

Health of opportunities

Health tourism is opening up bountiful avenues of medical expertise to jetsetters the world over. **Upward Curve** shines a spotlight on elective and non-elective state-of-the-art-facilities and world-class practitioners in Mexico, Malaysia and Turkey

Naturally, thinking of medical intervention triggers the onset of negative thoughts, doubt and fear. But international healthcare facilities today provide the finest in holistic experiences.

As recently as the late 2000s, medical tourism was barely on the comprehensive global tourism spending radar. Today, it is a multi-billion dollar industry, with the number of medical tourists predicted to increase by up to 25% every year for the next decade. According to a study published

by Visa, research compiled by the Deloitte Health-endorsed Patients Beyond Borders® (patientsbeyondborders.com), unveiled that more than 11 million people travelled for medical attention in 2016. The Medical Tourism Index 2016 report values the industry at \$US100bn.

While Malaysia remains a global leader, alongside India, Singapore and Thailand; Mexico and Turkey are fast-emerging with cutting edge facilities and world-class health practitioners available.

"Now they have been able to build that critical mass, Mexico's private healthcare is excelling," says Patients Beyond Borders® CEO, Josef Woodman.

"It is no surprise it is a country now attracting some of the world's finest surgeons.

"Turkey is well developed and they have quality care with outstanding surgeons performing in world-class hospitals. Malaysia is a relative newcomer in Asia, but they offer really good quality care in high acuity situations."

As international healthcare facilities continue to improve, there are many more options for elective and non-elective medical assistance around the world. We take a look at where to combine world-class medical attention with attractive destinations in Mexico, Malaysia and Turkey.

MEXICO

Once judged solely upon its border-town dentistry and cosmetic surgeries, Mexico now rivals Asia for specialty care.

Most quality physicians in Mexico will have received at least part of their training in the US, and the best continue to travel over the border – or to Europe – for on-going training and involvement in thought-leadership. Indeed, with negligible waiting lists and Caribbean waters, Mexico is a very desirable healthcare destination.

Celebrating 10 years since its inauguration in 2016, Hospital Galenia (hospitalgalenia.com) was built to ensure world-class care for a burgeoning tourism

industry in Cancún. More than 400 credentialed physicians cover around 70 medical specialties and sub-specialties, with a focus on orthopaedics and traumatology, oncology and cardiovascular services. With state-of-the-art Cisco and Philips technology installed throughout the hospital, fully bilingual specialists and a partnership with Four Points Hotel by Sheraton (starwoodhotels.com) Hospital Galenia provides quality care for more than 400 international patients a year.

Médica Sur S.A.B. de C.V. (medicasur.org.mx) in Mexico City, is a highly specialised private teaching hospital that offers expertise in oncology, cardiology, neurosurgery, radiology and imaging and bariatric surgery. Open since 1981, Médica Sur now features a Gamma Knife Unit, Integral Radiosurgery Centre, a helipad and a long-standing partnership with the connected Holiday Inn & Suites (ihg.com), and its 12 luxury suites.

Founded in 1886, the American Hospital joined forces with the Cowdray Sanatorium in 1941 to form The American British Cowdray Medical Center IAP (abchospital.com) in the centre of Mexico. In the

south west corner of the city, the new Santa Fe campus opened in 2006 and specialises in neurology, orthopaedics and rehabilitation, offering comprehensive and multidisciplinary medical care to patients with neurological and orthopaedic conditions such as stroke, spinal injuries and joint replacements. In 2007, the centre signed an affiliation agreement with Houston Methodist Global Health Care Services (houstonmethodist.org), to ensure its care continues to meet world-class standards.

MALAYSIA

Malaysia remained a British colony until 1957, and as such Western culture is ingrained throughout the country. English is universally and comfortably spoken with tourist attractions in abundance, particularly in the ever-evolving capital of Kuala Lumpur and on the islands of Penang and Malacca, two of the most popular international beach resorts and health travel destinations.

All private medical facilities in Malaysia are required to be licensed under the Private Healthcare Facilities and Services Act 1998 and work closely with the Ministry of Health, which monitors compliance and establishes benchmarks and regulations for quality assurance. It is anticipated that one million medical travellers sought treatment in Malaysia throughout 2016.

Malaysia specialises in a wide array of diagnostic packages, including heart, stroke, cancer, and bone scan, particularly for the more elaborate cardiovascular and orthopaedic treatments.

Located just five minutes from downtown Kuala Lumpur, KPJ Ampang Puteri Specialist Hospital (APSH) (kpiampang.com) is one of Malaysia's leading specialist care facilities, with a long list of national and regional awards for safety



and quality of medical care. With award-winning otorhinolaryngology (ear) and ophthalmology (eye) services, patients travel from all over the world to receive treatment here. Opening its doors in 1995, APSH was the first purpose-built hospital in the KPJ Healthcare Berhad Group which owns and manages 25 hospitals in Malaysia and abroad.

Left: The Four Points Sheraton Hotel is connected with Cancun's Hospital Galenia
Above: Facilities at hospitals such as Médica Sur (Mexico City) and KPJ (Kuala Lumpur) are among the world's best

The exotic island of Penang is home to Penang Adventist Hospital (PAH) (pah.com.my), part of an International Adventist Network of some 600 not-for-profit hospitals, clinics and dispensaries worldwide. Among a comprehensive range of quality healthcare services and facilities, from disease management to preventive health, PAH enjoys a world-class digestive and liver-health centre, specialising in Gastroenterology and Hepatology and Endoscopy services.

Ramsay Sime Darby Health Care Ara Damansara Medical Centre (SDMC AD) (admcramsaysimedarby.asia) is the first stand-alone Centre of



Excellence for brain, heart, spine and joint cases in Malaysia. Featuring a full range of treatments and services designed to meet the needs of adult and paediatric patients with brain and nervous system disorders, the centre offers sophisticated technologies that enhance early diagnosis and treatment of most neurological disorders. The hospital, located in Selangor, is just minutes away from Subang Airport's Skypark Terminal.

TURKEY

Turkey is a vast land of diverse cultures and landscapes, ranging from the bustling commercial

Above: The striking Acibadem Hospital in Bursa, Turkey

centres of Istanbul to the quiet agricultural villages of the eastern provinces. Now a major presence on the world's economic and political arena, Turkey is poised to play its part in global healthcare as well.

While the visiting patient can expect a comprehensive range of medical services, Turkey's specialties include transplantation (bone, kidney, liver pancreas, stem cell), genetic testing, neurosurgery (brain cancer, degenerative spine disorder, peripheral nerve surgery,

epileptic surgery), ophthalmology and cardiology, orthopaedics (spine, shoulder, knee, sports and paediatrics).

The Acibadem Bursa Hospital (acibademinternational.com), across the Sea of Marmara from Istanbul, has a reputation as one of the finest liver, kidney and pancreas transplant centres on the planet, while the Group prides itself on breakthrough technology and exclusive hospitality across Turkey.

Medical Park Izmir Hospital (medicalparkinternational.com) focuses on oncology and microsurgery. Izmir Hospital, in the west of Turkey, is one of 25 Medical Park Hospitals across 17 Turkish cities. Combining the breathtaking natural and cultural sights of this ancient land with leading medical facilities, Medical Park Group caters for all facets of healthcare for medical tourists across Turkey.

A centre of excellence for organ transplantation, Memorial Antalya Hospital (memorial.com.tr) is located in the spectacular Mediterranean resort city of Antalya.

Memorial conducted 350 kidney and 300 liver transplants across three independent bone marrow transplant centres in 2015, including operations

on 50 international patients. The Memorial Group has nine internationally recognised hospitals across the country. ■

UPCOMING EVENTS

International Healthcare Tourism Congress 2017

3-4 March 2017, Bengaluru, Karnataka, India
ihtc.in

IMTJ Medical Travel Summit

24-27 April 2017, Opatija, Croatia
www.imtj.com

APAC Healthcare & Medical Tourism Awards

19 May 2017, Bali, Indonesia
ghtawards.com

World Medical Tourism & Global Healthcare Congress

2-4 October 2017, Los Angeles, California
medicaltourismcongress.com

IMTEC International Medical Travel Exhibition & Conference

9-10 October 2017, Dubai, UAE
medicaltravelexhibition.com

2nd Global Health Tourism Summit and Fair

9-11 November 2017, Istanbul, Turkey
healthsumex.com