



Medical Tourism

An Overview of the State
of the Industry

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Medical Tourism

“Opinion is mixed on whether this sector represents medicine or tourism, and whether and to what extent the two can meet...”

(Bywater, 1990)



Scope

Types

Demographics & Drivers

Marketing

Medical Tourism

Global Healthcare

Wellness Tourism

Medical Travel

Illness Travel

Health Tourism

Cross Border Healthcare

Medi-Tourism

Intra-Country Travel for Treatment

“Cross border care...is concerned with the improvement in felt well-being that results when the consumers and producers take advantage of the world economy to demand and supply not just medical equipment but medical attention as well.”

(Resiman, 2010)



Medical tourism refers to the act of traveling to another country to seek :

- Economical, specialized or
- more accessible medical, dental or surgical care, or therapy
- a quality level equal to or greater than the care they would have received in their own country,
- with the help of a support system.

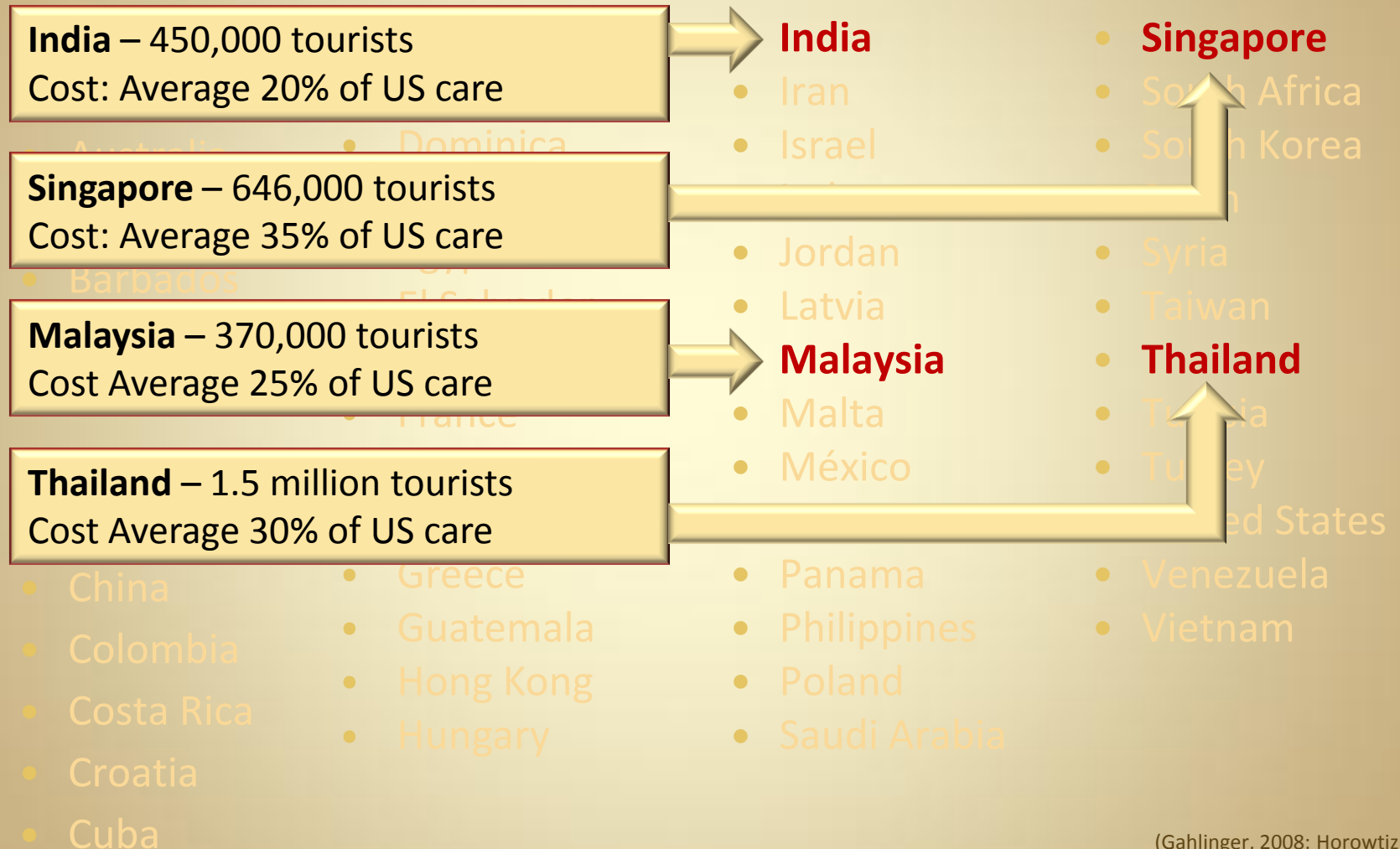
(Bookman & Bookman, 2007, Bridges, 2007; JCI, 2008, MTA, 2008)

Medical Tourism Destinations

- Antigua
- Argentina
- Australia
- Bahamas
- Barbados
- Belgium
- Brazil
- Brunei
- Bulgaria
- China
- Colombia
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Rep.
- Dominica
- Dominican Rep.
- Egypt
- El Salvador
- Finland
- France
- Germany
- Great Britain
- Greece
- Guatemala
- Hong Kong
- Hungary
- India
- Iran
- Israel
- Italy
- Jordan
- Latvia
- Malaysia
- Malta
- México
- New Zealand
- Panama
- Philippines
- Poland
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Spain
- Syria
- Taiwan
- Thailand
- Tunisia
- Turkey
- United States
- Venezuela
- Vietnam

(Gahlinger, 2008; Horowitz, 2008; MTA, 2008; Woodman, 2008)

Medical Tourism Destinations (2008 numbers)



(Gahlinger, 2008; Horowitz, 2008; MTA, 2008; Woodman, 2008)

- As of 2007:
 - US\$60 Billion a year (Bina, 2007)
- Growing at....
 - 20% per year (Bina, 2007)
 - 10x faster than foreign earnings from tourism (Lautier, 2008)
 - 5x faster than the global export of services (Lautier, 2008)



Growth industry

Medical tourism takes off

By Ursula Kiener Ford, CEO Panahealth Corp.
Panama: (507) 223-4742 USA: 305-433-2246 www.pana-health.com

"Medical tourism" is a buzzword of late in Panama, but what exactly does it mean? Sometimes called "medical travel", it is the globalization of health care. There are many reasons why people will travel to another country to receive medical treatment: cheaper costs abroad, innovative technology, shorter waiting periods, or better quality than one's country of residence. Medical tourism has been the subject featured on the covers of magazines such as Time, Newsweek, US News. The consulting firms McKinsey and Deloitte have also released positive reports on the growing trend.

The cost of health insurance increased 91% in the United States between 2000 and 2007 (compared to a 24% increase in wages). Many people do not have health insurance and most Ameri-

cans cannot afford medical procedures. And even when one does have insurance, not all procedures are approved for coverage, especially those which are considered "elective procedures" like plastic surgery or dental work.

Add on the widespread recession and increasing deductibles and the result is the need to save money more than ever. But people cannot afford to cut back on health care, so the globalization of this industry is the perfect solution.

Medical tourism is becoming more and more common, so much so that even insurance companies such as Companion Global, Healthcare, Blue Cross Blue Shield, Aetna, and WellPoint are releasing plans allowing clients to travel overseas for medical expenses.

Panama is the perfect place to

go. Doctors in Panama are trained abroad, many in the United States.

Expatriate Sandy Stayanoff from the United States who has 33 years of nursing experience told me: "I have been very impressed with the level of medical care I have seen here and received here. I moved here preparing to be highly skeptical of what medical care I would find here. I have been pleased and more than once." Now, she and many other expats encourage their family members to be treated in Panama because of the reduced costs and high quality of treatment.

Hospitals in Panama have international affiliations. The most well known one is Hospital Punta Pacifica's partnering with John Hopkins Medicine International. But other hospitals have affiliations to Baptist Health, The Cleveland Clinic, Tulane Health,

Miami Children's Hospital, among others.

Panama provides people with less culture shock than other destinations because it has direct flights to most major cities in the USA and uses the dollar. The country has very modern infrastructure and 14% of the country speaks English.

Being in the insurance industry, I noticed that most insurance plans do not cover preventative medicine and that most people do not actually do routine checkups, which results in complications later in life. Preventative medicine, including routine checkups, lab work, EKGs, is something which a tourist can take advantage

while they are in the country.

People considering traveling for medical reasons should be aware that the main purpose of their visit is to get the procedure done, more than a vacation. Guidance in this process is essential; this is why medical tourism companies such as Panahealth Corp. exist.

For those coming for invasive surgery, we offer full concierge service, including pickups to and from the airport, a companion to doctor appointments, hotel and tour booking, a cell phone, and personalized attention from one of our medical coordinators in English, at no cost to you.

Asian Market

- US\$7 Billion per year (2007) (Bina)
- Representative of 12.7% of all medical tourism in world (Bina, 2007)
- Of all medical tourism originating in Asia, 93% stays in Asia (152) (Reisman, 2010)
- 1.6M medical tourists in area (2008) & growing at 20-30% a year (Velasco, 2008)
- Approximately 75% are for cosmetic surgery (Velasco, 2008)
- 45% of US Medical Tourists are selecting Asia as destination

(Grail Research, 2009)

Medical Tourism



Scope

Types

Demographics & Drivers

Marketing

Mode 1

Virtual and Electronic
Services Across
Borders

Mode 2

Patients Traveling to
Country Providing
Care

Mode 3

Foreign Capital
Investments,
Franchises

Mode 4

Labor Relocating
Across Borders to
Provide Care

Virtual and Electronic Services Across Borders

- Telepathology
- CAT Scan and MRI readings
- Surgery via robotic arm and fiber optic cable
- Psychotherapy by electronic presence

Mode
1

Mode
2

Mode
3

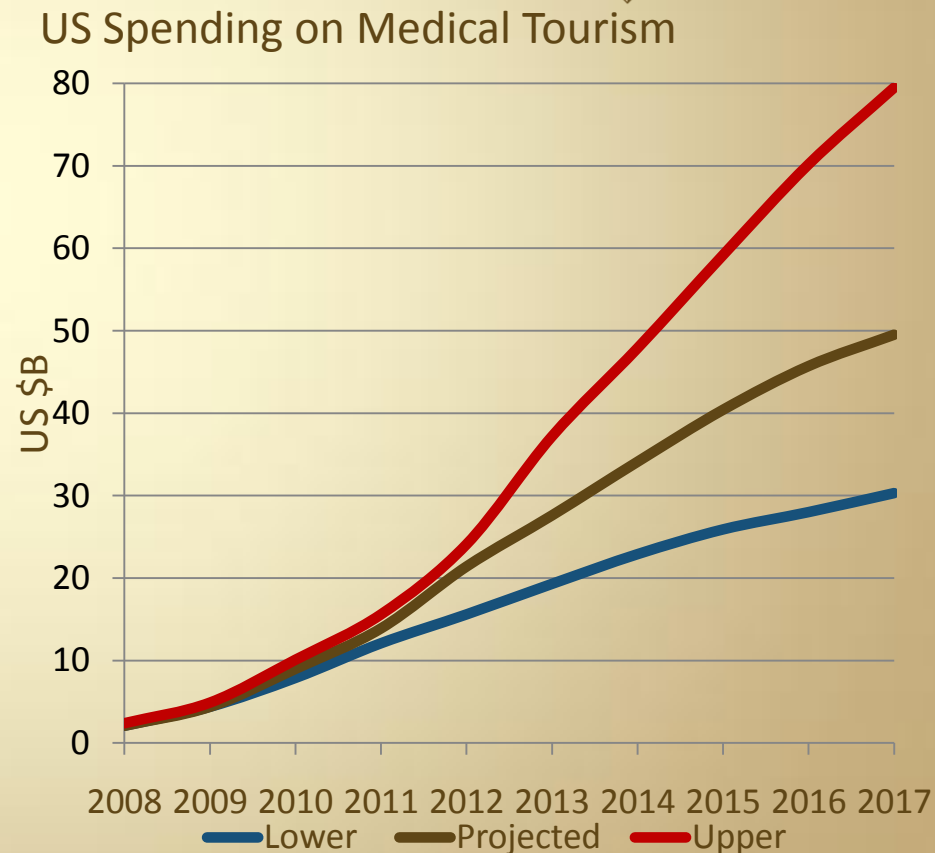
Mode
4



Patients Traveling to Country Providing Care



- “Medical Tourism”
- Challenges to measurement:
 - Cross-border day excursions
 - Expatriates
 - Emergencies in foreign country
 - “Wellness” vs. “Illness” motivations
 - Mixed goals
 - Business and executive physical
 - Vacation and dental treatment



Categories of Medical Tourists

Lifestyle / Wellness

*(non-surgical therapies;
ex: botox, massage, diet
adjustment, addiction
treatment)*

Alternative Treatment Therapies

*(acupuncture,
Ayurveda,
hydrotherapy)*

Diagnostic & Treatment

*(ex: executive physicals,
dialysis, stem cell)*

Cosmetic Surgery / Body Enhancement

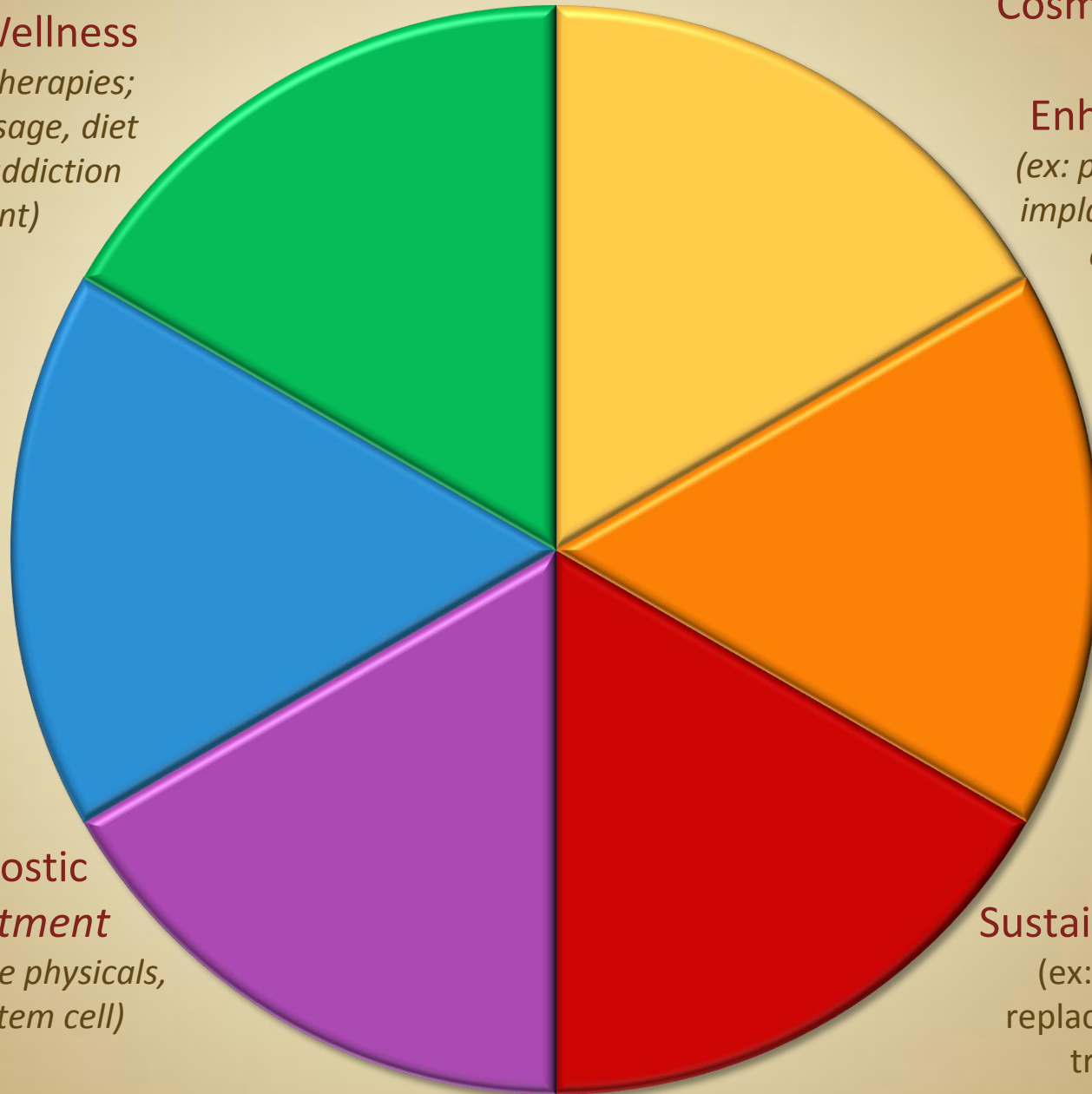
*(ex: plastic surgery,
implants, cosmetic
dentistry,*

Quality of Life Surgery

*(ex: hip
replacement,
dental,
bariatric, lasik
eye)*

Life Sustaining Surgery

*(ex: heart valve
replacement, organ
transplant)*



Foreign Capital Investments, Franchises



- Approaches
 - Fully-owned start up
 - Acquisition or merger
 - Partnerships
 - Clinics for pre and post treatment
 - Specialty Niches
 - Management Contracts
 - Franchises
- Facilities
 - Hospitals & Clinics
 - Medical Schools (Harvard Medical School, Dubai Center)
 - Hospitality Facilities (Raffles; Apollo subsidiary)

Home Country	Expansion
Apollo Group, India	Mauritius
Narayan Hrudayalaya, India	Mexico
Bumrungrad, Thailand	Partnering in Dubai with Dubai World
Parkway, Singapore	Patient Assistance Centers in 18 Countries
Magrabi, Saudi Arabia	Eye Clinics in Egypt & Yemen
Medical University of Vienna	Manages Prince Court, Kuala Lumpur
Prince's Beauty & Spa, Thailand	Franchised to Westin, Bangladesh & Laos

Labor Relocating Across Borders to Provide Care

- Permanent or Semi Permanent Relocation
- Clinics established by foreign country
 - Specialty Clinics
 - Pre and Post Travel Treatment
 - Shanghai – Korean surgeons
- Trips into country to provide treatments
- Trips to collaborate with local surgeons in specialty treatments
- 25% of Doctors in US Internationally Trained



Medical Tourism



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Demographics & Drivers

Marketing

US Market Demographics

- Under age 62
- College degree
- More usually male
- Asians and Hispanics
- Needed a price difference of at least 50%
- Without health insurance (or under-insured)
- Would be considered by 1 in 3
- Numbers rise if promise of care equal to that in US can be provided
- 1/3 of those indicating consideration of health care abroad had incomes over US\$150,000
- One in 4 currently have a passport

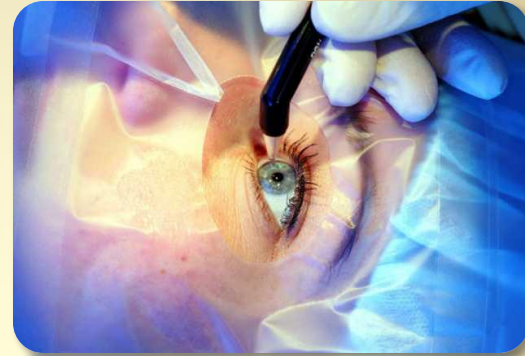
Treatment	Willingness to Travel
Cosmetic	40%
Heart By-Pass	27%
Cancer Treatment	37%

(Gallup, 2009)

(Deloitte, 2008; Gallup, 2009; MTA, 2009)

US Patient Satisfaction

- Of previous travelers for treatment:
 - 97% would consider it again in future
 - 63% - treatment received was better than in US
 - 37% - treatment the same as US
 - No one felt it was worse
 - Would go again, even if care was accessible and quickly available at home (MTA, 2009)



Drivers - Cost

- 13% selected travel because price was right
- Europeans – factor noted for 48%
- Primary driver for 9% of international medical travel
 - Advanced Technology (40%)
 - Better Care (32%)
 - Delays at home (15%)
- US respondents nearly all of price-sensitive group
 - Cosmetic surgery especially price-sensitive

(McKinsey, 2008)



Drivers - Quality

- Reason given for inbound travelers to US
- US travelers abroad:
 - Success rates higher, death rates lower abroad (Reisman, 2010)
 - 85% - service is more personalized
 - Quality assumed, accommodation and care most sought
 - Concerns regarding entire experience (hotel quality, etc.)
 - Accreditation/Certification important (JCI) (MTA, 2009)
- Guarantees of satisfaction being offered (ex: Turkey)



Drivers - Availability

- Near immediate access sought
 - Especially significant with UK/Canadian travelers
- Access in border regions (México border; EU) – distance considerations
- Access to follow-up in own country
- Availability of a specific surgeon
- Availability of medications
- Treatments not available at home
 - Clinica Cira Garcia, Cuba – night blindness treatment
 - Barbados – in vitro fertilization
 - Stem cell treatments

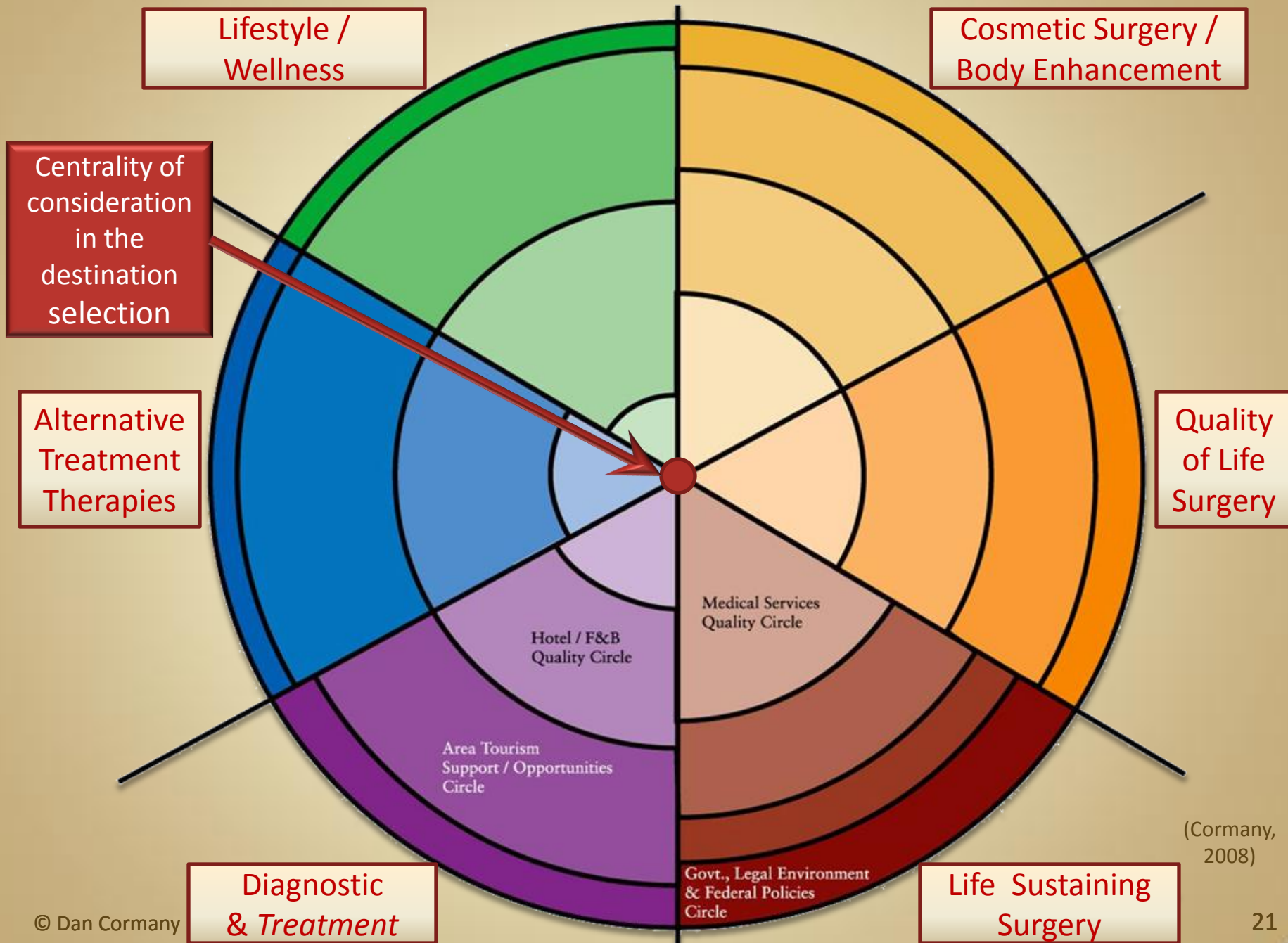


Drivers - Differentiation

- Offerings unique enough to compel a visit
 - Cultural comfort
 - Practice variation (length of stay; bedside manner; desired outcome)
 - Desire for traditional or complementary treatments
- Appeal of location a factor with cosmetic, diagnostic and wellness travelers
- Availability of legal remedies



Suggested Considerations of Medical Travelers by Category



Medical Tourism



Scope

Types

Demographics & Drivers

Marketing

Internet Marketing

Sources of Information:

- 73% Internet
 - 5% from a friend
 - 5% from medical facilitator
 - 2% home physician
- Hospital Websites
 - TreatmentAbroad.com – offers a “Perfect English” editing service
 - National or Regional Medical Cluster websites (Council for Korea Medicine Overseas Promotion – KCMP)

The screenshot shows the Treatment Abroad website. The header is green with the logo and tagline "helping you make the right choice". Navigation links include Home, Text Only, Site Map, and text size options. A search bar is on the right. A dark grey navigation bar contains links: About medical tourism, Get a quote, Treatments, Destinations, Costs, Guide, Patient stories, About Us, Press, and Health jobs.

Quickfinder

Find a doctor, dentist, clinic, hospital or health care provider abroad:

Choose a treatment [dropdown]
Choose a country [dropdown]
GO

ON THIS SITE

- DOWNLOAD OUR FREE GUIDE TO MEDICAL TOURISM
- REPORT ON MEDICAL TOURISM FROM THE SUNDAY TELEGRAPH
- COMPARE THE COSTS OF COSMETIC SURGERY ABROAD
- FIND OUT ABOUT ADVERTISING ON THE SITE

Advertisement

perfectprofiles
UK Dentistry at Overseas Prices
Free Consultations and Free X-ray
CLICK HERE

Home > Welcome

The leading guide to medical tourism

Treatment Abroad provides information for patients about clinics, hospitals, and specialists across the world that are attracting medical tourists.

FREE GUIDE
Our [guide to medical tourism](#) will help you decide on the best destination and healthcare provider for your needs. It provides practical advice about going overseas for treatment. [Download now](#)

RATINGS AND REVIEWS
Treatment Abroad enables patients to publish their comments about their medical tourism experience. [Find out about Ratings and Reviews](#)

CODE OF PRACTICE FOR MEDICAL TOURISM

Today's featured medical tourism video

[Video player showing a couple walking in a park]

Top rated clinics and hospitals

- [Dental Holiday](#)
- [Smile Savers Hungary](#)
- [SurgervinFrance](#)
- [Nicosia Dental Polyclinic](#)
- [Clinic BeauCare](#)
- [Singelberg Clinic](#)
- [Gorgeous Getaways](#)

Today's featured providers

Ads by Google

Dental Implants/Denture:
call
702-367-4111
for 2nd opinions
Dentures, Bridges-
Beautiful teeth
lvimplant.com

Dental Implant & Sedation
Competitive Prices with Experience
Sedation Included.
Free Consult
www.mydesertdental.co

Teeth Implant Center
Dental Implants
Done In One Visit.

Other Sources of Information

- Referring Physicians
 - International Collaboration (ex: Cleveland Clinic; Harvard Medical; Duke Medical)
- Insurance Referrals
- Medical Facilitators
- National and Regional Ministries
- Professional Medical Associations
- Accreditation Bodies (International and National)
- Travel Agents
- Testimonials from Former Patients



International Business Forums and Information Sources

- Medical Travel Consumer Fair
- Health Tourism Show
- World Health Tourism Conference
- International Medical Travel Conference
- Medical Travel World Congress
- International Congress on Medical Tourism
- World Medical Tourism and Global Healthcare Congress
- International Medical Tourism Journal (IMTJ.com)
- Medical Tourism Magazine



HealthCare
Tourism International

The Non-Profit
For
HealthCare Abroad



Thank you for your Time and Attention

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Starting in January

Florida International University

Miami, FL USA