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The symbol of Trust and Honesty

# Background:

The idea of Health Tourism, as an independent thing, was made popular in the late 1990s.People from the west travelled to countries in Asia mostly for cosmetic surgeries, for practical reasons of efficiency and cost effectiveness. In these two decades, the trend has changed from travel for wellness to a more serious proposition- a wholesome Medical Tourism. The global growth in the flow of patients and health professionals, as well as medical technology across National borders has given rise to new pattern of consumption and production of healthcare services.

Few years back, we recognized an acute demand of an agency that could vouch for international logistic solution for individuals who needed to travel on medical grounds. During our long association with social & community service, we felt the need to drastically improve upon the service being provided to the patients. After long introspection we thought that why not start a company which provides unmatched service to the patient coming from outside India as they faces a real uphill task in getting his treatment and procedures done. Constituted in 2017,by Mr. Sumit Nandy, Mr. Partho Sen and Mr. Sajal Roy – SWASTHYA BANDHAV was formed with the aim of providing unmatched healthcare related service to patients who look towards India for cutting- edge medical treatment at lower cost. SWASTHYA BANDHAV Strives to find and suggest the best medical treatment in India and help people to get right attention they need at right price/place. It is strong willed and customer centric.

Our mission at **SWASTHYA BANDHAV** is to create an environment where medical healthcare is not a luxury but a basic right that can be easily achieved by everyone. No one must feel discouraged from undergoing a treatment because of either a crunch of money or unfamiliarity of a foreign land and language. We keep a dual focus on cost effectiveness and immaculate of every surgery and treatment that we facilitate. The mission is to be the best medical tourism operator in the country by providing unmatched service. To integrate tourism part in the medical treatment, thereby making the whole business of Medical Tourism become a reality. There is no sense of achievement as big as watching others regain their health and vitality, especially when we have a small role to play in it.

The vision is to see this company grow to a level of catering to 1000 patients per month without compromising on service provided.

Our involvement with medical fraternity goes beyond that. Through many patients- centric activities such as medical camps, symposium, road show, blood donation camp & social awareness camp related with hygienic, We work with doctors specializing in different fields of medical science, all through the year.

# Indian Chamber of Commerce and Healthcare and Medical Tourism:

Globally health is a priority sector among all the governments across the world. It is one of the fastest growing sectors and it’s also one of the most expensive industry sectors. Global health care spending as a percentage of Gross Domestic Product (GDP) has been around 10.5% globally in 2014. Emerging markets including China, India, Indonesia, Russia, and Mexico are expected to see spending increase quickly over the next five years.

**Indian Chamber of Commerce** has been highly active in Healthcare sector and past 7 years and has taken several initiatives to promote Health Sector in East and North East. ICC has been working towards providing a platform for both private and government to mutually discuss upon various issues of delivering health care in India, through conferences, exhibitions and interactive sessions. By connecting private sector players from Hospitals, Insurance with policy makers, regulatory bodies, subject experts ICC is taking forward the Universal Health Coverage agenda.

Health technology, skilling of manpower, medical tourism and international partnership with neighboring countries are some of the key areas where ICC has been working for as we understand for India and for Eastern region the opportunities are coming up in a big way in the areas of Hospital Technologies, Tele-medicines, Clinical Trials. Health Care Industry is witnessing a Year on Year growth of 15%.

Indian Chamber of Commerce has a ‘Health Care Core Group’ under the Chairmanship of Mr Rupak Barua, Group CEO, AMRI Hospitals. The healthcare core group derives its strength from its members who are leaders in hospitals, insurance sector, health equipment, skill development, pharmaceutical and research and consultancy. The agenda the group is committed on to take up with the Government and other stakeholders for business development –

1. Business Development, Branding & Quality
2. Finance Infrastructure, Insurance & Statutory Compliance
3. Skill Development
4. CSR and Other activities

**Medical Tourism:**

The global growth in the flow of patients and health professionals as well as medical technology, capital funding and regulatory regimes across national borders has given rise to new patterns of consumption and production of healthcare services over recent decades. A significant new element of a growing trade in healthcare has involved the movement of patients across borders in the pursuit of medical treatment and health; a phenomenon commonly termed as medical tourism.

Medical tourism is the convergence of foreign tourist arrivals with medical assistance. When distinguished from mere medical tourism, wellness pertains to preventive while medical invariably refers to curative care. Even within medical tourism, the therapeutic drivers range from cosmetic or dental treatments to highly complex transplants, cardiac and replacement procedures.

The tourism and leisure element of the states combined with the infrastructure (healthcare and otherwise) is one of the primary drivers of tourist attractions in a state. Tourism would be accompanied by medical only in the case of wellness Confidential Page 4 22/02/17non-ailment associated treatments.

The global medical tourism market was estimated to be **US$17 billion in 2015** and it will reach a market value of **US$40 billion by 2020** growing at a CAGR of 17 % during the forecast period.

**Reason for growth in Medical Tourism**

* **Prohibitive costs** of healthcare in certain regions - despite having the best of facilities, exorbitant healthcare cost in countries like US, UK drive underinsured and uninsured patients to seek medical assistance in other countries. Moreover, not all treatments are covered by insurance.
* **Lack of availability(waiting time)** of healthcare facilities in regions such as Middle East, portions of Africa and CIS which have the ability to pay but lack quality care and talent.
* **Lower insurance penetration** in several parts of the less developed world makes patients and families explore least cost, most secure and comfortable avenues for healthcare.
* A floating **techno-medical** population
* **Availability of globally accredited institutions** which increases the choices available to patients assuming healthcare outcomes in each of these regions are comparable and affordable.
* **Non communicable and lifestyle related diseases** are on the rise contributing to more deaths globally; primary causes are cardiac, cancer, kidney, respiratory, diabetes and these result in the need for complex surgeries and advanced care.
* **Rapidly ageing population** with 30 % of the population in developed regions (with access to medical facilities) and 15% population in less developed countries (with limited access to quality facilities) estimated to be aged over 60 by 2030.

**Global Status of Medical Tourism**

Global medical tourism market size is estimated in the following manner:

* APAC region generating 55%
* US and UK region generating 26%.
* EMEA region also generating significant percentage of 19% of patients

**Status of Medical Tourism in India**

1. India's medical tourism sector is estimated to be worth US$3 billion. It is projected to grow to $7–8 billion by 2020
2. The cost-consciousness factor and availability of accredited facilities have led to emergence of several global medical tourism corridors viz., Singapore, Thailand, India, Malaysia, Taiwan, Mexico and Costa Rica.

**Patient Inflow to Kolkata (West Bengal, India)**

1. Foreign patients travelling to India to seek medical treatment in 2012, 2013 and 2014 numbered 171,021, 236,898, and 184,298 respectively out of which the share of West Bengal is likely to be 6.1% with maximum medical tourists inflow from Bangladesh, Nepal, Bhutan, Afghanistan, Kenya, Nigeria etc.

# The Proposal

Swasthya Bandhav would like to get into an agreement with Indian Chamber of Commerce to be their exclusive and sole associate to service patients coming through ICC’s reference.

This Medical Tourism Consulting Agreement (the “Agreement” or “Contract”) will be by and between Swasthya Bandhav, and Indian Chamber of Commerce (ICC)

By means of the Agreement, the parties shall adhere to the Contract and agree as follows;

**Contract Documents**

The contract and agreement shall consist of this Signature Document along with the following documents, exhibits and attachments, all of which by this reference are of importance and made part of this Contract;

* Scope of Work
* Commercial Terms
* General Terms

**Scope of Work**

Unless expressively stated elsewhere in this Contract, both parties shall perform the work as described in Part I: Scope of Work, for or in connection with the arrangement of bringing patients from countries overseas, in order to receive medical services at Partner Hospitals

**Scope of Work for ICC**

1. ICC will refer patients to Swasthya Bandhav and in coordination with Swasthya Bandhav will organize and schedule local transportation services, hotel accommodation, hospitalization, treatments and tours.
2. ICC will help Swasthya Bandhav for partnering with the hospitals and medical facilities and ensure the best practices and price for the treatments and procedures.
3. ICC will introduce Swasthya Bandhav as their Medical Tourism Partner to their allied counterparts in foreign countries and facilitate medical tourism to Kolkata.
4. ICC in coordination with the AAI may facilitate and enable a Medical Tourists kiosk (to be represented by Swasthya Bandhav personnel) at airport to receive patients and ease off the patient’s immigration process.
5. ICC shall help Swasthya Bandhav to setup Medical Tourists Kiosk at the boarders of Bangladesh, Nepal, Maynmar and Bhutan to facilitate immigration process.
6. ICC through its facilities and Network shall promote Swasthya Bandhav as their India medical Tourism partner and facilitator.

**Scope of Work for Swasthya Bandhav**

1. Swasthya Bandhav will be the sole organization or facilitator to handle and service all the patients referred by ICC
2. Swasthya Bandhav will help patient onboarding right from the airport or boarder and organize their treatment, stay and tourism.
3. Swasthya Bandhav will design and develop software and mobile solution for patient intake and help keep the patient information stored in a secured online server.
4. Swasthya Bandhav will be responsible to coordinate on behalf of patient and get all medical, procedural and financial information from the hospital.
5. Swasthya Bandhav personnel will be available at all major hospitals to take proper care of the patients and their concerns.
6. Swasthya Bandhav will facilitate lodging and food for the families of the patient through their network hotels, Guesthouses and BB.
7. Swasthya Bandhav in association with ICC shall open offices at foreign countries and partner with Chamber of Commerce and Medical Association in the respective countries.

**Commercial Terms**

**General Terms**

**1.** Both parties agree to hold in confidence any materials or information related to the Contract, and not to divulge them to third parties without the written consent of the other party.

**2.** Both parties agree not to issue news releases or other advertising pertaining to the work of this Contract without first obtaining the written approval from the other party.

**3.** All communication pursuant to or in connection with this Contract shall be conducted in English.

**4.** This Contract is specifically for **Swasthya Bandhav** who shall not subcontract all or any portion of the work under this Contract, without first notifying **ICC** of the intended subcontract and obtaining **ICC’s** approval of the subcontract and subcontractor in writing.

**5.** Any dispute between the parties not settled by amicable agreement, whether resulting from any claim in contract or at law, which may arise in connection with the Contract, or the inter- operation, application, validity, breach or termination of the Contract or of any provision thereof, shall exclusively be referred to and finally settled by arbitration of three arbitrators, one appointed by **ICC**, one appointed by **Swasthya Bandhav.**

**6.** This Contract will be terminated when:

* At the end of the Contract term, as stated above, both parties agree not to continue the Contract.
* Upon 60 days notice by either party to terminate this Contract for any reason.
* One of the parties breaching the Contract fails to respond to the other party’s written request within one month.