

Table 1: SWOT Analysis of Indian Medical Tourism

<p style="text-align: center;">STRENGTHS</p> <p style="text-align: center;"><i>What strengths be able to achieve objectives</i></p>	<p style="text-align: center;">WEAKNESSES</p> <p style="text-align: center;"><i>What weaknesses required to deal with it</i></p>
<p style="text-align: center;">OPPORTUNITIES</p> <p style="text-align: center;"><i>What opportunities be able to employ</i></p> <p>O1- Treatment comparable to developed countries</p> <p>O2- Availability of international cuisines</p> <p>O3- Good coordination between wards & departments</p> <p>O5- Political stability</p> <p>O6- Economic recession</p> <p>O7- National health policy</p> <p>O8- Interpreter facility</p>	<p style="text-align: center;">THREATS</p> <p style="text-align: center;"><i>What threats required to be aware of</i></p> <p>T1- Online diagnostic facility</p> <p>T2- Clinical excellence</p> <p>T3- Inadequate transport facility</p> <p>T4- Connectivity from other countries no good</p> <p>T5- Medical visa costly</p> <p>T6- Cost of medical visa is inhibitive</p> <p>T7- Corruption in grant of visa</p> <p>T8- Extension of visa takes time</p> <p>T9- Two months cooling period is required for extension of medical visa</p> <p>T10- Unavailability of specialized procedures</p> <p>T11- Ethnic issues linked with MT</p>

STRENGTHS*What strengths be able to achieve objectives*

- SI- Availability of exclusive wings**
- S2- Alternative treatment like yoga & ayurveda**
- S3- Strong pharmacy sector**
- S4- Availability of highly skilled & expert doctors**
- S5- Best technology & quality available in India**
- S6- Infrastructure of Indian hospitals**
- S7- Lesser cost of medical procedures**
- S8- Privatization of healthcare sector**
- S9 - Special dietary services for international patient**

WEAKNESSES*What weaknesses required to deal with it*

- W1- Online preoperative counseling facility not frequently available**
- W2- No agreement with insurance companies**
- W3- Complicated disengagement of procedures & bill settlement**
- W4- No Medico legal security for medical tourists**
- W5- Air & water pollution in India**
- W6- Tedious police verification clause for medical tourists**
- W7- Level of patient service not at par**

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