

A COMPREHENSIVE STUDY ON ATTRACTIVENESS OF GUJARAT STATE FOR MEDICAL TOURISM

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ABSTRACT

Medical tourism is quickly becoming one of the world's fastest growing industries growing approximately 30% a year. Medical tourism presents an opportunity for hospitals to fuel growth by tapping the potential of the NRI (Non Resident Indian) and domestic patient market. To attract NRI and domestic patients, healthcare providers may consider leveraging on both business and clinical considerations. Gujarat is poised to be a leader in the medical tourism development of India. This state, offers tremendous potential to develop medical tourism particularly in its major cities like **Ahmedabad, Baroda, Surat, Rajkot and Jamnagar.**

Gujarat has world class medical facilities in its various hospitals, which have set new standards of health care in all disciplines of Modern Medicine. This care is available at very competitive charges so Gujarat has become a lucrative destination for people wanting to undergo the best treatment at cost-effective rates. For example, an open-heart procedure in the best hospital in Gujarat would cost the patient around \$10,000 as against \$50,000 abroad. Similarly, joint replacement operation in the state country would cost around \$ 4,000 as compared with \$39,000 in the US. A root canal procedure by a dentist in Ahmedabad would cost about \$20 as against \$100 in the US. A comprehensive health screening package could be as economical as \$ 100.

There are excellent multi- specialty hospitals with ultramodern infrastructure which offer attractive options for NRI & domestic patients in particularly Ahmedabad city. Medical facilities in Ahmedabad's hospital is well advanced with world class health facilities, zero waiting time and most importantly one tenth of medical costs spent in the US or UK, Gujarat is evolving into a preferred medical tourist destination. According to a rough estimate, about 1,200 to 1,500 NRIs, NRG's and a small percentage of foreigners come every year for different medical treatments, the majority being cardiac patients and a good number of patients coming for joint replacement, plastic surgery and In-vitro fertilization.

Key words: Medical tourism, NRI and domestic patients, Attractive factors.

