



## Buying and Selling Healthcare – where does medical tourism fit?

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### Abstract:

Medical Tourism refers to people travelling abroad to obtain medical treatment. It is often for surgery (cosmetic or otherwise) or similar treatments.

Factors that have led to the increasing popularity of medical travel have been:

- High cost of healthcare
- Long waiting times
- Ease of travel
- Improvement in both technology and standards

However, the perceptions of medical tourism are not always positive and both Purchasers and Providers are evaluating the risks involved and whether it has a future in a global healthcare market. The World Health Organization (WHO) has recognized these trends and launched a body (World Alliance for Patient Safety) to assist governments, as purchasers and Hospitals as providers, to set patient safety standards.

The oral presentation will cover the changing global landscape for buying and selling healthcare, from both a purchaser and provider perspective, together with current emerging trends.

The presentation will then consider the place of Medical Tourism in the arena and detail solutions, for Medical Tourism, that have been successful. It will also highlight the challenges faced by Medical Tourism, in a world of increased competition and choice for healthcare.

### Biography:

Graham Elderfield is a highly experienced Healthcare



Chief Executive with extensive Board level expertise in the UK, Germany and the GCC. During his career he has been involved in reshaping healthcare strategies for both purchasers and providers, designing new service models in the UK and overseas, including the charitable sector.

Graham holds a Master of Business Administration degree, with distinction, from Buckingham University, a diploma in Management studies from Kingston University and is a fellow of the Institute of Healthcare Management in the UK.

### Publication of speakers:

1. Elderfield, Graham. (2004). True partnership approach excels. *Health estate*. 58. 31-3.
2. Shelden, Ryan. (2020). The Graham Patch. 10.1007/978-3-030-41350-7\_5.
3. Tengely, Szabolcs & Ulas, Maciej & Zygadlo, Jakub. (2020). On a Diophantine equation of Erdős and Graham. *Journal of Number Theory*. 10.1016/j.jnt.2020.05.006.
4. (Harding), Mary. (2020). John Graham Dickinson. *BMJ*. 369. m1716. 10.1136/bmj.m1716.

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