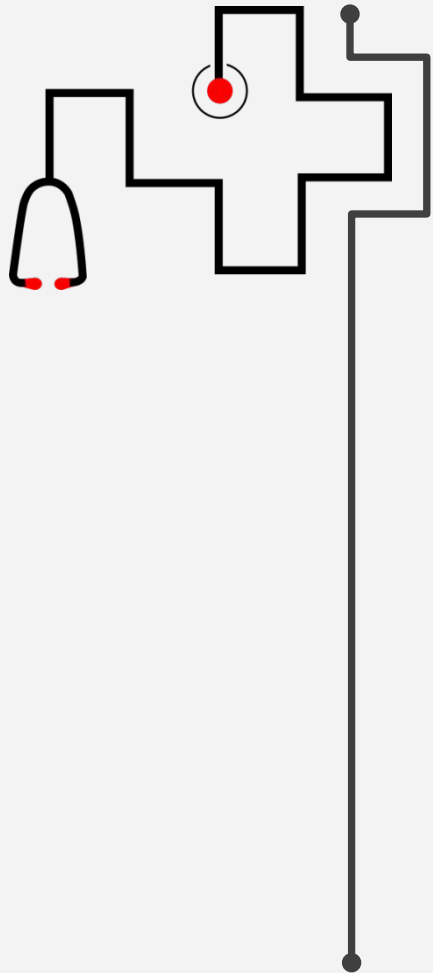


Medical Tourism

COMPARED SECTOR IN THAILAND AND SINGAPORE



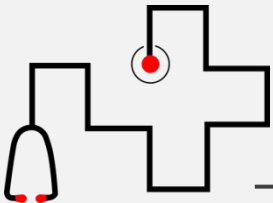
Medical Tourism Agenda

- 01 Literature Reviews
- 02 Introduction of Medical Tourism
- 03 Area of study
- 04 Limitation
- 05 How to Evaluate and measure

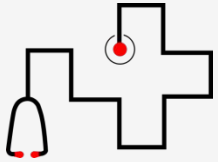
Related **academic research**

LITERATURE REVIEWS

- Medical tourism and policy implications for health systems: a conceptual framework from a comparative study
By Kai Pong Hua. and Pocock, N.
- Medtech Opportunities in ASEAN Medical Tourism Markets.
By Mooter, B.
- Economic Crisis and Thailand Medical Hub.
By Naranong, A.



WHAT IS **MEDICAL TOURISM**?



Medical tourism refers to people traveling to a country other than their own to obtain medical treatment.

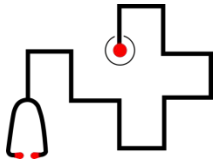


WHY DO WE CHOOSE THIS TOPIC?

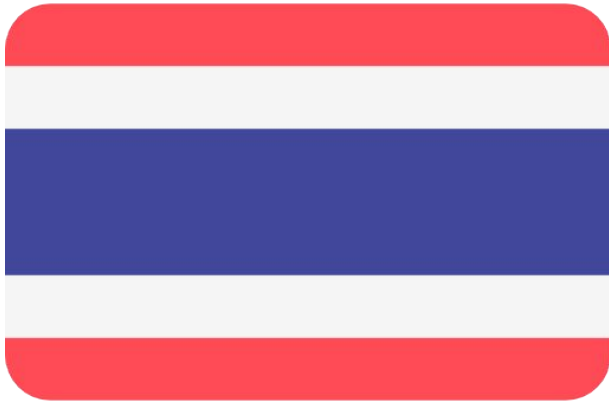


- Thailand has aimed to be world-class medical hub.
- Singapore is the main competitor for Thailand that share the same group of customer.
- Bigger market for medical tourism industry.
- We want to know how Thailand could beat Singapore and reach the goals.

QUICK FACTS!



Medical Tourism In Thailand



01

Capture large amount of share

In 2016, over 3.5 m foreign patients came to Thailand spending over \$4.8 bn on healthcare

02

Where are the patients from?

Attracts patients from Japan, the Middle East, the USA, and also from its neighboring countries (CLMV).

03

Competitors

Singapore play as main competitor but India and Malaysia is also our competitors

04

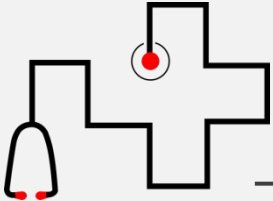
53 hospitals accredited by the JCI!!

One of the most reputed hospitals is Bumrungrad International Hospital.

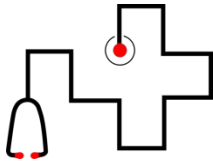
Weakness

Medical Tourism in Thailand

- Lack of doctor and medical personnel
- Rapid growth of medical fees in private hospital
- Rules and regulations in medical businesses are obstacle in business
- Lack of research and development system to support medical tourism



QUICK FACTS!



Medical Tourism In Singapore



01

Statistic

Medical tourism accounted for almost \$1.94 bn in 2016 with close to 0.9 m patients.

02

Global center of excellence

In oncology, neurology, cardiology and stem cell therapy

03

Competitors

Singapore faces pricing competition from Thailand and Malaysia due to its higher costs.

04

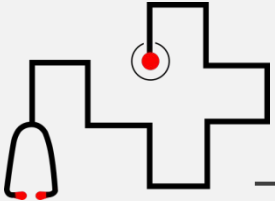
23 hospitals accredited by the JCI

One of the most reputed hospitals is Raffles hospital

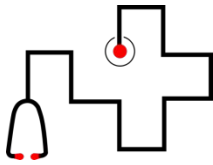
Weakness

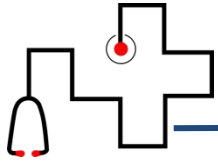
Medical Tourism in Singapore

- Medical fees is very expensive compared to other destinations.
- More than one third of doctors in public sector are foreigners.
- Singapore is the country with the highest living cost in the world.



Objective and goals





AREA OF STUDY



Industrial policy

A strategic effort to encourage the development of all sector in the economy



Healthcare system

The delivery of services to meet the health needs of target population



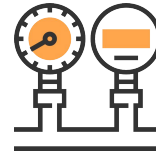
Tourism industry

Organisation and activities that involved in providing services to those travelling around



Targeted customer country

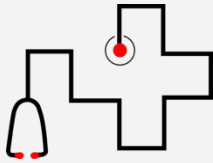
A particular group of customer at which are aimed to be focused on



Indicator

A trend or things that provide a specific information

LIMITATION



Lack of Information

- Unauthorized access to information
- Data can be viewed as inaccurate



HOW TO EVALUATE AND MEASURE?

01

In QUANTITY terms

To describe periodically changes in the quantity used to compare each other.



02

In QUALITY terms

To describe the performance that occur for a particular type of patient or the related health outcomes

Example

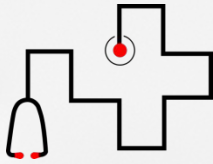
- Statistic data
- Economic indicators (GDP growth, Revenues)

Example

- Related healthcare index (MTI index)
- World Class ranking



Link the **measurement** to **area of study**



INDUSTRIAL POLICY

Using quantity indicators to measure the differences in each period.



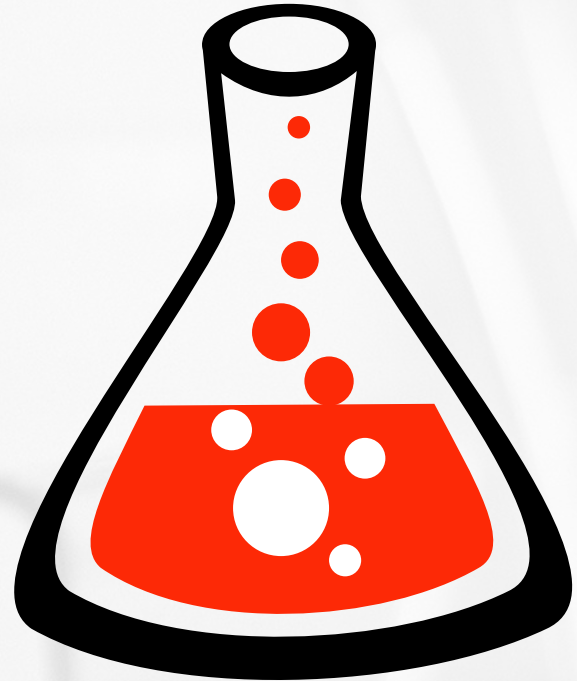
HEALTHCARE SYSTEM

Using both quantity and quality indicators to evaluate the potential.



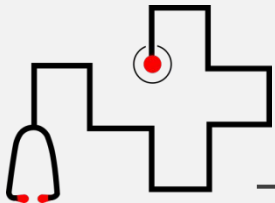
TOURISM INDUSTRY

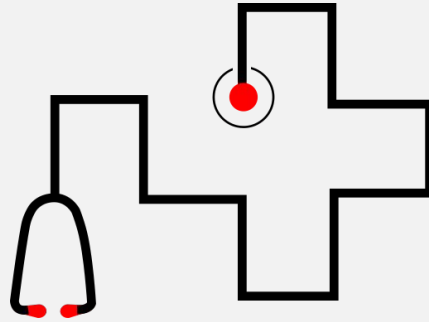
Using quantity indicators to assess quantitative results and using quality indicators to measure capability.



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THANK YOU