

Chapter 11

Redesigning of Marketing Mix Elements Affecting Medical Tourism Through Artificial Intelligence (AI)

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ABSTRACT

The medical tourism industry is a complex field in the world and has third position among competitive industries. The purpose of this study is to look into the components of the marketing mix like place of the treatment, treatment charges, as well as other variables that affect medical travel. In a similar vein, chatbots driven by AI offer round-the-clock assistance by promptly and accurately answering patient questions. Three hundred sixty-degree movies, interactive simulations, and other virtual instructional materials can be given to patients using VR. This entails developing patient-facing mobile health applications, broadening the use of wearable technology to track health issues, and enhancing the integration of blockchain, AI, and robotics technologies. Medical tourism destinations may provide medical tourists a safer, more pleasurable, and more cost-effective experience by putting into practice workable solutions including package packages, financing choices, stringent infection control procedures, technology and AI, customized legislation, and data analytics.

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INTRODUCTION

The medical tourism sector is a competitive industry that ranks third global in the world. Medical tourism is considered a high-end form of travel. The goal of this study is to investigate the elements of the marketing mix, such as the treatment location, cost, and other factors that influence medical travel. The entire world is in the speed of technological transformation. Computer Revolution followed by Artificial Intelligence started dominating almost in all the fields. Healthcare Industry and Medical Tourism is not an exceptional to this. AI is also facilitating the ways and means of stimulating the income base of billions of foreign currencies earnings to home country as well as to the companies involved in providing such services particularly corporate hospitals. AI provides two core benefits both for patients as well as to speciality doctors. These days, robotics and artificial intelligence are not just science fiction; they are an essential component of our everyday lives. AI is also very important in complex fields like healthcare. With affordable solutions, artificial intelligence has the potential to expedite diagnosis and treatment. This technology further frees up the valuable time of our doctors, surgeons and nurses, so that they can focus on more important things related to patient care.

Similarly, AI helps in managing a hospital in a very effective manner. AI-based tools have been implemented in various activities such as hospital billing, medical billing, documentation, revenue and medical record management. Invading of AI has resulted in improving patients' compliances, ease the mode of gathering their feedback, helps to get useful suggestion and guidelines to maintain ideal service without compromising on quality. Robots are also involved in critical care surgeries, patient care takings etc., AI is also helpful in producing rapid and reliable results when used in conjunction with techniques such as image analysis, clinical diagnosis, and laboratory diagnostics. On the other hand, three popular AI-based technologies that have been successfully used in the Indian healthcare sector are machine learning (ML), deep learning (DL), and natural language processing (NLP).

It also facilitates the effective execution of marketing plans in the selected environmental factors like social, demographic, political, legal, technological and cultural factors of determination.

Radiology was the first medical field in India to use AI-based technologies, especially for the treatment of diseases like tuberculosis (TB). After the pandemic, artificial intelligence (AI) has gradually spread to other areas of healthcare, including diabetes, cancer, liver and lung diseases, and screening for a variety of eye-related conditions.

About the Indian Healthcare Industry

The public and private sectors make up the diversified Indian healthcare business. It has seen tremendous changes and developments recently and is essential to the nation's overall growth. Both privately run clinics and government-funded institutions make to India's healthcare system. The government is in charge of overseeing primary health clinics, district hospitals, and tertiary care facilities that provide public healthcare. A sizeable section of the population receives private healthcare, which is frequently more sophisticated and technologically equipped. (Krishna A . et al .2018). The Indian government is also putting a lot of money on artificial intelligence (AI) and has been experimenting with its use in mobile screening devices for preventive health checks, especially in rural and distant locations. The government also sees AI in healthcare as a way to improve price, quality, and accessibility. (Rao M et al. 2013).

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