

# Medical Tourism Market Report: 2014 Edition

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## Abstracts

Medical treatment abroad, also called 'medical tourism', is a booming international industry where patients seek healthcare services from sources outside their country. Usually every type of medical treatment is available abroad with over 50 countries identifying as destinations in medical tourism. Medical tourism is a high-value sector that generates revenue for multiple industries. Given the lucrative potential fees, more governments are dedicating resources to boost the sector in their respective countries.

Medical tourists are presently traveling to faraway countries for cosmetic surgery, dental procedures, bariatric surgery, assisted reproductive technology, ophthalmologic care, orthopaedic surgery, cardiac surgery, organ and cellular transplantation, gender reassignment procedures, and even executive health evaluations.

The report cites that rise in healthcare costs, long wait times, an ageing population, and increasing demand for cosmetic and dental surgery not covered by insurance in developed countries, coupled with the availability of high quality, low cost medical services in developing countries are the key drivers for the rise in medical tourism industry. Patients travelling abroad can save upto 85% of the cost of a procedure by travelling abroad. The world's top four medical tourism destinations: Thailand, Singapore, India and Malaysia are seeing a steady increase in medical tourists every year. India is one of the lowest cost and highest quality medical tourism destination. It offers low-cost cardiovascular and orthopedic procedures, at about one-tenth the cost of similar surgeries in the US.

The report "Medical Tourism Market: 2014 Edition" analyzes the development of the medical tourism market globally. The global market as well as emerging markets including Thailand, Singapore, Malaysia, India, Korea and Turkey are being discussed in the report. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The five major players in the industry,

Bumrungrad Hospital Public Company Limited, IHH Healthcare Berhad, Raffles Medical Group, Bangkok Dusit Medical Services and KPJ Healthcare Berhad, are being profiled, along with their key financials and strategies for growth.

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