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

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

Top 10 Destinations

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

Conclusions
• 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.

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

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