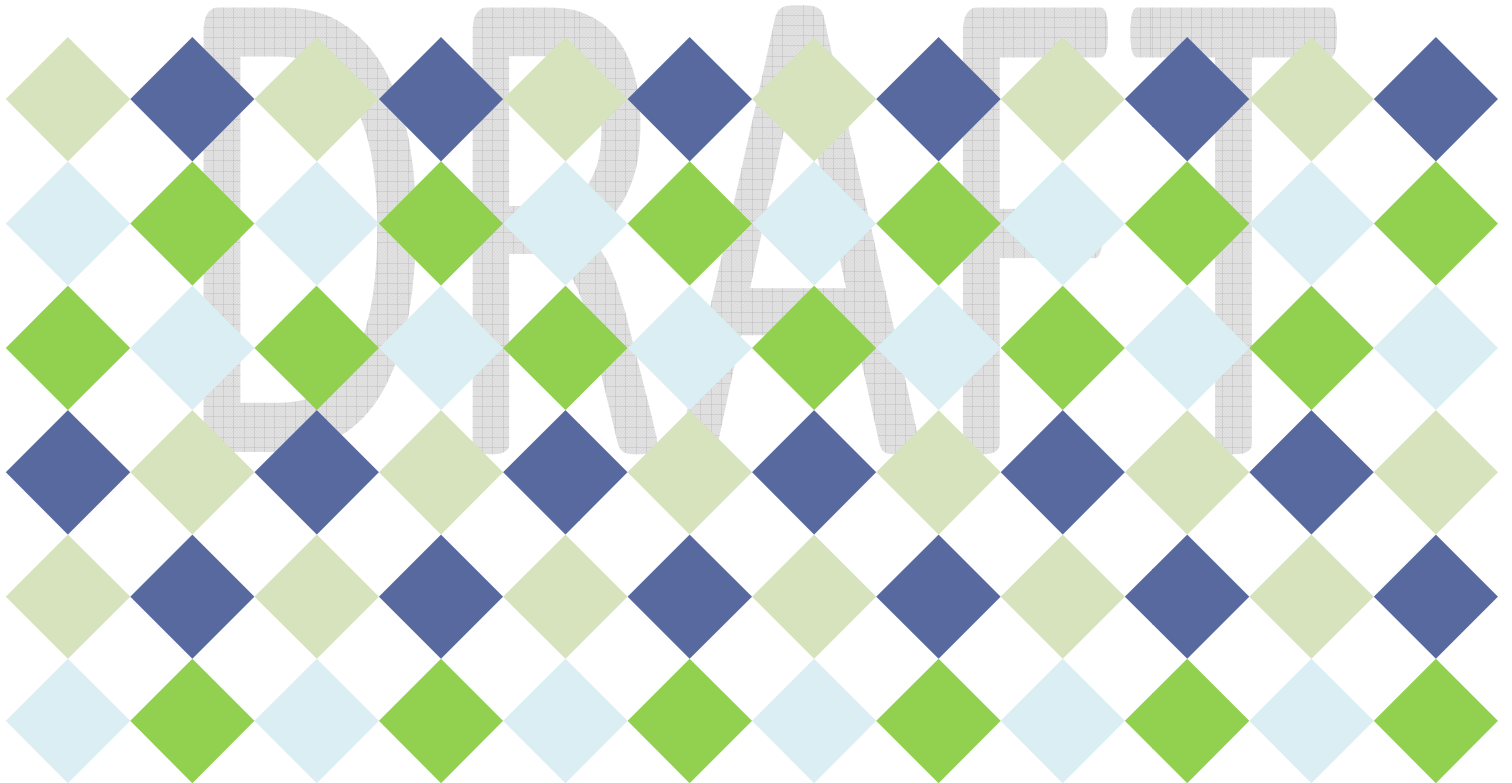


Government of Rajasthan

Heal in Rajasthan

Policy

2024



Establishing Rajasthan as an emerging
destination for Medical Value Travel in India

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Section 01

Preamble

India is a fast-growing hub for medical tourism with an estimated 2,500-3,000 tourists arriving daily from international destinations to seek affordable and quality medical care. India has also become a favored destination for Yoga and Wellness with its focus on traditional therapies through AYUSH.

As the world increasingly looks towards holistic, affordable, and accessible medical solutions, Rajasthan's growing healthcare infrastructure combined with its rich cultural and historical tapestry offers a unique proposition to the world.

In recognizing the significant potential of Medical Value Travel (MVT) as a dual engine for developing worldclass healthcare services and promoting tourism, the Heal in Rajasthan, 2024 policy is a first of its kind policy dedicated to promoting medical value travel in the state.

This policy document articulates the commitment of the State Government to nurturing an ecosystem that supports medical excellence and cultural richness, thereby offering well-rounded experience and boosting the state's economic vitality through increased international and domestic travel.

This policy has been framed in consonance with the vision of "Heal India" Guidelines of MoHFW, Gol.

1.1

Introduction to Medical Value Travel (MVT)

- Medical Tourism may be defined as ‘activities related to travel and hosting a tourist who arrives at a destination region for the purpose of maintaining, improving or restoring health through medical intervention.
- Medical tourism is now often referred as Medical Value Travel (MVT) as it captures patient’s healthcare seeking behaviour as well as the wider economic impact of such travel on nations hosting them.
- MVT in India can be categorized into three main areas:
 - Medical treatments for curative purposes in fields like oncology, orthopaedics, nephrology, neurology, cardiology, transplants etc.
 - Wellness and rejuvenation services such as cosmetic surgery and stress relief therapies
 - Alternative medicine practices prominently represented by India’s AYUSH systems (Ayurveda, Yoga, Unani, Siddha, and Homeopathy)
- The motivation behind this travel is primarily driven by the following factors:
 - Credibility - trust in the quality of care provided, access to advanced medical technologies, supporting government regulations for patient safety and positive outcomes
 - Cost – affordability of services including procedure costs, recovery costs, insurance coverage.

- Convenience – minimal waiting time, support in arranging travel logistics, visa support and post arrival experience of the patient including accommodation, food, language and support from door to door .
- Wellness tourism is distinct from Medical tourism, which focuses on travelers who prioritize maintaining or enhancing their well-being through physical, mental, spiritual, and other activities.
- Wellness tourism attracts individuals at the healthier end of the spectrum, seeking to improve or sustain their well-being through leisure and lifestyle experiences.

1.2

Rajasthan as an MVT destination

- Rajasthan's healthcare infrastructure is robust and continually expanding. Currently there are over in total 8000 hospitals in Government and Private Sector. Under of which over 400 are multi-specialty or super-specialty institutions.
- The state also has 35 medical colleges and 16 Dental colleges in Government and Private Sector, contributing to a well-trained pool of healthcare professionals.
- Healthcare is core priority for the state, with over Rs 27,000 Cr allocated in the budget, marking a significant increase in allocation compared to last year (7.4% to 8.2%).
- Mukhyamantri Ayushman Arogya (MAA) health infrastructure mission, with

a budget of Rs. 15,000 Cr over the next 3 years is targeted towards (a). improving super-specialty/tertiary care facilities (b). facility establishment/upgradation/ construction/ repair/ maintenance; and (c). AYUSH facilities. This includes key highlights such as:

- SMS hospital, Jaipur is the biggest hospital of the State in Government setup having highest OPD footfall in Northern India.
- 1,200 bedded IPD Ayushman Tower in SMS Medical College, Jaipur.
- Super-Specialty facilities in Rajasthan University of Health Sciences (RUHS)
- Spinal Injury Centres in Bikaner, Jodhpur, Udaipur, Bharatpur and Kota Medical Colleges
- Centre of Excellence for Medical Genetics (for diagnosis and treatment of rare diseases) in J.K. Lone Hospital, Jaipur
- Setup and upgradation of AYUSH facilities such as the Ayurveda, Yoga and Naturopathy Medical University in Ajmer, Ayurveda, Yoga and Naturopathy Medical College in Mahwa–Dausa and up-gradation of AYUSH dispensaries/hospitals to AYUSH District Hospitals.
- MAA Yojana - Through the MAA (Mukhyamantri Ayushman Arogya Yojana), State has established network of almost 1700 empanelled accredited hospitals, of which almost 50% are private. The scheme provides health insurance cover of upto Rs. 25 Lac p.a. per family. The net funding support to private hospitals in F.Y. 2023-24 was to the tune of Rs. 1800 cr.
- The major Government hospitals are SMS hospital, Jaipur, RUHS hospital, Jaipur, State Cancer Institute, Jaipur, Acharya Tulsi Regional Cancer Center, Bikaner, J.K. Lone hospital, Jaipur, MDM hospital, Jodhpur, AIIMS, Jodhpur.
- The major Private hospitals are Mahatma Gandhi Hospital, Jaipur, NIMS, Jaipur, JNU Hospital, Jaipur, Geetanjali hospital, Udaipur, EHCC Hospital, Jaipur, Fortis hospital, Jaipur, Manipal hospital and C.K. Birla hospital, Jaipur.

- Additionally, Rajasthan has 90 Ayurvedic hospitals, 83 block AYUSH hospitals, and 33 Yoga & Naturopathy treatment research centres. It is also home to NABH-accredited National Institute of Ayurveda (NIA) Jaipur Hospital, Dr Sarvepalli Radhakrishnan Rajasthan Ayurveda University (DSRRAU) Jodhpur and Madan Mohan Malviya (MMM) Government Ayurveda College and Hospital Udaipur with OPD and IPD facilities available for Ayurveda treatments.
- The state's hospitality sector is equally developed, with over 900 hotels, offering both budget and deluxe options for a comfortable stay for medical tourists and their families.
- Rajasthan has a well-developed road network, with a total road length of more than 2.3 Lakh Kms. The State provides excellent connectivity to all major cities in the north, west, and central India with the second largest national highway network in the country - exceeding 7,000 Km. Rajasthan also has the second largest rail network in India with a rail route of 6000 Km. Further, the international airport at Jaipur has direct connectivity to major Indian and overseas cities such as Dubai, Muscat, Singapore, etc. There are six additional airports at Jodhpur, Ajmer, Udaipur, Kota, Jaisalmer, and Bikaner.
- Additionally, Rajasthan's rich cultural heritage and status as a top tourist destination offer a unique blend of medical treatment and leisure, making it an ideal choice for patients seeking recovery in a serene and culturally rich environment. The Rajasthan Tourism Policy 2020 has been introduced to create a conducive business environment for enterprises to invest and thrive in the State.

Section 02

Plan of Action

2.1

Vision

To position Rajasthan as a premier destination for medical and wellness tourism, offering affordable, world-class healthcare and holistic wellness experiences that blend modern medical expertise with the rich cultural heritage of the region.

2.2

Mission

Heal in Rajasthan Policy, 2024 will be based on 4 foundation pillars to create an integrated ecosystem in Rajasthan that will attract and serve medical tourists from within India and around the world:

1. **Quality Assurance:** Ensure world-class quality service of as per national and international standards along with affordability for both domestic and international patients
2. **Digital footprint:** Promote MVT in Rajasthan digitally to maximize reach and provide a seamless experience to patients and to providers.

3. **Infrastructure enhancement:** Support infrastructure development and enhancement with advanced equipment, robust digital systems, and rigorous maintenance protocol
4. **Attractive Investment Destination:** Enhance value propositions in comparison to peer States to position Rajasthan as a top investment choice for investors.

2.3

Objectives

Heal in Rajasthan policy, 2024 aims to achieve the following objectives:

- Establish hubs for medical tourism, catering to both domestic and international tourists for secondary, tertiary and quaternary care procedures.
- Establish hubs for AYUSH based wellness tourism with a blend of traditional Indian therapies in Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy in combination with Rajasthan's rich cultural heritage

2.4

Design Principles

- **Collaboration and Partnership:** Foster an ecosystem of collaboration with the private sector to build a comprehensive network of healthcare and wellness providers, travel and tourism providers, and government bodies for providing a differentiated experience.
- **Patient-Centric Approach:** Focus on providing high-quality experience for

medical tourists and ensuring that all services are designed with the patient's needs and comfort in mind

- **Single Window System** : To facilitate prospective MVT tourists by offering a bouquet of services which could be customized on felt need basis.
- **Quality and Compliance:** Ensure that all participating facilities meet high quality standards and are regularly audited for compliance
- **Cultural Integration:** Leverage state's heritage to create unique, holistic healing experiences that differentiate the state from other medical tourism destinations
- **Innovation and Digital Enablement:** Embrace technology and innovation in all possible aspects like advanced care delivery, patient experience management, digital marketing, etc.

2.5

Implementation

This Policy shall be valid for a period of 5 years from the date of the policy notification, or till a new Policy is announced. The Government of Rajasthan may periodically revise this Policy from time to time. This policy will apply in conjunction with all other existing policies of Government of Rajasthan.

The Government of Rajasthan may extend the period of this Policy as and when required. The Policy shall be applicable to the entire state and shall give direction to future schemes / works concerning Rajasthan's Health and Tourism sectors.

In case of any conflicts, the Apex Committee may take a decision in

accordance with the prevailing policy and the decision thus taken shall be final and binding on all concerned and its compliance shall be mandatory for the concerned department/ parties.

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Section 03

Scope of the Policy



3.1

Supporting Providers to Strengthen their MVT Offerings

- Key government hospitals and medical colleges will be identified as target MVT destinations and upgraded to provide worldclass patient experience.
- The state will support interested private sector facilities to conduct MVT assessments, identify their areas of strength and scope of improvements to build MVT readiness. This may include but is not limited to:
 - Physical Infrastructure Enhancement - e.g., dedicated wing for MVT patients, private rooms with AC, upgraded interiors, state-of-the-art operating rooms and equipment etc.
 - To encourage investment for new private hospitals, 02 Medicities are proposed in the State.
 - Patient Experience Enhancement – e.g., language / translator services, multiple cuisine & faith sensitive food options, multi-faith prayer rooms, upgraded digital infrastructure (such as billing systems, HMIS/EMR, international transaction support), payment support (e.g., cashless, partial cover, reimbursement support, forex payments) etc.
 - Human Resource – e.g., special hiring/ contracts for staff in the MVT wing, training modules on cultural sensitization), exposure visits to high performing facilities etc.
 - Quality Certification – e.g., accelerate NABH/ JCI compliance with partners, support with empaneled vendors / services to achieve quality standards etc.

These facilities will be empaneled under the “Heal in Rajasthan” brand and promoted through state efforts.

- The “Heal in Rajasthan” brand will be developed with regular branding and promotional campaigns, coordinated messaging across designs and a strong digital presence.
- A dedicated “Heal in Rajasthan” website and digital platform will be created that provides complete information on services / benefits provided in Rajasthan and can serve as a single window for patients, healthcare providers and other MVT ecosystem partners.
- Performance-based digital marketing mechanisms such as search engine optimization and social media marketing will be explored.
- Regular state participation in national and global MVT events will be ensured to promote Rajasthan as a destination of choice for medical tourism.
- Periodic consultation workshops will be conducted with key private sector partners, including hospital networks, medical tourism facilitators, hospitality partners, etc. to continue to expand the ecosystem.

3.2

Facilitation of MVT Operations in the State

- A dedicated body will be established in the state that will be tasked with managing all MVT operations, ensuring quality standards, and enhancing patient experiences.
- This body will manage external relations, partnering and working closely with private hospitals, renowned doctors, and medical value tourism facilitators (MVTFs) to establish marquee MVT packages for Rajasthan. A cohort of facilitators with presence in the target countries will be created to ensure optimum outreach.

- The body will facilitate ecosystem partnerships such as collaborations with airlines, real estate, translation services, etc. to ensure seamless and superior travel experience for patients.
- This body will serve as the international business coordinator for government hospitals in the state identified as MVT destinations, establish quality criteria and readiness standards for facilities to be included, ensuring alignment with best practices and standards (e.g., NABH, JCI)
- This body will oversee quality regular audits of government institutions and ensure that all facilities meet established criteria. The cell will also create the necessary training manuals and other resources required to sustain a high-quality MVT ecosystem.
- This body will support activities related to international tourists including supporting documentation for medical visa and seamless registration on arrival through coordination with the Foreigners Regional Registration Office (FRRO).
- This body will monitor patient experiences throughout their stay, promptly addressing any issues or concerns, analyze patient feedback to identify trends and areas for improvement etc.
- Partnership opportunities with national and international insurance providers will be explored to offer more comprehensive and affordable care packages.

3.3

Promotion of Wellness Tourism

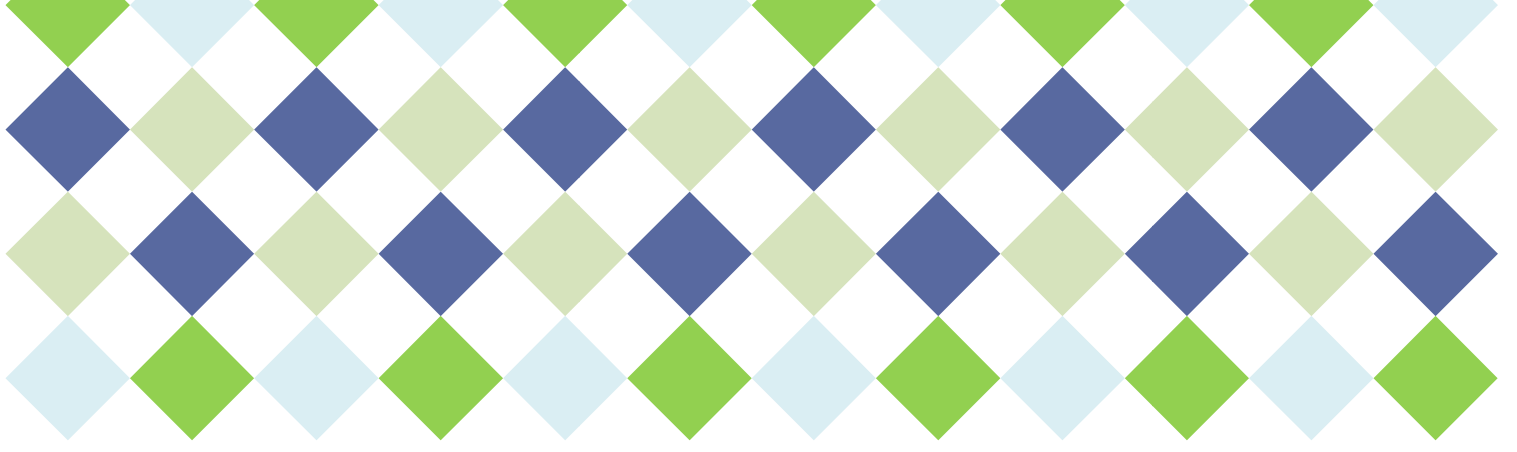
- The “Rest and Recuperate” brand will be promoted as an envisaged in the State of Rajasthan Tourism Policy, 2020, emerging as a symbol of wellness and rejuvenation via AYUSH, cultural immersion, enriching baths/ spas, and sightseeing/ travel.

- Five NABH-certified AYUSH centers will be selected as “Rest and Recuperate” centres across the state and complete infrastructure and service revamp will be conducted to meet international standards.
- Holistic Therapy Centres which provide physiotherapy, ayurveda, naturopathy, yoga and herbal treatment will be included in definition of Tourism Units and promoted by the Department.
- Events based on Spiritual/ Medical/ Wellness Tourism will be conceptualized and promoted.

3.4

Systemic support for long term MVT expansion

- Governance will be ensured through a structured framework of checks and balances, with a steering committee overseeing progress and handling escalations
- Quality assurance will be promoted through accreditation support with guided consultation on the application process via training materials/ videos and conduct periodic quality audits.
- Government of Rajasthan will continue to network with the Ministry of External Affairs, Ministry of Civil Aviation, Ministry of Commerce & Industry, Ministry of Finance, Ministry of Tourism, and Indian Embassies abroad to further expand the ecosystem.
- The MVT policy will be an integral part of Rajasthan's Tourism policy also.




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