

WHY HYDERABAD?

Hyderabad, the 5th largest metropolis of India, has an estimated population of around 8 million.

The city is today one of the fast developing cities in the country and a hub of information technology, ITES and biotechnology.

The city has been classified as an A-1 city in terms of development priorities, due to its size, population and impact.

It is the capital of biotechnology and pharmaceuticals of the country.

Multi-cultural, multi-lingual and multi-national – characteristics that have come to be associated more and more with Hyderabad since the early 1990s.

Given the phenomenal growth the city has experienced across technology domains (information technology, ITES and biotechnology), it's easy to understand why every year a very high number of skilled employees re-locate to the city from different parts of India and the world.

In fact, in the past few years Hyderabad has lured back quite a few NRIs, who are now happy settling down here.

To support the growing needs of a growing population, Hyderabad has world-class facilities in specialty hospitals and healthcare centers. These facilities are well spread out to all parts of the city for easy and fast access

There are approximately 540 hospitals within the city and the total number of beds in the city is 10,000 plus beds. The numbers of doctors in Telangana and Andhra Pradesh are around 70,000.

Hyderabad private hospitals specialize in the areas of cardiology and nephrology. Average occupancy ratio for private hospitals is 60%.

Hyderabad - Hot Destination for Medical Tourism

Medical tourism can be broadly defined as provision of '**cost effective**' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment.

Hyderabad has become one of the major health tourism hubs in India as a number of hospitals are providing services at affordable costs. Hundreds of foreigners are showing interest to obtain better health care treatment in Hyderabad hospitals which employ the latest technology and have modern facilities.

Hyderabad started developing its medical infrastructure; there was no stopping its rise as a medical tourism hotspot.

Almost all forms of cancer are treated in the medical facilities of Hyderabad. And the success rate of Hyderabad doctors in treating these diseases is one of the best in the world.

The city is also quite advanced in the treatment procedure of organ transplants. The city doctors have almost an unmatched record in liver transplants. Heart transplants are also very successfully performed in most of the top hospitals in the city. Hyderabad hospitals have an almost unparalleled record in bone marrow transplants.

The city has emerged as one of the prominent providers of neurosurgery and neurological treatment. The various neurological disorders treated are Headache, Migraine, Speech & Swallowing disorders, Epilepsy, Walking or Balancing Difficulty, Dizziness, Visual disturbances, Loss of consciousness, Tingling or numbness, Weakness & paralysis, Bladder control, Sleep disturbances, etc. The **hospitals in Hyderabad** are well equipped to treat neurological disorders like brain tumours, epilepsy, multiple sclerosis, movement disorders, vestibular diseases, stroke etc.

India has grown as the most preferred medical destination for patients all over the globe due to many reasons. India is recognized as one of the best provider for healthcare needs. Indian doctors are admitted to be of the very best quality. The nursing professionals are well trained and culturally more caring.

India is also an exotic country that attracts tourist for its amazing historical and **natural tourist spots** spread all over the land. The medical tourist visiting India can also partake of the beauty of the country. The **medical tourist** can avail this world class treatment clubbed with an amazing tourist experience at just a fraction of the price of the same treatment alone back home.

Hospitals in Hyderabad are attracting travellers looking for medical treatment. Everyday thousands of people from the US and Europe are waking up to the phenomenon called medical tourism that has become quite a rage in recent times.

Medical tourism at hospitals in Hyderabad combines care for your health with international tourism. The primary reason behind its surging popularity is better healthcare services at **an affordable budget**.

These include a wide array of highly skilled healthcare professionals, trained in various specialized disciplines, state-of-the-art equipment and modern amenities, impeccable service and personal attention to every need of the patient and all these, at a cost that surprisingly affordable.

Healthcare tourism at hospitals in Hyderabad makes it possible to save up to 80% (as compared to US/UK) on medical costs by opting for countries like India. Healthcare tourism in India is fast gaining in popularity because of this simple reason.

Medical tourism also gives you other advantages such as reduced waiting periods for your treatment. Your treatment at a hospital in Hyderabad is possible almost immediately.

Hyderabad is also well placed for the convenience of medical travellers. It is well connected to major air hubs, has some of the good shopping places, accommodation outside the hospital is not costly and tourist vehicles are freely available to move about. Plenty of excursion options are also available.

Medical Tourism in Hyderabad rises at 20% per annum

By TBM Staff | Mumbai

A recent study has shown that most of the international patients come to Hyderabad not only for treatments but also because of Hyderabad's Deccan culture and its association with Middle Eastern countries. "With over 50 per cent of patients from the Middle East and Africa, Hyderabad's medical tourism scenario is rising at around 20 per cent per annum and stands 4th in the country.

Govt. involvement in providing free facilities for the poor

Andhra Pradesh government has started providing free facilities to the poor people so revenues have increased with the increase in occupancy ratio in hospitals.

1. Demand for Specialty Hospitals

- Eye and ENT (Ear, Nose and Throat) Hospital.
- Multi specialty hospital.
- Heart Surgeries

Growth rate is highest in Cardiac and Cancer and will grow at 14% but very less Cardiac and Cancer centers are there in Hyderabad.

2. Demand for number of beds/1000 person

Number of beds/1000 person is 1.75 and the world average requirement is 3.96 beds/1000 people but this should increase to 6 beds/1000 person with the increasing population and growing healthcare diseases.

So approximately 36000 beds needs to be added in order to reach the ratio of 6 beds/1000 person.

3. Demand for number of patients

There is a demand to increase the occupancy ratio which will increase the number of out-patients and in-patients visiting the hospital/day. Big hospital chains in the city play a major role in the healthcare development and keep a track of the bed occupancy ratio.

EXPANSION PLANS

- The Government has released an additional amount of Rs. 55 Crore for the completion of the 450-bed Visakha Institute of Medical Sciences (VIMS) in Visakhapatnam.
- This is in addition to the Rs.120 Crore that has already been spent in the construction of the super specialty hospital. This hospital with the latest in Medicare will supplement the medical services provided by the King George Hospital.
- The investment constitutes 35% private investments and 65% through bank.
- Narayana Hrudayalaya P Ltd (NHPL) has announced plans to establish 5,000-bed health cities in the major state capitals of India. The total investment used would be of US\$ 100 million (Rs 400 crores).
- American International Group Inc. and JP Morgan have acquired to the extent of 25% stake in the hospital.
- Hiranandani group has planned to develop a 250 acre, integrated SEZ at Lahari, Hyderabad. This would even include hospitals in that area.
- GMR Hyderabad International Airport Limited has chosen Apollo to set up a medical centre inside the passenger terminal building. The medical centre will stretch over 300 sq. meters.
- Apart from the passengers, the centre will provide Medicare facilities to airlines and airport staffs.
- The Employees State Insurance Corporation (ESIC) would be setting up a Zonal Super Specialty Hospital to cater to the medical needs of its beneficiaries.
- The proposed 120-bed hospital, to be set up with Rs 92 crores.
- The corporation had also approved the up gradation of existing ESI hospitals in Hyderabad (to 500 beds).

NUMBER OF BEDS AS ON 2012

NAME OF THE HOSPITAL	EXPECTED NUMBER OF BEDS IN 2012 INCLUDING THE EXISTING CAPACITIES
Aware Hospital	360
Heritage Hospital	120
Medwin Hospital	720
Care Hospital	120
Krishna Children's Hospital	120
Mediciti Hospital	240
Rainbow Children's Hospital	180
Ram Hospital	540
M M Hospital	240
Aditya Multi Specialty Hospital	180
Asian Institute of Gastroenterology	180
Image Health Care Ltd.	300
Sunshine Hospital	180
Yashoda Hospital	1200

Government Schemes

AAROGYASRI

- Aarogyasri is the flagship scheme of all health initiatives of Andhra Pradesh Government with a mission to provide quality healthcare to the poor.
- The aim of the Government is to achieve "Health for All" in Aarogyandhra Pradesh (Healthy Andhra Pradesh state).
- In order to facilitate the effective implementation of the scheme, the State Government has set up the Aarogyasri Health Care Trust under the chairmanship of the Chief Minister.
- The Trust is administered by a Chief Executive Officer who is an IAS Officer.
- The trust, in consultation with the specialists in the field of insurance and medical professionals, runs the scheme.

15 Lakhs Surgeries / Therapies till date and call centre number is 104.

Aarogyasri wins E-India Award 2010 for 'Health Insurance Initiative of the Year' and Aarogyasri Health Care Trust wins the e-India Award for best 'EGovernance Initiative in G2G category for 'E-Office'.

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1-0-8 Emergency Response Service is a 24X7 emergency service for medical, police and fire emergencies. The service is available for the entire state of Telangana, Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh and Himachal Pradesh.

The main highlights are :

- It is a 24x7 emergency service.
- Toll free number accessible from landline or mobile.
- Emergency help will reach you in an average of 18 minutes. 1-0-8 is dialled for the purposes mentioned below:
- To save a life.
- To report a crime in progress.
- To report a fire.

108 Emergency Response Services has also signed MOU with over 6800 hospitals which provide initial stabilization free of cost for the first 24 hours.

EMRI (Emergency Management and Research Institute)

GVK EMRI (Emergency Management and Research Institute) is a pioneer in Emergency Management Services in India. As a not-for-profit professional organization operating in the Public Private Partnership (PPP) mode, EMRI is the only professional Emergency Service Provider in India today. EMRI handles medical, police and fire emergencies through the "1-0-8 Emergency service". This is a free service delivered through state-of-art emergency call response centres and has over 1400 ambulances across Andhra Pradesh, Gujarat, Uttarakhand, Goa, Chennai, Rajasthan, Karnataka and Assam.

Among many Indian states, **Telangana** is slowly getting hold of the top position.

Most modern equipments, experienced doctors and staff, home like environment, great nursing and effective post treatment services are some other factors that allure tourists to Hyderabad.

The most known hospitals for medical tourism in Andhra Pradesh are Hyderabad's Apollo Hospitals. It is a 650 bed multi specialty hospital with facilities comparable to the best in the world. Especially in cardiac treatment. It has a distinction of operating over 10000 cardiac patients with more than 99 percent success rate. Nizamia General Hospital is one of its kind probably in the whole world. It uses Unani system of medicine to cure its patients and it has been in the profession since 1938. It is estimated that on average 1500 outpatients are treated everyday here. There are many specialized hospitals like L.V Prasad Eye Institute which has earned name for itself, not just by treating patients, but by indulging in path breaking research in the field of eye diseases. It was started as a non-profit organization with the goal of providing help to underprivileged.

Multispecialty Private Hospitals in Hyderabad are: Apollo Hospitals, Care Hospitals, Kamineni Hospitals, Yasodha Hospitals, Star Hospitals, Usha Mullapudi, KIMS, Image Hospitals, Sunshine Hospitals etc

Exclusive eye hospitals - Maxi vision, Vasan Eye Care, L.V. Prasad Eye Institute etc.

Govt. Hospitals - NIMS, Gandhi Hospital, Osmania General Hospital etc.

Health Tourism India is a professionally managed, diversified enterprise engaged in core segments of - Health care, Health Care Recruitment Services, Panel of Doctors & Surgeons, Information technology, Tele-Communication, E-learning & Travel & Tourism Services. Health Tourism India is being managed by a group of medical professionals and in house doctors with an experience of 18 years in the Indian Healthcare industry.

Medical Tourism & Public Health Services

Medical tourism is going to only deal with large specialist hospitals run by corporate entities.

Medical tourism promotes an **"internal brain drain"** with more health professionals being drawn to large urban centres, and within them, to large corporate run specialty institutions.

Why India?

India is the leading country promoting medical tourism in the world. It is even moving into a new area of "medical outsourcing" where subcontractors aim to provide services to the overburdened medical care systems in western countries. Medical tourism to India is growing by 30% a year and the Indian education system is churning out an estimated 20,000 to 30,000 doctors and nurses each year. India benefits from a large staff of world class experts and the ultra-competitive cost advantage it offers.

India offers World Class Medical Facilities, comparable with any of the western countries. India has state of the art Hospitals and the best qualified doctors. With the best infrastructure, the best possible Medical facilities, accompanied with the most competitive prices, you can get the treatment done in India at the lowest charges. A patient will come to India where he will undergo medical treatment and along with that we will show him the Indian tourist and pilgrim destinations, as and when advised by the Doctors.

Some of the advantages of coming to India for medical treatment are:

- Internationally accredited medical facilities using the latest technologies highly qualified Physicians/Surgeons and hospital support staff.
- No Wait Lists.
- Fluent English speaking staff.
- Options for translator, private chef, dedicated staff during your stay and many other tailor-made services.
- Can easily be combined with a holiday/business trip.
- Climatic conditions in India for the whole year will be suitable for anybody from any country.
- India as a country welcomes people from other country as its culture based on the sutra "Athidhi Devo Bhava" means 'Guests are God'.
- India is rich in its natural beauty and will provide a pleasant & peaceful time here.

About HITEX

HITEX, Hyderabad International Trade Exhibitions Limited, constituted by Government of Andhra Pradesh under Public-Private Partnership mode with India's leading Engineering & Construction major - Larsen & Toubro Ltd., has created world class infrastructure to host international trade shows, exhibitions, conventions and events.

HITEX is strategically located in Hyderabad, the business and technology hub of India. HITEX is spread over 50 acres of land, has – three air-conditioned Exhibition halls of area 3500 sqm each and complemented with 15,000 sqm of open display area, apart from conferencing facilities of various sizes and ancillary services including parking spaces (3000 cars), organiser's offices, media rooms, VIP lounges, etc.

A 287-room Novotel business Hotel and a 6000 pax Hyderabad International Convention Centre (HICC) are located in the HITEX campus, offering convenience and scale to organisers planning large events in India.

HITEX - the premier trade destination, continues to converge and connect.

Reference / Source

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THE VENUE FOR SUCCESS

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AND TRADE FAIRS IN **INDIA**

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- A horizontal silhouette of various Indian landmarks including the Taj Mahal, a Buddha statue, and other domed structures. To the right, a colorful, stylized gate or archway is visible. The background is a deep red with a large, white, abstract shape resembling a flame or a stylized 'H' on the right side.
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