



Measuring Return on Investment & Economic Impact

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Discussion Topics

What?

is the economic impact of health tourism?

Why?

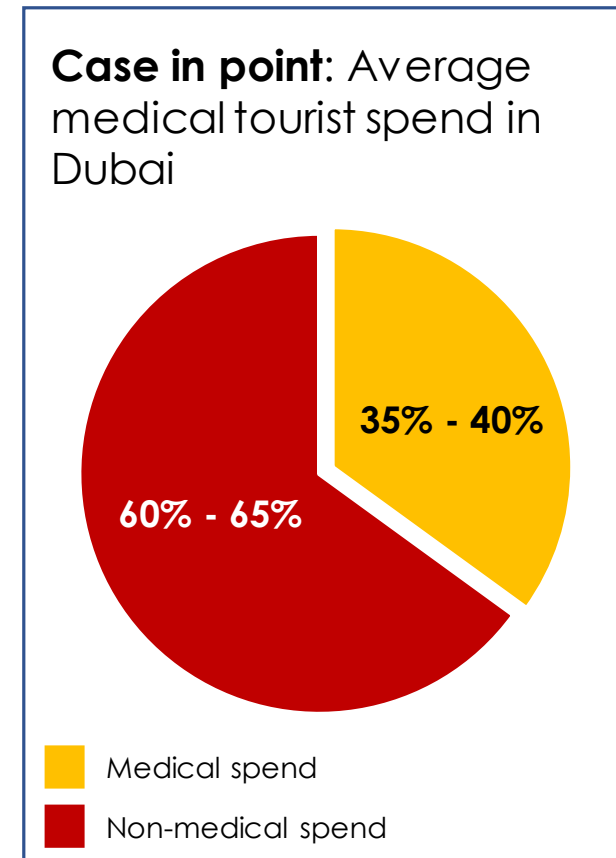
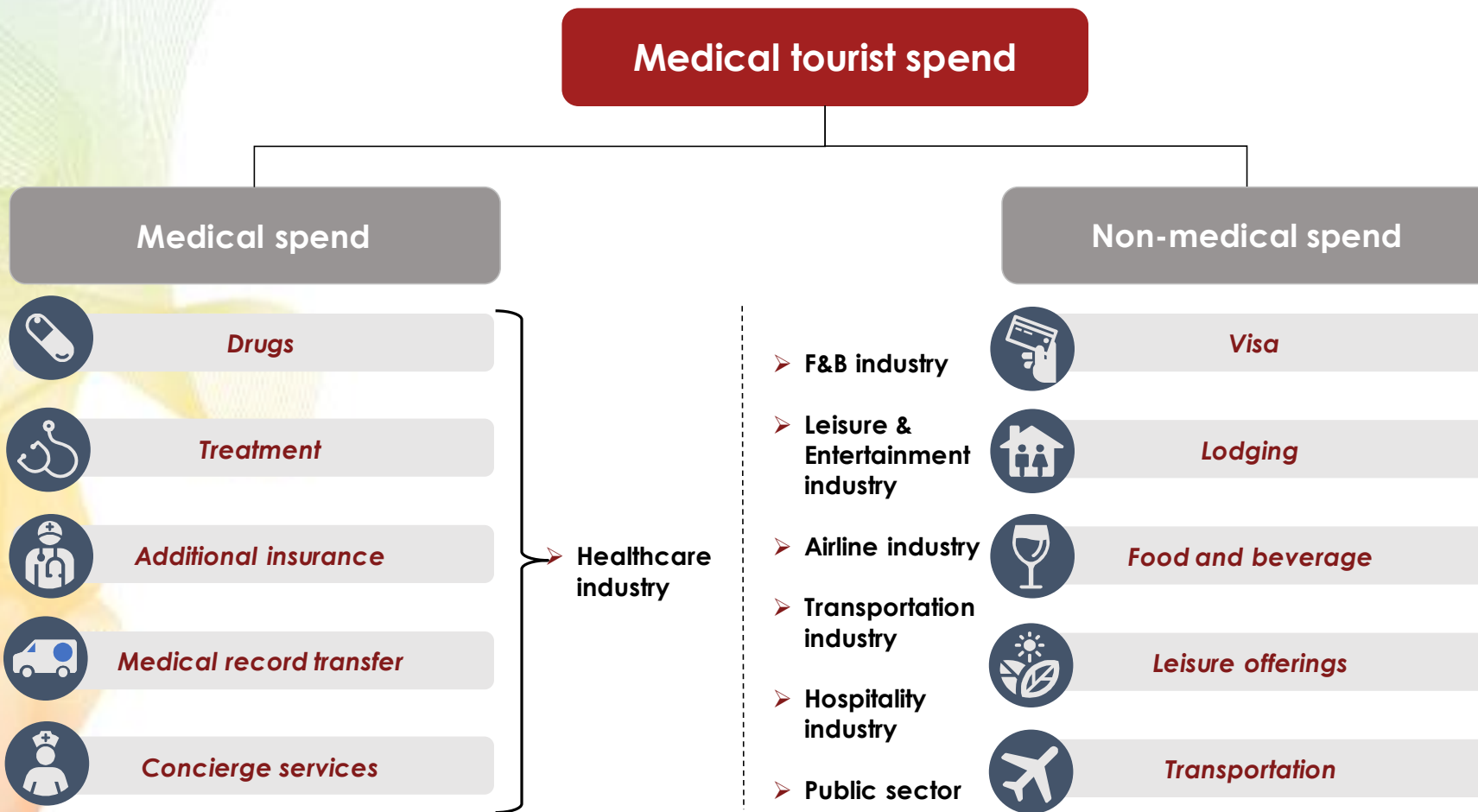
should you measure ROI?

How?

can you measure ROI?

- What is the economic impact of health tourism?
- Why should you measure ROI?
- How should you measure ROI?

Health tourism has a bigger economic impact on non-healthcare sectors



What is the economic impact of health tourism?

Why should you measure ROI?

How should you measure ROI?

Successful health tourism destinations have an ecosystem of public and private players working together towards a shared vision

Health tourism ecosystem



Examples from top destinations

Thailand

“Bumrungrad International Hospital in Bangkok, Thailand, can feel like a **shopping mall or five-star hotel**. It offers **21 VIP suites** and the mezzanine has a **McDonald’s**”

Singapore

Farrer Park Hospital opened its first fully-integrated **healthcare-hospitality complex**, “Connexion”

Singapore Germany Turkey India

National tourism councils in top MT destinations have engaged in **promoting medical tourism** through their marketing channels

Thailand

Intercontinental Hotel Group Thailand seeks to develop a **hotel catered to medical tourists**

Malaysia

Penang **Adventis Hospital** in Malaysia recently **partnered with Shangri-la** to bring the Wellness Escape Programme

Turkey

Turkish airlines provides 50% discount rates to medical tourists

Malaysia

“Malaysia Airlines will support MHTC with sponsored tickets, as well as offering discounted rates for guests travelling to Malaysia for medical tourism purposes”

USA

“US insurance companies are now exploring the idea of **including medical tourism** as a part of their **coverage**”

What is the economic impact of health tourism?

Why should you measure ROI?

How should you measure ROI?

Making investments without measuring returns is like shooting in the dark

Why should you measure ROI?



Justify investments



Make investment decisions



Measure success

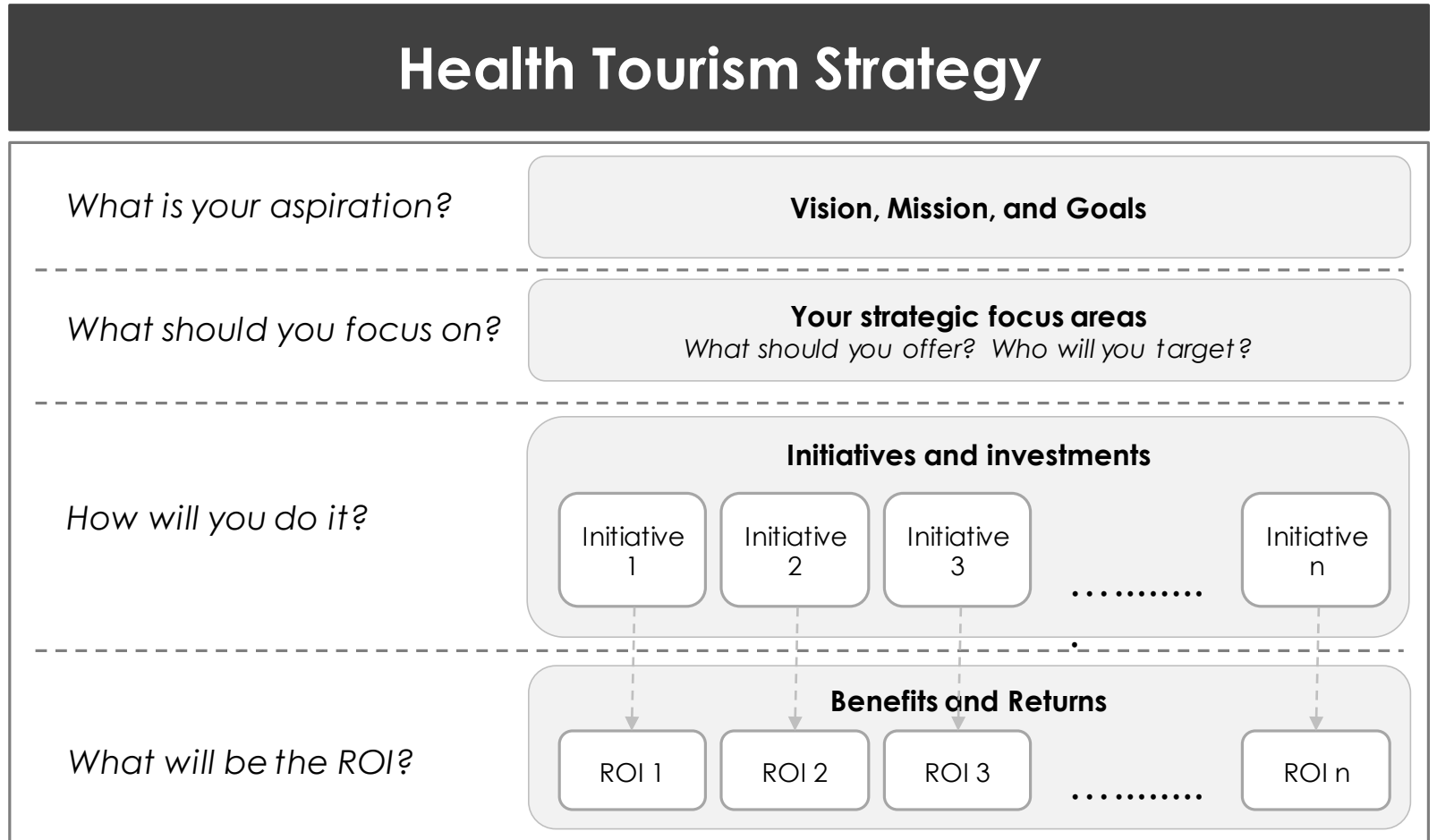
Sample questions answered

- *Is public sector budget and tax payer money being spent appropriately?*
- *Does having a medical tourism department in my hospital help me achieve my financial goals?*
- *Should we invest in a social media campaign or should we open sales offices in source countries?*
- *What services should we offer?*
- *Did we invest in the right initiatives?*
- *What can we do differently to achieve our goals faster?*

- What is the economic impact of health tourism?
- Why should you measure ROI?
- How should you measure ROI?

Measuring ROI for your investments starts with developing a robust health tourism strategy

$$ROI = \frac{\text{Benefits} - \text{Cost}}{\text{Cost}}$$



“Data is the new oil”

Mukesh Ambani

Chairman and managing director Reliance Industries

Thank You!

