Terms of Reference (ToR)
for
R&D Project

Title	**An empirical study of medical tourists visiting India for understanding their demographics, preferences, and experiences**
Sectional Committee	**Medical Value travel and Wellness Services Sectional Committee, SSD 16**
Duration	**4 Months**

1 BACKGROUND

1.1 India is one of the popular country for medical tourism and growing at a significant pace. However, sufficient information and data regarding number of medical tourists visiting India from different countries and their preferences and experiences, is not available.

1.2 In order to identify the priority areas for standardization in Medical Value Travel, the committee on Medical Value Travel and Wellness Services, SSD 16 has decided to conduct an empirical study of medical tourists visiting India to understand their demographics, preferences, and experiences. Outcome of the study will help the committee to identify priority areas and subjects needs standardization including requirements for travel, accommodation of medical tourists, popular medical procedures, pre-treatment assessments, patient care, and post-treatment follow-ups.

1.3 This study will also provide information and data regarding processes being followed by payers, MVT facilitators, healthcare providers and public institutions in context of medical tourism which would help in formulating Indian standards on priority areas/subjects.

2 OBJECTIVES

Study to collect the information and data on medical tourist demographics, preferences, and experiences by analysing the existing practices and processes being followed by organizations/agencies/agents (medical value facilitators), payers, healthcare providers (hospitals and clinics) and public institutions (government).

3 SCOPE

3.1 Undertake study of existing literature which includes published research papers, standard operating procedures (SOPs), study conducted by any other organization, government regulations/guidelines, case studies, best practices, international standards/standards of NSBs of foreign country, if any.

3.2 Comparative analysis of information and data collected as per para **3.1.**

3.3 Identification of organizations/agencies/agents [medical value facilitators(MVTs)], payers (patients), healthcare providers (hospitals and clinics) and ministries/government departments relevant to medical tourism in India and conduct study, but not limited to the following:

a) Demographics and geographic origins of medical tourists visiting India every year (data of last 5 years) and identification of the most sought medical treatments and procedures among international patients.

b) Procedures/processes being followed by MVT facilitators and healthcare providers engaged in medical tourism including documentation requirements.

c) Interaction with healthcare providers, experts and policymakers through structured questionnaire to seek their suggestions/recommendations to enhance the medical tourism experience in India including need for infra-structure development.

d) Feedback through structured questionnaire from medical tourists regarding their satisfaction level and experience on accommodation facilities, healthcare facilities and services (including patient care and post-treatment follow-ups), challenges faced by medical tourists including government policies and overall experience of medical tourism journey in India. Analysis of feedback with suggestions/recommendations for improvement.

e) Based on interaction and feedback, identify the key areas and subject for standardization along with justification and supporting documents.

3.4 Conduct visits covering 5 major metro cities as per the Sampling Plan given below:

Type	**Visits to be paid to different organization**	**Data to be collected**
Payers (Patients from different countries)	50	As per para 3.3
MVT facilitators		
Travel Agencies and Tour Operators	10	As per para 3.3
Relevant Healthcare Providers (Hospitals and Clinics)	10	As per para 3.3
Diagnosis Centres (Medical investigation labs)	05	As per para 3.3
Government Department		
Concerned Ministries (or Departments)	02	As per para 3.3

3.5 Preparation of analytical report covering the details mentioned in para from **3.1** to **3.4**.

4 METHODOLOGY

The researcher shall follow a structured methodology that includes, but not limited to, the following:

a) A thorough literature reviews as per para **3.1**.

b) The criteria for choosing stakeholders to visit for study shall be informed to BIS for consent before proceeding further.

c) Conduct visits in context of para **3.4** after identification of relevant stakeholder.

d) Collect the information as required in para **3.3**.

e) Focused group discussions after the visits to analyse and comparative analysis of the collected information and data.

f) Prepare a report based on the findings and data collected as per para **3**.

5 DELIVERABLES

A report containing information and data as mentioned in **3** along with the covering evidence containing statements, questionnaire, details of interviews, outcome of consultation with experts and data collected during literature review and visits. Hard as well as soft copy of the report shall be submitted within the timeframe.

6 TIMELINE AND METHOD OF PROGRESS REVIEW

The time frame of completing the study and submitting the final report is 4 months from the date of the award of the project.

Stagewise timelines:

a) Interim Report covering the review of the literatures, existing stipulations and visits plan for approval of BIS – **within 1 month** from the date of award of project from BIS.
b) Report of stakeholder's visits by **end of 2 months** from the date of award of project from BIS.
c) Draft project report covering all the aspects of the ToR – By **end of 3 months** from the date of assignment received from BIS.
d) The researcher taking up the project shall clear all doubts on provisions of research including ToR and BIS guidelines before acceptance.

7 BIS SUPPORT

7.1 BIS will provide access to latest editions of supporting Indian and International Standards.

7.2 BIS will facilitate to introduce research project to research organizations, government departments, and industries/service providers.

8 NODAL PERSON

Shri Udham Singh
Sc-B/AD & Member Secretary, SSD 05
Services Sector Department
Email: ssd@bis.gov.in
Bureau of Indian Standards