

Medical Tourism- “Emerging Trend in Bengaluru, Karnataka, India”

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Abstract: India is emerging as a prime destination for Medi-tourism, health Care and contributing assortment to the social-Economic development for the society by enhancing the employment opportunity, an increase in foreign exchange earnings and uplifting the living standards of the hosted community by developing infrastructure and high quality education system. It was estimated that in October 2015, India's medical tourism sector would be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. Today Indian hospitals are well equipped with the latest technology and highly qualified and experienced Doctors and nurses staff who can provide timely and quality medical treatment to patients. This paper highlights the potential of Medical Tourism industry in India. It also helps in introspecting the Hospital Accreditation system for Medical Tourism, examining the role of Government in promoting infrastructure for Medical Tourism and analyzing the latest trend to increase the flow of Medical tourism.

Keywords: Medi-Tourism, Economic Development, Infrastructure, Investment.

I. INTRODUCTION

Bangalore (previously Bendakaluru), as a city, was founded by Kempe Gowda, who built a mud fort at the site in 1537. But the earliest evidence for the existence of a place called Bangalore dates back to c. 890. Post Independence Bangalore remained under the Maharaja of Mysore.

Over the decades Bangalore became a manufacturing hub with the establishment of companies like MICO (Motor Industries Company), HMT (Hindustan Machine Tools) etc who set up their manufacturing plants in the city. Due to this entries of big manufacturing companies Industrialization got further extended from Peenya Industrial Area in the west to Indiranagar and Whitefield in the east; from Yelahanka Town in the north, to J.P. Nagar in the south.

Today Bengaluru (Renamed from Bangalore to Bengaluru) city has developed infrastructure and facilities provided in the different Sectors like Hospitality, Education and Tourism. In a short span of about a decade, Bengaluru has undergone a sensational transition; from being just garden city to a hi-tech, savvy and modern paradise. With over 1000 IT companies in its wake, Bengaluru is undisputedly the IT capital of India. Responding enthusiastically to this boom, the city has opened its gates to world class housing, superior education systems

and fine health care and Hospital facilities. Its giving life to the world through its hospitality services, welcoming all guests to our country through its Medi-tourism services further, the city's greatest work environment and developed infrastructure for Medi-Tourism and sets the perfect stage for all business ventures.

II. GOVERNMENT INITIATIVES

Three-tier health infrastructure comprising primary health centers, health units, community health centers and sub-centers state. Policy of the government is to establish one primary health centre and one dispensary each for every 30,000 inhabitants and 15,000 - 20,000 inhabitants respectively. A sub-centre for 5,000 inhabitants.

The Healthcare landscape in Karnataka is changing rapidly with corporate and foreign hospitals setting up centers offering high quality healthcare. The health city concept is gaining prevalence with the presence of specialized medical research, collaboration with healthcare operators and a self sustaining health cluster including hospital, wellness, and residential centers such as Narayana Health City.

III. MEDICAL TOURISM

The cost of health care and waiting time is more in US & European countries and hence there is a wider scope for medical tourism in Karnataka since the super specialty hospitals are offering medico and clinical facility in line with international standards and the cost of treatment and hospitalization is affordable to the foreign patients. The concept can provide healthcare in multiple specialties like cardiac, plastic surgery, orthopedic, nephrology, oncology, neurology, etc. Some of the top hospitals in Bengaluru who contributed toward the growth in Medi-tourism are **Apollo Hospital, HCG Hospital, BGS Hospital, Sakra Hospital, Narayana Health Care, HOSMAT Hospital Forties Hospital, Manipal Hospital, Columbia Asia Hospital etc.**

Comparison of treatment cost HOSMAT HOSPITAL with other country's cost for same treatment.

PROCEDURE	US	THAILAND	HOSMAT Bangalore	UK
Knee Replacement	29,000	10,000	7,250	15,000
Hip Replacement	29,000	9,500	6,800	14,800
Hi-flexion Knee Replacement	38,000	14,000	8,500	19,000
Hip Resurfacing	34,000	13,500	8,300	18,800
Arthroscopic ACL Reconstruction	15,000	8,500	4,000	14,000
Knee & Shoulder Arthroscopy (Meniscal Tear)	12,000	4,000	3,000	10,000
Spine - Decompression fusion / Stabilization	60,000	21,000	8,000	34,000
Spine - Micro Discectomy	25,000	9,500	4,000	15,000
Mini Shoulder Reconstruction	15,000	8,500	4,000	14,000

IV. INFRASTRUCTURE DEVELOPMENT

Best Investment opportunities in Karnataka Focus for sub-sectors for global Investors 2016

V. PRIMARY/ SECONDARY MEDICAL CARE

Project Proposition: Upgrade of District Hospitals (PPP)

Project Location: 30 districts

Investment Potential: INR 100 Crores

VI. TERTIARY MEDICAL CARE:

Project Proposition: Geriatric Care and Nursing Homes

Project Location: To be provided on request

Investment Potential: INR 50 Crores

Project Proposition: Radiology and Imaging Diagnostic Centers

Project Location: To be provided on request

Investment Potential: INR 10 Crores

Project Proposition: Laboratory Diagnostic Center

Project Location: To be provided on request

Investment Potential: INR 10 Crores

Project Proposition: Radiology Diagnostics and Dialysis Centers at major urban hospitals

VII. PRESENT SCENARIO AND STRENGTHS

Today state of Karnataka stands in the 2nd highest position in protection of its ancient monuments in the country, which consists of 507 centrally and 750 exclusively protected by the State Government.

VIII. IMPROVEMENT OF MEDICAL TRAVEL EXPERIENCE

- ▶ Direction mark around the public areas.
- ▶ A dedicated quiet consideration or remembrance room.
- ▶ On time scheduling of follow up appointments.
- ▶ Online patient planning kit.
- ▶ Patient care map or flow chart.
- ▶ Links with family or friends.
- ▶ Patient ID bracelets

IX. CONCLUSION

The idea is to make Bengaluru city a top health tourism destination, not only in India but internationally. An attempt to lure foreigners to avail of our sophisticated facilities and subsequently induce them to enjoy our multiple tourism offerings. This endeavor will have a positive impact on the entire economy of the state. Today Medical Tourism is considered as the rapid growing segment in India. Till recent years this segment was unexplored, but now not only the Ministry of Tourism but also players like Tour Operators like Thomas Cook, SOTC, hotel companies and other accommodation providers are all eyeing health and medical tourism as a segment with tremendous potential for future growth.