

## 4<sup>th</sup> Global Summit on

# Healthcare

November 09-10, 2015 Dubai, UAE

### Medical tourism: Untapped resource - Capturing regional patient attention

**Varun N Panjwani**

Global Health and Travel, Singapore

Medical tourism has transformed from a cottage industry to a sector experiencing tremendous growth and becoming a focus area for governments regionally. As the coming rise in domestic demand brings strong growth and stability to the health care industry, further expansion into the world market through medical tourism represents an untapped resource that could take the sector to a new level. However, medical tourism is a highly competitive market and the emirate is working to establish itself within a crowded field – namely from South East Asia cities, who are accelerating their push into solidify their position as hubs for medical tourism. The key to entering and establishing a foothold will be from promoting existing strengths and reaching patients across different mediums, on both a continuous basis and during the time of decision making.”

#### Biography

Varun N Panjwani is the COO for Global Health and Travel, spearheading the firm's digital expansion, growing its online presence and working on mobile healthcare solutions. He has been with the company for the past four years, connecting top medical providers with regional medical tourists.

[Varun@mediaplusservices.com](mailto:Varun@mediaplusservices.com)

#### Notes: