

# Marketing Strategies in Promoting Medical Tourism in India

K. S. Beena MTA., MPhil., Assistant Professor, Department of Tourism and Hospitality Management,  
Bharath University, Selaiyur

Dr. D. Venkatrama Raju, M.B.A, M. Com, M.A, M. Ed, A.C.S. BGL. M. Phil., Ph.D., Professor, Dept of  
Management Studies, Bharath University, Selaiyur, Chennai

## Article Info

Volume 82

Page Number: 4846 - 4851

Publication Issue:

January-February 2020

## Abstract:

India is viewed as among the worldwide pioneers in the restorative the travel industry showcase which has developed quickly in later a long time yet confronting a high challenge from other neighbouring nations like, Thailand and Singapore. This article is planned to feature the possibilities of Medical Tourism in India and endeavors to show the use of 7Ps of advertising blend in advancing the medicinal the travel industry in India. The utilization of the advertising blend in Medical showcasing could get India to the best position the Medical Tourism Market of the world. India right now has around 18% of the worldwide therapeutic the travel industry showcase with a normal 2, 00,000 global patients footfall consistently for restorative care including medical procedures yielding normal income of USD 15,000/- per medicinal visitor. In this way a compelling medicinal promoting technique can catch the consideration of the universal patients towards other enhanced restorative techniques like Ayurveda medicines, Yoga, Fertility, Addiction and Recovery, Dentistry and so on alongside its current notoriety in the fields of Orthopedics and Cardiology. It is because of absence of compelling showcasing system, poor interest in wellbeing foundation and arrangement choice with respect to the Govt. making dangers to the Indian Medical The travel industry division in ruling the other market players of the worldwide medicinal the travel industry showcase.

## Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 23 January 2020

**Keywords:** Tourism Marketing, sales Promotion, Medical Tourism, marketing concepts, marketing strategies etc.

## 1. INTRODUCTION

### Background of the study

The desire of travelling is as old as the human civilisation. The travel industry has a huge contribution in the Indian economy. It has relentlessly procured a progressively noteworthy position in worldwide economy and turn into world's seventh biggest nation as far as its commitment towards the National Income. As indicated by the report of Economic Times, April, 2017 the travel industry division produced Rs 14.1 trillion (USD 208.9 billion) in 2016 which is proportionate to

9.6% of India's Gross Domestic Product (GDP) Not just that Tourism Industry had made 40.3 million occupations in 2016 which positions India as the 2<sup>nd</sup> in world as far as complete business.

### Medical Tourism

Medical Tourism is a new terminology utilized in India however the idea is as old as human development. During ancient times, people depended on streams and rivers like the Nile, Ganges, Yangtze and Jordan for holly shower to be washed down physically and profoundly. The term Medical Tourism can be characterized as the procedure of

going outside the nation or condition of one's habitation with the end goal of getting medical treatment which are either not accessible in home nation or excessively expensive to manage. This sort of voyaging can restore individuals' physical, mental and passionate dimension as it blends recreation, fun and unwinding along with wellbeing and therapeutic consideration. The reason behind including the term 'The travel industry' with 'Medical' is individuals visits better places for higher and advanced medical facilities. In the wake of getting the medical treatment, they can make use of their visits by sightseeing and other traditional tourism activities.

Before, it was normally eluded to those who went from less created nations to the created countries for profiting exorbitant and advance medicinal services offices in the Super Strength Hospitals which isn't accessible in their nation of origin. Nonetheless, as of late situation is simply switch. There are both subjective and quantitative moves in patient's versatility as individuals from created nations are seen making a trip to creating nations in request to get to quality wellbeing administrations at moderate and generally minimal effort of treatment. As indicated by CII - Grant Thornton White Paper, cost is a noteworthy driver for almost 80% of therapeutic visitors over the globe.

India being wealthy in offering an assortment of all-encompassing elective recuperating treatments, for example, Ayurvedic, Naturopathy, Reiki, Homeopathy and so forth has turned into the best social insurance goal for the outside patients principally from south East Asian nations. Singapore, Thailand, India, Malaysia, Taiwan, Mexico and Costa Rica are the acclaimed goals on the planet for the therapeutic visitors. Chennai, Kolkata, Mumbai, Hyderabad, Bangalore and the National Capital Region (NCR) are the most favored therapeutic the travel industry goals for the gliding medicinal patients who benefit medications in India.

The following are the extraordinary medicinal services administrations for which the therapeutic

explorers shifts from their nation of origin for treatment in a outside nation:

- Cosmetic Surgery
- Dentistry (General, helpful, corrective)
- Cardiovascular (Angioplasty, CABG, transplants)
- Orthopedics (joint and spine; sports prescription)
- Cancer (Often high-intense or final retreat)
- Reproductive (fruitfulness, IVF-In Vitro fertilization, ladies' wellbeing)
- Surrogate pregnancy
- Weight misfortune (LAP-BAND, gastric detour)
- Scans, tests, wellbeing screenings and second feelings and so forth.

Utilizing the US costs over an assortment of specialties and methods as standard benchmark, a patient's normal scope of funds in their out of pocket uses for the most voyage goals are:

- India : 65 – 90%
- Malaysia : 65 – 80%
- Thailand : 50 – 75%
- Turkey : 50 – 65%
- Costa Rica : 45 – 65%
- Mexico : 40 – 65%
- Taiwan : 40 – 55%
- South Korea : 30 – 45%
- Singapore : 25 – 40%
- Brazil : 20 – 30%

## 2. MEDICAL MARKETING

Marketing is defined as the process of convincing the consumers to choose a product or service over those of other competitors in the market.

Medicinal Marketing is only utilizing the traditional promoting tools and procedures in Medical Industry. The idea of utilization of customary promoting methodology in healthcare sector that was being utilized for promoting of customary items like cleansers and cold drinks and so on can be named as Medical Showcasing or

Hospital Marketing. In this field of Marketing, the patients and their attendants are considered as the intended target audience and the Medicals/Hospitals and its other related services and facilities (like Doctors Super- specialists, 24X7 hrs. services, advanced medical treatments, hi-tech equipments and accessible medications and bloods etc) are being treated as item that is to be promoted among its competitors. Hence Healthcare Marketing can be characterized as the procedure of persuading the patients or their guardians in picking a specific Hospital for their treatment disregarding the other contender medical clinics in the market.

A Scientific marketing with ethical values can develop the benefit of the hospitals which in directly increases the National Income of that nation through medicinal services trade. Advertising can not just win the patients over the nations yet additionally develop the income through medicinal services fares and improve the business and notoriety of the medical clinics just as the wellbeing care administration giving nation. Restorative Advertising can be exceptionally viable in pulling in the patients both national and remote patients building clinic brand among the patients what's more, increasingly critical is that offering life to a person by making mindfulness among the patients over the globe with respect to the accessibility of a specific treatment of the life undermining ailments in a specific medical clinic of any nation. Andrea Eliscu R.N., President of Restorative Marketing Inc., Orlando had expressed that "If individuals don't have any acquaintance with you exist, in what capacity can you serve them?"

### **3. MEDICAL MARKETING IN PROMOTING MEDICAL TOURISM IN INDIA**

Advertising system can be valuable in advancing Medical Tourism in India. Government can advance the Tourism Industry through Medical Marketing since India is wealthy in its characteristic excellence, social decent variety, enhanced sustenances, Ayurvedic Drug and Yoga. In this manner,

promoting with a blend of reasonable quality emergency clinic and appealing the travel industry spots can yield great income for the nation. As of late, America is winding up excessively expensive nation to get therapeutic treatment for the patients of creating and immature nations and particularly for the patients without Health Insurance. This circumstance is constraining the patients over the world to go for moderate quality treatment outside the nations like America and patients are seen making a trip to the nations like Singapore, Thailand, Malaysia, Taiwan and India. The presumed corporate medical clinics in India like Apollo, AIIMS and so forth would thus be able to take the opportunity through powerful restorative showcasing technique to advance Medical The travel industry and pull in the patients towards India for treatment.

**MARKETING MIX FOR MEDICAL TOURISM IN INDIA** Like the promoting of customary items, in Medical Marketing likewise, the administration supplier can embrace the 4Ps of advertising for example Value, item, Place and Promotion along with three (3) extra Ps for example Individuals, Procedure and Physical proof to draw in the patients over the world. The Marketing Mix for Medical Tourism contains 7Ps of advertising which are as per the following:

#### **1) Price:**

Cost in Health Care Service is the out of stash consumptions of the patients for finding and treatment of their sicknesses. Due to expanding cost of private social insurance administrations, Price has turned into the most noteworthy concern for the patients, particularly, for the individuals who try not to have any far reaching wellbeing protection inclusion. The human services supplier ought to have detail learning on the out of take uses on Health among the patients in different nations everywhere throughout the world. It will help in fixing the best moderate cost for the patients to get a handle on the chance of near value preferred standpoint of the high

cost of treatment in other created nations. In this manner, the cost is one of the essential components of the Marketing Mix in social insurance showcasing or therapeutic promoting. In advancing Therapeutic Tourism in India, Price plays an essential job to draw in the patients (both national and remote patients) in picking the clinics for treatment of their sicknesses. The successful valuing methodology will help in taking choice of flying the patients from one nation to another. Since, if the expense of medicinal services in home nation is excessively high in correlation with the neighboring nations, the patients can total their whole conclusion cost alongside the other the travel industry movement (testing the characteristic excellence, visiting the spot of authentic significance and so on.) inside the expense which the individual in question expected to spend in their home nation for treatment of their ailments. Kaur et. Al (2007) expressed that in India, entangled restorative strategies are so least expensive that it is being done at just a single tenth of the expense brought about by a patient in industrialized nations however as far as foundation offices, for example, streets, sanitations, power, convenience and open utility administrations it is poor and substantially more improvement is to be made by the Govt.

## 2) Product:

The Products in medicinal services showcase are the quality administration, frameworks, and accessible therapeutic gadgets, broadened super-forte social insurance administrations, meds, testing packs, Orthopedic supplies just as available to come back to work administrations and so on. Since the supplier manages crucial things for example the life of person the opportune accessibility of every one of these offices together makes the Product/benefits in wellbeingcare showcase. The supplier while going for medicinal advertising should give most extremeconsideration with respect to the auspicious accessibility of every one of these items. The Products or administrations in therapeutic promoting assumes an imperative job in drawing in the patients over the world andconsidered as the prime factor in

picking the clinics for treatment in Medical Tourism. The essential reason for going of patients from their nation of origin to the neighboring nations is either the nonappearance of cutting edge restorative treatment or quality medicinal services benefits in home nation.

Additionally, to advance medicinal the travel industry, the supplier should likewise investigate the best traveler spots, landmarks and the covered up social legacies while showcasing a clinic to the patients everywhere throughout the world so that the planned patients could appreciate the travel industry action after the medicinal treatment is finished.

## 3) Place:

Spot is another essential P among the 4Ps of Advertising Mix. Since, time is extremely vital in managing the life of person in light of the fact that one moment delay in getting to the therapeutic supervision can lost the life of an individual.

Hence, if the social insurance administration is accessible in a regressive area where the correspondence is exceptionally poor and the administration is accessible to the patients for the day hour as it were, at that point the patients stay in danger and the supplier additionally don't get the chance to serve the patients. The advantageous spot of the medical clinic may diminish the openness time for the licenses which is exceptionally significant with respect to any remote patients in picking an emergency clinic. Thus, in Medical Marketing, the supplier ought to depict the area of the medical clinic in subtleties since the spot is much obscure to the outside nationals.

## 4) Promotion:

The advancement of the emergency clinic and its administration is the most vital part of the promoting blend in Medical Marketing. The Promotion assumes a vital job in catching the consideration of the intended interest groups. There are different limited time devices a supplier can execute in Medical Marketing to advance Medicinal Tourism.



a) Print Media

b) Radio

c) Television Channels like BBC, CNW, Revelation, National Geography and so on.

d) Internet Marketing: Internet has moved toward becoming the best and least expensive approach to achieve the objective clients for dispersal of data on different social insurance administrations offered by different medical clinics. The supplier can offer their administrations to the imminent patients by creating website pages through exceedingly web crawlers like Google and Yahoo and so forth.

e) News letters

f) Press discharges and Articles in Internal Wellbeing Magazines and Journals.

g) Referral Marketing: Wide attention with the patients originating from various nations previously got quality treatment at best reasonable costs and restored amid their restorative visit. Referral showcasing now multi day thought about best showcasing system in medicinal services industry which can work like an out of control fire.

h) Social Media: Social Media is considered popular limited time instruments in advertising in created nations however it is exceptionally late root. In any case, its wide application in Medical Tourism isn't yet so created because of poor education rate of the populace in creating nations like India. The supplier just as Government can utilize the Social Media like facebook, twitter and so forth to advance Medical The travel industry in India since it is one of the least expensive limited time devices in present day promoting.

5) People:

Individuals are considered as another vital P among different Ps of the Marketing Mix in Therapeutic Marketing. Since nature of wellbeing care relies upon the training and experience of the medicinal services experts for example specialists, medical

caretakers and so on. It is seen that in a few clinics in India, similar to Apollo medical clinic at Chennai and CMC medical clinic at Vellore, the capabilities of the specialists, attendants and other paramedical staffs are progressively stressed to pull in and catch the consideration of the universal patients. Once more, since various patients of distinctive nations are talking in assortment of dialects the supplier ought to likewise give consideration the language and correspondence viewpoints while showcasing their medical clinics else it might make heaps of issue in understanding the torment of the patients and further restorative methods. In this manner, the Govt. ought to likewise make fundamental moves to resolve this issue.

6) Process:

In human services industry, quality is considered as most concerning variable among the patients. Global accreditation has turned out to be one of the greatest drivers in the development of medicinal the travel industry showcase. The global patients need to ensure themselves that the emergency clinic is authorized, enrolled and licensed by a perceived global association like Joint Commission International (JCI) or ISO and so forth before deciding for determination and treatment of their illnesses. Subsequently, the procedure of securing accreditation is likewise one of the vital showcasing apparatuses for advertising of medicinal services administration and the emergency clinics in request to persuade the patients about its standard administration quality in an around the world focused condition. The medicinal services administrations go to the patients through a predefine procedure of the emergency clinic for example Patients enrollment, directing the patients on the history of their illnesses, determination and treatment and so forth. The perplexing hospitalization procedure may result in long hanging tight time for the patients in agony. In such circumstance, if the patients don't get the required restorative treatment in time, that may prompt the passing of the patients moreover. Thusly, the

procedure of hospitalization ought to be streamlined to get opportune treatment by the patients.

#### 7) Physical Evidence:

Despite the fact that the medicinal services administration given by the specialists and counsel of the medicinal specialists is impalpable in nature it is likewise joined by different other physical items like meds, careful instrument and so forth. The administration of a specific emergency clinic is moreover envisioned as far as great clinic foundations, most recent trend setting innovations, medicinal types of gear, hardware, great mood with roomy and sumptuous rooms furthermore, fantastic conveniences. Along these lines all the abovementioned offices give upper hands over alternate rivals in picking up the certainty of the patients while picking the medical clinics.

#### 4. CONCLUSION

It tends to be reasoned that medicinal advertising what's more, restorative the travel industry is the two side of a coin. Restorative advertising however an ongoing root in the field of administration advertising however it can yield a lion offer to the national pay of a nation through social insurance send out. Showcasing can likewise contribute a great deal to the travel industry industry as medicinal the travel industry in India which won't just make a brand picture of the emergency clinics among the patients over the globe yet in addition a concurrent improvement can be occurred as far as work age, transportation, human asset improvement through offering a sound life lastly helps in expanding the GDP of the nation. This article distinguishes the different components in promoting blend that can be connected in medicinal showcasing to advance therapeutic the travel industry in India. Thusly, Government of India should think of inventive assessment motivator plans to support the neighborhood business people for building medical clinics, utilizing most recent restorative types of gear, give language preparing and culturally diverse preparing to the social insurance expert to bargain

the patients originating from niche and corner of the world. Again Govt. can actualize new visa routine to empower explorers just as to draw in remote direct interest in medicinal services area also, embrace approaches to advance Medical tourism in India.

#### REFERENCES:

- [1] Dr. Jennifer Dooley, Prof. Sandra Jones and Prof. Don Iverson "Social Marketing and Health Promotion Communication: From Traditional Marketing to Web 2.0", Journal, Health Marketing Quarterly, Volume: 7, 2013
- [2] Dr. T. Joseph Rex, Research Advisor Research Scholar Associate Professor, Department of Commerce, Department of Commerce, St. Joseph's college (Autonomous), Tiruchirappalli – 620 002. Tiruchirappalli, G.Udhayaraj, "Marketing Strategies for Promoting Medical Tourism in Tamilnadu", SSRG International Journal, Special issue December 2016.
- [3] Gerald Hanks, "How to Implement the 4 P's of Marketing in Healthcare" online research article at [www.chron.com](http://www.chron.com)
- [4] Grant Thornton, Indian medical tourism industry to touch \$ 8 billion by 2020, online article, Nov 01, 2015. K.S. Vijayanambi, Dr. R. Kannan, Recent Trends in Medical Tourism in India, Indian Journal of Applied Research, Volume : 4, Issue : 5, May 2014, ISSN - 2249-555X
- [5] Leng, C. (2007). Medical Tourism in India: International Movement of Healthcare Consumers and the Commodification of Healthcare. Asia Research Institute Working Paper Series No. 83. Retrieved July 29, 2007
- [6] Mahesh Uniyal, Dr.Rakesh Kumar Dhodi,DrRashmiDhodi, Swati Sharma, SWOT Analysis of Indian Medical Tourism Industry, PARIPEX – Indian Journal of Research , Volume : 3 | Issue : 2 | Feb 2014
- [7] Suthin, K., Assenov, I. &Tirasatayapitak, A. (2007). Medical Tourism: Can supply keep up with the demand. Proceedings, APac-CHRIE & Asia Pacific Tourism, Association Joint Conference, Beijing, China
- [8] W. Douglas Evans "How Social Marketing rocks in health care?", BMJ (online ) Journal, Volume 332, June 2006
- [9] [www.patientsbeyondborders.com](http://www.patientsbeyondborders.com)
- [10] [www.smallbusiness.chron.com](http://www.smallbusiness.chron.com)
- [11] [www.gmedicaltourism.com](http://www.gmedicaltourism.com)
- [12] [www.economictimes.com](http://www.economictimes.com)