The potential of domestic US Medical Travel

IMTJ International Medical Travel Journal
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR

The potential of domestic US Medical Travel

An essential independent guide for employers, hospitals, insurers, insurance brokers, employee benefits consultants, travel agencies, medical tourism agencies, consultants, and official bodies.

An independent report by writer and researcher Ian Youngman- a specialist business writer on medical tourism, insurance, health and business. Author of; Medical Tourism Facts and Figures 2012' and 'The Health Insurance Opportunity -a worldwide study of private health insurance."

Much has been written on Americans going abroad for medical treatment, and less on people going to the USA for treatment. But the promised "millions of Americans going abroad for medical treatment" has not happened. Most employers and insurers who looked at medical tourism have turned against sending people abroad.

There is a new trend that insurers, employers, hospitals and specialists are happy with; domestic US medical travel where people go to another state for treatment. This trend is under the radar, with some parts of the medical tourism industry playing it down as it makes their services harder to sell.

Ian Youngman's " The Potential of Domestic US Medical Travel " is the first major independent research report into this subject. The report looks at all aspects of the history, current activity and future potential of the subject.

It looks at how organised domestic medical travel has risen from other attempts at insurer and employer paid outbound medical tourism; cross-border schemes; and why hospitals may find domestic medical travel more attractive than inbound medical travel.

The report investigates what insurers, employers, hospitals, agencies and others are doing.

Employers

- Major companies have done deals with leading hospitals.

Insurers

- Using their domestic network makes life simple, and they are encouraging consumers to use specialist out of state care.

Hospitals

- Offering employer deals, fixed rate packages and specialist accommodation.

Medical tourism agencies

- Several medical tourism agencies are now concentrating partly or exclusively on internal US medical travel.

Travel agents

- Travel agents are acting for companies and hospitals.

Employee benefit consultants and insurance brokers

- Doing deals for employers with hospitals either direct or via specialists.

Online comparisons

- Price comparison sites, insurer comparison tools and bid sites are among new services on offer.

Ian Youngman comments, “The big difference between domestic medical travel and other medical tourism is the involvement of leading hospitals, employee benefit consultants, agencies, brokers and travel agents. It is professionally organised and cuts out those scores of tiny new amateur businesses that thought they could make a quick buck from medical tourism.”

“The Potential of Domestic US Medical Travel“ is out in June 2012 and the 250-page report costs £900.

About the author

Ian Youngman is a writer and researcher specialising in insurance, health and medical tourism. He writes regularly for a variety of magazines, newsletters, and on-line services. He also publishes a range of insurance reports and undertakes research for companies. An ACII, with an honours degree in Economics from the University of Liverpool, Ian was a co-founder of The General Insurance Market Research Association. He also has widespread experience within the insurance industry at management level, working for brokers, a bank and an insurance company.

What does it cost?

The 250 page report is available on special offer via IMTJ for £900.

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