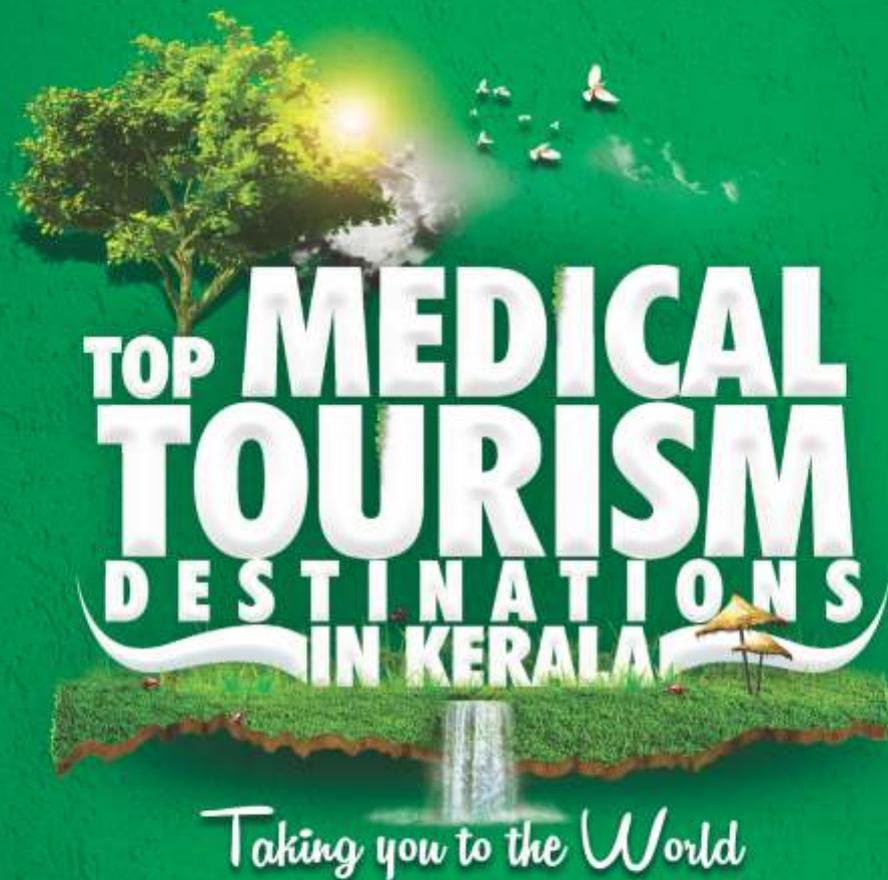


## A Media Research Programme by Medi BizTV UAE

Medi BizTV UAE is presenting the best of Medical Tourism Destinations in Kerala in the field of Modern Medicine. Here we are introducing the cream of Kerala's hospitals to UAE customers in an attempt to promote Kerala's medical tourism potential.



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Xbox, Wii) Blackberry and Nokia Phones, Yahoo Widgets, devices in North America, Europe,  
Australia, New Zealand, Middle East.



The process of identification will involve a detailed pre-qualification questionnaire, self declaration of facilities, existing customer feedbacks, review of healthcare management team, review of doctors and specialization provided.

**THE WINNERS WILL HAVE THE FOLLOWING BENEFITS:**

- The selected organizations will be featured in “ Top Medical Tourism Destinations Directory.” A minimum of 2 pages of coloured feature will be given. 500 copies will be distributed in UAE free of cost.
- Medi BizTV will present them as top medical tourist destinations in Kerala
- Certificate and trophy at a function hosted by Medi BizTV, and press release publication in Kerala and UAE
- Half an hour programme on the award winners to be aired in Medi BizTV targeting UAE community



## Medical Tourism in Kerala

Kerala is a health tourism destination for a multitude of reasons. Natural beauty, lower costs of treatments, facilities that compare with international standards and recuperative treatments like Ayurvedic resorts have made Kerala an attractive tourist destination. Modern medical treatment for various ailments are packaged with recuperative leisure packages at world class tourist resorts.

### Advantages of choosing Kerala as a Medical Tourism destination

- Well connected by Air from major medical tourism markets such as Middle East, European markets and South Asia
- Moderate weather throughout the year
- Advanced and sophisticated hospitals of International standards located in Kerala.
- Renowned doctors specialized in almost all major disciplines.
- Trained paramedical staff and technicians available in Kerala
- Easier communication with majority English speaking public
- The higher hygienic standards of Kerala
- The developed tourism industry in Kerala with its array of high quality resorts and hotels.
- Ideal setting for an excellent recuperative holiday
- Medical tourism packages offered and marketed by tour operators joining hands with excellent hospitals
- Incredibly competitive cost for packages of medical treatment and surgery compared to other countries



## A cure for every problem

If you're looking at plastic surgery, correction of congenital malformation, breast reconstruction surgery or other beauty enhancing cosmetic surgeries, Kerala offers highly specialised departments and expert surgeons to take care of your needs. Dental treatments are also a priority of tourists to Kerala as even the most complex jaw replacement surgeries cost 50% lesser than international rates. Access to state-of-the-art technology and specialised orthodontic clinics are also easier in Kerala, without leaving a dent in your budgets.

## A definitive cost advantage

While a hip replacement surgery costs upto US \$ 12,000 outside India, the procedure would be completed in less than one third of the cost here in Kerala. On a more common level, a regular dental filling which would cost around € 400 in Austria would cost a mere €10 in Kerala. Generally, estimates show that most surgeries in India cost just 1/ 10 of the costs in Western countries. And across different categories, tourists are discovering that there is an alluring cost difference of around 60-70% on medical treatments in most premium institutions here. With increasing queues at National Health Services and other Government Health Service Departments and Insurance Services across Europe, it is no surprise that thousands are finding the perfect remedy in God's Own Country.

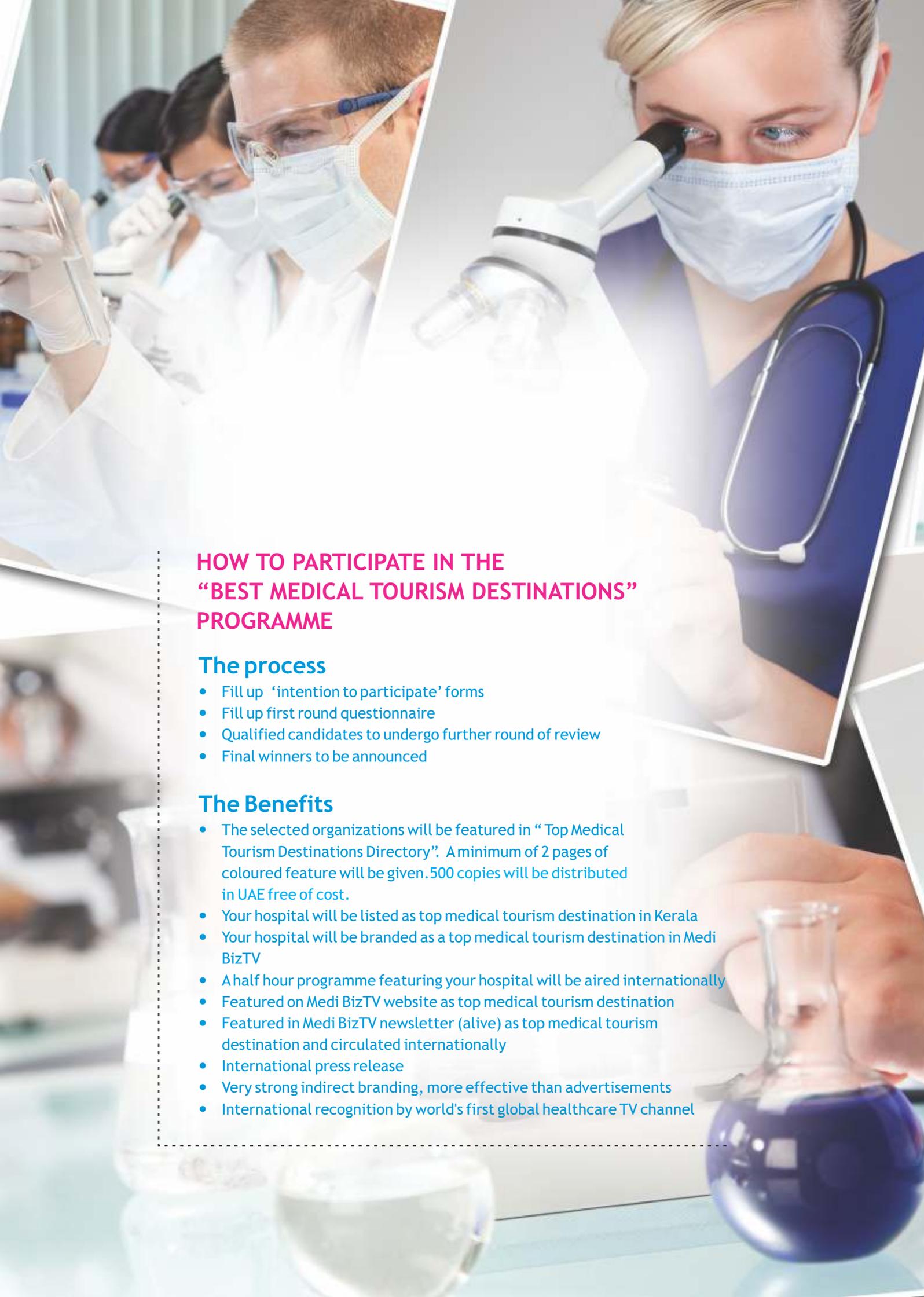
- Population density - 819 per sq km
- Annual per capita income - Rs 17,756 (national avg - Rs 14,712)
- Sex ratio - 1036 females to 1000 males
- Population growth rate - 9.4%
- Low infant and child mortality - Infant mortality rate - <12

## Some Health indicators of Kerala

- High life expectancy at birth - Life expectancy -75yrs
- Virtual elimination of many communicable diseases
- Replacement level birth rate in many districts
- Birth rate - 18.2 per 1000
- Death rate -6.2 per 1000
- Maternal mortality rate - <2 per 1000
- Per capita expenditure on health care by Kerala population - 11.95 compared to the all India figure of 6%.

## Healthcare Infrastructure

- Bed availability - 377 per 1000 population
- Kerala spends > 9% of the State GDP on health
- Kerala Health Sector - Private sector dominates with 70% share on health care



## HOW TO PARTICIPATE IN THE “BEST MEDICAL TOURISM DESTINATIONS” PROGRAMME

### The process

- Fill up ‘intention to participate’ forms
- Fill up first round questionnaire
- Qualified candidates to undergo further round of review
- Final winners to be announced

### The Benefits

- The selected organizations will be featured in “ Top Medical Tourism Destinations Directory”. A minimum of 2 pages of coloured feature will be given. 500 copies will be distributed in UAE free of cost.
- Your hospital will be listed as top medical tourism destination in Kerala
- Your hospital will be branded as a top medical tourism destination in Medi BizTV
- A half hour programme featuring your hospital will be aired internationally
- Featured on Medi BizTV website as top medical tourism destination
- Featured in Medi BizTV newsletter (alive) as top medical tourism destination and circulated internationally
- International press release
- Very strong indirect branding, more effective than advertisements
- International recognition by world's first global healthcare TV channel

## Criteria

**NOTE:** While answering the criteria, look at from the angle of an international medical tourist. What will be the facilities that he would look for. What would make him refer his friends / relatives to your hospital.

- How do you compare your facilities with international standards  
What is your experience serving international clients ?
- Tell us what are your specialties and why a medical tourist will come to your hospital ?
- Has your hospital ever received any national or international awards or recognitions ?
- Has any of your doctors received any national or international awards or recognitions ?
- Can you please provide us the key highlights of your infrastructure ?
- What percentage of your total machinery and equipments are imported ?
- Is your hospital NABH accredited?
- What are the other accreditations / certifications that your hospital has got ?
- Do you have any tie ups with any international healthcare providers or institutions?
- How do you take care of the minute details that a tourist will be concerned about ? (You could give examples like how is your hospital's central air conditioning system in line with the best international health care practices. Or you could state how you ensure your hospital is not affecting the environment negatively. You could also mention how the hospital canteen provides the best food for faster recovery)
- Is your hospital's waste management system in line with the best international health care practices ?
- Do you have 24/7 customer care service for international patients ?
- Do you have multi-language skilled staff / interpreters. If yes please detail language skills ?
- Is any of your staff internationally qualified? If yes, please specify details ?
- Do you provide airport to airport services - from pick up, hospitalisation, accommodation, and drop off ?
- Do you provide recuperative holiday / resort services ?
- Do you provide accompanying / stand-by services ?
- Do you have integrated billing system that permits single window clearance of bills for patient, stand by as well as ancillary services such as recuperative holidays, travel, accommodation etc ?
- What are the Unique Selling Points of your hospital as a medical tourism destination ? (Here you could state why your hospital rather than any other one)

COMING UP

MEDIBIZTV  
MEDICAL TOURISM  
&  
KERALA RAIN FESTIVAL EXPO™

March / April 2015 | Dubai, UAE  
For Details contact: [adsales@medibiztv.com](mailto:adsales@medibiztv.com)



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Office 304 | Level Three | South Tower | Emirates Financial Towers | DIFC | Dubai

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In association with

**BizTV Network FZE**

P.O. Box: 32429, RAK Media City, UAE  
Tel: +971 7 2447603 Fax: + 971 7 2447604

Email: [info@medibiztv.com](mailto:info@medibiztv.com) Web: [www.medibiztv.com](http://www.medibiztv.com)