



INTERNATIONAL MEDICAL TOURISM 2010

15th to 17th January 2010

KOCHI INDIA

www.keralamedicaltourism.org



**In 20th century, India witnessed Software Revolution!
In 21st century, India will witness Medical Tourism Revolution!**

MEDICAL TOURISM IN INDIA

- India - an emerging hotspot for Medical Tourism, with an annual growth of 15%.
- India is emerging as Medical Care Hub in Asia with World-Class Hospitals.
- About 4,50,000 International Medical Tourists took treatment in India last year.
- By year 2012, Medical Tourism will become a \$2.3 billion business for India.
- Worldwide acceptance of Indian Hospitals for Organ Transplantation, Joint Replacement, Open-Heart Surgery Living-Donor Liver Transplantation, Dental Treatment Packages, Ayurveda Panchakarma Treatments etc.

KERALA TO BECOME THE WORLD CAPITAL OF MEDICAL TOURISM

Kerala, the beautiful southern state of India is a tourist's paradise. The World Travel & Tourism council has recognized Kerala as one of the top three tourism destinations in the world. The magazine, 'National Geographic Traveler' has identified Kerala as one of the fifty 'must-see' places in the world. Health tourism is a booming industry and with the ease of travel across continents, it has become more and more a regular feature in the health plans of people to seek advanced medical treatment outside their own countries. Kerala is particularly well-suited to host medical tourists since it is recognized for its healthcare standards by world bodies such as the World Health Organisation and even the Medical Facilities in a city like Kochi can excel that of Jordan, who earns \$1 billion from Medical Tourism with around 10,000 doctors, 33 Private Hospitals and 2000 Beds.

WHO SHOULD ATTEND

- * CEOs from Public and Private Hospitals
- * Hospital Administrators
- * Hospital Department Heads
- * State Health Ministries and other Government Departments
- * Doctors
- * Medical Associations / Institutions
- * Medical Equipment Companies
- * Health Planners
- * Foreign Insurance Companies
- * Indian Insurance Companies
- * Third-party Administrators (TPA)
- * Tour Operators
- * Hotel owners
- * Resort owners
- * Service Apartment owners
- * Home Stay Owners
- * Health Clubs
- * Gymkhanas
- * Beauty Clinics
- * Pathology Laboratories
- * Diagnostic Centers
- * Pharmaceutical Companies
- * Tourism & Hospitality Institutes
- * Medical & Paramedical Institutes
- * Banks & Money Changers
- * Car Rental Operators
- * Embassies & Consulates
- * Medical Tourists

TECHNICAL SESSION

- 1) Medical Tourism - Opportunities & Challenges.
- 2) International Experiences & Best Practices.
- 3) Expectations of International & Indian Medical Tourists.
- 4) Hospital Accreditation, Hospital Rating & Quality Assurance, other Medical facilities accreditation.
- 5) Role of Indian & International Insurance Companies, & TPAs, NRKs, PIOs etc. in promoting Medical Tourism.
- 6) Role of Government & Tour Operators in Promoting Medical Tourism.
- 7) Role of Technologies, Tele-Medicine, IT & Medical Insurance in promoting Medical Tourism.
- 8) Dental & Ayurveda Tourism Opportunities.
- 9) Wellness & Spa Tourism Opportunities.
- 10) Medical KPO, BPO & Outsourcing Opportunities.
- 11) Kerala - Making of International Medical, Dental, Ayurveda & Wellness Tourism destination.
- 12) Preparedness of Indian Doctors & Hospitals for Medical, Dental, Ayurveda & Wellness Tourism.

- a) MEDICAL TOURISM SURGERIES**
Cardiac Surgery, Bone & Joint surgery, Cosmetic Surgery, Cancer Surgery, Neuro-Surgery, ENT Surgery, Minimal Invasive Surgery, Organ Transplants, Eye Surgery, Gastroenterology Surgery, Uro Surgery, Gynaec Surgery etc.
- b) MEDICAL TOURISM TREATMENTS**
Infertility Treatment, Non-Invasive Treatments, Psychiatric Treatments, Sports Medicine, Health Check-ups & Diagnostics, Multi-speciality Homeopathy Treatment.
- c) DENTAL TOURISM**
Dental Multi-Speciality Treatments, Implants, Cosmetic Dentistry.
- d) WELLNESS TOURISM**
Obesity & Bariatric Surgery, Cosmetic Dermatology, Hair Treatments, Tricology, Mesotherapy, Ayurveda Treatment, Anti-Aging Treatment, Holistic Treatment, Rejuvenation Therapy.

BUYERS & SELLERS PROFILE

- | | | |
|---------------------------|------------------------------|--|
| *Leading Hospitals | *Health Departments | *Media |
| *Private Clinics | *Indian Insurance Companies | *Ayurveda Hospitals |
| *Spas | *Foreign Insurance Companies | *Central/State Government Departments |
| *Tourism Promotion Boards | *TPAs | *Embassies & Trade Offices |
| *Hotels & Resorts | *Travel & Tour Operators | *International Institutes for Promotion of Medical Tourism |
| *Medical Organisations | *Medical Tourism Promoters | |

ORGANISED BY

- 1) Kerala Medical Tourism Consortium (KMTC) (Society To be Registered)
- 2) Crystal Gold Tourism Pvt. Ltd., Crystal Hospitals Ltd., CrystalCybersoft Ltd.,
- 3) Dept. of Tourism, Govt. of _____

PARTNER PORTALS

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| 1. www.keralaayurvedashram.com | 5. www.medicaltourism.org | 9. www.tour-well.com |
| 2. www.cancer-ayurveda.com | 6. www.germanhomeopathy.org | 10. www.tourismhomestay.com |
| 3. www.hitechdental.org | 7. www.allgooddoctors.com | 11. www.healthfoodspa.com |
| 4. www.surechild.com | 8. www.beautiful-indians.com | 12. www.surecure.org |

PARTNERS

STATES	ASSOCIATION	HOSPITALS	DOCTORS	HOTELS	TOUR OPERATORS	COMPANIES
1)	1)	1)	1)	1)	1)	1)
2)	2)	2)	2)	2)	2)	2)
3)	3)	3)	3)	3)	3)	3)