

# Exploring the Factors that Affect the Choice of Destination for Medical Tourism from Students' Perspective

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## What is Medical Tourism?

Medical tourism is the act of travelling abroad [across international borders] to obtain various types of health and wellness treatments. (Reddy, York, & Brannon, 2010)



## Pros & Cons of Medical Tourism

### Pros

- Affordable
- Quality health care
- No waiting lines
- Opportunity to vacation
- Privacy & Anonymity
- Fewer restrictions for certain types of procedures

### Cons

- Lack of knowledge and apprehension
- Insurance doesn't cover all costs
- Weak malpractice laws in developing countries
- Difficulty of obtaining follow-up care

## Research Objective

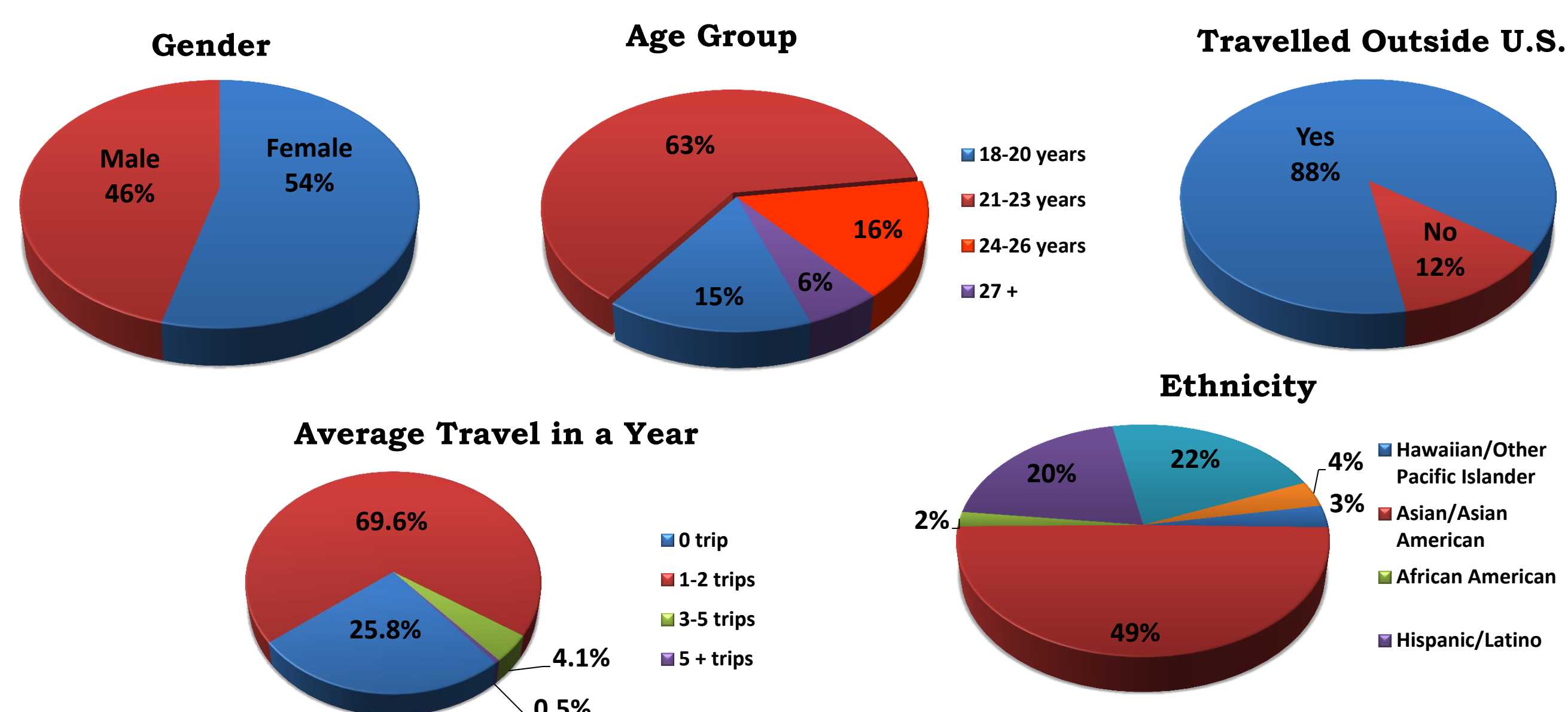
The purpose of my study was to explore the factors that affect decision-making in medical tourism.



## Methodology

- A total of 14 questions were designed:
- Questions 1-5 focused on respondent's profile
- Questions 6-14 explored their choices and attitudes towards medical tourism
- A total of 194 students were recruited from various disciplines and they volunteered to take the survey.
- The participants answered 3 page questionnaire by sharing their opinions and beliefs on medical tourism.
- The results were analyzed using descriptive statistics.

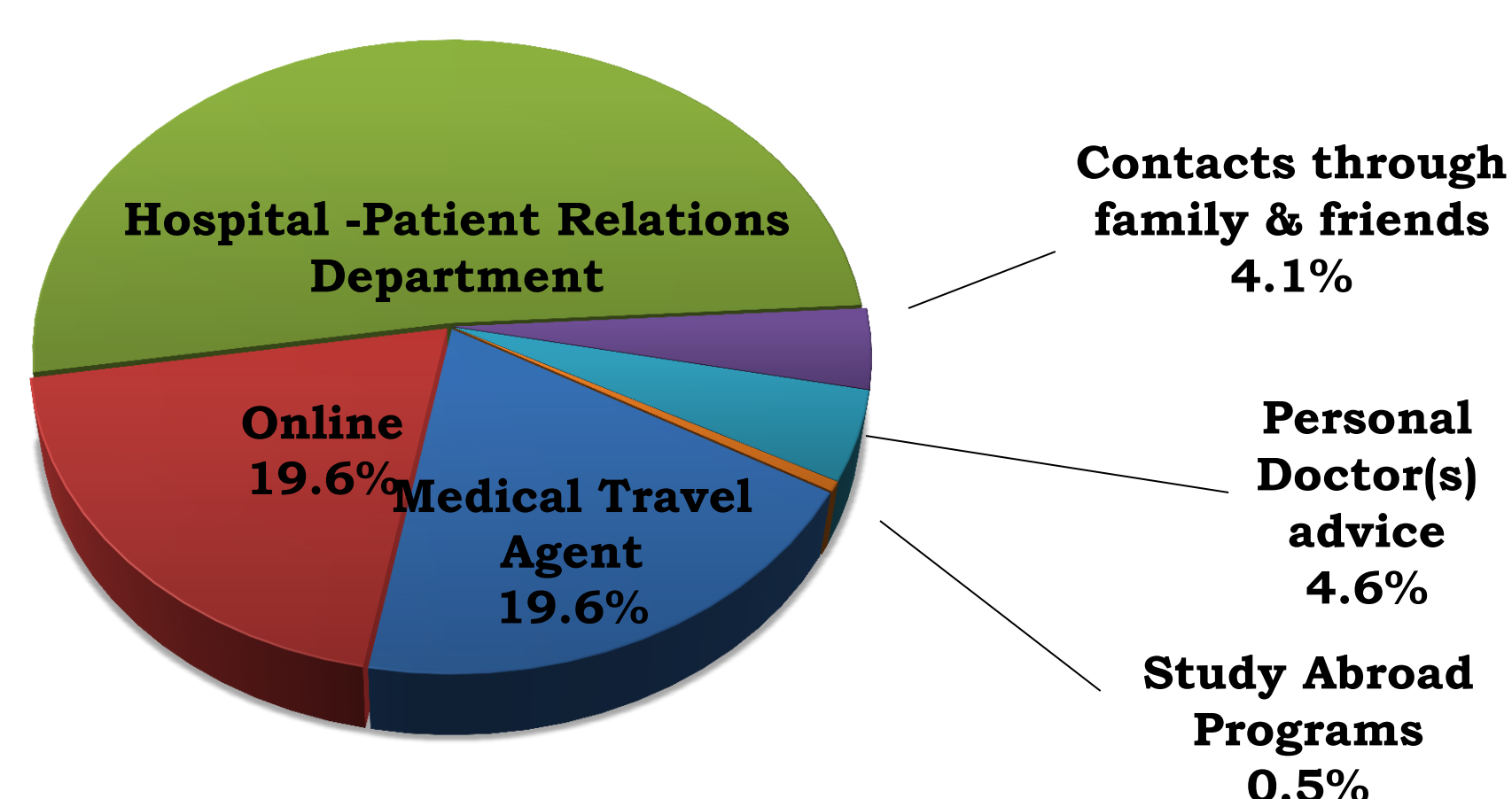
## Results Respondent's Profile



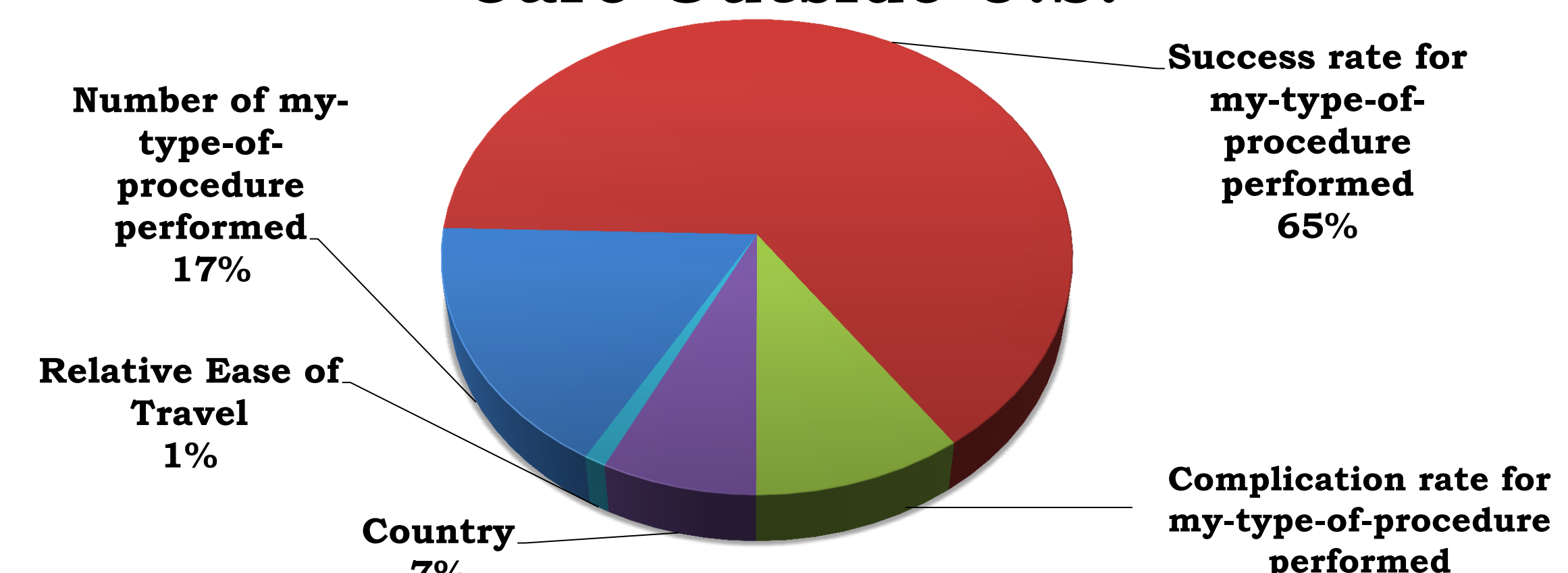
## Tools Used for Researching Information on Medical Tourism



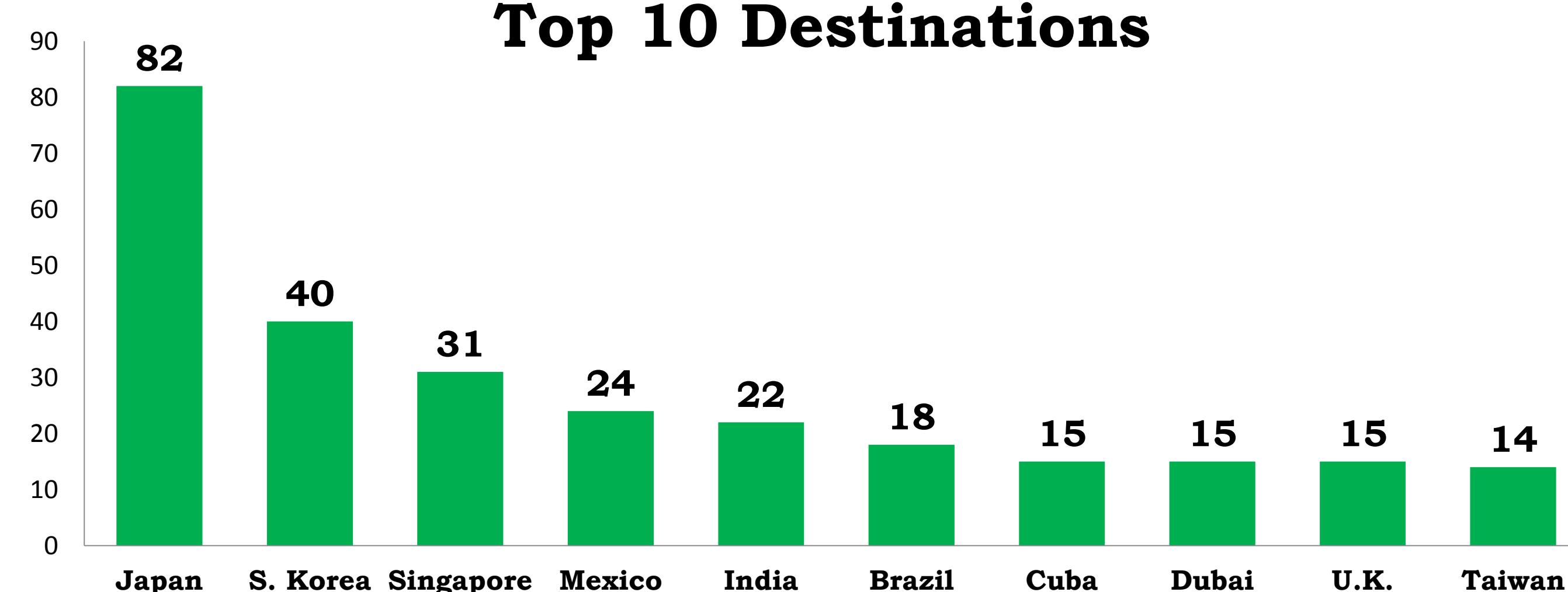
## Sources to Seek Medical Advice



## Factors Considered Important for Seeking Medical Care Outside U.S.



## Top 10 Destinations



## Conclusion

- The results indicate that US tourists are willing to travel abroad for medical treatments.
- There are factors that they consider important before making their decisions.
- This research can help destinations with their medical tourism strategies.

## Limitations

- Sample – Students
- Perceptions are being explored for potential tourists in this study and not for actual.
- This study is exploratory at this stage.

## Future Directions

- Explore perceptions of actual medical tourists.
- Comparison between the two groups.
- Research the changes in perceptions through the transitional process of travel:

