

Medical Tourism Facts and Figures 2012

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IMTJ

International Medical Travel Journal

THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR

Medical Tourism Facts And Figures 2012

A major new independent report takes a look at what is happening in the world of medical tourism, and gives guidance as to where the future lies.

Much has been written about medical tourism; millions of people flying from country A to country B for cheap medical treatment. Everyone thinks they know the top destinations, reasons for travelling and current direction. These 'facts' are repeated every time a journalist discovers medical tourism, or when people are trying to sell their conferences or consultancy services, or politicians seek to justify a plan.

Few of these 'facts' are now accurate as medical tourism has settled in certain patterns and is going in new directions. Few of the countries regularly claimed as market leaders are now the top ones. Some of the most successful countries are the least noisy, and often not dependent on the myth of huge cost savings.

The reality is very interesting:

- Most business is regional or even within a country.
- Many medical tourists do not seek out the cheapest destination.
- The top 3 European destinations are also the most expensive ones.
- The USA sees as many inbound medical tourists as outbound.
- Much medical tourism is for cosmetic, fertility or dental treatment.

While several hyped countries have not achieved the expected inbound numbers, or even see numbers fall, there are success stories where coherent targeted marketing, organization, and a realisation of who the real customer is – sees countries like South Korea and Taiwan make great strides with increased numbers. Many European countries are quietly succeeding too. The UK has been a top medical tourism destination for a century.

The 2012 edition of Medical Tourism Facts and Figures has over 500 pages of updated and extra information, including from countries where no figures were previously available. All figures are analysed for truth or fiction, and gaps in knowledge are highlighted.

For each of the 137 listed countries, the report provides (where available) an overview, basic country facts, numbers in and out, targets, destinations and sources, research reports, promotional bodies, plans and problems.

The industry is changing and fragmenting into specialist areas and customer segments, so for anyone wanting the real picture of this vibrant and expanding industry, or who wants to avoid the mistakes of others, it is a must read.

This is an independent report from specialist author Ian Youngman. No country, organisation, or website has any editorial involvement.

About the author

Ian Youngman is a writer and researcher specialising in insurance, health and medical tourism. He writes regularly for a variety of magazines, newsletters, and on-line services. He also publishes a range of insurance reports and undertakes research for companies. An ACII, with an honours degree in Economics from the University of Liverpool, Ian was a co-founder of The General Insurance Market Research Association. He also has widespread experience within the insurance industry at management level, working for brokers, a bank and an insurance company.

What does it cost?

The 500+ page report is available on special offer via IMTJ for £800. This is a one off price and will only be available until 31st March 2012.

From 1st April 2012, the report will cost £900.

How to order

1. Go to www.imtj.com/resources and select the link to purchase the report and pay via PayPal.
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- IMTJ-Medical Tourism Climate Survey 2010
- ICMS -Off Shore Stem Cell Clinic Survey Report 2010
- PricewaterhouseCoopers 2010
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- Global Comparators 2011
- OECD comparisons of international health systems 2011
- Global Industry Analysts 2012
- Treatment Abroad- Medical Tourism Survey 2012

Global Associations

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- New rules for cosmetic surgery
- European Cross-Border Health Care Organisation
- European Medical Travel Alliance
- European Spas Association
- Council Of European Dentists
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- European Network for Patient Safety and Care
- European Society for Quality in Healthcare
- Haute Autorité de Santé
- International Board of Medicine and Surgery
- International Cellular Medicine Society
- International Organization for Standardization
- International Society for Quality in Health Care
- Joint Commission International
- National Accreditation Board for Hospitals and Healthcare Providers International.
- QHA Trent
- Swiss Leading Hospitals

- Telemedicine for the Mobile Society

International non-medical accreditation

- European Spas Association
- HealthCare Tourism International
- Medical Tourism Association
- Treatment Abroad

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