



Education About Medical Value Travel: A Theoretical Approach Towards Indian Travel Destinations

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Abstract

International and domestic patients who cross borders for medical, cosmetic, or wellness treatments are referred to as medical value travellers. India is presently regarded as one of the top 6 medical travel destinations in the world after recently emerging as a significant medical tourism hub. Millions of people in Asia and Africa now travel to Delhi, Chennai, Mumbai, and Kochi for all of their surgical needs thanks to the country's fast expanding medical tourism business. We are able to dominate the Indian medical tourism business thanks to our unmatched expertise, first-rate physicians, vast experience, and premier hospitals.

Medical value travel, also known as medical tourism, is significant for a number of reasons like Access to specialized treatments: Medical value travel provides patients with access to specialized treatments and procedures that may not be available or affordable in their home countries, it is cost saving less wait time etc. are the important features for medical value travel.

If left untreated, diseases include neurological abnormalities, kidney-related illnesses, and heart-related issues might prove fatal. India has become one of the most trustworthy and popular destinations for medical tourism as a result of all these aspects. Even though it is a developing country, India is one of the destinations that offer high-quality, reasonably priced medical care. People from other countries choose India as their preferred destination for medical tourism in part because of the country's skilled medical professionals, professional medical staff, and world-class institutions that provide services and treatment for virtually all physical ailments and diseases that can be fatal. So education about medical value travel is key theme of this paper.

Keywords: Education, Medical tourism, India, Health care, Affordable, Prominent destination.

Education about medical value travel to kids and students

Education about medical value travel to kids and students involves teaching them about the concept of traveling for medical care and the potential benefits and challenges of this option. The education can cover topics such as:

1. What medical value travel is and why people choose to travel for medical care.

2. The different types of medical treatments and procedures that can be obtained through medical value travel.
3. The potential advantages of medical value travel, such as access to specialized treatments, lower costs, and shorter wait times.
4. The potential risks and challenges of medical value travel, such as language barriers, cultural differences, and the quality of medical care.
5. The ethical considerations involved in medical value travel, such as informed consent, patient safety, and the responsibility of medical tourism providers.
6. The impact of medical value travel on local communities and economies.
7. The potential career opportunities in the field of medical value travel.

The education can be delivered through a variety of means, including classroom instruction, online resources, multimedia materials, and guest speakers. The goal is to provide kids and students with a comprehensive understanding of medical value travel so that they can make informed decisions about their healthcare options and become more globally aware citizens.

Introduction to the theme of tourism with some medical pathways

In a simplified approach the term Medical value travel can be assessed as a process in which the patient who seeks the treatment because of an impaired medical condition looks for the possibilities of treatment other than his own country of which he/she is resident. In the last few decades this concept of Medical tourism has caught the attention of policy makers all-round the globe (Mazey and Richardson, 2020). To more precisely the Practice of carrying out Medical tourism can be viewed as a cost effective tool of attaining best quality treatment satisfying out of pocket expenditure for conditions which might prove to be life threatening if not treated early in place other than the patient's country of citizenship. However, it is also true that when a person is inflicted with a disease or a condition which can be fatal if not diagnosed at an early stage requires immediate care. It is also true that when a person's physical health parameters deteriorate, the body parameters don't allow much pressure and thereby patients tend to employ minimum travel (World Health Organization 2001). But due to factors like rising high cost of health and associated treatment modalities, lack of modern health infrastructure in underdeveloped countries in cases arising out of Non-Communicable diseases like Cancer treatment, Neurological diseases, cardiovascular diseases, Nephrology (Gaziano et al., 2010). One of the Key factors for the consideration of Choosing India as a prime Destination for cancer care and similar disease of emergencies like Neurological, Nephrology, Cardiovascular is Economic cost of Treatment. India's nature of cost economical model is comparatively much more feasible and economic friendly (Kumar, 2008). In addition, patients from other countries are also more inclined towards choosing a place for treatment which satisfies their pocket expenditure and quality of life care. As India matches with all such sets of variables thus India tends to be one of the safest and responsible destinations of Medical tourism.

Destinations to know about medical value travel in India

India has emerged as a popular destination for medical tourism due to its high-quality healthcare facilities and cost-effective treatments. Here are some of the popular medical tourism destinations in India:

- ✓ Chennai: Known as the "health capital" of India, Chennai has some of the best hospitals and medical facilities in the country. It is particularly renowned for its expertise in cardiology, orthopedics, and neurology.
- ✓ Mumbai: Mumbai is another popular destination for medical tourism, with a range of world-class hospitals and medical centers. The city is known for its expertise in areas such as oncology, cardiology, and neurology.
- ✓ Delhi: The capital city of India is home to some of the best hospitals in the country, offering a wide range of medical treatments and services. Delhi is particularly renowned for its expertise in areas such as cardiac surgery, neurology, and orthopedics.
- ✓ Bangalore: Bangalore is a hub for medical tourism, with a range of hospitals and medical centers offering high-quality healthcare services. The city is particularly renowned for its expertise in areas such as oncology, cardiology, and neurology.
- ✓ Hyderabad: Hyderabad is another popular destination for medical tourism, with a range of hospitals and medical centers offering high-quality healthcare services. The city is particularly renowned for its expertise in areas such as orthopedics, cardiology, and neurology.
- ✓ Kerala: Kerala is a popular destination for medical tourism, particularly for those seeking alternative therapies such as Ayurveda and yoga. The state is home to a range of Ayurvedic hospitals and wellness centers offering a range of treatments and services.
- ✓ Goa: Goa is another popular destination for medical tourism, particularly for those seeking dental treatments and cosmetic surgeries. The state is home to a range of dental clinics and cosmetic surgery centers offering high-quality treatments at affordable prices.

Overall, India offers a range of medical tourism destinations, each with its own unique strengths and specialties. Patients can choose the destination that best meets their needs and budget, and benefit from high-quality healthcare services at a fraction of the cost of similar treatments in Western countries.

According to Economic times, for the forecast of the year 2020, India's MVT (Medical Value Travel) Market is likely to touch the Monetary Bar of US\$ 9 billion. Park (Villafuerte and Abiad 2020). Based on the report in the form of a knowledge paper established by FICCI it was documented that Due to the implementation of systematic and best health Practices in the country, India occupied fifth rank among major 41 health and medical tourism destinations of the world. The top three states in India that foreign tourists prefer to visit for the cause of Medical Tourism is that of Delhi, Maharashtra and Tamil Nadu. These three States occupy approximately 55% of the total share of the country (Labonté et al., 2013). The major reason for choosing these states for the treatment purpose is the factors of Quality treatment healthcare chains of hospitals, Scope of exploring other tourism models and much important reasonable cost of treatment that pulls the

foreign tourist in the beautiful country of India. The main theme of the paper revolves around laying the analysis of the Indian Medical tourism industry. Further it projects the strengths of the Medical tourism sector in India. For the analysis part the secondary sources of literature are referred to examine the current situation.

Statistics showing the percentage share of foreign tourists came for availing Medical services from South Asia in year 2018

Name of Country	Total Arrivals	Percentage Share for Medical Services
Afghanistan	153905	30.4
Bangladesh	2256675	14.3
Bhutan	26470	6.3
Iran	35596	0.7
Maldives	62337	21.8
Nepal	174096	6.6
Pakistan	41659	3.9
Sri Lanka	353684	1.9

Source: India Tourism Statistics, 2019

The above table draws attention to the number of tourists who came for availing medical services in India from the south Asia region. From the Table it can be assessed that from almost all countries patients come to seek treatment in India. The total share from South Asia for the cause of Medical Tourism tallies to 13% share among rest from other regions of the world (Bookman, 2007).

Medical Tourism: Healing and saving lives Beyond Boundaries

The following case highlights the importance of Medical tourism and the strong foundation of medical tourism in India. The case refers to a girl child who hails from the country of Pakistan. The child who is just three years old was suffering from heart disease which led to congenital heart defect. Seeing the gravity of the situation the family seeks medical assistance from India. Irrespective of growing tension that exists at borders among two countries, it couldn't come in between innocent girl treatment and Indian Government and responsible dignitaries fully assisted and paved the way for smooth medical visit for the girl and her family. Consequently, in a successful effort by the government the girl was treated at Jaypee Hospital Noida and necessary surgery was performed to eliminate congenital heart defects. After a complete course of treatment, the girl flew back to her native place Lahore.

As per a story documented by Vaidam.com, a female from Zambia got rid of the disease of Cancer in India. Seeing the severity of the condition and the potential that disease of cancer can cause, she immediately seeks a top consultant and thereby arrives in India for medical Treatment. After

coming to India she was provided a well time bounded treatment at Medanta Hospital Gurgaon where after completing the full cycle of treatment and with a positive outlook she was successful in winning the battle from the disease. Also referring to the Medical experience she elaborated applauds for the Medical Staff of the hospital and people of India who assisted and fully cooperated with her at such a situation of emergency.

Aiwerioghene et.al, (2016) in their article on Medical tourism articulated the fact that India is the major destination for medical tourism that is catering to the needs of the patients not from India alone but rather every part of the world. The strong point that favours India is the well and experienced chain of medical specialists, robust infrastructure and keeping up with the pace of Latest Medical technology. They also supported the fact that for a country to equip itself with a comprehensive healthcare system, the need of the hour is that the public health care settings and charitable agencies dealing in health are fully backed up by a corporate chain of hospitals. This exercise will be critical in revitalising India’s economy including enhancing prospects of Medical Tourism in India.

Gill and Singh (2011) states that with the emergence of medical tourism it has given wings to countries all around the globe to set new benchmarks in renewing the traditional approach of healthcare into a much more meaningful and comprehensive approach to the healthcare industry. Further building infrastructure is one of the catalyst agents that helps in attracting the foreign tourists towards the cause of medical tourism. Hence the scope of medical tourism has instilled the element of competition between developed countries and too much more of developing economies to raise the healthcare infrastructure and overall treatment facilities in healthcare to limit the outflow of patients to other foreign lands.

Knox (2007) argued that India is a well sought place for medical tourism by the patients. India has continuously worked towards upgrading medical facilities in the country by implementing various interventions required for up scaling the healthcare environment. With the result of these continuous and necessary revisions, India is now home to one of the best top private hospitals chains of the world. In addition to the cause of Medical tourism, it has also helped the cause of catering needs to patients of its country. Expanding the scope of treatment options along with the affordable model of cost has helped the middle income group population to seek advanced treatment for the conditions which can be life threatening. The corporate hospitals are providing the best incentives to expert and experienced doctors who through the specialised training and innovations in health are helping patients within India and all-round the globe in healing from the disease.

Comparison of Cost in Treatment: India Vs World

Procedure	Cost UK	Cost India	Cost of Flight	Total Cost	Cost Saved Per	Waiting List	Total Saved
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				India	Operation		Cost Saving (in £)
Coronary artery bypass Graft	8.631	3.413	500	3.913	4.718	97	457.646
Total Hip replacement	8.811	3.413	500	3.913	4.898	28.800	141.062.400
Total Knee Replacement	6.377	5.145	500	5.645	732	53.911	39.462.852

Source: <http://www.explorehealthindia.com/cost-comparison/>

Note: The above table cost comparison value of cost is highlighted to portray the price advantage. However, the persisting and actual cost may vary in accordance with different factors associated with the disease. The above table compares the incurred cost of medical treatment and related procedures existing in India in comparison to other countries (comparison in relation to India vs. UK in above table). It can be concluded that the availing treatment in India is really economical and affordable. Medical tourism has opened a new window and has given a newer perspective to the healthcare industry in India. The appropriate governments and agencies not only took it as an opportunity to expand the spheres of settling healthcare in every geographical location of the country by strengthening infrastructure and reviving technologies, but it also helped in boosting the economy coupled with satisfying the patient's need for their own country. The traditional concepts have been revised to quality and comprehensive health care management which laid emphasis on fulfilling the needs of the population of every strata of the society.

List of Premier health agencies offering health package to foreign tourists

Sr. no.	Name of the Hospital	City	Specialities offered
1.	Fortis La Femme, Greater Kailash	New Delhi	Fatal medicine, internal medicine, paediatrics, anaesthesia, endocrinology, plastic/cosmetic surgery, mental health, gynaecology
2.	Fortis Escorts Heart Institute	New Delhi	Cardiology, Cardiac surgery, Paediatric/Fatal cardiology, Heart transplants, Bone/joint health, Liver/Digestive issues & Urology
3.	Rockland Hospital	New Delhi	Oncology, cardiac science, neuroscience, gastroenterology
4.	BLK Super Specialty Hospital	New Delhi	Cancer treatments, neurosciences, digestive/liver diseases, kidney transplants,

			plastic/cosmetic surgeries.
5.	Primus Super Specialty Hospital	New Delhi	Orthopaedics, spinal procedures, neurology/neurosurgery, Ent/cochlear implants.
6.	Columbia Asia Referral Hospital	Yashwantpur	Anaesthesiology, bariatric surgery, cardiology, critical care medicine, dermatology, Ent, gastroenterology, neonatal care.
7.	Apollo Hospitals	Bangalore	Ent, oncology, neonatology, advanced paediatrics, fertility clinics, gynaecology.
e	Fortis Hospital	Bangalore	Anaesthesiology, cardiology, internal medicine, nephrology, neurology, neurosurgeries, Oncology.
9.	Narayana Institute of Cardiac Sciences	Bangalore	Critical care, cardiac surgeries, cardiology, clinical nutrition/dietetics, dental sciences, dermatology, cosmetology, Ent.
10.	Global Hospitals	Chennai	Anaesthesiology, bariatric surgery, cardiology, critical care, dermatology, endocrinology, heart transplants, Hpb/liver procedures, breast oncology.
11.	Shri Rama Chandra Medical Centre	Chennai	Cardiac medicine, endocrinology, gastroenterology, paediatrics, rheumatology, organ transplants, nephrology, neurology.
12.	Apollo Gleneagles Hospital	Chennai	Cardiology, nephrology, paediatrics, orthopaedics, spinal procedures, cosmetology, oncology, colorectal surgeries, gastroenterology.
13.	Akshaya Apollo Hospital	Ahmedabad	Anaesthesiology, bariatric surgeries, cardiology, Ent, gastroenterology, dermatology, neurosurgery, nephrology, paediatrics, renal transplants, organ transplants & urology.
14.	Fortis Hospital	Mohali	Anaesthesiology, bariatric surgeries, cardiology, dental procedures.

Source: <https://www.tourmyindia.com/medical-tourism/blog/top-15-hospitals-india-best-known-tourism/>

The above table demonstrates that India is having access to the Best chain of Private Hospitals situated in all directions of our geographical boundaries. Also it can be highlighted that almost all

hospitals are giving many services for almost all major diseases which confirms the blooming sector for medical tourism industry in India.

Why India for Medical value tourism?

Specialised Facilities: India joins par with the rest of the countries of the world as far as providing quality healthcare to its citizens and foreign medical tourists (Whittaker, 2008). Due to the inclusion and implementation of the latest medical technologies and continuous improvement in infrastructure and human resource, India is providing safe passage for personalised care and accredited facilities. The premier health agencies have been involved in providing the best set of treatment and also been approved by JCI (Joint Commission International).

Inclusion of latest Technologies: Keeping up with the pace with latest advancement in Medical technology is an essential element in providing a better roadmap for the effective treatment. Due to strenuous efforts worldwide to promote research in medical care and also in India, it has resulted in devising modern technologies and tools which are essential for the early diagnosis and screening of the disease (Reddy et al., 2005). As the trends and burden of non-communicable disease is continuously increasing in India of major diseases of Cardio-vascular, Cancer, Kidney, Neurological disorders it becomes of great relevance on parts of health institutions to include the latest set of machineries to operate better surgical procedures. The inclusion of Frontline technologies has also merits in terms of raising quality of life care for patients, reduce pains in surgery, Fast pace of recovery of patients and most important in decreasing mortality rate which is caused by diseases like cancer, heart related ailments, Neurological diseases due to cause of early screening of the disease and timely treatment. As the disease involving emergencies requires specialised care and treatments, so to contribute to the cause. India is matching with latest trends in terms of incorporating Robotics, Organ transplants, Spinal surgeries to its practice and Indian medical experts are successfully overcoming every challenge that is put into their way to Make India a Recognized hub of Super Specialty treatment (Bhowmik et al., 2013).

Experienced Medical Practitioners/Doctors: Indian Medical Practitioners and associated Para medical staff have been earning patches all over the globe for their contribution in the field of medicine (Bhadra, 2011). As far as the scenario in India is talked about, the doctors are considered second to God who have potential to give second life to patients who are battling conditions of emergencies. According to an information given by the Medical Council of India and tabled by the Minister of state Independent charge, It quoted that there are approximately 10,41,395 allopathic doctors in India. The data includes the number of the year 2017. They all are giving their contributions in varied disciplines and expertise to cater to the needs of patients. Also due to the vast range of specialisations and experience of doctors and Para medical staff the foreign tourists are diverting to India to attain the necessary treatment with strong value of trust on the potential and capabilities of the doctors in India. Further the concept of medical tourism has

instilled a much needed catalyst of competition among doctors to raise the bars of methods of practice and providing quality care (Berkowitz, 2021).

Economic cost of treatment: India has been recognized as one of premier destinations for Medical tourism. Due to its affordable model of cost and saving the patients prefer and places India on top priority for attainment of treatment of diseases (Reddy, 2011). According to an estimate furnished by W.H.O more than 95% of Patients from Africa who seek Medical tourism chooses Asia as its hotspot for treatment. This in turn recognizes the importance of medical tourism in India. In addition to affordable cost of treatment in India, there are other factors which include attractive medical packages for specific illnesses, Quality healthcare infrastructure, Specialized and expert chain of hospitals and doctors that attract foreign origin tourists to pursue treatment in India (Lopes, 2022).

Education about medical value travel to kids and students

Teaching kids and students about medical value travel can be done in a number of ways, depending on their age and level of understanding. Here are some suggestions:

1. Start with the basics: Explain what medical value travel is and why people choose to travel for medical care. Use age-appropriate language and examples to make it easy for them to understand.
2. Highlight the benefits: Emphasize the advantages of medical value travel, such as access to specialized treatments, lower costs, and shorter wait times. Make sure to also address any potential risks or downsides.
3. Show real-life examples: Share stories of people who have traveled for medical care and how it has impacted their lives. You can find such stories in news articles, blogs, and online forums.
4. Discuss ethical considerations: Talk about the importance of ethical medical value travel, including issues such as informed consent, patient safety, and the responsibility of medical tourism providers.
5. Encourage critical thinking: Encourage kids and students to think critically about medical value travel, by asking questions and exploring different perspectives. For example, they could discuss the impact of medical value travel on local communities or the potential consequences of relying on medical tourism.
6. Use multimedia resources: Use videos, infographics, and other multimedia resources to make the topic more engaging and accessible. There are many educational resources available online that can be used to teach kids and students about medical value travel.
7. Seek expert input: If possible, invite a healthcare professional or medical tourism expert to speak with your students or children. This can provide valuable insights and help answer any questions they may have.

By using a combination of these strategies, you can help kids and students understand the concept of medical value travel and its potential benefits and challenges.

Conclusion

In present Scenario India is blessed to have means to every set of resources that is needed to all-inclusive care of the persons inflicted with any form of disease. Through necessary revivals aimed at keeping up pace to world class healthcare models, India is offering an umbrella of services in healthcare of almost every disease with a broad aim of healing the patient and speedy recovery. All these factors resulted in India emerging as one of the popular destinations for medical tourism among foreign visitors seeking economical and specialised treatment. The Indian government has also taken it as a positive opportunity to revive the existing practices of healthcare through building upon the process of Medical tourism in India. The concerned ministries have launched a path breaking activity that shines the way forward for Medical tourism in the country. The activities like Production of publicity material in form of Brochures, Documentaries highlighting prospects of medical tourism have been promoted at target places and necessary stakeholders, also the Ministry of tourism in India is providing Fiscal incentives to expand the prospects of Medical tourism in India. However, although the concept of medical tourism in India has improved and shaped up systematically, still there are areas which need monitoring and revision in order to achieve the overall objectives. The areas like Follow up care, Language barriers, Lack of infrastructure, Incentives are some areas that are creating hurdles in areas of medical tourism. Finally to conclude medical value tourism education can be used in several ways like:

- ✓ Personal decision-making: Individuals can use the education to make informed decisions about their healthcare options, including whether medical value travel is a viable option for their medical needs.
- ✓ Healthcare provider training: Healthcare providers can use the education to become more informed about medical value travel and its potential benefits and challenges, allowing them to better serve patients who may be considering this option.
- ✓ Public policy: Governments can use the education to inform public policy around medical value travel, including regulations to ensure patient safety and the quality of medical care.
- ✓ Economic development: Destination countries can use the education to attract medical value travelers and develop their medical tourism industry, creating jobs and generating revenue.
- ✓ Global healthcare collaboration: Healthcare providers and researchers can use the education to foster international collaboration and knowledge sharing, leading to advances in medical treatments and technologies.

Overall, medical value tourism education can be used to inform personal decision-making, healthcare provider training, public policy, economic development, and global healthcare collaboration. By providing a comprehensive understanding of medical value travel, education can help ensure that patients receive safe and effective medical care, while also promoting economic growth and international cooperation in the healthcare industry.

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