

PATA[®]

Pacific Asia Travel Association

**Next
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‘Embracing the Complete Visitor Economy’

2013 PATA Annual Summit

25 - 28 April

Centara Grand & Bangkok Convention Centre at CentralWorld



PATA Premier Partners

amADEUS **VISA**
Your technology partner

Breakout- / Workshop Session:

HEALTHCARE–TRAVEL BASELINES:

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



Presentation courtesy of



PANORAMA-MEDICA GROUP
Bangkok
www.panorama-medica.com



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.



DEMAND:

- ❖ **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:

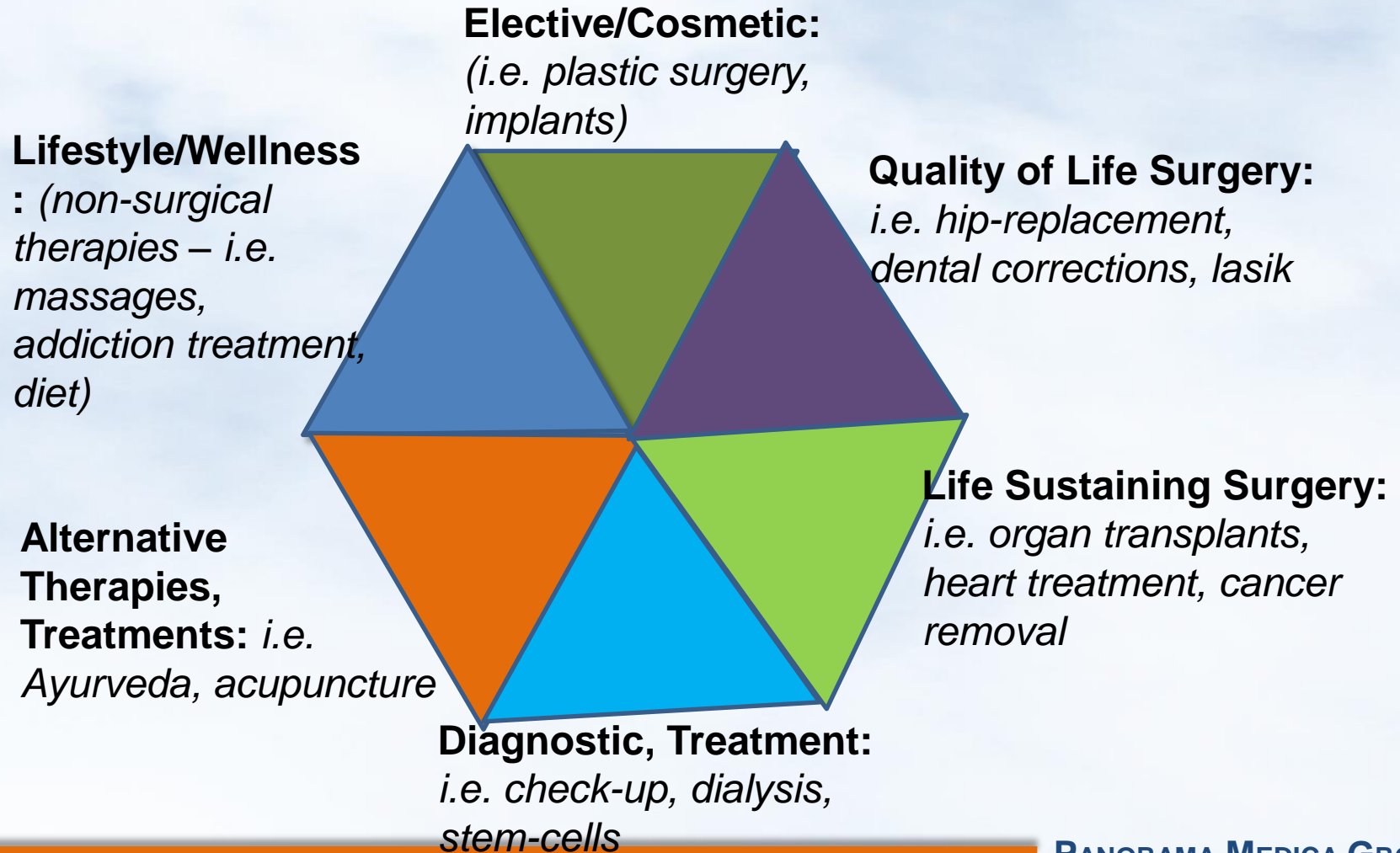
Detox, Destress, Energise

Integrative Treatments



Health/Medical - Tourism

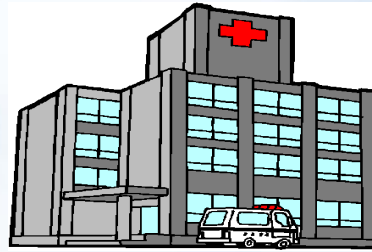
CATEGORIES OF HEALTHCARE SEEKING TRAVELLERS



Process of Healthcare Travel Activities / Business / Income = Stakeholders



Transportation



Hospitals/Clinics



Government



Revenues



Services/F&B
Accommodation



MT-Agencies



Leisure/Tours



Staff (all types)



Process of Healthcare Travel Activities / Business / Income = Stakeholders





**Quality, Qualification, Competence,
Availability, Friendliness,
Affordability**

Makes you feel good

Thank You !

