**Book to boost nation’s healthcare profile**

KUALA LUMPUR: Malaysia is set to raise its profile in healthcare travel through an international guide on medical services in the country.

The Malaysian edition of Patients Beyond Borders, considered the Lonely Planet of healthcare travel, will improve the nation’s prominence among Westerners seeking affordable world-class medical treatments.

The book will allow local medical centres to capitalize on the Western market, which is under tapped. Of the 375,000 medical tourists who came to Malaysia last year, less than 8 per cent were from the United States or Europe.

The Patients Beyond Borders: Malaysia edition will be launched by Tourism Minister Datuk Seri Dr Ng Yen Yen on July 21 at the International Healthcare Conference and Exhibition 2009 at Kuala Lumpur Convention Centre.

The 246-page guidebook offers an overview of the country’s 30-plus private hospitals, health travel agents and accommodation. Author Joseph Woodman said Malaysia’s advantage was in its affordable healthcare.

Patients Beyond Borders: Malaysia Edition will be sold at Kinokuniya and Borders bookstores. It will also be available online through Amazon and Kindle.