

Heal in India: Strategic Roadmap for Promoting Medical Tourism

Dr. Sangeeta Chaudhary¹, Dr. Rajiv Kumar²

¹Associate Professor, Faculty of Commerce and Business Management, Geeta University, Panipat,, Haryana

¹Associate Professor, Haryana School of Business, GJUS&T, Hisar

One of the major contributors to the Indian economy is the health care sector. In terms of marketing techniques, the government should promote less expensive travel and lodging, specialized training for service providers, and 24-hour services for communication and promoting both inbound and outward health services (Dawn & Pal, 2011). Medical tourism is gaining importance because our country has about 1.4 billion population with a sound medical support system. This healthcare mechanism is comprising of varied demographic and geographic spreads offering a wide variety of healthcare ranging from primary health centres to multi specialized facilities ranging from government owned, government aided to privately owned setups. Economically, they start from free of cost to top top-notch healthcare facilities. This robust, specialized and affordable mechanism has earned the attention of foreign nationals thereby promoting medical tourism as well. We earned a big reputation with the initiatives undertaken especially under the COVID-19 scenario wherein we outperformed the global numbers despite being a thickly populated nation. Excellent value is provided in terms of medical care to the travelers from both developed and developing nations. The said sector has immense potential and clubbed with the differentiated medicinal streams, diagnostic and pathological facilities our nation is poised becoming a globally reckoning force.

Government of India has announced an initiative of 'Heal in India' to promote medical tourism. The most crucial aspect of campaign is the promotion of world class facilities of Indian healthcare providers to inspire prospects and convert them into actual customers. It is a digital portal to simplify the journey of international patients to find suitable health care services in India. The Heal in India campaign will be successful when an integrated framework for all the hospitals and healthcare service providers will be designed. The use of modern communication technologies by hospitals and healthcare facilities for marketing should be done in a way that makes it simple for customers to identify the correct viewpoint. For improved communication, different promotion mix components be chosen from clubbed with the online options since they are found to have a better reach. To get to the potential

customer's door, these many components need to be correctly combined. The selection of advertising was made based on the needs and financial constraints. The management of the hospital chooses the media that is the most productive, such as print, broadcast, or television (Buchbinder & Shanks, 2007; Mukherjee, 2015). Online brand promotion is essential for raising awareness of services since it facilitates two-way contact. Foreign patients may have questions about the treatment before they receive it, and they can readily communicate with the experts by using online communication. The major strategies of Heal in India are as follow:

- India's affordable healthcare services draw a sizable number of patients from other nations. They initially try to connect themselves online. Potential patients can obtain information from hospital websites, as well as read reviews and look up social profiles, online.
- Digital marketing fosters positive interactions between service suppliers and international clients. Consequently, it is vital to develop a successful marketing strategy by concentrating on consumer behaviour. Digital marketing makes it possible to predict the type of therapy, the demands of international patients, and their needs prior to their arrival.
- Creating a visible, eye-catching website with favourable hospital ratings is essential for a hospital. because hospitals would be rejected if there were bad reports. Therefore, hospitals must to retain engaging websites and monitor customer reviews.

Conclusion:In the digital age, authenticity is a key issue. In order to easily convert potential medical tourists into actual medical tourists, information offered to patients must be of an authentic character. Patient happiness is predicated on this. The objective of Heal In India is to influence medical tourists by persuading them to join communities or websites. Henceforth, it can be concluded that the platform named medical care will enable to standardized the cost and make transparency in the medical facilities for international patients.