



# Introducing the Center for Medical Tourism Research

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**Center for Medical Tourism Research**





# The Opportunity

- Medical Tourism, as an industry, is growing tremendously
- Many countries and organizations are entering this market
- These entities and other stakeholders need the best information from which to develop strategies and determine the correct direction will most likely be successful
- There is a strong need to determine the 'truth' about medical tourism trends



# The Center

- Vision- To serve as the premier academic center for Medical Tourism/Travel research in the world. The center will provide high-quality research and thought leadership in the economic, social justice, and societal impacts of the Medical Tourism/Travel industry. The center will uphold the Core Values of the Mission of the University of the Incarnate Word: Faith; Service; Innovation; Truth; and Education. We bring together the diversity and the quality of our resources to promote wider access to low cost, high-quality healthcare.



# The Center (cont.)

- Mission- The mission of the Center for Medical Tourism/Travel Research is to study and document trends and the economic, social justice, and societal impacts associated with the transnational movement of people in the pursuit of healthcare. We develop relevant and timely research that integrates approaches from a variety of fields, disciplines and viewpoints.
- We are committed to conducting influential, ethical research in the area of Medical Tourism/Travel, to examine, explore, and evaluate the needs and expectations of the business, governmental, scientific, and medical communities; public health organizations; the public at large; students, and other stakeholders.



# Research Agenda

- Research Agenda:
  - The genesis and drivers of medical tourism
  - How countries are marketing medical tourism destinations
  - Consumer choice and medical tourism
  - Adequacy of quality of care at medical tourism facilities
  - Various stakeholder perceptions and attitudes toward medical tourism
  - Assessments or evaluations of medical tourism practices



# Research Agenda (cont.)

- Research Agenda:
  - Technological and privacy issues in medical tourism
  - Economic, regional, political, social, cultural and cross-cultural issues associated with medical tourism
  - Economic impact of medical tourism on countries where it occurs, industries affected by the trends (e.g., pharmaceuticals, medical equipment, etc.), and medical/healthcare jobs in the affected countries



# Research Agenda (cont.)

- Research Agenda:
  - Continuum of care issues when patients come back to home country
  - Legal issues regarding the care given and responsibility



# Current Activity

- Revised Vision, Mission, and suggested Board makeup
- Website is up and functioning ([www.medicaltourismresearch.org](http://www.medicaltourismresearch.org))- also off of UIW site ([www.uiw.edu](http://www.uiw.edu))
- New Article in Issue 9 of the Medical Tourism Magazine (Economic Impact- El Salvador)
- Two NIH Grant Proposals Submitted (Internal Funding)
- Agreements to perform research for various organizations, countries, and providers



# Current Activity

- Philippines and Korea for FAM Tours
- Interview on KENS5 TV (CBS) local news broadcast
- Interview with SA Express News
- LinkedIn.com site
- Capstone Project for Texas Benefits
- Book, Papers, Research (several in pipeline)
- More...



# Future Activity

- Linking off of the [www.medicaltravelresearch.org](http://www.medicaltravelresearch.org) and [www.healthtourismresearch.org](http://www.healthtourismresearch.org) sites
- Speaking at the 2nd Annual World Medical Tourism & Global Health Congress in 2009 (Economic impact on pharmaceutical industry)
- Research on the impact of Medical Tourism on Dentists in Border communities (grant funded)
- Paper in the “Medical Tourism” issue of International Journal of Behavioural and Healthcare Research
- Paper in new International Journal of Medical Tourism Research



# Future Activity

- Offering 24 hour support to News Agencies
- Speaker from India in San Antonio (MD with specialty in Cardiac)
- Meet with the former “Surgeon General” of Mexico
- Meet with industry groups and individual companies to determine research needs
- First ever Medical Tourism Research conference in San Antonio in January 2010!



# The Benefits of the CMTR

- Alignment with the MTA means more data and information for MTA members
- Bringing the truth about the industry to the various stakeholders
- Committed to helping bring affordable research alternatives to those in the medical tourism industry that need assistance
- Evaluating the social justice aspects of medical tourism



# Questions

- Please contact:
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