

Medical Tourism: Opportunity and Challenge for Travel Agents



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MTQUA.ORG

MTQUA.ORG **Founder, Cosmetic Surgery Travel**

Medical Tourism:

Opportunity and Challenge

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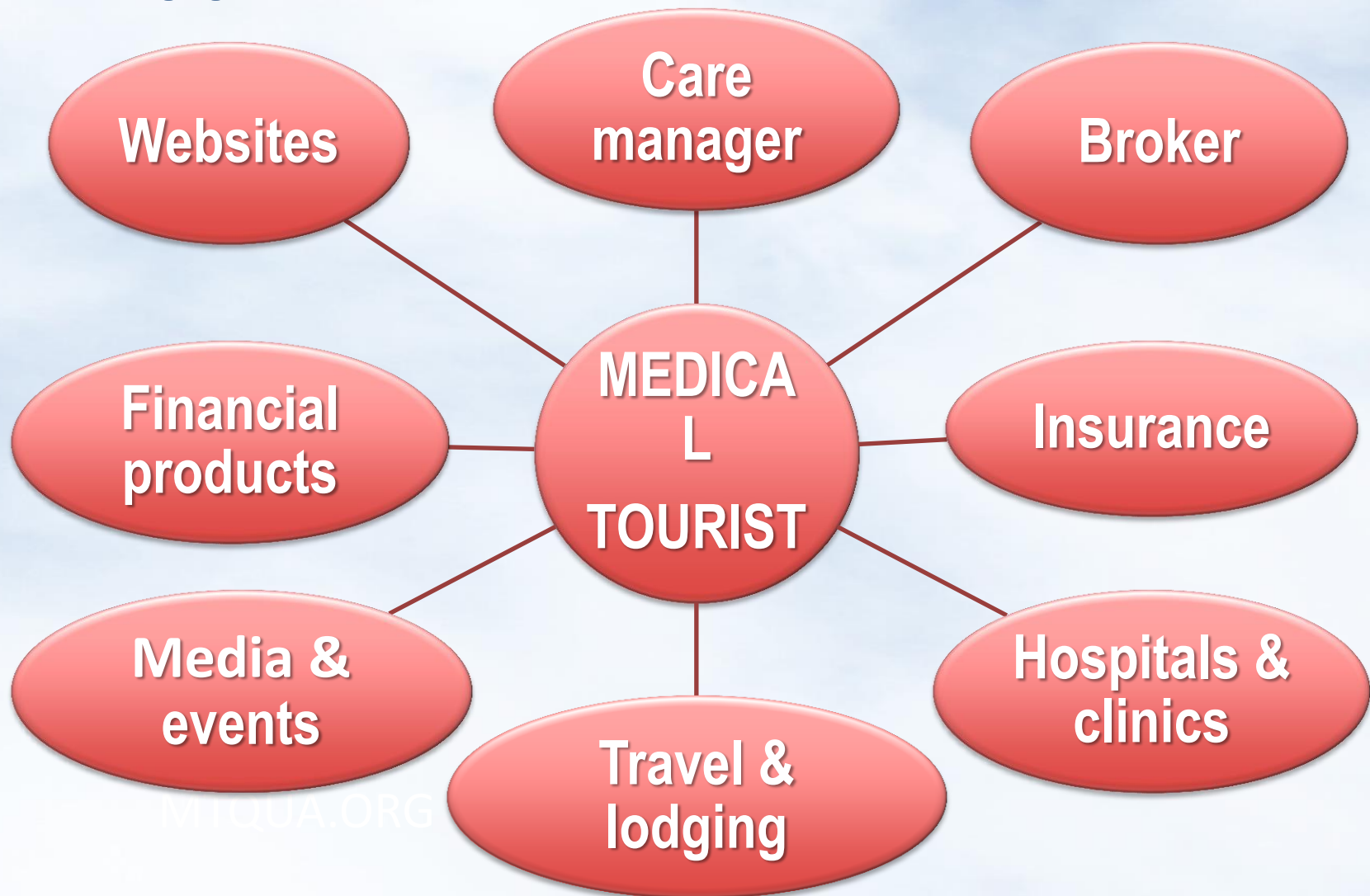
John Munro

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Opportunities in medical tourism



***Medical tourism is a
middle class
phenomenon.***

In Asia today, there are

500 million

people with middle class standards.

By **2020**,

the number of people in Asia in the middle class
is going to explode to

1.75 billion

-an increase of 3.5 times in seven years.

Kishore Mahbubani, *The Great Convergence: Asia, the West,
and the Logic of One World*

APAC Healthcare Expenditure will *increase 151% by 2020.*

| Country/ Region | | Country/ Region | |
|--------------------|------------------------------|--------------------|----------------------------|
| APAC | \$292.7 billion CAGR 9.2% | South Korea | \$127 billion CAGR 5.5% |
| India | \$351 billion CAGR 14.5% | Japan | \$563 billion CAGR 3.0% |
| Indonesia | \$47 billion CAGR 8.1% | Taiwan | \$65 billion CAGR 7.8% |
| Philippines | \$26 billion CAGR 11.5% | Vietnam | \$31 billion CAGR 14.8% |
| Malaysia | \$25 billion CAGR 8.4% | Thailand | \$25 billion CAGR 8.4% |
| Singapore | \$23 billion CAGR 9.6% | Australia | \$198 billion CAGR 3.0% |





12 International Referral Offices

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- Oman
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Wellness tourism **is not** medical tourism.

- Alternative therapies and wellness treatments
- Most dental treatments
- Some non-invasive cosmetic procedures (Botox, facial fillers, spot liposuction, fat injections)
- Acupuncture
- Ayurveda
- Mineral waters
- Colonic cleansing
- Most executive check-ups



I get no
respect!

Medical tourism is not a vacation.

Medical tourists are not holiday goers.

Foundation of medical tourism –

elective procedures

- Total Knee Replacement
- Coronary Artery Bypass Graft
 - Kidney Transplant
- Arthroscopic Surgery
- Fertility Treatment
- Microdiscectomy

- Liposuction
- Hip Resurfacing
- Weight Loss Surgery
- Cancer Treatment
 - Plastic Surgery
- Dental Implants

Tourist

- holiday
- relaxation
- good food
- cultural experience
- adventure
- sleep
- do nothing
- romance
- party time!
- family or friends
- pleasant memories





Patient

- **medical treatment**
- **no drinking, no smoking**
- **high anxiety**
- **maybe life threatening event**
- **limited time**
- **limited cost**
- **safety vs. risk**
- **alone**
- **one time only**
- **scars, pain, soreness, bruising**



**Vacationer says,
“I want an experience
that I will always remember!”**



**Medical traveler says,
“I want an experience
that I can quickly forget!”**

These elective procedures are nearly always

invasive procedures

- Total Knee Replacement
- Coronary Artery Bypass Graft
 - Kidney Transplant
- Arthroscopic Surgery
- Fertility Treatment
- Microdiscectomy

- Liposuction
- Hip Resurfacing
- Weight Loss Surgery
- Cancer Treatment
- Plastic Surgery
- Dental Implants

Invasive procedure

“Operative procedure in which skin or mucous membranes and connective tissue are incised, or an instrument is introduced through a natural body orifice.”

U.S. N.I.H.



Syringe



Scalpel



Canula



Complications that can occur

Cardiopulmonary: Cardiac arrest during surgery

Deep vein thrombosis

Pulmonary emboli

Surgery-related: Hemorrhage

Infection

Anesthesia-related: Pneumothorax

Hypotension

Post-operative related: Sepsis

Urinary tract infection

Pneumonia

There are **no “do overs”**
in medical tourism.



You can't recycle or redo
a poor surgery.

Timeline of a medical travel trip

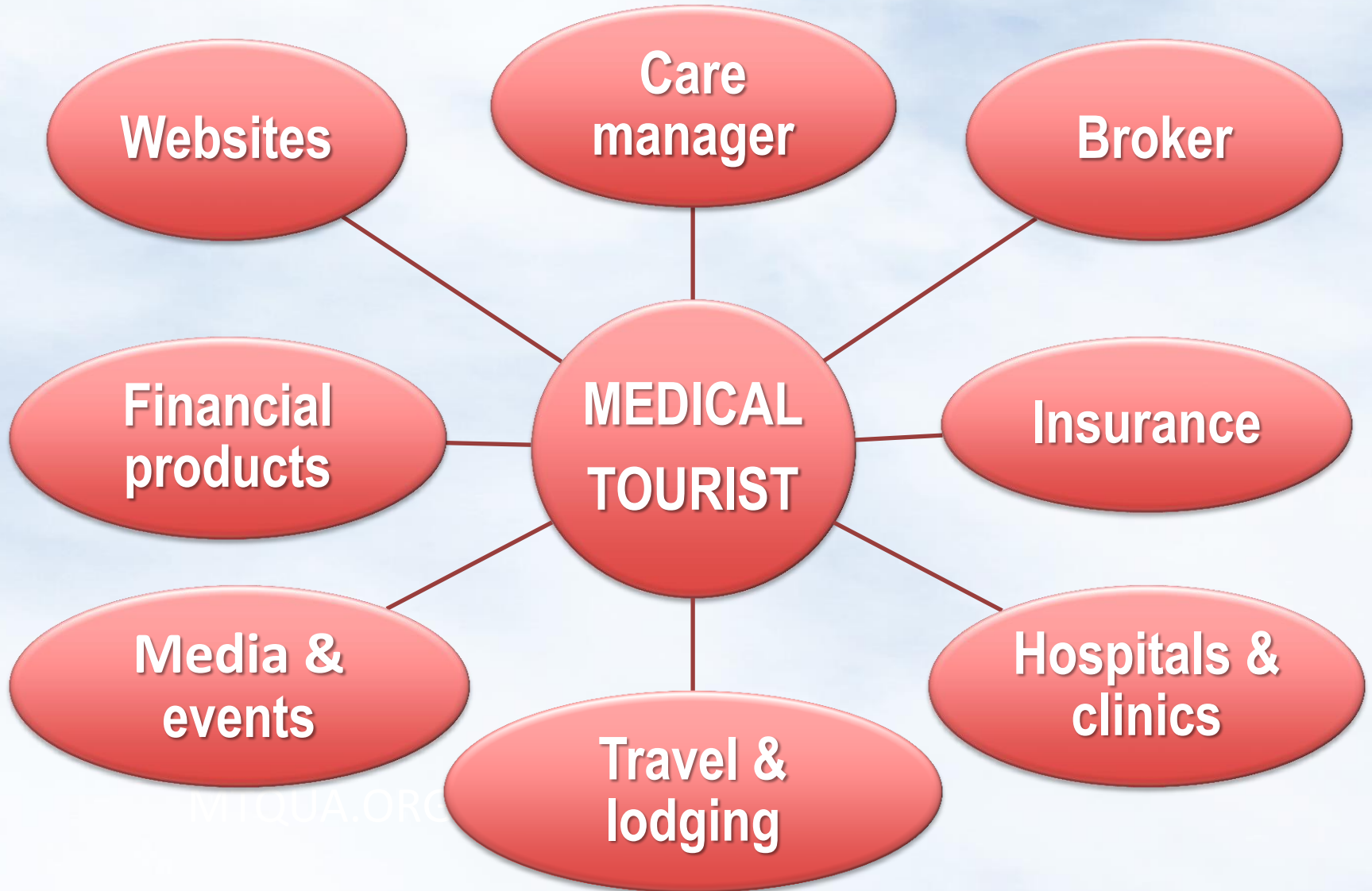


| | | | |
|-----------------------|------------------------|--------------------------------------|------------------|
| Orientation | Inpatient admit | Post-surgery recovery | Free time |
| Doctor consult | Surgery | Doctor visit | |
| Tests | Overnight | Release by doctor | |
| | Discharge | Rehab and/or care supervision | |

Elements of a medical travel journey

- Invasive procedure
 - Anesthesia
 - Advance planning
- Exchange of medical records
 - Pre-surgery instructions
 - Special accommodations
- After-care and recovery management
 - Follow-up care at home
- Possible complication and special attention at destination or at home

Opportunities for you



At point of origin

- Book hotel, ground transportation
- Work with local hospital or doctor
- Represent destination hospital
- Represent destination facilitator/care manager (pre- and post- travel)
- Broker services for all

At medical destination

- Refer customers to hospital, clinic or doctor
- Work with hospital or doctor (ground services)
- Work with patient as facilitator /care manager/ patient representative

Because this is health care, and your customers are patients, you need to learn about and use industry standards for

- **privacy**
- **safety**
- **security**
- **transparency**
- **ethics**
- **communication**
- **marketing**
- **cultural awareness**

Learn more about
the medical tourism industry.

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In medical tourism, lives are at stake.



**Be a responsible participant.
Be a certified participant.**

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R-E-S-P-E-C-T!