

# CERTIFICATE COURSE IN WELLNESS AND MEDICAL TOURISM

**DURATION: 2.5 Months | FEES: 15,000/-**

**SCHOLARSHIP AVAILABLE UP TO 30%**

\*Discretion of the Management



## COURSE OVERVIEW

The Medical Tourism or Medical Value Travel and Wellness industry throughout the world is growing at a fast rate. The medical tourism industry is approximated to have a value of USD 53.51 bn in 2022 and a 32.5% annual growth rate, with approximately 14,000,000 customers worldwide. With a huge potential for generating employment, medical tourism and wellness are also a vital revenue earning source for developing nations, resulting in a win-win situation for both patients and the destination countries. One of the top 6 global MVT destinations, India is also positioned to leverage the wellness tourism owing to the rich diversity of alternative medicines systems. Providing world class and cost-effective medical care, India holds immense potential to reap benefits from the presents opportunities in MVT and emerges as a global leader in this sector. As the regulatory reforms are shaping and structuring the sector, the industry demands trained and skilled professional to leverage these opportunities and the best time is now!

The certificate course in Wellness and Medical Tourism is a unique blend of the core concepts of health, wellness, and medical tourism with the essentials of marketing required to spearhead the business in this sector. It aims to bridge the gap in skills and knowledge vital for the next generation workforce to unlock the opportunities in the sector and effectively develop, manage, and lead the health tourism business.

## COURSE STRUCTURE

### LEVEL 1

#### FUNDAMENTALS OF WELLNESS AND MEDICAL TOURISM (MEDICAL VALUE TRAVEL)

- Underlying fundamentals and opportunities in Wellness and Medical Tourism
- Best practices, growth enablers and learning in MVT from global and Indian context
- Emerging forms of MVT to leverage growth
- Ethics, challenges, and regulatory aspects on MVT
- Accreditation and Quality in Medical value travel
- Becoming a Medical Tourism (Medical Value) Facilitator: Dos, Don'ts, and Imperatives

### LEVEL 2

#### LEVERAGING GROWTH IN WELLNESS AND MEDICAL TOURISM

- Introduction to healthcare marketing
- 4Ps of marketing in healthcare
- Market Segmentation and Targeting in MVT business
- Creating and delivering high customer value for medical travelers
- Marketing India as medical tourism destination

## KEY HIGHLIGHTS



**Live Online  
Classes**



**Certificate of  
Completion**



**Interaction with  
industry experts**

## EXPERT FACULTY



**Mr. Piyush Kumar**

Associate Professor and  
Associate Dean-Training  
IIHMR Bangalore



**Dr. Kirti Udayai**

Associate Professor and  
Associate Dean-Academics  
IIHMR Bangalore



**Mr. Guru Prasad**

CSO  
IHH-Hyderabad



**Dr. Alekh Sharma**

Vice President, Global  
Health Travel Council



**Mr. Diganta Bhattacharya**

Dy.General Manager,  
International Business &  
Head for Africa Territory



**Dr. Sayed Shakil**

Public Health  
Research Fellow

**Scan QR  
Code to  
Register**



**Call us to know more**

+91-9633346168



**Email**

trainings@iihmrbangalore.edu.in



**Website**

<https://applications.iihmrbangalore.edu.in/executive-education>

## ELIGIBILITY CRITERIA

Working professionals with experience in healthcare/ tourism/hospital/allied health industry Personals pursuing or holding any degree in:

- Medicine like MBBS, BDS, BAMS, BUMS, BHMS, BPT
- Nursing/Paramedical/Allied Health
- Pharmaceutical/Pharmacy
- Travel and Tourism

## STUDENT TESTIMONIALS

"I am very keen on Wellness & Medical Tourism, because of that joined the course. It was a wonderful program. Entire course was awesome and in future if you have any upgradation with a contact program would love to join for the same again."- **Karthik Sowmyaji, B.Com, MBA, Director-Medispro India**

"Always was interested in Wellness & Medical Tourism as into Management Accreditation and connected aspects. Was very good to be associated with IIHMR-B and would like to upgrade if at all something comes up in the future in this space."- **Dr. Alka Chandak Patnaik, MBBS, Consulting physician, Suburban Diagnostics Pvt Ltd**

"Wonderful course, tailor made for all the doctors who wish to have a career in Medical Tourism. Faculty covered many aspects of which we were not aware of. All in all it is a wonderful tailor made program."  
**Dr Vaidehi Sharan, BDS, Ekdanta Dental Wellness:**

"Learnt a lot and in detail of Wellness and Medical Tourism. Faculty was very approachable and they were able to address the aspects for which clarity was required from the participants side."- **Dr Shyam Sundar, MBBS, Sr Medical Officer, Reliance Industries**

"This course was very helpful me. In Kerala there is so much for Medical Tourism. So when I get to know so much through this course, how we can promote Medical Tourism a lot from a clinical and hospital perspective. Thanks a lot to the team."- **Dr. Lena Gautam, BAMS, M D Scholar Panchakarma**

## ABOUT IIHMR BANGALORE

IIHMR Bangalore is the South Campus of the Indian Institute of Health Management Research, Jaipur, and was established in the year 2004. In the year 2010, the Institute received AICTE approval for Post Graduate Diploma in Management (Hospital and Health Management)-PGDM, a flagship programme in which Academics, Research and Training create a distinctive edge for developing professionals for the Hospital INSTITUTE OF HEA and Healthcare Industry. The Institute conducts short-term industry-oriented training programmes in specific areas of Hospital Management such as Quality Assurance, NABH accreditation, and customized training for Hospital and Healthcare Organizations to improve the competency of working professionals. The Institute has a proven track record in research and consultancy projects in the health sector.