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INTERNSHIP TRAINING
NETHERLANDS INDIA COMMUNICATION ENTERPRISES (NICE)
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(1 MARCH- 30 MAY 2021)

**Medical Tourism: A descriptive study to analyze the challenges faced by the
Industry in India**

By
Ayushie Parashar
PG/19/017
UNDER THE GUIDANCE OF
Dr. Sumant Swain

5
POST GRADUATE DIPLOMA IN HOSPITAL & HEALTH MANAGEMENT
2019-21



International Institute of Health Management Research
New Delhi

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International Institute of Health Management Research
New Delhi

²
The certificate is awarded to

Ayushie Parashar

In recognition of having successfully completed his/her
Internship in the department of

Business Development

And has successfully completed her Project on

**Medical Tourism: A descriptive study to analyze the challenges faced by the
industry in India**

**NETHERLANDS INDIA COMMUNICATION ENTERPRISES LTD,
NOIDA**

From 1 MARCH- 30 MAY, 2021

²
She comes across as a committed, sincere &
diligent person who has a strong drive & zeal for
learning

I wish her all the best for future endeavors.

**Deepesh Shukla
General Manager
NICE LTD.**

2

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ayushie Parashar** student of PGDM (Hospital & Health Management) from **International Institute of Health Management Research, New Delhi** has undergone internship training at **NICE LTD, Noida** from 1st March to 30th May.

The Candidate has successfully carried out the study designated to him during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.

Ms. Divya Agarwal
Associate Dean, Academics & Student Affairs
IIHMR, Delhi

Dr. Sumant Swain
Mentor
IIHMR, Delhi

CERTIFICATE OF APPROVAL

The following dissertation titled “**Medical Tourism: A descriptive study to analyze the challenges faced by the industry in India**” at “**NICE LTD Noida**” is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

Signature

CERTIFICATE FROM DISSERTATION ADVISORY COMMITTEE

This is to certify that **Ayushie Parashar**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled “**Medical Tourism: A descriptive study to analyze the challenges faced by the industry in India**” AT “**NICE LTD, NOIDA**” ⁴ in partial fulfillment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

Dr. Sumant Swain
Assistant Professor
IIHMR, Delhi

Deepesh Shukla
General Manager
NICE, Ltd

⁵
**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
NEW DELHI**

²
CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Medical Tourism: A descriptive study to analyze the challenges faced by the Industry in India at NICE LTD Noida** and submitted by **Ayushie Parashar**, Enrollment No. PG/19/017 ² under the supervision of Dr. Sumant Swain for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 1st March to 30th May 2021 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

**Ayushie Parashar
PG/19/017**

FEEDBACK FORM

Name of the Student: Ayushie Parashar

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Mentor (Dissertation)**

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Ayushie Parashar
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ABBREVIATIONS

CEO	Chief Executive Officer
NHM	National Health Mission
UP	Uttar Pradesh
IT	Information Technology
IVF	In Vitro Fertilization
AI	Artificial Intelligence
MT	Medical Tourism
BLK	BL Kapoor Hospital
ISIC	Indian Spinal Injuries Centre
IBS	Institute of Brain and Spine
EMR	Electronic Medical Record
CPP	Central Patient Portal
CDSS	Clinical Decision Support System
ACD	Auto Call Distributor
CTI	Computer Telephony Interface
IVRS	Interactive Voice Response System
CRM	Customer Relationship Manager

SECTION 1: OVERVIEW

INTERNSHIP REPORT

INTERNSHIP REPORT

(1st March – 30th May)

ORGANIZATION PROFILE

Netherlands India Communication Enterprises Limited (NICE) was established in 1995 as joint venture with giants like big bucks such as S.Korea, LG, PTT Netherlands (KPN), Naray Mobile Telecom Ltd and others to provide paging services in India. NICE is now expanded to provide healthcare services with IT as the backbone.

INTRODUCTION

NICE Ltd. established 25 years back, with a team of 200 employees serving clients and more than 10 million end users in India, located in Noida, India.

NICE is one of the most advance company in India, specializes in Geographical Information System/ Global Positioning System based IT solutions designed to provide a depth of expertise in spectrum of advance tracking and tracing system, route management, GIS services. The organization is now expanded in healthcare domain by providing IT enabled and Telecom based healthcare and health IT services across the world. With 25+ years of advance experience in GIS/GPS and healthcare area, NICE has started the Medical Tourism, Telemedicine, Senior care at home and Skilled Nursing Facility for international patient as and Covid care for domestic patients.

VISION

Vision is to be an industry leader in Medical Tourism, Telemedicine, Skilled Nursing Facility (SNF) for medical Tourists, and Skilled Nursing Facility for Covid Care of Indian patients and Senior Care @ Home (SC@H) services across the world using IT as a backbone.

MISSION

Organization mission is to provide quality care to the society by contributing in raising the standard of healthcare services across the nation with the help of networking and latest Information technology.

CORE VALUES

- **Compassion:** Having a patient centric focus, we understand the healthcare needs of the society and keep their comfort as our priority.
- **Integrity:** We firmly adhere to our basic moral principles which is reflected in every aspect of our work.
- **Dedication:** We understand the value of our patient's trust and in exchange we commit to fulfil the promises we make.

LOCATIONS THE ORGANIZATION SERVE

- United Kingdom
- United States
- Iraq
- Iran

- Nepal
- Bangladesh
- Nigeria
- Kenya
- Indonesia
- Australia
- Mauritius

SERVICES BY NICE

Medical Tourism

NICE Ltd connects the international patient to the best hospitals in India, according to their morbidity and helps the patient right from taking decision to come to India to avail services at hospital and securely return to their place. The organization takes cases of:

- Oncology
- Cardiology
- Neuro& Spine
- Orthopedic
- Transplants
- Cosmetic Surgeries and
- IVF

Skilled Nursing Facility (SNF) & Senior Care at Home

NICE Ltd. provides an ultramodern skilled nursing facility where patient of pre- and post-surgery patients, quarantine patients can live in a fully furnished apartment having all the clinical services

right from skilled nurses to specialists and doctors available 24x7 to radiology/ laboratory test services, away from their home without infecting their loved ones. The Services are:

- Hospitalization & Procedure Support
- Post Hospitalization care
- Delivery of Medicine
- Laboratory Tests/ Radiology Tests
- Patient Medical Record
- E- Prescription and many more.

Telemedicine

NICE Ltd has come up with the service of telemedicine, where patients can take consultation while staying at home, and the telemedicine software of the organization is powered by an Artificial Intelligence system to support the doctor to giving the correct Clinical Decision Support System.

NICE provide:

- Medical Call Center
- E-Prescription
- Delivery of Medicine
- Laboratory Test
- Patient Medical Record

NICE PARTNERED WITH:

- Artemis Delhi
- Medanta Delhi
- Fortis Hospital, Pan India
- Max Hospital, Pan India
- Apollo Hospital, Pan India

- Jaypee Hospital, Noida
- QRG Hospital, Faridabad
- BLK, Delhi
- Manipal Hospital, Dwarka
- Venketeshwara Hospital, Dwarka
- Aakash Healthcare, Dwarka
- Asian Hospital, Faridabad
- Metro Heart Hospital, Delhi NCR
- Sarvodaya Healthcare, Delhi
- ISIC, Delhi
- IBS, Delhi
- CK Birla, Gurugram and many more.

ABOUT THE PROJECTS

MEDICAL TOURISM

NICE has recently ventured out its wing for Medical Tourism to cater international patients seeking medical aid in India for various disease categories like brain, spine, heart, bones, reproductive, kidney, liver, skin, cosmetic among others. The country of focus as of now is Bangladesh, Sri-Lanka, Middle-East, Afghanistan, Few African Countries like Nigeria, Ghana, Kenya, Ethiopia among others.

NICE commits to dedicatedly help its patients get the most memorable and comfortable stay here in India. NICE understands the needs of the patients and care for their caregivers too and for that purpose, NICE has tried to make every possible step to ease out every process every doubt that a traveler with a medical condition may have while travelling to a foreign country.

NICE has partnered with various services to help the patient get the basic needs fulfilled at just a call away. The following tie-ups makes NICE stand out in delivery of its services:

Partnered with Hospitals:

NICE has partnered with a lot of hospitals of different tiers to provide the facility to its patients according to their need and budget. Most of the hospitals covering Delhi NCR are paneled with NICE. Hospitals like Fortis, Max, Apollo are tied up with NICE across PAN India. Not just Delhi but few hospitals in Mumbai, Bangalore and Chennai are also paneled with NICE.

Partnered with Labs:

Not only just the hospitals, NICE has also partnered with various diagnostic labs to provide the ease to patients for going through different tests pre-required to be done for the treatment at an affordable cost and as much nearest as possible to the patients residing.

Partnered with Cab services:

NICE also takes care of the logistics of the patients travel from airport to hotel to hospital to market or any other travel movements. NICE has also tied up with various cab services including UBER to help the patients and the attendants to move across the city for their need.

Partnered with Hotels:

NICE has tied up with OYO to help the patients get a comfortable stay during their entire course of treatment and if needed beyond that. OYO helps in getting the accommodation nearest to the healthcare facility and according to the budget and requirement of the patient and/or the attendant.

Partnered with Pharmacies:

Same as labs, NICE has also tied up with some pharmacies which help the patients to get the medicines at their location of stay when and in case it is needed. According to the prescription, the medicines are delivered at the doorstep incase the patient or the attendant is unable to find locally or from the hospital.

TELEMEDICINE

NICE has been awarded the well-known UP government remote consulting, which has been implemented throughout the Uttar Pradesh state serving 200 million residents. This service is designed by National Health Mission of Uttar Pradesh (NHM-UP) and NICE is fortunate to implement this project.

NICE has developed and operated a remote ¹consultation call center through a toll-free health helpline through which can provide medical advice and health related information for users who dial 104 to connect in the UP state. NICE also has agents dedicated to making outgoing calls.

NICE has begun to cooperate with the medical call center, which can accommodate at least 50 call operators, including nursing staff, consultants and doctors from AU and doctors from MBBS to provide services. It will expand to 200 seating.

NICE developed its own software with Artificial intelligence and deployed as:

Electrical Medical Record

¹NICE has developed EMR specifically for remote consultation. EMR is integrated with Central Patient Portal. EMR records the patient, records the medical history, and any other details required.

The EMR was developed in accordance with the guidelines for electronic health records issued by the Ministry of Health and Family Welfare of the Government of India.

1 Central Patient Portal

NICE has also developed a central patient portal that will store electronic medical records ("EMR") of all patients, save consultation records as part of the telemedicine project, and maintain records of the availability and usage of the labor deployed as part of the telemedicine project. Telemedicine projects and run other businesses.

1 AI Based Algorithms & CDSS

NICE is developing artificial intelligence-based algorithms and clinical decision support systems (CDSS) for telemedicine consultants to improve their online treatment and reduce the time spent with each patient.

Medical Call Center

The administrator answers the call, transfers it to the corresponding agent/doctor, records the call, enters the patient's name, age, and other information, according to the authority requirements, etc. This information is stored and shared with other users as appropriate. It also reminds medical staff when patients need different treatments when they are admitted to the hospital, such as patients with infectious diseases. The Solution consist of:

- Auto Call Distributor (ACD) that distributes the call as it comes from the PRI line.
- CTI (Computer Telephony Interface) that takes care of the interface between Computer & telephone.

- Voice Logging for recording all the calls.
- IVRS (Interactive Voice Response System): to guide the caller through a call.
- CRM (Customer Relationship Management)

OPPORTUNITIES/ LEARNINGS

During these 3 months, I was given the opportunity to perform the following roles:

For Medical Tourism Project

- Involved in end-to-end establishment of the business – from planning to decision making
- Designed the technical and theoretical aspect of NICE's official website.
- Managed the official website of NICE including Edition/addition required from time to time on the website.
- Completely involved in all the business development activities for NICE
- Tied-up with various hospitals. Labs. Pharmacies all across India for the business. Also tied up with Oyo & Uber.
- Handling of legal aspect of the partnership deal between NICE and all other partners for the business including Hospitals, Labs, Pharmacies, Oyo, Uber etc.
- Involved in the process of Social Media Marketing including FB, Instagram, LinkedIn for NICE
- Managing all the social media accounts for NICE
- Converted about 15+ leads to patients who came from various south African countries to seek medical treatment in India at various hospitals like CK Birla, BLK, IBS, ISIC among others.
- Done the entire process of patient coordination from lead to patient conversion and beyond that.
- Involved in the decision-making discussion for medical tourism which includes the plan ahead for SEO and social media marketing.
- Coordinating with Cab services, Hotels, Labs and Pharmacies for the patient, once he/she arrives in the country.

For Telemedicine project

- Assisted in making the technical specification and requirement of the EMR software
- Involved in planning of establishment of the Telemedicine call centre.
- Involved in deciding the work process flow for the centre and the software
- Managed the IT team involved in making the EMR software
- Involved in refining the data to be entered in the software to be used for catering the telemedicine patients.
- Involved in the marketing activities for the project.

SECTION 2:
DISSERTATION

Medical Tourism: A descriptive study to analyze the challenges faced by the industry in India

INTRODUCTION

ABSTRACT

Medical Tourism refers to the travel people do out of their home country to seek medical help or treatment and along with that the patient and the family which has travelled along also takes the experience of foreign tourism. It is a widely known business field in which companies promote their medical services along with that they try to sell the rich tourism experience associated with the country in order to attract more and more people. This business opportunity has garnered a lot of attention in the last decade but yet it has not reached the mark to gain the significant attention. This paper focuses on the challenges that are faced by this fast-growing Industry in a country like India which is very much popular and favorable for the growth of Medical Tourism Industry, it still faces many challenges and despite being a very old concept, it still has not hold up roots in the country business. Through this study, the possible ways to overcome the ¹³ challenges faced by the Medical Tourism industry particularly in India are also highlighted. A thorough literature search was done for on Google Scholar, PubMed, WebMD and several other portals to find out research papers highlighting a similar subject to support the course of this paper. More than 15 papers have been studied on the similar subject from the past 10 years to get the latest and relevant data and then accordingly a descriptive study is done for writing this paper.

AIM OF THE STUDY

The Aim of this study is to find out the challenges or obstructions ¹⁴ faced by the Medical Tourism Industry in India, spread knowledge about the working of the industry and to find out the possible ways to deal with those challenges causing hinderance in thriving of the industry.

KEY RESEARCH QUESTIONS

- ¹¹ What are the most common challenges faced by the Medical Tourism Industry in India?
- What can be the way ahead to resolve/lessen the ⁷ challenges faced by the Medical Tourism Industry in India?

BACKGROUND

Medical Tourism is a not a new term. It refers to the travel people do to get any sort of medical treatment done in any country other than the home country. ¹⁰ Medical Tourism is also known by the terms like 'Medical Travel', 'Health Tourism', 'Health Travel' among others. It is a growing business in developing countries, mainly in the countries with famous tourists' spots. These tourists' spots add to the business of Medical Tourism as they attract people more than other countries. But just like any other business, it too faces many challenges which causes hurdle in its route to thrive. In this study, the challenges which are most commonly observed in this field are being discussed, keeping India as the focus as to what challenges do this business face in a country like India which is a very well and globally known tourist hub. Medical Tourism in India gets a lot of patients ⁸ from neighboring countries like Bangladesh, Sri Lanka, Myanmar. Patients from Gulf countries, middle east and African countries too travel a lot to seek medical aids here in India. Medical Tourism is an upcoming trend in Business, a lot of businesses are testing their waters in this field and spending a lot of money to gamble their chance at the win. The main focus of this study is to find out the challenges that the Medical Tourism Industry faces but along with this, the paper also brings out the depth of the mechanics of this industry and tries to find out the options to tackle the commonly faced challenges.

LITERATURE REVIEW

Medical Tourism is not a latest concept, it has been there since a long time back. It is just that the industry started spreading its roots just about a decade back and thereafter the business world has been watching its fast and wide spread as an Industry. The Medical Tourism Industry started getting a lot of attention from the healthcare industry insiders, press media, social media and the general public too.

According to a paper authored by Dr. Vishal Soni et al (2019), health tourism is now becoming an accepted kind of holiday where for one member of the family travels to some other country for seeking medical aid and the companion or rest of the family members use this significant period for relaxation and recreation and the choice of the destination or nation depends upon the type of medical aid needed by the patient.

In a paper published by S. Josephin Arulmozhi et al (2019), it is given that due the recent development of technology and boom of social media, this industry is getting a lot of attention and is among the top favorites of the patients looking for medical treatment at an affordable rate in a foreign country. Well-equipped Hospitals with latest medical devices, Doctors and other associated people fluent in English language results in making India a top choice for the foreign medical tourists trying to find affordable, pocket friendly package for planning tour as well as the treatment somewhere outside the home country.

But despite having all the favorable factors, the country still somewhere lacks in gathering the maximum foreign patients here. The reasons which are discussed in a paper published in the year 2013 by Prof. Shanmugam highlights some of the major issues which are still faced by the industry in India like lack of coordination between the different team players of the industry like airline industry, hotel & hospitality industry, tours & travel industry. Also, the conception about the

cleanliness and hygiene of India leading to the spread of contagious diseases makes the patients and their families a bit reluctant to choose India as the medical destination for their travel. One more very important issue which has been discussed in the same paper is the lack of uniformity in the pricing policy among the various hospitals of the country which makes it difficult for the agents to convince the patients to come and seek the treatment or to make them believe that the agent is offering the lowest price possible.

According to the paper published by Dr. Suman Kumar Dawn et al in the year 2013, the reason for the challenges faced by the industry is not just limited to the private players involved in the business but also the government is to be held responsible for the issues. The paper highlights a very well-known fact that in India, the investment done by the Government is bare minimum as compared to other countries which results in a comparatively slow growth of the healthcare industry and sends a message across the world the health infrastructure of India is not up to the mark or of a high standard, due to which the patients show reluctance in choosing India as their destination.

In the paper published in the year 2014 by K.S. Vijayanambi and Dr. R. Kannan, the points have been highlighted that the reason behind the lack of growth for the industry is neglecting the power of marketing; not enough budget is allotted for advertising about the industry, its working, its advantages or attractive packages in spite of India being a major and well acknowledged Tourist destination in the world. The paper along with the already discussed challenges mentioned above, also describes some other major challenges faced by the industry like wrong image of the country in relation to safety & security and Regulatory issues faced by the travelers which is not the scenario in some of the other competitor countries; the visa procedures are felt as an obstruction to many inbound travelers, the clearance process in/for India takes a lot of time due to which the

patients prefer to choose the countries in which they get the visa on arrival, as this makes the task a lot convenient for the travelers resulting in attracting more number of visitors.

METHODOLOGY

Descriptive study design had been used for this study. This study was ¹²based on the secondary data collected from various sources like books, research papers, newspaper articles, documents and other related study materials to know in depth about Medical Tourism as an industry, the mechanics and the challenges faced which acts as obstacles in the growth of the Industry in India.

SEARCH STRATEGY: Platforms like WebMD, PubMed, Google scholar, NCBI, NIH were reviewed.

SEARCH TERMS: A range of keywords and their combinations were used, such as ¹⁷Medical Tourism, Health Tourism, Health Travel, Medical Tourism in India, Challenges, Threats, Obstacles faced by Medical Tourism Industry in India.

SELECTION CRITERIA: Articles that referred to the working, growth pattern of ⁷Medical Tourism in India and challenges, threats faced by the industry in India were selected. Articles already published in journals within the span of last ten years i.e., 2010-2020 were included.

EXCLUSION CRITERIA: Articles that mentioned Medical Tourism in some other country or the challenges faced by the industry in some other countries were excluded. The articles that were published before the year 2010 were not taken into consideration. Articles that did not have exact conclusive result were excluded.

DATA EXTRACTION: The information included the name of authors, year and journal of publication, country where the study was conducted, sample size and the data collection method.

RESULT

The most common challenges faced by the industry are:

- Neglect of the Government towards the marketing policies for the Medical Tourism Industry. Marketing is a key to the thrive of this industry yet government still does not have any consideration for that which makes the country lose a potential business opportunity. Marketing here is not just limited to medical tourism or health destination advertisement but also to promote the country in front of the world as a prosperous, safe, hygienic and desired tourist destination creating a good image of the country.
- Lack of expenditure towards the healthcare sector (Infrastructure, manpower) in India which hinders the growth of the medical industry. If the medical industry itself would not be able to thrive then the medical tourism industry which actually relies on the industry could not thrive ever.
- Inconsistency among the different players of the industry like the Airlines Industry, Travel Industry, Hotel Industry and Healthcare Industry makes it difficult for the patients to take the decision to come to India for a long duration stay.
- Inconsistency in the pricing policy of the treatments offered by the hospital to the foreign patients which makes the job of the agent persuading the prospective leads, difficult. The inconsistency in the quote received by the patient also makes them lose the interest or trust on the agent or the option of travelling abroad for the medical treatment.
- Tough competition from the neighboring countries which are already well established as a great tourism places and in addition to that they offer a good and advanced medical treatment like Singapore, Malaysia and Thailand.

But these challenges can be dealt with, If the insiders of the industry get together for the sake of its growth and along with the industry insiders, government too starts giving a little more focus on this industry and come out with the ways to tackle those obstructions hindering the thrive ⁹ of the Medical Tourism Business in India.

Possible way ahead to lessen the ⁹ challenges faced by the Medical Tourism Industry:

- The prominent players of the industry should initiate a talk with the government regarding the concerns for the growth of the industry, so that at least some marketing policies can be charted out in favor of the image of India and thereby carving way for the Medical Tourism industry to advertise across the globe.
- The topic of some more expenditure needed to be done for the healthcare industry has been in limelight since ages so I would just add my vote for it here.
- Government of India can also think about charting out some travel regulation policies like speeding up the Visa clearance process for at least medical tourists.
- The private companies offering medical tourism services should think over combining all the pathies for treatment and choice of the patient on a single platform. By this way, a large target population can be catered and this would eventually lead to greater business opportunity.
- The healthcare industry or the Medical legislative body can too lend a helping hand in this situation by making policies for uniformity in the pricing of the treatment(s) offered to the foreign patients according to at least the tier of the hospital firm. This step can really help in standardizing the process and would lead to great ease for both the ⁸ medical tourism agents as well as the patients.

DISCUSSION

The **industry** agents start **the** work by generating leads through spending a lot of money on the digital and social media marketing, and then spends a lot of time and mind to make use of their skills to persuade the possible customer to come to this foreign country and seek the medical aid in the foreign land instead of their home country. The medical tourism agents after collecting the medical reports of the patient, brings them the quotation from the well-known hospitals along with the information regarding the treatment required by the patient, days of stay and approximate expenditure to be done on the entire tour. This information is communicated to the patient in such a way that the patient feels that he/she is getting a cost-effective deal and is lower than the quote given by the competitor agents.

But the competition from other Medical Tourism agents is not the only threat surviving in this industry, there are several other threats which are faced by the industry insiders which stops or in a hinder them to thrive in the business. The threats which are being discussed here possess an obstruction to the possible opportunities which the industry can gain and flourish accordingly.

There are many challenges that have been observed in the working of this medical tourism industry and one of the reasons for that is the lack in international accreditation and lack in rules and regulations (Reema Frank, 2015).

The point is agreeable that the government is making efforts for this industry and very recently have started acknowledging this industry as a business having a lot of scope and exposure. Government has started taking the initiative towards the needed development for the industry but the pace at which the development is going on is not up to the mark (Sunildro LS Akoijam, 2020).

India has an added advantage over other countries when it comes to ailment treatment as this is the origin land of several other pathies renowned across the globe for the medical treatments like – Ayurveda, Homeopathy, Unani, Yoga and Naturopathy among others. Medical tourism is not just limited to allopathy and allopathic/surgical treatments. A lot of foreign tourists and patients visit India seeking treatment through allied pathies but here also the challenge comes as the stakeholders of all the pathies available in the country do not work as one unit, one pathy is always seen put up against the other which actually divides this healthcare industry as a whole and thus resulting in causing the hinderance in the flourishing of Medical Tourism which can actually thrive if the companies providing the service of medical tourism looks into the opportunity which can be taken advantage of, if it starts providing the services by including all the pathies together. It actually will attract a lot of patient traffic to India and would be beneficial for the business as well as the country (Prakash Gautam, 2020).

CONCLUSION

Medical Tourism is an industry with a huge business scope and not just for the company offering the service but also the allied industries involved in the businesses like Airlines, Travel, Food, Hotel & Healthcare Industry.

Medical Tourism is not a new term but as it has yet not reached the popularity mark to gain significant attention of the public & government, there has not been any due consideration given to the Medical Tourism Business.

All the challenges that have been highlighted are somewhere or the other interlinked with each other and is causing hinderance the flourishing of the industry. These challenges can be resolved

up to an extent if the government steps into the scenario and issues some policies in favor of the industry helping the private players involved in the business and accelerate the pace of its growth.

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