4 Despite India being one of the most attractive destinations for medical treatment, yet remains most under penetrated & under invested markets. Analyse 15

India ranked tenth in the Global medical Tourism Index in 2020. Annually more than two-million people visit India for medical tourism valuing around $6 Billion.

Health capital of the world

India has been transforming into a health capital given its extensive areas to offer service.

① state of the art technologies - India has leading technologies such as Proton Beam theory for cancer and CAR-T therapy which are relatively affordable compared to abroad.

② Reputed professionals are prevalent and many can easily speak English.

③ Indian wellness such as AYUSH is gaining momentum in the health and wellness department.

Yet, the industry needs some push to make it more competitive.

Under penetrated There are no regulators such as Medical council of India to regulate the medical tourism sector.

② Lack of nodal body - currently the central Health ministry and Tourism ministry regulate different domains. A wider nodal body representing relevant stakeholders is needed.

⑤ Lack of campaign - Only private hospitals are marketing than the government. The Heal in India must be taken as a mission mode to make it popular.

Under invested — Only reputed and legacy groups are involved in the sector.

① Lack of awareness — The NABH - National accreditation Board for Hospitals is equivalent to JCI - joint commission international certification. Yet people prefer JCI over nabh.

② Reduced insurance cover — as medical insurance is not extended towards Ayush.

③ Cost. mostly people visit India for cancer and bone replacement surgeries which are capital intensive.

Way forward

The National strategy roadmap for medical and wellness tourism must be channelled with countries having ageing population and lesser developed for increased outreach