



The Medical Tourism Survey 2012

Summary and order form

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1

The Treatment Abroad Medical Tourism Survey 2012

Our medical tourism survey reveals the latest trends in travelling overseas for treatment, be it for health-related, dental, infertility, obesity or cosmetic treatment or surgery. More than 1,000 patients took part in the study, the largest of its kind in the UK and Europe.

The Treatment Abroad Medical Tourism Survey explores the experiences of patients who have gone abroad for some form of surgery or medical or dental treatment. The research was undertaken by European Research Specialists on behalf of Intuition Communication who run [Treatment Abroad](#), and the [International Medical Travel Journal](#).

The research provides insight into:

- Why patients decide to travel for treatment
- What kind of treatment they undergo
- Where they go
- What they spend on the trip
- The good and bad aspects of their customer and patient experience

The Treatment Abroad Medical Tourism Survey collected quantitative and qualitative data on patients' experiences when travelling abroad for treatment. 1,045 respondents took part in the survey. 55% of respondents were from the UK. (Data analysis is provided for UK residents and non-UK residents.)

Purchase the report

The 150 page report can be purchased from Intuition Communication Ltd. The report will be available for purchase from Monday 19 March 2012.

- Normal price - £350 (420 euros)
- Discounted price for clients of Intuition Communication/Treatment Abroad: £275 (330 euros)

Complete and return the order form later in this document to place your order.

The report will be supplied as a PDF file.

2 Key findings

- For all patients in the survey from all countries, Hungary was the leading destination (12% of respondents), followed by Belgium (11%). Poland, Turkey, Spain, the Czech Republic and India were the destination for around 7% of patients each.
- For UK patients travelling overseas, Belgium (16%) was the most popular destination for treatment, followed by Hungary (15%), Poland (10%), Czech Republic (9%) and Turkey (9%) and Spain (7%).
- 42% of the UK patients in the study went abroad for cosmetic surgery, 32% for dental treatment, 9% for obesity surgery, and 4% for both infertility treatment and orthopaedic surgery.
- Hungary was the most popular destination for dental treatment (chosen by 38% of UK dental travellers) while Belgium was most popular for cosmetic surgery (18%). The most popular destinations for obesity surgery treatment were Belgium (50%) and the Czech Republic (21%). Spain, Cyprus and the Czech Republic lead the way in providing infertility treatment for UK couples.
- Nine out of ten respondents would definitely or probably go abroad for treatment again and the same number would recommend going abroad for treatment to a friend or relative.
- 84% would go back to the same doctor, dentist or clinic.
- 51% of respondents travelled to a country they had never been to before for their treatment.
- Patient satisfaction levels for their treatment abroad were high with 85% either 'very' or 'quite' satisfied with their experience. Levels of satisfaction were highest for infertility and dental treatments. Asked for reasons for their satisfaction, all respondents cited professionalism of staff, price and quality of care.
- Cost was cited by 83% of participants as the most important reason for travelling abroad for treatment. Dental patients also cited the ability to combine treatment with a holiday while cosmetic surgery patients cited worries about hospital infection in the UK. Orthopaedic, infertility and obesity surgery patients all cited the ability to avoid waiting lists at home.
- 71% said they had saved more than £2,000 by travelling overseas. 12.7% said they had saved more than £10,000 by going abroad for treatment. The greatest savings were seen to have been for dental and orthopaedic treatment.
- 82% of respondents said that clinic or hospital staff spoke their language 'very' or 'extremely' well. Only 4.4% said staff spoke their language 'not at all well', a regularly cited concern of those thinking of treatment overseas.
- More than two thirds (67.2%) said they did not require further treatment or follow up on returning home. Seven out of ten were contacted by their overseas clinician or

clinic upon their return home, usually by email.

- The average in-patient stay among respondents was just three days with the average trip length being 16 days. The longest stay was for orthopaedic patients, the shortest for obesity patients.
- Worryingly, fewer than one in ten of those who took part had bought special travel insurance designed for people going abroad for medical treatment, mistakenly relying on standard travel insurance that would not have covered them in the result of loss or accident. One in three had no travel insurance at all!

3 Report contents

Executive summary

Reason for medical tourism study

Methodology

Results of the medical tourism survey

- Demographics of medical tourists
- Where did they go?
- Reason for choice of country
- Treatment type
- Specific treatment carried out
- Bookings made direct or through an agency/facilitator
- Rating of agencies and facilitators
- Duration of trip
- Travel insurance
- Reasons for travelling abroad for treatment
- Satisfaction levels
- Choice of provider
- Expenditure
- Accommodation whilst abroad
- The hospital/clinic experience
- Patient communication
- Follow up care and support
- Additional comments

Appendix 1: Invitation to participate

Appendix 2: Destination for treatment

Appendix 3: Verbatim responses

- Reasons for going abroad
- Reasons for choosing
- Handling of queries after the visit
- Additional comments on the experience
- Reasons for satisfaction
- Reasons for dissatisfaction

Appendix 4: Specific operation data

MEDICAL TOURIST SURVEY 2012: ORDER FORM

Please supply in PDF format one copy of the Treatment Abroad Medical Tourist Survey 2012.

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CONTACT DETAILS

Intuition Communication Ltd, 3 Churchgates, Wilderness, Berkhamsted, Herts HP4 2UB

T: +44 (0) 1442 817817 F: +44 (0) 1442 817818

E: team@intuition-communication.co.uk

W: www.intuition-communication.co.uk

Registered in England: 4858023