Medical Tourism: Redefining Medical Tourism in Hong Kong

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Presentation Outline

1. Medical Tourism in Asia and Hong Kong

2. Hong Kong’s Advantages

3. Benefits of Medical Tourism

4. Working Together
Growing Medical Tourism in Asia

- Thailand actively marketed and built up medical services
- Medical tourism, a growing segment of Malaysia’s tourism
- Singapore actively promoting medical tourism
- Patients from developed countries travel to Asia to capture affordable, quality healthcare services
Health care in Asia

Westerners are flying East for good, inexpensive treatment

Surprises that can have waiting periods of a year or more can be done immediately in some Asian countries. Seeing this developing market, the U.S. health care association Blue Cross Blue Shield formed a partnership with Thailand’s Buriram International Hospital. "Including the global health care alternative, we are now offering our members the services they want at competitive prices," says David Boucher, Blue Cross Blue Shield vice president of health care services. "In a fast-paced world of increased price transparency, an international surgical network is an added value that offers our members who wish to leverage their out-of-pocket payments a greater opportunity to travel for medical care."

Rajesh Rao, CEO of India’s Medanta — a global health care service that has united insurance and medical tourism — says the Medanta Carcinoid Center is working with several Fortune 500 companies on cancer care plans that offer uninsured corporate employees medical services, as an option. Sending an employee abroad can save as much as 80% of the costs of identical medical procedures.

After Thailand, Singapore and India are also large providers of medical tourists.

Healthcare in Singapore, as well as in some other Southeast Asian countries, is becoming a household name, especially among Asian expatriates. Singapore, with its advanced medical facilities and world-class healthcare providers, is becoming a popular destination for medical tourism.

Medical tourism trends | Singapore, Thailand and India

As many as 1 million tourists visit Singapore each year, and more than 800,000 of them plan to visit the island nation for medical treatments. The Singapore Tourism Board estimates that by 2015, the number of medical tourists visiting the country will double to 1.6 million.

The reasons for this rise in medical tourism in Singapore are many. The country has a world-class healthcare system, with some of the best hospitals and medical facilities in the world. Singapore is also known for its high-quality medical care, which is affordable compared to other countries.

In addition, the country has a well-developed infrastructure, which makes it easy for patients to access all the necessary facilities. The healthcare system in Singapore is also highly transparent, with clear pricing and billing practices, which further adds to its appeal as a medical tourism destination.

On the other hand, some of the challenges faced by medical tourists include language barriers and cultural differences. However, these challenges can be overcome with the help of translation services and cultural consultants.

Overall, Singapore is a great option for those looking for high-quality medical care at an affordable price. With its excellent healthcare system and well-developed infrastructure, the country is becoming a popular destination for medical tourists from around the world.
Medical Tourism in Hong Kong

- Destination for medical treatment in Asia for 30 years
- Medical Tourists from Mainland China, the Philippines, Indonesia and Malaysia
- Most utilize outpatient services such as cosmetic and eye surgery
- Majority cases treated in clinics and health centers, small percentage in private hospitals
- No active marketing for Medical Tourism
Growth in Hong Kong

• Mainly due to increase in Medical Tourists from Mainland China

• Increased standard of living and affluence in coastal cities
  → Demand better service and care than state-run hospitals
  → Can afford to pay premium for healthcare services overseas
Hong Kong’s Advantages

• Industry Excellence
  – Excellent medical care
  – Quality service
  – Advanced treatment
  – Access to medicines
  – World-class facilities

• Cultural Affinity
  – Multi-cultural community and multi-lingual
  – International management expertise

• Transportation Hub
  – One of the largest hubs in Asia
  – Gateway to Mainland China
  – Easy access to all of Asia’s key markets and half the world’s population
Economic Benefits of Medical Tourism

- Economic growth in hospitality, tourism and retail industries
  - India, Thailand, Singapore and Malaysia generated US$3 billion in 2005
  - Thailand projected to earn US$952 million in 2006
  - Singapore earned US$915 million in 2005
  - Malaysia earned US$400 million in 2005

- Major source of foreign exchange

- Job creation in various sectors

- Increased revenue allows for service upgrade and technology enhancement
Let’s Work Together

HKSAR Government

Healthcare Industry

Finance & Insurance Industries

Tourism & Hospitality Industries
Central Policy by HKSAR Government

- **Emphasize Professional Services**
  - Reinforce Hong Kong as THE professional standard of service
  - Market Medical Tourism services worldwide
  - Revise legislation on Medical Advertisement

- **Provide Quality Manpower**
  - Maintain quality training and build up the workforce
  - Insufficient manpower to support surging demand
  - Continue training of health care professionals
Central Policy by HKSAR Government

• **Build Infrastructure and Create Incentives for Investment**
  – Competing countries have lower cost of operation
  – Building a centre for health care is capital intensive
  – Allocate more sites for Hospitals and health centres
  – Provide attractive lease conditions such as lower land premium

• **Offer Easy Entry**
  – Smooth out the process for Visa application
  – Provide express approval for serious treatments
  – Offer longer visa for medical treatment
**Healthcare Industry**

- Provide one-stop service
  - Hospitals
  - Clinics
  - Health centres

- Maintain world-class medical care

- Create win-win-win situations
  - Agreement between Hong Kong Baptist Hospital and Macao University of Science and Technology
Tourism and Hospitality Industries

- Offer Medical Tourists with comprehensive travel packages
  - Medical checkups
  - Shopping
  - Side-trips

- Healthcare industry to reach out to tourism and hospitality industries
Finance and Insurance Industries

- Create fund-raising options for investors of the medical tourism industry
- Ride on Hong Kong’s strategic setting to resolve insurance issue with the Mainland
- Leverage on U.S. companies that factor in options to Asia for medical treatments
Conclusion

• Hong Kong is well positioned to capture this growth market

• The future of Medical Tourism lies in alignment of the objectives by all parties

• The private hospitals stand ready to cooperate

• Together we can create yet another reason to put Hong Kong on the world map
Thank you!
PARTNERSHIP OF

Baptist Hospital in Hong Kong &

Hospital of MUST in Macau

In MEDICAL TOURISM

Dr. H. F. Chiu, C.E.O., Baptist Hospital
Hong Kong Baptist Hospital

- Private General Hospital, 710 beds
- 43 years’ service
- In 2006, total admissions – 66,000
  medical tourists - 4,250 (6.4%)
  revenue from medical tourists – about 100 million dollars
Hospital of Macau University of Science & Technology (MUST)

- The third hospital in Macau
- Located within MUST campus on Taipa Island adjacent to the Airport and Cotai Strip (complex of tourism and entertainment facilities)
- Currently about 80 beds; will increase to 450 beds in next few years
M.O.U.
HKBH & MUST
(Feb. 8, 2007)

- MUST patients who require Dx/Rx procedures that are unavailable at MUST will be sent directly to HKBH for clinical management
- Common clinical records
- No price differential with local patients
- Patients will be discharged from HKBH back to MUST for follow-up
The Collaborative Arrangement enables MUST to provide for:

- the hospital needs of the increasing number of overseas expatriates in Macau (over 100,000)
- permanent back-up clinical support
- Management Consultancy services for development of the new hospital
WIN-WIN SITUATION FOR HKBH:

• Facilitates the development of medical tourism in an organized and progressive way, matched with its own resources
• Consistent with the Mission and Image of HKBH, and avoids over-commercialization of medical tourism
• Arrangement in place for follow-up of patients after discharge ensures good clinical outcomes
CONCLUSION

Partnering with Healthcare Institutions in medically less developed but economically booming cities across the Pearl River Delta and beyond is a new Model for developing Medical Tourism for Hong Kong.
Despite being late for over 20 years in embracing medical tourism, Hong Kong will more than make up this deficiency even if 0.001% of Mainland China’s 1.3 billion population look to us for medical treatment.
THANK YOU