



ADMISSION NUMBER

School of Business

Master of Business Administration MBA Dual Specialization
Semester End Examination - Aug 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - MSB21T5008 - International Medical Tourism

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) In the early 2000s, India emerged as a leading destination for medical tourism, drawing patients from around the world seeking high-quality healthcare at affordable prices. Identify the key factors that contributed to India's emergence as a leading destination for medical tourism in the early 2000s. K3(6)
- 2) Examine how do hospitals conduct feedback assessment for international patients, and what strategies are employed to ensure high-quality service? K4(8)
- 3) Outline the steps involved in creating a medical tourism product. K4(8)
- 4) Distinguish between inbound and outbound medical tourism. K4(4)
- 5) Maria, a 35-year-old woman from Brazil, has traveled to India on a Medical Visa to undergo a complex heart surgery at a renowned hospital in New Delhi. She has been suffering from a congenital heart condition for several years and has exhausted all treatment options in her home country. Determined to seek the best medical care possible, Maria chose to travel to India for the surgery, where she received a favorable treatment plan. However, shortly after arriving in India, Maria realizes that the cost of her medical treatment and living expenses in New Delhi are much higher than she anticipated. Despite careful budgeting and financial planning, unforeseen medical expenses and currency exchange rates have depleted her savings faster than expected. As her surgery date approaches, Maria finds herself running short of finances and is unsure how she will manage to cover the remaining expenses.
Questions : K3(9)
 - a) What strategies could Maria have employed to better anticipate and plan for the financial aspects of her medical trip to India. (4 marks)
 - b) In what ways could the hospital's International Patient Care Department have improved their communication with Maria regarding the financial implications of her medical treatment (5 marks)
- 6) Ms. Yasmin, a 30-year-old female from Morocco, has arrived at K5(10)

Jaypee Hospital in Noida, India, seeking medical treatment for a complex health condition. Despite her determination to receive quality care, Ms. Yasmin faces a significant barrier – she does not speak English or Hindi, the primary languages spoken in India. As a result, effective communication between Ms. Yasmin and the medical staff becomes challenging, highlighting the crucial requirement for an interpreter to facilitate her healthcare journey.

Questions :

a) Evaluate the impact of language barriers on Ms. Yasmin's access to quality healthcare at Jaypee Hospital in Noida, India. (5 marks)

b) Recommend strategies for Jaypee Hospital to improve language access and communication for patients like Ms. Yasmin.(5 Marks)

- 7) Mr. Philip, a 50-year-old male from Cambodia, is seeking coronary artery bypass grafting (CABG) surgery in India due to the affordability and quality of healthcare services offered. After conducting thorough research, Mr. Philip expresses interest in undergoing the procedure at BLK Max Hospital. However, during his inquiry process, he discovers that Moolchand Hospital is offering a similar CABG surgery package at a lower cost of 5 lakhs. Mr. Philip's health partner suggests considering Moolchand Hospital due to the cost difference, presenting a challenge for the International Marketing Executive of BLK Max Hospital to retain Mr. Philip as a patient.

K5(10)

Questions :

a) Assess the competitive advantages of BLK Max Hospital compared to Moolchand Hospital in attracting patients like Mr. Philip for CABG surgery. (5 marks)

b) Recommend strategies for the International Marketing Executive of BLK Max Hospital to retain Mr. Philip as a patient despite the cost difference with Moolchand Hospital. (5 marks)

- 8) Care Hospital, Hyderabad, is renowned for its advanced medical facilities and patient-centric approach to healthcare. With an increasing number of international patients seeking treatment, the hospital has recognized the need to provide comprehensive support services, including counselling, to meet the diverse needs of its global clientele. Care Hospital, Hyderabad, has recently introduced video and audio counselling services for international patients as part of its commitment to enhancing access to care. The hospital recognizes that many international patients may face language barriers, cultural differences, and emotional challenges during their healthcare journey. Video and audio counselling offer a convenient and effective means of providing support and guidance to patients and their families, regardless of their geographical location. Questions :

K5(15)

a) Evaluate the effectiveness of video and audio counselling services in improving patient satisfaction, engagement, and overall healthcare experience at Care Hospital, Hyderabad. (5 marks)

b) Propose recommendations for further improving and expanding video and audio counselling services at Care Hospital, Hyderabad. (5 marks)

c) Evaluate the extent to which video and audio counselling

address the unique needs and preferences of international patients. (5 marks)

- 9) Park Hospital, Sector 47, Gurugram is an ambitious initiative from Park Group. This is a fully-equipped private hospital in Gurugram with all state-of-the-art medical facilities. This 250 beds multispecialty hospital in Gurugram is the beginning of a new era in healthcare services, where we envision providing a comprehensive spectrum of advanced medical & surgical interventions with a perfect mix of inpatient and outpatient services to people of all social and economic backgrounds. It is the onset of a new experience where patients not only get medical services as per international standards but also receive an empathetic and humane treatment by the professionals attending to them. With a vision to expand its reach and cater to international patients, especially from Ghana, the hospital is keen on hiring a Head of International Business. This role is pivotal in devising strategies to attract and cater to patients from abroad, ensuring a seamless healthcare experience. The Ghanaian market holds significant potential for medical tourism due to several factors. Limited access to specialized medical services, long wait times, and the desire for superior healthcare experiences motivate many Ghanaians to seek treatment abroad. Common treatments sought by Ghanaian medical tourists include cardiac procedures, orthopedic surgeries, fertility treatments, and cosmetic procedures. To tap into the Ghanaian market successfully, the hospital must understand and meet patient expectations. Ghanaians place great importance on trust, clear communication, personalized care, and positive medical outcomes. The ideal candidate should possess a deep understanding of the Ghanaian market, cultural sensitivities, and should be adept at developing marketing campaigns to position Park Hospital as a preferred destination for medical tourism.

K6(18)

Questions :

- a) As a Head International Business, how would you design a comprehensive marketing strategy targeting Ghanaian medical tourists to position Park Hospital as a preferred destination?? (6 marks)
- b) Outline a plan for developing personalized care packages tailored specifically to meet the needs and preferences of Ghanaian patients. (6 marks)
- c) How would you formulate partnerships or collaborations with Ghanaian healthcare providers or agencies to enhance Park Hospital's presence and credibility in Ghana? (6 marks)
- 10) Ms. Giselle, a 25 year old female from Milan, Italy had traveled to Yashoda Hospital in Ghaziabad for a scheduled laparoscopic surgery. She and her family had also planned a tour to Agra after the surgery as part of their visit to India. However, at the last moment, the International Patient Relations team at Yashoda Hospital had to cancel the Agra tour due to unforeseen circumstances, leaving Ms. Giselle and her family disappointed. Feeling let down by the sudden change in plans and the perceived lack of communication or alternatives provided by the hospital, Ms. Giselle's family expresses their dissatisfaction on social media,

K6(12)

particularly on their Instagram account. They highlight their experience, including the canceled tour and any other grievances they may have encountered during their stay at the hospital. The hospital administration is now faced with a dilemma. On one hand, they understand the importance of providing satisfactory services to international patients to maintain their reputation and ensure future business. On the other hand, they need to address the concerns raised by Ms. Giselle's family and mitigate any negative impact on their image.

Questions :

- a) Create a plan to address the concerns raised by Ms. Giselle's family on social media and mitigate any negative impact on the hospital's reputation. (6 Marks)
- b) Design a program of curated experiences and amenities to cater to the diverse needs and preferences of international patients and their families during their stay. (6 marks)