



Medical tourism: Re-examine consumer motivation to travel for treatment post-Covid-19

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Abstract:

This presentation re-examines the consumer motivation to travel for treatment in a post-Covid-19 era. In a post Covid-19 era, consumers' motivation to travel for treatment will depend on the following factors: Consumer confidence on travel, assurance of quality and safety in destination country and hospital, geographical distance, and to a lesser extent the type of treatment, treatment availability, and cost. The healthcare providers and established medical tourism facilitators will need to diligently communicate their safety protocols to potential consumers to earn their trust. The surviving medical tourism facilitators may want to focus on domestic market as a new strategy until 2023. The recovery period may be long, we can certainly expect paradigm shifts for both consumers and producer markets in medical tourism.

Biography:

She is currently Professor of Economics at the School of Business, University of North Carolina at Pembroke. She is also the Research Coordinator at the Medical Tourism Research Center, which she co-founded with Dr. James Frederick in November, 2009. Her current research interests in medical tourism include the four modes of medical tourism, focusing on estimating its demand and cost comparisons across countries and regions, and consumers' motivation and impediments to medical tourism. She is interested in the industrial organizational aspects and strategic partnership of key market players such as medical tourism facilitators, U.S. and foreign healthcare providers, and U.S. employers and insurance companies.



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2. Husserl, E. (1962). *Formal and transcendental logic*. (L. Villoro, Trans.). Mexico: UNAM.
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4. Husserl, E. (1974). *Formale und transzendente logik (Band XVII Gesammelte Werke)*. The Hague: Martinus Nijhoff.

[Webinar on Health and Medical Tourism |July 28, 2020| Dubai, UAE](#)

Citation: Lindy Andrews, Webinar on Health and Medical Tourism; Medical Tourism 2020; July 28, 2020; Dubai, UAE