
Research Papers



Best Management Practices for Medical Tourism in India

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Abstract

India was the pioneer nation in introducing medical Services. Most of the pioneer hospitals attracted foreign tourist. In ancient India, Indian system of medicines that is, Ayurveda, sidhha, unani, etc. The Sanjivani was used to Laxamana, which is found on dronagiri private and attracted the people from China, Japan, Sri- Lanka and other countries. Higher intellectual atmosphere was the important characteristic of these centers. These hospitals resembled with present modern hospitals.

The Muslim rulers started their own system of medicine called unani system of medicine. At the time of Independence in 1947 India had fifty five hospitals, as on January 1991 there were 1500 hospitals of trust. The expansion of hospitals is gradually increasing year by year. Indian system of medicines used in abroad in higher positions. The foreign people prefer Indian system of medicines this shows the stuff quality of medical facility of medicines in India, However, there is a moral fear in the price. In this context, it is better to check and spell out the best practices for medical facility The present paper is developed with the objectives of:

(a) To analyze the meaning of medical tourism

(b) To study the problem in the context of quality of medical tourism.

(c) To advocate the best practices for medical tourism in India.

Quality of medical tourism:

The word quality is a complicated word to understand. Therefore, it is better to elucidate the term 'quality' before proceeding further. There are two studies to evaluate the word quality. They are (a) Management studies and (b) Development studies in management studies, there are two approaches to measure the quality (a) Standard based approaches and (b) Client - based approaches. The standard approach defines quality as compliance with a given standard or approximation to a set benchmark. The best example is standard as per ISO certificate, in the beginning for products, now it applies to services also. In applying these, it refers to compliance with a credible standard or parity with fixed benchmark. There are parity with a fixed benchmark. There are certain criticisms against this approach. It is criticized for its self limiting character. Further it is also criticized that it represents a provider's view with giving less importance to the client's view that is customers or patient view. But in second

approach, the quality is measured through client satisfaction or customer's satisfaction. Applying of these approaches to the field of medical tourism, it is observed that on one side, quality is defined from the provider's point of view and on the other side it is measured from client's point of view that is from the perception of patients, employers and society. Though these two approaches view on their own, they are complementary to each other. Therefore it is noted from these that quality is a judgmental aspect. Accordingly it affects the worth of a product or a service as perceived by the provider or producer and as conceived by the consumer or client. According to the development studies, the quality is meant to quality of life. This, in general, used to measure by improvement in life, Therefore it is very clear that in management studies, it quality is referred to quality of product or services only whereas in development studies, it refers to the quality of life. For medical tourism point of view quality according to these practices relevant. This means that quality as per management studies, measures the quality of medical facility as a service and as per development studies is technique to assess the implements of medical facility for quality of life. In simple it is observed that quality hospitals provide quality of life. Problem in medical tourism:

In this paragraph, the problem in the context to quality of medical tourism is presented. Hospital practices a stream of life. In general, is a dynamic phenomenon which recognizes the changes in external environment, responds to the current expectation of the society and keeps on developing in proportion to the changes that happen? Though it is flexible in nature, it has its own problem in maintaining good medical services. There problems in the context of quality for medical facility is presented as follows.

(a) The present system of medical tourism is basically functioning.

They aim at providing guidance to employee to get a best knowledge.

(b) The present medical system is based on western frequency of changing of the structure and syllabus is very low.

(c) The medical system prolongs with traditional way to teaching and using old model of technical tools and instruments for demonstration.

d) The employees of hospital are taught with stereo type mode of teaching with good old syllabus. This restricts the creativity reading habit.

(e) The syllabus for certain subjects is unchanged for quiet a long time. These syllabuses are irrelevant in practice.

(f) The present government adopts reform in different sectors.

This creates congenial atmosphere among Medical services. These problems are common in India. At this juncture, the medical tourism needs a change in itself to meet the necessity as per globalization. The expected changes are presented in the following paragraph.

Best Practices for medical tourism --

The medical tourism needs all round development to provide best practices to the society. As it was discussed under the needing quality, the medical tourism should maintain a standard and should satisfy the society, tourist and employer; these qualities are discussed as follows. Standard:

The image of the hospital could be achieved only through sustainable improvement in its. This can be achieved through adopting new method of medical practices. This is adopted in a different manner at different levels. The hospital should be improved with updated international standard having internet, automated telephone, and payment of fees by credit card, computerized operation theater libraries, on line learning, lap top for learning In case of evaluation the present system of medical tourism oriented evaluation should be changed and continuous internal evaluation method can be introduced. In certain situation, self evaluation method can also be allowed the institution should encourage the staff members to undertake research work and minor and major projects. The provision should be created for research consultation. The Hospital should evaluate the performance of the staff through appraisal. This will help the staff members to understand where they are patients satisfaction is the ultimate aim of any hospital. This can be reached through, updated subject, adopting new method of operation.

Satisfaction of the Society:

The present market is a societal oriented market. This market is controlled and managed by society. In this regard, the hospital should provide a good Medical practice to society. Further the institutes should extend their helping hands to improve the quality of life. The value and culture of the society should be maintained and brought to international market under globalization. It is the real satisfaction of the

society.

Satisfaction of tourist:

The hospital should provide Best practices. The hospital should open plenty of opportunities to tourist. The tourist of different Country may get themselves involved in imparting knowledge on their own field to the rural hospital. There would be a provision to collect feedback and to resolve the grievances.

Employers Satisfaction:

Employers satisfaction is one for which the expectation of them is achieved. This is possible through good leadership of the hospital. In fact the leader should be a dedicated and sincere personality. The leader should commit themselves for building up of team spirit, collective action and setting up of good organizational culture. They should build the image for hospital. In this way of functioning the employer will satisfy him or herself further, it is also felt that the satisfaction can be reached only by proper feedback from different people

On the basis of above discussing, the following are the quality of medical tourism.

- (a) The infrastructure should be developed on par with international standard.
- (b) The culture should be added with curriculum.
- (c) The performance appraisal should be done now and then to evaluate the performance the staff.
- (d) The feedback should be collected to check how the system is functioning.
- (e) Grievance - redress cell should be formed for tourist,
- (f) Research and research consultation should incorporate in medical tourism
- (g) Good leadership should be essential for achieving excellence in medical tourism

Reasonable medical services: The medical services that are available in India are less to 30 to 35% as than foreign country.

Tourism Development is on top: In India Shirdi, Shanishignapur, Apollo Hospital, Hinduja Hospital, Aditya Birla Hospital, Tirupati Hospital, Sant Gajanan Hospital Shegaon, Satya Sai Baba Hospital, Ramdev Baba Patanjali Trust in Haridwar, Ravi Shankarji in Bangalore this trust provide the best medical services tourist patient. Therefore these trusts provide "Medical Treatment-Tourist Package".

Govt. Medical Services are developed: Govt. Hospital in India also entering in competition and provided world class medical services due to

globalization.

Conclusion:

The medical tourism in India exist in midst of various opportunities. These opportunities are basically used in India to medical tourism. These can be easily overcome through its modified approaches. These tend to create quality of medical tourism. In order to achieve these, it is better to have best practices in medical tourism in India.

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