Medical Tourism in Pune – growth and prospects.

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Abstract:
The analysis of Case Study and the relative cost benefit analysis of major medical services in India and as compared to the developed countries the treatment in India is very much at low cost. Therefore, the data base analysis shows that India in general and Pune in particular has a very high potentiality of attracting the medical tourists in India. Along with the cost benefit analysis a A cast study has also revealed that Pune has the highest potentiality which actual data of case study proves a strong destination for Medical Tourism. Along with this Ayurved and other age old medical practices and treatments as given below highlights a strong potentiality of Medical Tourism in Pune. Thus, the hypothesis is sustained with a actual case study and relative cost benefit analysis.

Introduction

Our government initiated economic planning since 1950-51 to break the vicious circle of poverty and accelerate the rate of economic growth. As a result of ongoing process of economic planning till 1989-90, India achieved the balanced development of industries, agriculture, and infrastructure and contributed to the high income growth of people. Thus, our economy has achieved a stage of economic maturity with high potential for future growth with the help of ‘Public Sector Model of Growth.

In 1990-91, our government introduced the economic reforms viz. Liberalization, Privatization and Globalization. Since then, our economy is integrated to global market in general and global tourism market in particular. The tourist world over have been attracted to India due to its multi and diversified culture, heritage, history, religions and booming economy. As a result, the tourist arrivals have recorded more than 25% rise. The escalating growth in tourism has ranked India as one of the fastest five growing tourism economies in the World. Thus, tourism in India has emerged as a high growth potential business of foreign exchange earnings and employment generation in the economy.

Pune is the fastest economically growing city in India in general and Maharashtra in particular. The growth potential of tourism business is alarmingly very high. Pune has become the global magnetic destination for outbound tourism. Pune has become the global IT hub. The multinational IT companies are doing business in all parts of the World. Pune is also known for education. It is popularly known as the Oxford of the East. The global automobile companies are located in Pune. Moreover, Pune is known for its culture, history, religious forts, hill stations and climate. So, Pune has all the pull factors for the development of tourism. Therefore, Pune has emerged as the nucleus centre of tourism development in
Maharashtra. In view of this an attempt is made to explore the marketing prospects of Medical Tourism of Pune.

**Objective Mix**

1. To highlight India as an emerging destination of Global Tourism.
2. To expose Pune as a nucleus centre of outbound tourism.
3. To apply cost benefit analysis to Medical Tourism.
4. To make an integrated suggestions for promoting Medical Tourism in Pune

**Coverage and Research Methodology**

The coverage of this research study is confined to the Medical Tourism in Pune. The survey approach and cost benefit analysis have been used for exploratory research study.

**Hypothesis**

In a growing composite trend of global tourism market, the relative cost benefit advantages of medical services have increased the high potential prospect of Medical Tourism of Pune.

**Emerging growth potential of Medical Tourism in Pune**

Pune is a fast developing metro city. It has most modern educational institutions, global IT sector, management institutions, technological institutions, center for environmental studies, military training institutions, research institutions, real estate sector expanding market, medical treatment and facilities of global standard quality and Yoga, Ayurveda centers of origin. With increasing income of people, the demand for best quality and standard medical treatment is increasing. We have best doctors, nurses, technology, and facilities like 5 star hotels for patients. Since globalization, liberalization and privatization, in a market driven economy, the prospect of medical tourism for Pune is growing. The private hospitals in Pune undertake the treatment of open heart surgery, neuro surgery with hypothermia, spine surgery with implants, brain tumor, surgery for heap replacement etc. in addition to this, Pune has very good climatic conditions as compared to other cities in India. Therefore, medical tourism has a very high potential prospects for Pune.

A case study approach of medical tourism will convince the cost benefit advantage and medical capabilities for doctors and nurses for Pune. It also become benchmark for medical tourism of Pune.

It is a case study of Lida Viga of Britain. She was suffering from Brest cancer from 8 years. She was under the treatment of doctors in Britain. According to her, she was not treated properly and the diagnosis was also not done properly. The treatment in Britain was very costly. As a consequence she sold her house in Britain. Therefore, she decided to obtain her treatment in Pune. She contacted Dr. CB Kopikar in Pune. She had treatment in Pune and recovered totally. After her recovery She is now in Britain. She incurred the total treatment cost Rs. 2Lakh. and 25 thousand in Pune. While this is the expenditure per day in Britain. Thus, case study is an evidence about the medical competence and capabilities of doctors and nurses of Pune. Hence, medical tourism has a bright prospects for future.

The following table of cost benefits will highlight the prospects of medical tourism for Pune.
**Cost benefits prospects of Medical tourism**

<table>
<thead>
<tr>
<th>Nature of treatment</th>
<th>Approximate cost in India ($)</th>
<th>Cost in other major health care destinations($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open heart surgery</td>
<td>4500</td>
<td>&gt;18000</td>
</tr>
<tr>
<td>Cranio – facial surgery and skull base</td>
<td>4300</td>
<td>&gt;13000</td>
</tr>
<tr>
<td>Neuro surgery with hypothermia</td>
<td>6500</td>
<td>&gt;21000</td>
</tr>
<tr>
<td>Complex spine surgery with implants</td>
<td>4300</td>
<td>&gt;13000</td>
</tr>
<tr>
<td>Simple spine surgery</td>
<td>2100</td>
<td>&gt;6500</td>
</tr>
<tr>
<td>Simple brain tumor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Biopsy</td>
<td>1000</td>
<td>&gt;4300</td>
</tr>
<tr>
<td>- Surgery</td>
<td>4300</td>
<td>&gt;10000</td>
</tr>
<tr>
<td>Parkinsons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Lesion</td>
<td>2100</td>
<td>&gt;6500</td>
</tr>
<tr>
<td>- DBS</td>
<td>17000</td>
<td>&gt;26000</td>
</tr>
<tr>
<td>Hip Replacement</td>
<td>4300</td>
<td>&gt;13000</td>
</tr>
</tbody>
</table>

Source: Mediacapes India, Financial Express, October 8, 2005

**Relative cost Benefits analysis of Medical Tourism**

The above table reveals the relative cost benefits of medical tourism. This provides a growing prospects for medical tourism for Pune. The privates hospitals in Pune are of world class standard facilities, doctors, nurses, technology, environment and Cosmopolitan culture of city. Hence it has a good prospects for medical tourism.

After highlighting the cost benefits of medical tourism, let us quantify the market potential for medical tourism in India.

**Market potential of Medical Tourism for India**

<table>
<thead>
<tr>
<th>Market at present</th>
<th>$333 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected growth</td>
<td>$2.2 billion to 5 billion by 2011 -12</td>
</tr>
<tr>
<td>Expected tourist arrival</td>
<td>Upto 1 million by 2010</td>
</tr>
<tr>
<td>2004 arrivals</td>
<td>1.5Lakh</td>
</tr>
<tr>
<td>Main treatments sought</td>
<td>Cardiovascular operations, oncology and orthopedics</td>
</tr>
<tr>
<td>Other Asian hotspots</td>
<td>Singapore, Malaysia and Thailand</td>
</tr>
<tr>
<td>Indian hotspots</td>
<td>Mumbai, New Delhi, Kolkata, Bangalore, Chennai and Hyderabad</td>
</tr>
<tr>
<td>Main players</td>
<td>AIIMS, Apollo, Escorts, Fortis, Max Healthcare</td>
</tr>
<tr>
<td>Main markets</td>
<td>European countries like Germany, UK, France, and US</td>
</tr>
</tbody>
</table>
The analysis of market potential for medical tourism reveals, a market of $333 million. The rate of growth is expected at $2.2 billion to $ 5 billion by 2011-12. The expected tourists arrivals are upto 1 million by 2010. The external competitors for medical tourism are Singapore, Malaysia and Thailand. The internal competitors are Mumbai, New Delhi, Kolkata, Bangalore, Chennai, and Hyderabad. The main countries of tourism markets are US, UK, Germany and France. This shows that Pune has very high prospects for medical tourism.

The following hospitals have facilities like five star hotels, highly qualified trained and professional doctors and nurses equipments and technology of world class standards. They are equipped to undertake any surgery and treatment for foreign tourists. These are the hospitals of which can be compared with Apollo hospitals of Mumbai, Bangalore, Chennai and Hyderabad. Therefore, Pune has a high potential for medical tourism.

Medical Tourism Potential Hospitals in Pune

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List of Hospitals for Promoting Medical tourism in Pune

1. Deenanath Mangeshkar Hospital
2. Aditya Birla Memorial Hospital
3. Hardikar Hospital
4. Ruby Hall clinic
5. Jahangir Hospital and Medical center
6. KEM Hospital
7. Deendayal Memorial Hospital
8. Sanjeevani Hospital
9. Sancheti Hospital and Research Center

Problems and Suggestions for promoting Medical Tourism in Pune.

Problems of Medical Tourism

- Code of Conduct and Ethics

Some doctors and nurses do not follow strictly the code of conduct and ethics of the noble profession. The All India Medical Council should enforce strict punishment for such doctors and nurses. A vigilance squad should be created for monitoring and maintain code of conduct and ethics.

- Lack of Common quality parameters
The foreign medical tourists are very much standard quality conscious. Therefore, there should be a National Accreditation Council. This will compel the hospitals to follow the quality standards.

- **Image of Poverty and Poor Hygiene**

India has a poor image of poverty and poor hygienic conditions. Since globalizations, this image has been improved and India has emerged a fast developing country next to China.

- **Non-Issuance of Medical Visa**

The government does not issue the medical visa. There is a keen competition for medical tourism in global market. The government should issue the medical visa by following a proper procedure.

- **Common Price Bands for Hospital Services**

Policy of common price bands for graded hospital will create value addition to the services. This will help to promote the medical tourism.

- **Centers of Excellence**

The private hospitals should achieve the status of centers of excellence. This will motivate the foreign medical tourists to visit for their treatment with confidence and safety.

- **Aggressive and Effective Marketing**

An aggressive and effective marketing mix program for medical tourism should launched by targeting the foreigners. This focus driven advertising of targeting the medical tourists market of present $333 million with expected growth of $2.2 to $5 billion should be launched. According to the Mckinsey report 10 Lakh medical tourists expected to visit India. Thus, medical tourism market provide growing opportunity for Pune to penetrate into competitive market for improving its market share for medical products. At present Wockhardt Hospitals has treated over 95000 foreign patients up till now. This provides guiding inducement to the medical tourism of Pune to step up its all sided efforts to boost up its marketing campaign for medical tourism.

**Conclusion**

The analysis of Case Study and the relative cost benefit analysis of major medical services in India and as compared to the developed countries the treatment in India is very much at low cost. Therefore, the data base analysis shows that India in general and Pune in particular has a very high potentiality of attracting the medical tourists in India. Along with the cost benefit analysis a Case study has also revealed that Pune has the highest potentiality which actual data of case study proves a strong destination for Medical Tourism. Along with this Ayurved and other age old medical practices and treatments as given below highlights a strong potentiality of Medical Tourism in Pune. Thus, the hypothesis is sustained with a actual case study and relative cost benefit analysis.

The medical tourism can be further boost up by proper and effective advertising and marketing mix of Ayurveda and Yoga. Kerala is a fine illustration of advertising and marketing this treatment and products of Ayurveda treatment in India. It also attracts the foreigners for Ayurveda and Yoga, Kerala has established a center of Ayurveda treatment in India. It also attracts the foreigners for Ayurveda and Yoga for treatment. Pune should follow the advertising and marketing strategy for creating a domestic and global
market for its Ayurveda, Naturopathy and Yoga treatment and products.

There are Ayurveda experts in Pune. They provide the treatment of Panchkarma and also other known and useful treatments.

The father of nation Mahatama Gandhi founded Nisargopchar Ashram at Uruli Kanchan in March 1946. Naturopathy offers promising cure for functional diseases. It undertakes the classes of yoga and meditation.

Dr. Balaji Tambe has started a balance village at Karla near Lonvala. It is surrounded by beautiful natural environment. The Ayurveda treatment is provided at this ashram.

There are also experts of acupuncture, masaj, and physiotherapy centers in Pune.

Swami Ramdev has created a huge market for yoga and ayurveda products and treatments. Only mass communication through advertising by multi medias in India and abroad is required for promoting awareness about above mentioned centers of naturopathy, yoga, meditation, panchakarma, acupuncture, etc.

References:

2. Somnath Chib, Essays on Tourism, Cross- Section Publication Pvt. Ltd.