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GLOBALISATION OF HEALTHCARE MEDICAL TOURISM IN INDIAN MULTI-SPECIALITY HOSPITALS

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GRIN Verlag GmbH Okt 2014, 2014. Taschenbuch. Book Condition: Neu. 211x152x7 mm. Neuware - Project Report from the year 2013 in the subject American Studies - Comparative Literature, grade: A-, University of Bedfordshire, course: MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE & HOSPITAL MANAGEMENT, language: English, abstract: This theory into practice report is intend for exploration of influence of globalisation on the healthcare delivery in Indian Medical Tourism industry. The scope of this report is broad as it critically analyse Indian Medical Tourism industry with the means of theoretical frameworks and case studies based on 3 famous Indian Hospitals. The core objective of this report is to determine the impact of globalisation on the Indian Medical Tourism sector, It has been discovered that India is regarded as the most favourite destination from the perspective of medical tourists and all this possible due to several factors (low treatment cost, capitalisation of superior medical technology and highly skilled paramedical and medical staff who got initial training from Developed countries). The globalisation of healthcares services had been began after the signing of General Agreement on Trade Services (GATS) which thereafter directed Indian economy towards the opening up especially in relation to inflow of advanced medical equipment, pharmaceuticals and implants from other countries and also resulted in the enhancement of quality standards which were guided through the development of clinical governance and competitive benchmarking system. Indian Medical Tourism sector has been offering qualitative and comparatively affordable healthcare services through highly skilled personnel, increasing Indian foreign revenue, expanding job opportunities within healthcare sector, augmenting the global standing of India, encouraging investors to make more investment with healthcare sector and corresponding is promoting reverse brain drain. The major challenge which is a threat to Indian healthcare services due to the globalisation factor is the increasing inequity between...

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