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Going Global (D): Apollo Hospitals

I had the Birmingham Hip Resurfacing (BHR) procedure at Apollo Hospitals, Chennai, India with a British-trained surgeon of a long-standing, decade of experience in BHR. The operation was a truly great job. Air-conditioned room, en suite bathroom for eleven days, two personal nurses night and day seeing to my needs, clean thin scar, could not have been done better. I am thrilled beyond words!

Should I tell you the price? All expenses including new passport, visas, two return tickets, ambulance to airport for return journey, cardiac check-up, all for less than £5,000. Only wished I had done it years back, I would have saved myself untold agony. Cheers my dears!

Cyril Parry, age 59, South Wales, United Kingdom.

Company Background

Apollo Hospitals Group, incorporated as a public limited company in 1979, was the largest private hospital group in Asia in 2009, with 49 hospitals and 8,500 beds in India, elsewhere in Asia, and Africa.¹ Apollo's annual revenues exceeded US \$300 million, with annual growth of approximately 22% between 2003 and 2009.*

In addition to treating local patients, Apollo also treated foreign patients through its "medical tourism" initiative. With medical tourism, patients fly to India for a surgery followed by a vacation/recovery period.

India was a leading medical tourism provider. In fact, it was the second largest medical tourism destination after Thailand.² Indian providers treated more than 450,000 medical tourism patients in 2007.³ In 2008, India's medical tourism market had revenues of approximately \$0.33 billion and was estimated to grow to \$2 billion by 2012.⁴ Apollo was expecting a 30-40% annual increase in international patients, primarily from the US, UK, Italy, and Germany.⁵

* Annual Growth was calculated using the revenues recorded in Apollo Hospitals' March 2006 and March 2009 Annual Reports.



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