



Post COVID-19: Medical Tourism Strategy for Business Revival

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Abstract:

Medical tourism is on hold now due to COVID-19. It is impacted badly like other tourism products and possibly would take the longest time to revive again. We all know that this industry is not going to restart until the international flights' resume, worldwide travel ban uplifts, and visa reissues. But one thing is for sure this industry will regain its market share sooner or later worldwide.

However, the marketing plan and strategy for medical tourism are not going forward as earlier. There will be a question mark on traditional business strategy in the current scenario and post COVID-19, so you have to change drastically your marketing plan also in response to the shift in searches, competitors, and market share.

Biography:

Siddiqui is the protagonist in making India a preferred medical tourism destination for global patients. His organization Marlin Medical Assistance Pvt. Ltd. is most reliable medical tourism company in India with the philosophy of "End-to-End Healthcare Services". It deals with global patients looking for affordable, high quality surgical and non-surgical treatment in abroad. His dedicated highly qualified team, ready to assist from the moment patient gets in touch with them and eager to ensure that they get world class quality care with high level of satisfaction. Under his leadership his team made strenuous efforts to attract patients to India, largely from the Middle East, CIS and African world.

Publication of speakers:

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Wiener index and Wiener polarity index of some polyomino chains [340]. *Journal of Discrete Mathematical Sciences and Cryptography*. 22. 1151-1164. 10.1080/09720529.2019.1688965.

3. Liu, Jia-Bao & Malik, M. & Ayub, Nausheen & Siddiqui, Hafiz Muhammad Afzal. (2020). Distance Measures for Multiple-Attributes Decision-Making Based on Connection Numbers of Set Pair Analysis with Dual Hesitant Fuzzy Sets. *IEEE Access*. PP. 1-1. 10.1109/ACCESS.2019.2963484.
4. Siddiqui, Hafiz Muhammad Afzal. (2019). Computation of Zagreb indices and Zagreb polynomials of Sierpinski graphs. *Haceteppe Journal of Mathematics and Statistics*. 1-12. 10.15672/hujms.623990. Webinar on Health and Medical Tourism |July 28, 2020| Dubai, UAE

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