

Embracing the Complete Visitor Economy

2013 PATA Annual Summit

25 - 28 April
Centara Grand & Bangkok Convention Centre at CentralWorld





Breakout- / Workshop Session:

HEALTHCARE-TRAVEL BASELINES:

MEDICAL and TOURISM BUSINESS, CAN / HOW THEY WORK TOGETHER?





Presentation courtesy of



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Major Reasons for Medical/Healthcare-Travel =

"Economics" of Tourism

(as well as of Healthcare + Travel)

are based on

DEMAND-AND-SUPPLY OF SERVICES and EXPERTISE.





Next

Increasing numbers of people are unable to rely on their own country's healthcare services, which are either very expensive, not covered by insurance, or associated with lengthy waiting periods

SUPPLY:

- Hospitals in Asia and Latin-America have observed the opportunity, upgraded their facilities, and now rival or surpass many hospitals in the western world in safety, quality, services
- Spurred on by the ease and the low cost of flights, people travel to another country to address their medical, wellbeing, aesthetic needs



Medical/Healthcare-Tourism

Hospital Treatments

Wellness Programs

SPA Treatments

Conventional Medicine

Chronic Diseases

Complicated Cases

Emergencies / Surgery

Invasive Treatments

Need of Laboratories, Technology **Complementary Medicine**

Traditional / Natural Medicine

Preventive Medicine

Non-invasive Treatments

Natural Health Support

Nutrition, Healthy/Organic

Body / Mind / Soul:

Detox, Destress, Energise



Integrative Treatments



Health/Medical - Tourism

CATEGORIES OF HEALTHCARE SEEKING TRAVELLERS

Elective/Cosmetic:

(i.e. plastic surgery, implants)

Lifestyle/Wellness

: (non-surgical therapies – i.e. massages, addiction treatment, diet)

Alternative
Therapies,
Treatments: *i.e.*

Ayurveda, acupuncture

Quality of Life Surgery:

i.e. hip-replacement, dental corrections, lasik

Life Sustaining Surgery:

i.e. organ transplants, heart treatment, cancer removal

Diagnostic, Treatment:

i.e. check-up, dialysis,

stem-cells





Process of Healthcare Travel Activities / Business / Income = Stakeholders



Transportation



Services/F&B Accommodation



Hospitals/Clinics





Staffd (all types)4









Leisure/Tours



Process of Healthcare Travel Activities / Business / Income = Stakeholders

Promotion NTOs Media Hospitals Agents Hospitality Inbound Airlines Shipping Land: Train, Road Serviced Accommodation Hotels Guesthouse Resorts hospitals Apartments Hospitals Clinics Medical-**Treatments** SPAs Resort Therapeutic clinics Recovery Hospitals Government Insurance Clients Payers SPAs Transportation Resorts Shopping Gastronomy Leisure Cultural facilities Entertainment facilities Tour Guides

Outbound

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