

HEALING THE WORLD - Wellness and health care industry provides boost to Indian tourism

Among developing countries, India is one of the countries with a large number of accredited facilities.

India now excels in Bone Marrow Transplants (BMT), Cancer, Cardio and Orthopaedics. "Medical tourism market has been segmented on the basis of treatment types, which comprises orthopaedic/spine treatments, oncology/cancer treatments, cosmetic treatments, cardiovascular treatments, neurology/neurosurgery treatments, IVF treatments and others.

According to the statistics released by the American Medical Association (AMA), a knee replacement surgery would cost \$40,000 in the US, \$10,000 in Thailand and \$13,000 in Singapore, while the same surgery would cost \$8500 in India. This gives India a certain edge when it comes to reasonable medical treatments. Likewise, a heart valve replacement surgery would cost patients \$200,000 in the US and \$90,000 in Britain while it would cost \$12,500 in Singapore and \$10,000 in Thailand. The same procedure in India would cost only \$8,000.



Medical tourism market has been segmented on the basis of treatment types, which comprises orthopaedic/spine treatments, oncology/cancer treatments, cosmetic treatments, cardiovascular treatments, dental treatments, neurology/neurosurgery treatments, fertility/IVF treatments, and others. Orthopaedic/spine and Oncology/ cancer draw a large number of patients, hence occupy the largest market shares respectively," says **Dr Mradul Kaushik**, Director Operations and Planning, BLK Super Specialty Hospital, New Delhi