

# Medicity: An Outcome of Growing Medical Tourism Industry in India

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**Abstract:** *The Healthcare sector, in India has become India's one of the largest growing sector. The Industry comprises hospitals, medical equipments, medical insurances, medical tourism etc. Promotion of Medical tourism is being done aggressively by various countries like Malaysia, Singapore, Thailand, India, etc. India has potential of providing both traditional and modern treatment in world-class settings at affordable prices, due to which the rise of about \$7-8 billion in the value of Medical tourism in India was estimated. World Class Medical Facilities are offered by India, comparable with any of the western countries. Various medical institutes and centers which are members of the NIH (National Institutes of Health): a federal agency, which provides leadership and financial support to researchers in the field of health & medicine. India is having the best qualified doctors and state of the art Hospitals. With the best feasible Medical provisions, best infrastructure, along with the most reasonable prices, patients in India can get the treatment done at the lowest prices and the range of savings varies from 30% to 80% of the cost that is usually paid in the USA. Most famous native healthcare traditions are Yoga, Ayurveda, Siddha, Naturopathy & Unani. A Complete system of healthcare and preventive medicine are provided by Ayurveda, which has been manifested, because of its efficacy in many years in India. This model can successfully replicate in the Medical tourism industry by means of Medicities. Each Medicity consists of multi specialty hospitals of global Standards, rehabilitation centers, additional facilities and residential apartments, thus making it a self-sustained healthcare hub. Mostly Medicities offer better value at reasonable prices. Biophilic Design is a type of green design concepts which act as a interrelation of one's health and wellness with mother nature. Its architectural design concepts were used to develop a more complete and new way of designing healthcare facilities.*

**Keywords:** Medical tourism, Biophilic Design, Medicity.

## 1. Introduction

### Overview of Medical Tourism

Tourism is one of the largest industries in the world. It plays a vital role in defining a new understanding of aesthetics to scientific change from earliest time to present day. Medical tourism can be defined as the process of travelling outside the country of residence for the purpose of receiving medical care. Medical tourism is a recent phenomenon; this sector grows exceptionally and emerges as a major force for the growth of services export worldwide. Faced with long waiting lists and high cost of private elective medical treatment and given fewer barriers to travel patients are increasingly seeking treatment outside of their respective home countries. Now a day it is a multibillion dollar industry. Countries like Hungary, Costa Rica, Cuba, Malaysia, India, Singapore, Thailand, South Africa etc are actively participating in this field.

Medical tourism is defined as Health Tourism in some countries due to its longstanding historical antecedents of SPA town, Ayurveda & yoga, Coastal localities & other therapeutic landscape. Medical tourism & health tourism are considered as a combined phenomenon but with other emphases.

Joint Commission International, the US-based accrediting agency for hospitals outside US, has accredited nearly 13 hospitals in India, confirming their standards and safety. India undoubtedly offers the best to the world in terms of treatment, care, and cost.

### Indian Healthcare industry

The Health care sector in India is one of the India's largest sectors –both in terms of jobs as well as income generation. The Indian Healthcare delivery system is divided mainly in

two parts, Public and Private. Medical treatments in India are the cheapest in Asia regions and the techniques in hospitals are most up-to-date & advanced. Merits for healthcare tourism industry in India embrace the accessibility of most up-to-date medical technology, compact costs and a rising acceptance on worldwide excellence quality and the truth that people from other countries are less likely to experience a language hindrance here in India. The government of India is taking measures to deal with infrastructure problems that hamper the country's enlargement in the field of medical tourism.

As per Confederation of Indian Industries (CII), India is a distinctive country which offers alternative medical services like Massage Therapy Yoga and Ayurveda Treatments Etc.

The critical challenge for the potential medical tourist to select the best destination for specific treatments. Well-trained doctors & contemporary well equipped hospitals can give high quality services at medical tourism destinations. These treatments may include a full range of medical services like cosmetic surgery, dental care, knee replacement, fertility treatment etc.

India is reaching close to the reputation of global healthcare destination; Transformation is not confined to the elitist hospitals, a range of an alternative medical services providers like Homeopathy, Naturopathy, Ayurveda, yogic establishment too benefit from this big wave.

On the other hand the famous tradition of going back to Mother Nature, against symptomatic & synthetic medical care is leading to growth, or rather revival, of the conventional holistic methods of medicine like Ayurveda. It has discovered takers from all over the world. It is the wellness part of the system that is attaining more popularity

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among tourists, even though, apart from the preventive care, the system has magnificent healing treatments as well.

Infrastructure is a major issue which affects India as a destination. Some disadvantage includes safe food and water availability, shortage of appropriate flight connectivity to all destinations, bad roads; etc. To promote medical tourism in India healthcare facilities need to be scaled up as well as upgraded.

#### Added advantage of Medical Tourism India

To receive medical treatments, India is a good location and believed as a leader in promoting medical tourism. India combines health treatment with visits to some of the most alluring and awe-inspiring places of the world making it a perfect destination for medical tourism. Medical Tourism in India is an absolute package of health care, sightseeing, wellness, pleasure, discovering a new destination and loads of savings.

India has a very old civilization of more than thousand years and is known for its cultural and religious diversities with diverse geographical landmarks. In addition to existence of modern medicine, excellent medical practitioners, India has popular indigenous traditional healthcare system which include Ayurveda, Yoga, Meditation, Siddha, Unani, Naturopathy, and Yoga. The National Health Policy of 2002 was also meant to widen the reach of the Indian System of Medicine and Homeopathy or ISM&H (MoHFW, 2002).

The potential of ISM has been recognized since the last 50 years but it was only in the last decade of the last century that it received government attention in the form of the creation of an independent department of ISM&H in 1995, which was later rechristened as the department of Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH) (Sinha, 2002). India has a vast reservoir of practitioners in the Indian System of Medicine and Homeopathy who have undergone training in their own disciplines.

#### Indian Hospitals for Medical Treatment

India has made significant progress over the years, in healthcare and medical services. From medical technology, medicine manufacturing, diagnostics to construction of world class hospital facilities. Various Private and Public hospitals in India are ready to impart medical care to patients irrespective of nationality, only a few are in the forefront of encouraging the health-hospitality mix.

Some of the Indian hospitals for Medical Tourism are: AIIMS, New Delhi ; Escorts Heart Institute & Research Centre, New Delhi; Apollo Hospitals, New Delhi, Chennai, Ahmedabad; Max Healthcare, New Delhi, NCR; Medanta Medicity, Gurgaon; Wockhardt Hospitals, Mumbai, Bangalore; Aravind Eye Hospitals, Madurai; Narayan Hrudayalaya Bangalore; Fortis Healthcare, Noida, Navi Mumbai; Leelawati Hospital, Mumbai; Manipal Hospital, Manipal; PDHinduja National Hospital & Medical Research Centre; B.M.Birla Herat Research Centre, Kolkata; Christian Medical College, Vellore; Tata Memorial Cancer Hospital, Mumbai; KG Hospital, Coimbatore; Sankar Netralaya, Chennai

## 2. Conclusion

India is in an advantageous position to tap the global opportunities in the medical tourism sector. In the past the growth potential of the medical travel industry in India has been hindered by capacity and infrastructure constraints but that situation is now changing with strong economic progress in India. With more and more hospitals receiving JCI accreditations and foreign patients concern on safety and quality of care are becoming less of an issue for those choosing to travel for medical treatment at an affordable cost. The combined cost of travel and treatment in India is still a fraction of the amount spent on just medical treatment alone in western countries. Indian medical tourism is being promoted as First World Treatment at Third World Costs. Long promoted for its cultural and scenic beauty, India is now being put up on international map as a heaven for those seeking quality and affordable healthcare.

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