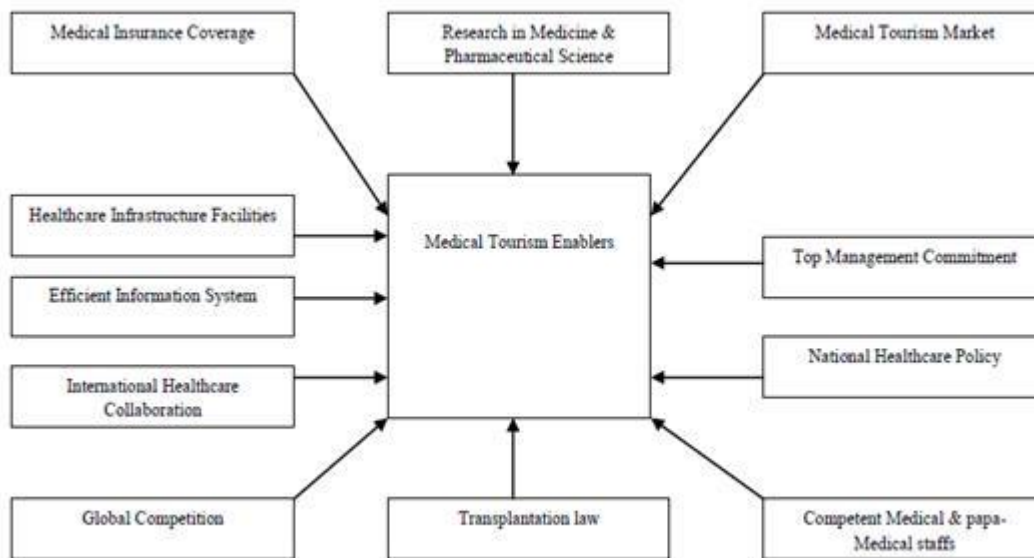


Figure 5.3 Medical tourism enablers in India

Enablers of Medical Tourism in India

1. Medicine insurance coverage

In recent years, India's healthcare sector has been liberalized to enable the emergence of a highly needed private insurance market. According to a New Delhi-based Ph.D. study, health insurance is expected to grow to \$ 5.75 billion over the next few years, according to the Chamber of Commerce. In addition, the Insurance Regulatory Development Agency (IRDA) 9 abolished non-life insurance premiums on January 1, 2007. The elimination of tariffs will lead to broader acceptance of personal health insurance and will make health care more affordable for most of the population. Another challenge is that concerns about the quality of medical services provided are reluctant for foreign insurers to expand the coverage of treatment in low-income countries such as India. Insurance companies are also concerned that there are no malpractice laws in foreign jurisdictions. In that case, the patient is not entitled to receive his or her medical expenses. Indian politicians need to find ways to improve the current situation in the medical sector and make quality medical care available to medical tourists at a fair and affordable price.

2. Research in medicine and pharmaceutical sciences

Horowitz and Rosensweig (2007) 10 identified India as one of the preferred destinations for medical tourism. The growth in arrivals of foreign patients to India is usually set at 25 percent per year. Therefore, medical tourism providers are developing medical tourism guidelines to promote effective interventions to improve the quality of care provided to medical tourists. Medical research also measures the complex aspects of the medical system and the patient's perception of the quality of care, which is one of the key issues in medical tourism (Eccles et al., 2003).

3. Medical tourism market

According to George and Nedelea (2009) 11, countries such as India, Mexico, Singapore, Brazil and the Philippines are actively promoting medical tourism. In general, medical tourists are residents of industrialized countries and contribute to the large incomes of many countries that provide medical tourism. India offers world-class medical care at a much lower cost. Based on 2002 data, inpatient knee surgery costs US \$ 10,000 in the United States, but only US \$ 1500 in India (Matto and Rathindran, 2006). Low coastal solution alone is not enough to bring international tourists in India of health treatment. Negative recognition of Indian medical tourist market pertaining to hygiene standards, morbidity of infections in India, quality of health services, and waste management practices are a positive atmosphere caused by the cost

competitiveness of Indian health systems. It is contrary to other infrastructure allocation issues such as lack of air connection, power, water, and traffic congestion also affects the flow of healthcare tourists to India.

4. Healthcare infrastructure facilities

India's health infrastructure indicators compared to developed countries highlight differences and areas for improvement. Bhargava et al. (2005) 12 pointed out that the quality of health infrastructure facilities and services depends on the economic development of the region. This will require significant investment to strengthen, modernize and expand India's medical, tourism and medical infrastructure. India needs to upgrade its health infrastructure facilities to improve hygiene standards, health awareness, availability of clean drinking water and nutrition. The role of government in improving national health indicators should be reaffirmed with the increase in government budgets for medical tourism. Today, the number of private health providers is increasing rapidly (Peters et al., 2002) 13. The Ministry of Health must encourage the active participation of private citizens through philanthropic tax plans and tax incentives. The concept of telemedicine needs to be attractively promoted in order to encourage more players to participate.

5. International healthcare collaboration

International cooperation in health is usually aimed at improving access and quality of care in racially and ethnically diverse populations. International healthcare collaboration helps medical tourism providers improve the overall efficiency and management of healthcare services. According to Sarin and Lodge (2007) 14, international collaborations such as The Cochrane Collaboration encourage people to make informed health care decisions by facilitating, maintaining, and promising access to systematic reviews of impacts. Helps to make a difference.

6. Global competition

Global competition in the medical tourist industry will sound. Patients in developed countries want to combine entertainment facilities, overseas overseas overseas overseas overseas overseas overseas overseas overseas overseas. In 2005, 500,000 Americans traveled abroad for treatment. 55,000 Americans were 55,000 Americans 15. In 2004, 55,000 patients were 55,000 Americans 15. 2004, 1 million patients traveled to India for medical care (Schult, 2006) 16. In India, the number of hot springs has been increasing in recent years. The growth of spas in India has also attracted medical tourists to less visited places in India. This has also led to the growth of the traditional Indian healthcare system in both national and international scenarios.

7. Transplantation law

Organ transplants are a revolution in medical tourism as they have helped save the lives of those who would otherwise have died. The kidneys, liver, heart, lungs, pancreas, and small intestine are some of the organs that can be donated for organ transplants (Acharya, 1994). 17 The Human Organ Transplant Act (1994) established various regulations that must be followed while he is doing organ transplants in India. By law, unrelated donors must submit an affidavit to the court stating that the organ is donated from affection. The law does not allow medical tourists to India to request organs from local donors. According to a World Health Organization survey, transplant tourism is evolving around the world as more patients move to other destinations, such as Singapore, where transplant laws are less stringent.

8. Top management commitment

According to Bergman and Klefsjo (2007) 18, quality control requires management commitment. From a management perspective, the medical tourism sector will benefit from expanding the current interpretation of the structure to include a broader perspective on the capabilities of the organization. Effective organizational skills such as leadership, human capital, information management systems, and group dynamics are essential structural elements for improving the quality of healthcare organizations (Glickma et al., 2007) 19. Quality control has become a priority for senior managers and chief medical officers for the success of medical tourism services. These leaders generate ideas, convey new ideologies, and spread them throughout the organization.

9. National healthcare policy

The Government of India announced National Health Policy and National Tourism Policy in 2002. The National Tourism Policy mentions some of India's potential to develop tourism markets with health care capabilities, including traditional wellness systems. Practical development of health policies and programs requires a better understanding of health care-seeking behavior in terms of the use of different sources of health care (Bhatia and Cleland, 2001) 21. Therefore, we need specific policies that focus on promoting health tourism and clearly identify the roles of the various segments of the actor. This requires coordination between two major government sectors: tourism and health. Consultations with other departments / organizations / organizations such as the Ministry of Foreign Affairs, the Department of Immigration, Tourism Promotion Agency, State Government, Indian Health Association, Travel Agency Association, Tour Operators, Hotels, etc. may also be required. A real change in pharmaceutical science took place in the mid-1990s when India signed the World Trade Organization (WTO) TRIPS Agreement. As a result of signing this agreement, India has begun its own serious and innovative research in pharmaceutical science.

10. Competent medical and para-medical staff

India has more than 600,000 doctors and 0.60 doctors per 1000022 population. However, there is a shortage of qualified specialist nurses and emergency care workers, and therefore qualified hospital managers. The number of nurses per doctor is estimated to be 1.33 in India, compared to 5.27 in the UK and 4.67 in Canada. Thailand, another developing country competing in the global health tourism market, has 7.64 nurses per doctor. One of the main reasons for the low ratio of nurses to doctors in India is the cross-border movement of nurses from India.

CHALLENGES OF MEDICAL TOURISM IN INDIA

Most foreigners treated in India come from Asia, Africa, or other developing countries in the Middle East. In these countries, it is often difficult to find the highest quality hospitals and medical professionals. Patients from the United States and Europe are still relatively relatively hospital directors, not only because of the distance they have to travel, but also because India suffers from the image of poverty and poor sanitation that disappoints many patients. It's rare. According to the World Bank, India's healthcare system is rarely a model, with just under four doctors per 10,000 compared to 27 in the United States. Healthcare accounts for only 5.1% of India's gross domestic product, compared to 14% in the United States. Below are some of the challenges facing India's fast-paced healthcare industry.

1. Lack of proper infrastructure, amenities and, access and connectivity:

Infrastructure is a range of physical infrastructure industries for urban infrastructure from physical infrastructure such as access roads, electricity, water supply, access to urban infrastructure such as sewer. Travel and tourism industries include airlines, surface transportation, accommodation (hotels), and infrastructure and relief system. Infrastructure equipment such as air, rails, road connections, and hospitality services to these goals and connection cities is insufficient. This is still a big hurdle for the development of tourism facilities. Beverage water, close clean waiting room, toilet, emergency assistance and routing and trailing equipment (to meet the needs of travelers to tourists destinations), including the availability of these infrastructure facilities, the lounge, cafeteria, Parking facilities must be inadequate. Inadequate infrastructure facilities may lead to a thorough tourism, leading to an increase in the outflow of domestic tourists from India. Therefore, in order for the industry to enjoy healthy growth, it must address issues in all relevant sectors.

2. Service level:

The level of service provided by these various stakeholders, in addition to hospital staff, has a significant impact on determining the overall experience of Indian tourists as a destination. Through training and guidance, the government raises the awareness of key stakeholders in the tourism industry, fosters a sense of responsibility for tourists, and instills the trust of foreign tourists in India as a destination of choice for responsible tourism. We have taken the initiative to promote it.

3. Marketing and promotion:

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4. Security:

Security has also become a major concern for the growth of the tourism industry in recent years. Terrorist attacks and political instability in different parts of the country are detrimental to the mood of foreign tourists. The terrorist attack in Mumbai in November 2008 had a serious impact on tourism in Mumbai. Terrorist attacks have raised security concerns. In addition, riots in different parts of the country have undermined India's image as a safe travel destination.

5. Regulatory issues:

Visa processes are considered as a barrier for inbound international tourists. In order to compete with India for visitors, a lot of countries offer visas on arrival. More nations, or specified types of tourists, should be granted visas on arrival for a set period of time in India. For all projects relating to the sector, there is a higher requirement for faster certifications and approvals.

FUTURE PROSPECTS OF INDUSTRY

By 2019, demand for travel and tourism is estimated to reach US\$ 266.1 billion (' 14,601.7 billion). From 2004 to 2009, India's travel and tourism demand climbed by 16.4% to US\$ 91.7 billion (' 4,412.7 billion), and tourism-related foreign exchange revenues increased by 13% to US\$ 11.39 billion. 23

Gronroos suggested that consumer-perceived quality of service has two aspects: technical or performance aspects and functional or process aspects. That is, consumers judge quality not only by what is offered, but also by how the results are delivered. For example, the main expectations of consumers for healthcare services are related to illness response, or "cure". The process of achieving this goal is characterized by the provision of a service experience, or "maintenance." Because health care is reliable and therefore difficult to assess technical outcomes, consumers assess technically complex healing aspects based on a more familiar "care" experience. Tend to be. Gabbott and Hogg point out that assessing the clinical aspects of service is particularly complex for individual patients, but the impact on overall satisfaction is undeniable. General satisfaction. However, given the difficulty of properly assessing "curing" and the investment that patients invest in to believe in the ability of physicians to treat the disease, patients take this aspect of service as a matter of course and assess it. It is recommended to provide services based on other aspects of service provision.

Five dimensions of service quality developed by Parasuraman, Zeithaml and Berry can be applied to health care industry to serve patients better:

Reliability: The ability to provide the promised service consistently and accurately (example: the doctor makes the appointment on time, and the diagnosis is correct).

Responsiveness: Willingness to assist customers and provide prompt service (eg-no need to wait, doctors are willing to listen).

Assurance: Staff knowledge and etiquette, as well as the ability to stimulate trust and self-confidence (eg reputation, qualifications, skills).

Empathy: Compassionate, personalized approach to the client (eg, recognizing the patient as a person, remembering previous problems, patience).

Tangibles: Appearance of physical equipment, equipment, staff, and written materials (eg, waiting room, test room, equipment, certificate). Zeithaml and Bitner suggest that safety aspects are a major concern for

consumers, as healthcare services carry a certain level of uncertainty / high risk. In the early stages of a relationship, consumers can use concrete evidence to assess security aspects. Degrees, honors, visible certificates of awards, and special certificates can give new customers confidence in professional service providers. Raju and Joshi say that the hospitality provided by healthcare providers is more important for life stage and lifestyle treatments, ensuring that patients are safe and secure when undergoing surgery and ensure all the services this hospital needs. It suggests that it will be of great help to be able to do it. Before and after treatment.

Internal Marketing and Service Quality

Internal marketing plays an important role in service marketing. This allows employees to keep their promises to their customers. Internal marketing can be seen as building customer centricity among employees by training and motivating both frontline and support staff to work as a team. The role of employees in the service organization is very dramatically emphasized by Hal Rosenbluth. The owner of a chain of successful travel agencies, in a book entitled "The Customer Comes Second," argues that the company's first focus should be on its employees. "Only when people know what it feels like to be in the eyes of others first, they can really share that feeling with them." Similarly, Benoy is an internal employee customer for labor-intensive service companies such as healthcare that require a high degree of personal contact between the service provider and the customer. He further described internal marketing as "marketing, HR management, and related theories and techniques to motivate, mobilize, hire, and guide employees at all levels of the organization in a way that serves external customers. , And the application of the principles. " Continuously improve each other.

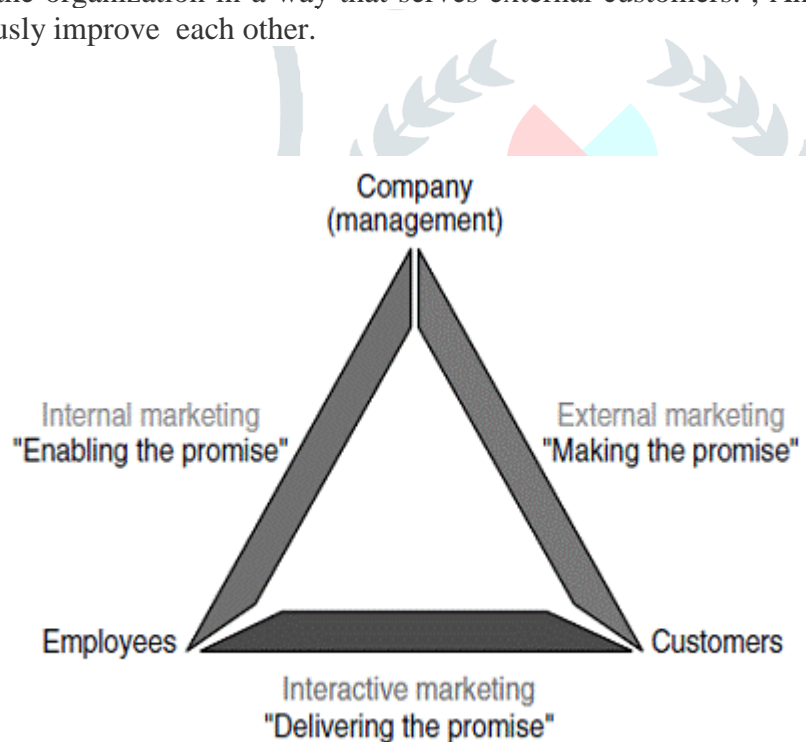


Figure 1.3: Service Triangle

TWELVE SUGGESTIVE NOBLE WAYS TO GET MORE PATIENTS

1. Put yourself in your patient's shoes: It's a basic and rational concept. At some point, you should spend every day thinking from the patient's point of view. It may be difficult, but it means more sales of hospital services.

2. Patient Satisfaction: Patients can take their business to the hospital wherever they can get better value and better service. He doesn't have to justify his actions. It's his money and he can use it where he wants or in the way he wants. Hospital technicians and assistants are human beings, and unless they are happy, they cannot have happy patients. This is a simple but often ignored fact. Many hospitals have prospered without the right medical facilities, but none without the right technicians. Employees of average intelligence and initiative, if trained and motivated, prove to be good technicians when treated as individuals with respect and dignity.

3. Continuous communication with the patients: Communication with the possibilities and the sufferers is the center of top marketing. How to gain it? There isn't any magic wand within the global with a view to assist gain it; best staying power and staying power pays. Each worker needs to learn to be a terrific listener to the sufferers whilst they arrive into the health center or after they write to the health center. This consists of encouraging the sufferers to open up and specific themselves clearly. In our united states with such a lot of fairs for Devis and Devatas, a fitness issuer has several 'excuses' to ship a postcard to his sufferers. The postcards can include easy messages to assist the sufferers. And whilst a affected person comes in, he needs to surely be helped, otherwise, it'll bring about stinking publicity. A promotional mailer may be so fine-tuned that it may attain the character on his birthday, on his anniversary, and so on.

4. Patient oriented hospital: This is not an easy task, but it can be achieved by taking a patient-to-patient approach. When will hospitals be patient-centric? Once the facility begins to think and act to provide each patient with the best possible service. This is how hospitals can be great for patients. Patients don't like going to big hospitals that get lost, but they like going to great hospitals that pay the best possible attention. Also, large hospitals do not always make more money than large hospitals.

5. Patient oriented policies and procedures: Hospitals will exist as long as patients come. Hospital policies and procedures given even by the best professors of business administration commit suicide when they inconvenience patients.

6. Patients must be given the best possible services: Patients need to receive "USA"'s own service advantage-and when they do, they become repeaters and bring more patients. It simply means additional personalized care to show that the patient's business is very important to the hospital. Probably the best equipment can be installed or the hospital can be opened longer for the benefit of the patient. This includes competitor research and better service to patients.

7. Patients want answers to their problems; they are not impressed by the 3 Cs: The hospital with the patient answered the problem is a better "Mousetrap" as a hospital where the patient's problem has not been solved. Patients are not impressed by carpet in hospital, chrome and chandelier (3CS). The patient flows into this hospital and follows more kind attitudes. If they have problems, 3CS if they show rules and regulations, if they are indicated by rules and regulations. Medical service providers can not only satisfy his patient but also there. Patients with complaints need to be given an immediate feeling that they are still welcome-more welcome than if they came at all. With a little thought, it's enough to convince the patient that he's in the hospital.

8. Listen to your patients: The patient's voice needs to be heard properly. Very often, their illness is like ember, and if ignored, it becomes a huge fire or, conversely, ash in the form of an instantly helpful attitude with a few drops of cold water. With proper treatment, illness can turn into an opportunity. Medical facilities that want to build a solid reputation over the long term also encourage patients to file complaints and ensure that all complaints are fully investigated.

9. Each of the employees should visit patients: In a medical facility, every employee does something directly or indirectly for the patient. Otherwise he is not eligible for hospital salary. If so, why do some staff never see the patient's face, at least outside the hospital? You need to create a sales environment in a hospital where every employee has the opportunity to sell the service.

10. Checking with patients about employee's attitude: Why do customers (patients) cancel?
Note the last line. Therefore, patients need to be continuously followed up to find out how they feel about hospital staff and how they are being treated.

11. Solve the small problems of patients today: A health facility isn't a mattress of roses. Of course, maximum people sense that it's miles a mattress of roses while we see it from a distance. It is handiest while we contact the bush to pluck the roses that we get pricked with the aid of using the thorns too. And each health facility need to discover ways to deal with tough sufferers with greater care. A tough affected person is sort of a darkish cloud with a silver lining. He affords an possibility in conceal to check the health facility's orientation to him. Fortunately, sufferers are human beings and the guideline of thumb of eighty:20 applies to them too, i.e. eighty percentage of sufferers are affordable and that they forgive right away at the same time as it's miles handiest 20 according to cent who deliver their grievances on and on.

12. Dissatisfied patients are best teacher: You can never please 100 percent of patients, 100 percent of time, and 100 percent of daily life. Anyone who can do this is either a seller's market or a genius and does not take an acceptable risk. In general, in the average hospital, one-third of patients are very satisfied, one-third are slightly satisfied, and the remaining one-third are not completely satisfied, 10 % As many patients are completely dissatisfied. Once these dissatisfied patients are sought out and identified, one-third of the problems will be resolved. All the words they say should be carefully watched and watched. This indicates a personal interest in this issue. The goal is not to win the debate, but to reach an agreement that will satisfy the dissatisfied patient.



World-class treatments and highly developed medical infrastructure are contributing significantly to the growth of medical tourism in India. India's booming software industry has fueled the technological revolution in healthcare. In fact, the healthcare industry is India's second-largest after software and a major contributor to India's fast-growing economy. India's medical power boasts a high level of intellectual resources pooled by highly educated and skilled professionals. The rapidly expanding economy has led to the privatization and commercialization of the medical sector, resulting in the establishment of world-class hospitals that offer state-of-the-art treatment facilities through state-of-the-art technology and world-class physicians. With low operating costs, high resources and a highly English-speaking workforce, India is at the center of R & D and clinical trials, primarily contributing to the medical infrastructure. Stakeholders in the medical tourism industry need to synchronize their activities in order to enjoy the greatest benefits in terms of increasing profits and increasing market share. World-class treatments and highly developed medical infrastructure are contributing significantly to the growth of medical tourism in India. India's booming software industry has fueled the technological revolution in healthcare. In fact, the healthcare industry is India's second-largest after software and a major contributor to India's fast-growing economy. India's medical power boasts a high level of intellectual resources pooled by highly educated and skilled professionals. The rapidly expanding economy has led to the privatization and commercialization of the medical sector, resulting in the establishment of world-class hospitals that offer state-of-the-art treatment facilities through state-of-the-art technology and world-class physicians. With low operating costs, high resources and a highly English-speaking workforce, India is at the center of R & D and clinical trials, primarily contributing to the medical infrastructure. Stakeholders in the medical tourism industry need to synchronize their activities in order to enjoy the greatest benefits in terms of increasing profits and increasing market share.

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