

The Influence of Marketing Mix in Medical Tourism

Heppi Kartika Rahmawati

Program Pasca Sarjana Kajian Administrasi Rumah Sakit Indonesia Departemen Administrasi dan
Kebijakan Kesehatan Fakultas Kesehatan Masyarakat Indonesia

**Email: heppi.diamond@gmail.com.*

ABSTRACT

The growth of medical tourism globally with the annual growth rate of 17,9% in 2013-2019, drives countries to develop medical tourism service in their hospitals. One of effective marketing concept is marketing mix. This study's aim is to know the influence of marketing mix in medical tourism. This article was using systematic review, by gathering article with PRISMA Protocol using ProQuest and Google Scholar, with article limitation criteria are full text scholarly journal in the last ten years using quantitative study and English language. The keyword used to search the article are marketing mix, 7P marketing, 7P, marketing 7P, mix marketing, medical tourism, and health tourism. There are 5 full text articles resulted by searching and screening process. After that the significant variables on medical tourism are being analyzed. The five article reviewed, was held in Thailand, Shiraz and Iran. All the 7Ps variable was used in the 4 articles, although there is one article used different term such as service, location, facilities, accommodation, activities, time worthiness, service providers, public relation and advertising, safety, and management. All of the article showing that marketing mix influence medical tourism. 7Ps marketing mix can give influence on medical tourism. Four articles found that People was the factor that gives the most influence of all marketing mix element. Three article found that physical evidence was the factor that gives the lowest influence of all marketing mix element. this study suggests to build marketing strategies with marketing mix approach, especially for people element.

Keyword: Marketing mix, medical tourism, 7P marketing.

INTRODUCTION

According to Centers for Disease Control and Prevention (CDC) (2016), medical tourism is used to describe international travel in purpose for receiving medical care. There are few reason that drives medical tourist to get medical care abroad, such as lower cost, family and friend recommendation, combining medical care with a vacation destination, a preference for care from providers who share the traveler's culture, or receiving a procedure or therapy which is not available in their country of residence.

In many countries and organization, the term of medical tourism and health tourism is interchangeable. Health tourism may or may not include medical tourism and/or spa tourism. And medical tourism may or may not include health tourism and/or spa tourism (Youngman, 2018)

Quarterly (2008) in WHO (2013), stated that from all international inpatients receiving care, there are about 35-45% are medical travelers, 25-30% are subtract expatriates seeking care in their country of current residence, and 30-35% are emergency cases.

According to Johnson and Garman (2010) in Noree, Hanefeld & Smith (2014) there are estimated, in 2007, 50.000-120.000 residents of the United States of America, obtain medical services aboard. Another data from Hanefeld et al (2013) in WHO (2014), an estimated 63 000 residents of the United Kingdom of Great Britain and Northern Ireland, in 2010, travelled abroad for medical care. They mainly seeking for fertility, cosmetic or bariatric treatments (shown is Figure 1).

It has been estimated that the industry of medical tourism globally will grow with the annual growth rate of 17,9% in 2013-2019, reaching USD32.5 billion in 2019. Two segments of medical tourism are people who travel to other countries for rejuvenation purposes and people who travel for curative care that is not available in their own countries. The Organization for Economic Co-operation and Development (OECD) estimates that those aged 80 and above will doubled or even more, from 4% in 2010 to nearly 10% by 2050. It means, driven by demographic factors, the global demand for healthcare services is on the rise. The data of the 2017 Global Access to Healthcare Index by the Economist Intelligence Unit, shows that several developing countries are ranked above the developed country as in figure 1 (KPMG, 2018).

In developing medical tourism, countries need to build marketing plan. The marketing mix is one of the main marketing concept. There are few definition of marketing mix. One of the latest definition is by Kotler (2000) in Damanche and Andrades (2015), which describe the marketing mix as the set of marketing tools that used by the firm to pursue it's marketing objectives in the target market. Kotler & Armstrong (2011) in Damanche and Andrades (2015), is one of the conceptors of 7Ps, which extend the traditional 4Ps (Product, Price, Promotion, and Place) concept. The other three elements are People, Physical evidence and Processes.

It is important to know the association between marketing mix and medical tourism, because by having the information, countries in the world can developed their own medical tourism. Based on the background and the literation review as stated above, this study aims to to know the influence of marketing mix in medical tourism.

THEORETICAL REVIEW

Product is the key factor or component of the marketing mix. It is the prime result of benefit which being enjoyed by a client of organization (Kotler & Armstrong, 2011; Damanche & Andrades 2015). Lunt et al (2015), describe product, in medical tourism, as a hybrid form of healthcare services and

tourism services which results in an overall customer/ patient experience. Damanche and Andrades (2015), stated products of health tourism includes, in addition to medical services, a set of tourist services, for example accomodation, transportation, food and entertainment.

Price is one of basic element in marketing mix. If hospital want to attract targeted groups of customers, then they have to consider how pricing attract targeted groups of customers (Damanche & Andrades, 2015). Hanefeld et al (2015) in Lunt et al (2015), stated that price is an important determinant of travelling aboard for treatment or choosing destination. Lunt et al (2015), stated that low price equates to cost savings patient, so it is one of potential key marketing message. An integration with the other marketing mix in pricing strategy is needed and also has to be consistent (Cowell, 1984; Palmer, 2001; Ahmad, 2007).

Promotion and communication strategy is one of the key element of services in marketing strategy, so that hospitals can communicate to their customers, the health services they provide (Lauterborn, 1990; Lovelock, 2001; Ahmad, 2007). Health tourism promotion refers to a promotional mix with several strategies to achieve communication objectives customers (Damanche & Andrades, 2015).

Place means related to where companies in the hospital sector must be headquartered and carry out their operations or activities (Lupiyoadi, 2013; Setianingsih & Rahayu, 2018). Lunt et al (2015), stated that place refers to the channels for selling the services to customer.

People or better known as human resources, are every person who play the role in delivering the product, because of it, the perception of consument depends on people element (Yasid, 2011; Setianingsih & Rahayu, 2018). In ensuring competitive advantage in the service market, human resources play an important role (Sekliuckene and Langviniene, 2011; Lunt et al, 2015).

Physical Evidence include every component that actually facilitates the performance or communication

of services, such as buildings, trained human resources, good medical equipment, logos, brochures, quiet environment, and others (Imawati, 2015). Physical evidence is the physical environment of the hospital where services were created and where service providers and consumers interact, plus any tangible elements used to communicate or support the role of the service (Lupiyoadi, 2013; Setianingsih & Rahayu, 2018).

Process crucial because process may influence the initial decision to purchase a service and can affect customer satisfaction level (Booms and Bitner, 1981; Collier, 1991; Smith and Saker, 1992; Kasper et al, 1999; Zeithaml and Bitner, 2000; Lovelock, 2001; Ahmad, 2007). The process of service at a hospital defined as any method or procedure delivering services to consumers. All stages of service experienced by consumers must provide the best so that the goal of service, which is customer satisfaction, can be achieved. (Imawati, 2015)

METHOD

This systematic review study used PRISMA-P (Preferred Reporting Items for Systematic review and Meta-Analysis Protocols) as the protocol, so the not met criteria article can be excluded through the identification, screening, and eligibility processes. We search the study in two databases (ProQuest and Google scholar) to retrieve secondary data and sorted the relevant peer-reviewed publications of relevant empirical publications, using keyword marketing mix, 7P marketing, 7P, marketing 7P, mix marketing, medical tourism, and health tourism. We only search for article published between 2010-2020. With those keywords we find 1136 search result. After eliminating duplication, there are 1133 article screened resulting 1128 article are excluded due to off topic, not quantitative, not in English language. Finally, 5 articles matched all the criteria and choosed to be reviewed (shown in figure 2).

RESULT AND DISCUSSION

Table 1 shows the results were sorted into 5 journals, after that the significant variables on medical tourism are being analized. The five article reviewed, was

held in Thailand (3), Shiraz (1) and Iran (1). All the 7Ps variable was used in the 4 articles, although there is one article used different term. Azimi et al (2018), used "service" term to represent product. One article Nalin Simasthiansopo (2019), used different term for 7Ps, such as Location, Facilities, Accommodation, Activities, Price, Time worthiness, Service providers, Public relation and advertising, Safety, and Management.

The Study conducted in Shiraz, use descriptive-analytic and cross sectional study design. Beside 7Ps, the study adds Physician mix as one of the variable of marketing mix. The best condition were staff and physician mix and in the worst condition concerning promoting and facilities mixes, both in public and private hospitals of Shiraz. Focusing on media advertisements and providing more facilities can improve the status of the hospitals which, consequently, results in attracting more medical tourists and developing this industry in Shiraz. For the record, the study found that there is no significant difference was found between public and private hospitals regarding the mixes. A study conducted by Pan (2017), show the result on people and promotion element which influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, and Samitivej Hospital. While different result on physical evidence which does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand especially in the hospitals stated above.

The study conducted in Thailand on 270 foreign tourists who used dental services in Thailand, from August to September 2017, use *cross-sectional survey research*. In 7Ps factor, the mean of People factor (mean 4.33, SD= 0.604) and price factor (mean 4.32, SD= 0.651), had the highest level of influence. The lowest mean score was the physical evidence factor (mean 4.15, SD= 0.752) which was at the high level of importance. Women were more interested in promotion, people, and physical evidence factor. Pan (2017) found that people factor gives significance influence, while price factor not. The study also has the same finding in physical evidence

which does not influence choices decision in foreign patients towards medical tourism.

The study conducted in Thailand on 400 Chinese tourists, found that most of Chinese medical tourist were 26-30 years old women who worked at private company had a bachelor's degree, and earned an income of 50,001-100,000 baht/month. Health service used by Chinese tourist were spas and massages. They get the information via hotel employees, friends and family as well as online forums, tour companies, magazines, travel websites, and travel books. The demand for for general health, health screening, operations, cure of diseases, dental work, plastic surgery and health promotion by using traditional medicine, alternative medicine, anti-aging and medical spa were high. Product, people, physical environment, price and other user outlays, promotion and education and service process elements, gave influence on the level of Chinese tourists' decision making on health tourism in Thailand with predicted ratio 86.7 % ($R^2=0.867$). While marketing factors of product elements, productivity and quality, people and promotion and education elements, gave influence on the level of Chinese tourists' Loyalty on health tourism in Thailand with predicted ratio 88.3% ($R^2=0.883$). Entrepreneurs of the medical and health tourism industry should focus on developing marketing strategies which influence the decision making and loyalty of Chinese tourists, such as business planning, strategies, practices leading to marketing success and loyalty. A study by Magatef (2015), found that the independent variable (the all tourism marketing mix elements) was able to explain (38.3%) of the changes happened in the dependent variable (all satisfaction of foreign tourists to Jordan) and the rest misattributed to other factors from all the marketing mix elements, the researcher studied. Product & promotion had the strongest effect on foreign tourist's satisfaction, where price and distribution were also effective significant factors. The research recommends suitable marketing strategies for all elements especially product & promotion.

The study conducted on 400 tourists who travel to Ban Thung Pradu, Thailand found that Learning new experience from new environment was mostly

influence on tourist decision-making, beside that, price and place were most influenced decision-making of tourists. This was because the price of health-related activity is cheap compared to others health-related activities. The professional of service provider (people) and the safety of service area (physical evidence) also influenced the tourist decision-making to visit Ban Thung Pradu. Different finding by Pan (2017), that price and physical evidence factor give no significance influence. While they have the same finding in people factor which influence choices decision in foreign patients towards medical tourism. The study by Alili (2015), show that place was the second most influence factor in medical tourism in Turkey.

The study conducted in Iran, found that staff (people), service (product) and process were highest score from the perspective of patients. Meanwhile price, facilities and promotion scored the lowest among parameters affecting the attraction of medical tourists to hospitals of Mashhad. The authorities in this industry, to promote medical tourism, should be focusing on important factors such as staff, service, and process. Beside that, the variables of price, facilities and promotion need to be revised. This study has the same finding with Pan (2017) on the element of people, price, physical evidence and promotion. While the product and process show the opposite. Similar with the study by Magatef (2015), that product was one of the strongest factor on foreign tourist's satisfaction. But the promotion was another strongest factor where price was also effective significant factor. The study by Alili (2015), show that product was the most influence factor in medical tourism in Turkey.

CONCLUSION & RECOMMENDATION

From the five articles reviewed, there were found that 7Ps marketing mix can give influence on medical tourism. Four articles found that People was the factor that gives the most influence of all marketing mix element. Meanwhile, three articles found that physical evidence was the factor that gives the lowest influence of all marketing mix element. Two articles which conducted on Chinese tourist in Thailand and conducted in Ban Thung

Pradu, Prachuap Khiri Khan Province, Thailand, did not state the lowest influence of marketing mix element on medical tourism. According to this finding, this study suggests to build marketing strategies with marketing mix approach, especially for people element. Limitation of the study, due to minimum time of study, there were only two database used in this study. It is recommended for future study to use more than two databases, so more article can be reviewed.

REFERENCES

- Ahmad, Alekddin Mohamad Khakif. (2007) The impact of competitive environment on the service marketing mix strategy of health organisations in developing countries: Jordanian private sector hospital senior manager's perspective. Doctoral thesis, University of Huddersfield. <http://eprints.hud.ac.uk/id/eprint/4614/>. [Download on 22 Desember 2019]
- Aliji, Abdulrahman. 2015. Turkey As A Medical Tourism Destination: A Study Of The Effective Marketing Factors On Preferences Of The Arab Medical Tourists In Turkey. Fatih University. <http://www.academia.edu/download/60888183/39940720191013-2881146ke0z.pdf>. [Diunduh tanggal 22 Desember 2019]
- Azimi, R; Mahmoudi, G; & Esmaili, H-A. 2018. Ranking Factors Affecting the Attraction of Foreign Medical Tourists in Hospitals Affiliated to Mashhad University of Medical Sciences Based on Marketing Mix Model. *Iran J Public Health*, Vol. 47, No.10, Oct 2018, pp.1593-1598. http://www.ijpubs.org/article/articleDownload.aspx?downloadType=pdf&articleANo=ORISBL_2018_v5n2_63. [Download on 22 Desember 2019]
- CDC. 2016. CDC Yellow Book Chapter 9 (12) Travel for Work & Other Reasons- Medical Tourism. <https://www.cdc.gov/travel/yellowbook/2020/travel-for-work-other-reasons/medical-tourism/>. [Access on 22 Desember 2019]
- Chongthananvit, Papon & Kheokan, Jantima. 2018. Factors Influencing the Use of Dental Services by Foreign Tourists in Thailand. *Asian Journal for Public Opinion Research - ISSN 2288-6168 (Online) Vol. 5 No.2 February 2018*: 63-83. http://www.ijpubs.org/article/articleDownload.aspx?downloadType=pdf&articleANo=ORISBL_2018_v5n2_63. [Download on 22 Desember 2019]
- Dimanche, Frederic and Andrade, Lidia. 2015. *Tourism in Russia: A Management Handbook*. Emerald Group Publishing UK. 2015. [https://books.google.co.uk/books?hl=id&lr=&id=CWafCgAAQBAJ&oi=fnd&pg=PA231&dq=\(%22marketing+mix%22+OR+%227P+marketing%22+OR+%227P%22+OR+%22marketing+7p%22+OR+%22mix+marketing%22\)+AND+\(%22medical+tourism%22+OR+%22health+tourism%22\)&ots=t_lrwMLcDj&sig=q18eFLb_1yuScChYf8QZe-Ef8U&redir_esc=y#v=onepage&q=marketing%20mix&f=false](https://books.google.co.uk/books?hl=id&lr=&id=CWafCgAAQBAJ&oi=fnd&pg=PA231&dq=(%22marketing+mix%22+OR+%227P+marketing%22+OR+%227P%22+OR+%22marketing+7p%22+OR+%22mix+marketing%22)+AND+(%22medical+tourism%22+OR+%22health+tourism%22)&ots=t_lrwMLcDj&sig=q18eFLb_1yuScChYf8QZe-Ef8U&redir_esc=y#v=onepage&q=marketing%20mix&f=false). [Access on 22 Desember 2019]
- Imawati, L. 2015. 'Manajemen Pemasaran di Rumah Sakit', in Buku Ajar: Pedoman Praktis. SL Jakarta: Institut Ilmu Kesehatan University Press.
- Jabbai, A; Zarchi, MKR; Kavosi, Z; Shafagh, T; & Keshkaran, A. 2013. The Marketing Mix and Development of Medical Tourism in Shiraz. *Mat Soc Med*. 2013 Feb 25(1): 32-36. <https://remote-libui.acid/2089/docview/1319709553471207EBEA14B69PQ1?accountid=17242>. [Download on 22 Desember 2019]
- KPMG. 2018. Medical Tourism-Industry Focus. <https://assets.kpmg/content/dam/kpmg/th/pdf/2018/03/th+medical-tourism+industry-focus-secured.pdf>. [Download on 22 Desember 2019]
- Lunt, N; Horsfall, D; & Johanna. 2015. *Handbook on Medical Tourism and Patient Mobility*. Emerald Group Publishing UK. 2015. Hanefeld [https://books.google.co.uk/books?hl=id&lr=&id=G-jECQAAQBAJ&oi=fnd&pg=PA164&dq=\(%22marketing+mix%22+OR+%227P+marketing%22+OR+%227P%22+OR+%22marketing+7p%22+OR+%22mix+marketing%22\)+AND+\(%22medical+tourism%22+OR+%22health+tourism%22\)&ots=8shhc6k_S&sig=wDg-OM8g8c0AOzXlZelnuVGS0&redir_esc=y#v=onepage&q=\(%22marketing%20mix%22+OR+%227P%22+OR+%22marketing%22+OR+%227p%22+OR+%22mix%22+OR+%22marketing%22+OR+%22health+tourism%22\)&f=false](https://books.google.co.uk/books?hl=id&lr=&id=G-jECQAAQBAJ&oi=fnd&pg=PA164&dq=(%22marketing+mix%22+OR+%227P+marketing%22+OR+%227P%22+OR+%22marketing+7p%22+OR+%22mix+marketing%22)+AND+(%22medical+tourism%22+OR+%22health+tourism%22)&ots=8shhc6k_S&sig=wDg-OM8g8c0AOzXlZelnuVGS0&redir_esc=y#v=onepage&q=(%22marketing%20mix%22+OR+%227P%22+OR+%22marketing%22+OR+%227P%22+OR+%22marketing%22+OR+%227p%22+OR+%22mix%22+OR+%22marketing%22+OR+%22health+tourism%22)&f=false). [Access on 22 Desember 2019]
- Magatef, Sima Ghaleb. 2015. The Impact of Tourism Marketing Mix Elements on the Satisfaction of Inbound Tourists to Jordan. http://ijbsnet.com/journals/Vol_6_No_7_July_20155.pdf. [Diunduh tanggal 22 Desember 2019]
- Noree, T; Hanefeld, J; & Smith, R. 2014. Medical tourism in Thailand: a cross-sectional study. <https://www.who.int/bulletin/volumes/94/1/14-152165/en/>. [Access on 22 Desember 2019]
- Pan, Jian. 2017. Factors Influencing Choice Decision of Foreign Patients Towards Medical Tourism in Bangkok, Thailand: A Case Study of Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. The Graduate School of Bangkok University: Thailand. <http://space.bu.ac.th/bitstream/123456789/2805/1/JianPan.pdf>. [Diunduh tanggal 22 Desember 2019]
- Pathomsirikul, Yaowapa. 2019. Marketing Strategies Affecting Chinese Tourists' Decision Making and Loyalty Toward Medical and Wellness Tourism In Thailand. *UTCC International Journal of Business and Economics (UTCC IJBE)* Volume 11 Number 2, August 2019. <http://www.ijbejournal.com/images/files/9069787955560d6083d87.pdf>. [Download on 22 Desember 2019]
- Setianingsih, A & Rahayu, P. 2018. Hubungan Bauran Pemasaran dan Layanan Pelanggan dengan Loyalitas Pasien. *Jurnal Ilmu Kesehatan Masyarakat* Vol. 07, No. 01, Maret 2018. journals.stikimacidojs.newindex.php/jikm/article/view/52. [Download on 22 Desember 2019]
- Simasathiansophon, Nalin. 2019. Tourist Preferences and Expectations On Health Tourism Of Ban Thung Pradu, Prachuap Khiri Khan Province, Thailand. Academic Conference on Educational & Social Innovations. <https://conferences.com/index.php/journal/article/view/136139>. [Download on 22 Desember 2019]
- WHO. 2013. Medical Tourism. https://www.who.int/global_health_histories/seminars/skelley_presentation_medical_tourism.pdf. [Access on 22 Desember 2019]
- Youngman, Ian. 2018. The magic of medical tourism numbers. <https://www.wintj.com/articles/magic-medical-tourism-numbers/>. [Access on 22 Desember 2019]

Table 1. Article Chosen According PRISMA Protocol

No	Title	Author, Year of Publication, Journal's name	Objective	Setting and Study Design	Subject and Study Sample	Variable
1	The Marketing Mix and Development of Medical Tourism in Shiraz	Jabbar et al, 2013, Mat Soc Med. 2013 Feb 25(1): 32-36	to determine the strengths, weak points, opportunities, and threats of the hospitals under study based on the marketing mix elements and, using the results of this research, develop the medical tourism industry Shiraz as well as the whole country.	Shiraz a descriptive-analytic and cross sectional	All the public and private hospitals of Shiraz among which, 7 public and 9 private hospitals were studied	Type of hospital (public or private), number of beds, evaluation degree, Marketing mix element (Product, Place, Promotion, Price, People, Process, Physical attractive, physician attraction mix)
2	Factors Influencing the Use of Dental Services by Foreign Tourists in Thailand	Chongthanavanit and Kheokao, 2018 Asian Journal for Public Opinion Research - ISSN 2288-6168 (Online) Vol. 5 No.2 February 2018:-63-83	To investigate the factors that influence foreign tourists' decision to use dental services in Thailand	Thailand <i>cross-sectional survey research</i>	270 foreign tourists who used dental services in Thailand, from August to September 2017	Country of Residence of the Respondent, Gender and Age Distribution of the Respondents, Career of the Respondents, Traveling Companion of the Respondents, Purposes of the Trip to Thailand, Channel Used to Gather Information Concerning Medical/Dental Services, Types of Health/Medical Services Used, Types of Dental Services Used by the Respondents, Product/Service, Price, Place, Promotion, People, Physical Evidence, Process
3	Marketing strategies affecting chinese tourists' decision making and loyalty toward medical and wellness tourism in thailand	Yaowapa Pathomsirikul, 2019 UTCC International Journal of Business and Economics (UTCC IJBE) Volume 11 Number 2, August 2019	to (1) explore personal factors, travel behavior, and the demand of Chinese tourists for medical and wellness tourism (health tourism) in Thailand; (2) to analyze the influence of service marketing mix has on Chinese tourists when choosing their health	Thailand quantitative research	400 Chinese tourists	Product Elements, Price and Other User Outlays , Place and Time, Promotion and Education, Process, People, Physical Environment, Productivity and Quality, Tourists' Decision Making on Medical and Wellness Tourism (Decision Making on Health care services, Decision Making on Health Promotion services), and Loyalty of Tourists on Health and Wellness Tourism (Tourists'

No	Title	Author, Year of Publication, Journal's name	Objective	Setting and Study Design	Subject and Study Sample	Variable
			tourism services; (3) to analyze the influence of service marketing mix factors on Chinese tourists' loyalty towards health tourism in Thailand			Satisfaction, Positive Attitude, Revisit Intention, Words of Mouth)
4	Tourist Preferences And Expectations On Health Tourism Of Ban Thung Pradu, Prachuap Khiri Khan Province, Thailand	Nalin Simasathiansophon, 2019 Academic Conference on Educational & Social Innovations	to study tourist preferences and their expectation on health tourism of Ban Thung Pradu	Thailand quantitative research method	tourists who travel to Ban Thung Pradu, Thailand	Location, Facilities, Accommodation, Activities, Price, Time worthiness, Service providers, Public relation and advertising, Safety, Management
5	Ranking Factors Affecting the Attraction of Foreign Medical Tourists in Hospitals Affiliated to Mashhad University of Medical Sciences Based on Marketing Mix Model	Azimi et al, 2018 Iran J Public Health, Vol. 47, No.10, Oct 2018, pp.1593-1598	to rank factors affecting attraction of foreign medical tourists based on marketing mix model.	Iran cross-sectional analysis,	All foreign patients admitted to hospitals affiliated to Mashhad University of Medical Sciences, Mashhad, Iran in 2016	Service, Place, Promotion, Price, People, Process, Facilities

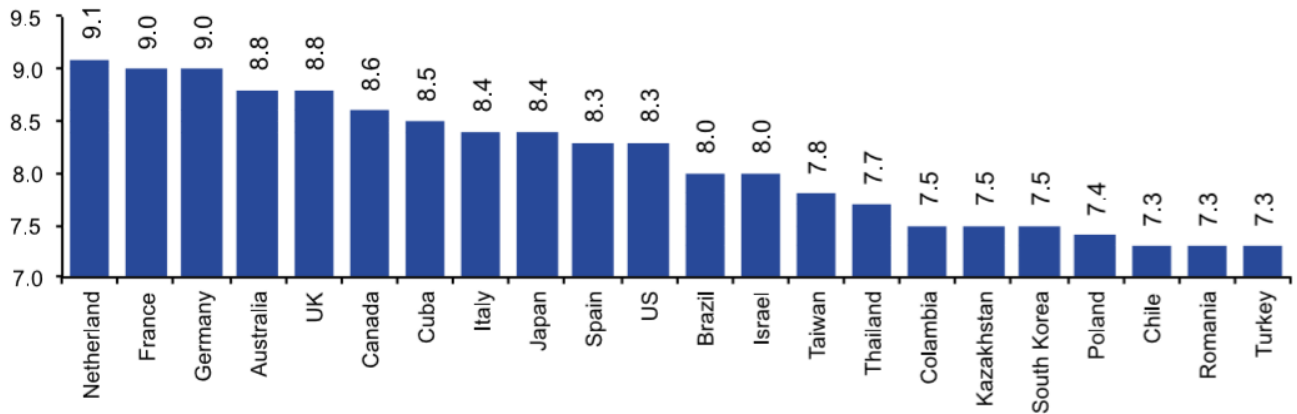


Figure 1. Top performing countries in 2017 Global Access to Healthcare Index
(Source: “KPMG Publication; Medical value travel in India, The Economist Intelligence Unit” in KPMG, 2018)

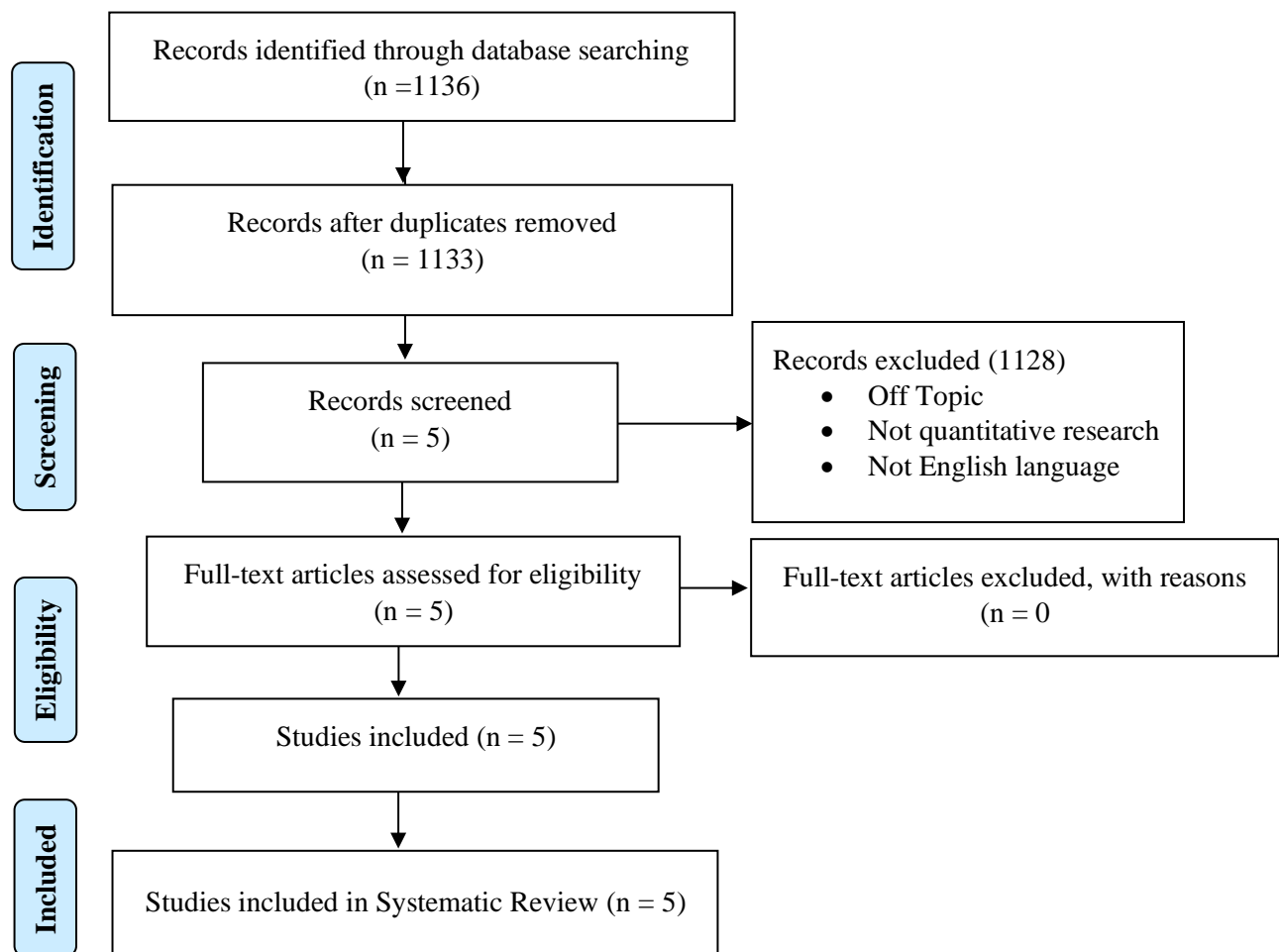


Figure 2. PRISMA systematic review identification, screening, eligibility, and inclusion