



UNIVERSITI TEKNOLOGI MARA

**A MARKET LEADER STRATEGY IN A
MEDICAL TOURISM INDUSTRY – A CASE STUDY OF
PUTERI SPECIALIST HOSPITAL,
JOHOR BAHRU**

**MOHD FAIZAL BIN AZIZ
NOOR AZRRENA BINTI IBRAHIM
NOR HARYANI BINTI MOHD TAHIR**

MBA

JULY 2013

ACKNOWLEDGEMENT

In the name of Allah the Most Gracious, the Most Merciful.

First and foremost, we would like to thank our Creator for giving us a functioning body and mind in order to live life and learn, and particularly to work on our dissertation project, hereby completing our Master's studies.

We would like to express our deepest appreciation to all those who provided us the possibility to complete this report. A special gratitude we give to our advisor, Prof Haji Kamel Taufiq Bin Abdul Ghani for the useful comments, remarks and engagement through the learning process of this master thesis. We have learned a lot throughout this semester, with many challenging yet valuable experience in order to complete this task.

We would like to take this opportunity to convey our appreciation to Puteri Specialist Staff (PSH) especially to Puan Mastura Jabar, Human Resources Manager which gives us permission to conduct the survey. A special gratitude to Cik Nurul Dashireen Binti Hashim, Marketing Executive for time spent on us to conduct interviews with respect to health tourism in PSH.

Also, we like to thank the participants in our survey, who have willingly shared their precious time during the process of interviewing.

ABSTRACT

The term medical tourism has come to embrace all facets of consumers seeking treatment, improvement or change through medical or wellness practices –provided they cross an international border to do so. This study aims to highlight what strategies that should be pursued by PSH in order to become market leader in medical tourism industry. There are 4 main factors which determine the success of medical tourism; cheaper cost, technology advancement, hospital accreditation and staff competency. A set of questionnaires were distributed among medical tourist seeking treatment at PSH to gauge feedback from the patient pertaining to their experience and satisfaction level. An interview with marketing executives of PSH was also conducted to help researcher to understand the medical tourism activities more deeply. In a service industry, the most important aspect is the service experience to the customers. To remain competitive and continue to be the preferred choice, organizations must aim to create a compelling service experience, in order to ensure customer's satisfaction and continued loyalty.

LIST OF TABLES

Chapter 1:

Table 1:	45 ranges of Medical Services
Table 2:	7 key motivators of Medical Tourism
Table 3 :	Medical Tourism Prices (in selected countries)
Table 4 :	Summary of Financial Statements
Table 5 :	Financial Ratio Analysis

Chapter 4 :

Table 4.1.1:	Gender
Table 4.1.2	Age
Table 4.1.3	Nationality
Table 4.1.4	Status
Table 4.1.5	Education
Table 4.1.6	Occupation
Table 4.1.7	Income per month
Table 4.1.8	Cost Trip and Medical
Table 4.1.9	Lower Cost and Cost Saving
Table 4.1.10	Accreditation & Halal Certification
Table 4.1.11	Quality of Care and Certified Doctors and Nurses
Table 4.1.12	Customer Service and Proficiency in English
Table 4.1.13	Website, Good Security, High Medical Equipment and Internet

CHAPTER 1
INTRODUCTION

1.1 Global Medical Tourism.

Medical tourism occurs when consumers elect to travel across international borders with the intention of receiving some form of medical treatment. This treatment may span the full range of medical services, but most commonly includes dental care, cosmetic surgery, elective surgery, and fertility treatment.

Consequently medical tourism is fast becoming a multibillion dollar industry. The global medical tourism industry is growing at a rate of 20 to 30 percent annually, and by 2012, is expected to reach US\$ 100 billion.

1.2 Medical Tourism Malaysia

To ensure that Malaysia offers a high quality and safety standards, many of the private hospitals have been accredited by the Malaysian Society for Quality in Health (MSQH) Standards; Joint Commission International (JCI) Hospital Accreditation Standards which is recognized by the International Society for Quality in Health Care (ISQua).

While the domestic market remains the mainstay of KPJ's business, the group recognises the potential of the burgeoning medical tourism market and continues to undertake measures to capture a bigger slice of this market while building a pathway to sustainable growth.