Measuring the Foreign Visitor Satisfaction and its influence on Medical Tourism in India

Mrs. T. Suneetha¹, Dr. P. Sujatha²
¹Director, InfoMed Life Sciences Pvt Ltd., Behind TVS Show Room, Dargamitta, Nellore, Andhra Pradesh, INDIA
²Assistant Professor, Department of MBA (Tourism), Vikrama Simhapuri University, Nellore, Andhra Pradesh, INDIA

ABSTRACT
The satisfaction of Foreign Visitors who came to India for medical purposes has been measured to study the influence of Medical tourism development in India. The “Satisfaction factor” is used to evaluate the satisfaction of foreigners on the medical facilities and advanced capabilities of Indian Doctors of Medical Fraternity. The survey and case studies have been performed on several foreign visitors with a special focus on the patients visited India for cardiac and neurological issues. The evaluated Satisfaction Factor is proven to be a useful tool to take necessary measures in Medical Tourism development in India.

Keywords— Satisfaction Factor, Foreign Medical Visitor, Medical Tourism, Cardiac Surgery, Neurological Surgery

I. INTRODUCTION
Medical Tourism in India is becoming big business drawing the attention of overseas patients. Medical Travel in India is projected to capture good amount of International Medical Tourism Market with concurrent revenue attracting foreign exchange into India.

The state of the art Medical and Hospital infrastructure having high end technological support, and excellent quality of health care, along with traditional ancient culture of India are the key factors in drawing attention of foreign medical visitors. Developed Countries such as United Kingdom (UK), and United States of America(USA) have proven with best modern health care facilities but the costs are exceedingly steep in those countries when compared to India where Medical Trip to India helps in saving a significant amount of money.

Recently, the research was conducted in India and other Asian countries and interviewed public sector stakeholders and domestic company heads or CEOs of renowned hospitals between July and August 2014 and is found that Medical Tourism sector has emerged as one of the largest sectors in India.

India has taken the lead as one of the most preferred destination for medical value travel. Primary growth factors include low priced qualitative treatment, availability of advanced surgical practices, Highly capable Surgeons and Clinicians, improved infrastructure in terms of healthcare facilities and Ancient Architectured locations and traditional recovering practices for spending time after treatment. India is known mostly for its cost-effective medical treatments along with high standards in cardiology, oncology and neuro surgery etc. The India has acquired world class medical equipment such as Positron Emission Tomography for nano level diagnosis.

India is also known for its alternative treatment options such as yoga, herbal treatment and Ayurveda etc.

The measurement of satisfaction are consistent with foreign Medical Visitors’ views. Consistent with the procedures of grounded theory, survey is performed to measure the Satisfaction on the medical procedures undergone by foreign medical visitors. Survey provides the data needed for the effective decision making for the proactive measures to be taken to increase the medical tourism in India.

The prominent techniques for the efficient decision making are [3]:
- Paired Comparison Analysis
- Grid Analysis
- Pareto Analysis
- Decision Trees
- Force Field Analysis
PMI
Six Thinking Hats
Cost/Benefit Analysis
The qualitative analysis of the Foreign Medical Visitor satisfaction varies based on the individual perception and hence the quantification method [4] has been used to propose the satisfactory index by interpreting the data that has been acquired in the questionnaire that has been distributed to focused foreign medical visitors.

II. RESEARCH METHODOLOGY

A survey was conducted among the foreign medical visitors with special focus on the patients who have undergone cardiac and neurological surgery. Foreign Medical Visitors were asked to respond on a 10-point scale with respect to their satisfaction levels on the healthcare services received. SWOT analysis[1] has been performed in framing the appropriate and relevant questions in the questionnaire. The survey was conducted with the help of a structured questionnaire was developed using Ten-point semantic-differential scale[2]. The satisfaction factor has been measured to assess each component of satisfaction more accurately and further to assess overall satisfaction of the Foreign Medical Visitors on the healthcare services received. The scales were anchored at the end-points with the extremes "strongly satisfied" and "strongly dissatisfied."

A pilot study was carried out on 50 members to assess the competency of the questionnaire. Based on the pilot study, the final questionnaire was framed with appropriate modifications to the questionnaire used in pilot study. Fig.1 shows the final questionnaire used for the quantification of Foreign Medical Visitors satisfaction. The study was performed on 100 individual Foreign Medical Visitors and the results measured in the form of satisfaction factor are included in this paper.

The mean for each component in the questionnaire is calculated and is further utilized for weighted calculation of “Foreign Medical Visitors Satisfaction Factor”. The Foreign Medical Visitors satisfaction factor is the ratio of sum of the weighted means and the number of components in the questionnaire [5].

III. RESULTS

The evolved satisfaction factor provides to quantify the data obtained from the survey. The Foreign Medical Visitors Satisfaction Factor measurements reveal three different scenarios of the Foreign Medical Visitors satisfaction.
Scenario1: The Foreign Medical Visitors satisfaction Factor having the value above 90 indicates the excellent satisfaction of the Foreign Medical Visitors on the healthcare services he has received
Scenario2: The Foreign Medical Visitors satisfaction Factor having the value above 70 and less than 90
indicates the moderate satisfaction of the Foreign Medical Visitors on the healthcare services he has received

**Scenario 3:** The Foreign Medical Visitors satisfaction Factor having the value above 50 but less than 70 indicates the slight satisfaction of the Foreign Medical Visitors on the healthcare services he has received

**Scenario 4:** The Foreign Medical Visitors satisfaction Factor having the value less than 50 indicates the dissatisfaction of the Foreign Medical Visitors on the healthcare services he has received

**IV. CONCLUSION**

The quantification method used is effective and easy to implement for the remedial steps for enhancing the satisfaction of the Foreign Medical Visitors at every level. The satisfaction Factor helps in computerized analysis of all the surveys. This can be extended to measure the customer satisfaction.

**REFERENCES**


