



## Digital Technology in Medical Travel & Tourism

**Jalaj Mehta**

*Cluster Head: International Patient Services at Rainbow Medicare, India.*

### Abstract:

India's healthcare sector has grown drastically in the last decade but still lacks the capacity to deal with our burgeoning population. With just 1 doctor for every 1,700 patients, the length of medical consultations has shrunk to just 2 minutes on average. Such short consultations are inadequate for a thorough investigation of patients' symptoms, medical history, and diagnostic tests. Unsurprisingly, a greater number of people are turning to online health care for various needs, from data tracking and lab tests to self-care tools and interpretation of test results. These developments can help reduce the burden on an already stretched healthcare infrastructure, as it reduces dependence on in-hospital services.

From being nothing more than a source of information and a means to communicate, digital technology has grown to take on a greater role in both the marketing and provision of health care services. This is evident enough from the success of innovative digital health technology services like online doctor-patient directories, virtual consultations, health apps, collaborative medical records, and so on. It is also evidenced by the fact that surveys record that 77% of all patients use search engines before booking health appointments which means that most individuals look for additional information regarding their health before they visit a medical specialist. According to some estimates, by the end of this year, around 65% of patient interactions with health care services will occur via mobile devices. This is not surprising, as surveys suggest that 90% of young adults rely on health information shared on social media and other digital health platforms, while more than 70% of doctors also use medical apps on a regular basis. The success of digital media in the health sector can be attributed to the increased freedom and easier access provided by the platform. Patients are no longer restricted to seeking medical services in their immediate geographic location, and both medical professionals and consumers benefit with saved time and money. With so



much innovation in the digital health space, digital marketing cannot lag behind. It is now the most important way to increase outreach and visibility, to stay connected with consumers, and retain relationships. There is an increased need for integration and more intuitive healthcare marketing strategies.

### Biography:

Jalaj Mehta is a highly organized, creative and motivated Healthcare Medical Tourism Professional with an extensive experience of 15 plus years in Healthcare and Medical Tourism Industry, presently working as Cluster Head: International Patient Services at Rainbow Medicare, one of the leading healthcare service provider in India. Previously, Jalaj has worked with the renowned hospitals like Narayana Health (JCI), Apollo (JCI), Doctors beyond Borders, and International Hospitals Thumbay Dubai UAE (JCI), Columbia Asia and Singapore based Telemedicine Company RingMD.

### Publication of speakers:

1. Chaudhary, Rahul & Garg, Jalaj & Turagam, Mohit & Chaudhary, Rohit & Gupta, Rahul & Nazir, Talha & Bozorgnia, Babak & Albert, Christine & Lakkireddy, Dhanunjaya. (2019). Role of Prophylactic Magnesium Supplementation in Prevention of Postoperative Atrial Fibrillation in Patients Undergoing Coronary Artery Bypass Grafting: a Systematic Review and Meta-Analysis of 20 Randomized Controlled Trials. *Journal of Atrial Fibrillation*. 12. 10.4022/jafib.2154.

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