



**Bumrungrad**  
International  
HOSPITAL

**Largest private medical center in SE Asia**

**First internationally-accredited hospital in Asia**

**Highest volume of “medical tourist” patients of any hospital in the world**

**What have we learned from serving millions of  
“medical tourists” ?**

**The Travel & Tourism Industry is full of smart people  
who are dumb about medical tourism.**

# 1. The Medical Traveler is not the Leisure Traveler.

## **2. Cost saving is not the main driver of medical tourism.**

**3. The US and Obamacare are not the big opportunities for Asian hospitals.**

**Leisure tourism**

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**Medical tourism**

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## Leisure tourism

1. Budget
2. Country
3. Hotel
4. Airline
5. Shopping, sights, restaurants

## Medical tourism



## Leisure tourism

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1. Budget
2. Country
3. Hotel
4. Airline
5. Shopping, sights, restaurants

## Medical tourism

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1. Country
2. Hospital and doctor
3. Budget
4. Hotel
5. Airline

## Leisure tourism

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1. Budget
2. Country
3. Hotel
4. Airline
5. Shopping, sights, restaurants

## Medical tourism

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1. Country
2. Hospital and doctor
3. Budget
4. Hotel
5. Airline

*Help sell Thailand as a  
medical destination!*

**3% of your customers are my prospects.**

**3% of your customers are my prospects.**

**100% of my patients are your prospects.**