



Can Medical Value Travel make global healthcare a flat market place?

Benny Charles Daniel

Abstract

Medical Value Travel is a fast growing segment contributing good growth for the providers across destination countries. India has diligently recognised the opportunity and is showcasing its strength and potential in global market through public-private partnership, thereby paving its way to become a hub for medical tourism. However this segment still lies lucrative and is a transaction based industry. It has been creating minimal or sub optimal value in the ecosystem. In a layman's word, players charge International patients at a premium, which in turn makes healthcare heavy on their pockets.

Medical Value travel is not just about bringing a patient to a hospital and earning a referral fee. It has a lot more it and a bigger opportunity to enable India in the global market place.

What is the future of medical value travel? Where does it give us the opportunity in creating value in this ecosystem?

With various hospitals and markets that are looking at accessing medical value travel, what are the areas that needs auditing to sustain this industry?

What is required to start disruption in medical value travel?

Who are our customers?

What is the service cycle in this segment?

What markets pose an opportunity and those that are stagnant?

How difficult is brand building in medical value travel?

Since it is a service based industry, how can one institutionalise this segment?

Biography:(100 -200 words)

Benny Charles Daniel is a passionate healthcare professional with over 20 years of experience in managing different aspects of Medical Value Travel, Benny in his career has serviced over 10 lakh patients. He has successfully led companies across India, Thailand and Dubai with various leadership role in building and scaling the vertical of Medical Value Travel vertical. Today he is pursuing an ambitious journey of Bridging Global healthcare. VB Health Solutions, is an influencer in the healthcare ecosystem that offers healthcare services globally. His venture today receives and influences healthcare for over 5000 patients from 18 countries across 3 continents. Today VB Health manages patients in India, Thailand, Sri Lanka, Turkey and Germany. Passionate about making healthcare easily accessible, today VB Health is investing heavily in technology thereby creating value for institutions. VB Health is on a mission of industrialising opportunity for Medical Value Travel Opportunity. Few of the awards that VB Health has been awarded is as listed below

- Healthcare Startup of the year - IIM Rohtak

Emerging Indian Company of the year - All India Achievers Foundation

- IIM Ahmedabad has picked VB HHealth Business model as a case study for Medical Value Travel

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