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AIMS bets big on medical tourism

By Sangeetha G. Apr 27 2010 , Chennai

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Kochi-based Amrita Institute of Medical Sciences (AIMS) is betting big on medical tourism. The 1,300 bed hospital-cum-medical college foresees 100 per cent growth in the number of international patients in three years' time.

AIMS, a super-specialty hospital run by Mata Amritanandamayi Trust, is in the process of tying up with insurance companies, leading hospitals and opening satellite clinics in several parts of the Gulf, the US, the UK and Africa to spread its network.

"At present, international patients constitute 15 to 20 per cent of the total number of people seeking treatment in the hospital. We would like to have 40 to 45 per cent of them to be international patients in three years," MR Unnithan, head of sales and marketing of AIMS, said.

The hospital, with a built-up area of 26 lakh sq ft in 94 acres, receives 2,500 outpatients a day.

"We have already tied up with Alico Insurance, Oman Insurance, Neuron and Starwell," Unnithan said. In three years, the tertiary care centre will also sign agreements with 50 leading hospitals in these countries for referring patients. AIMS will also open a special ward exclusively for international patients.

The hospital will open satellite clinics abroad, either independently or part of the Mata Amritanandamayi Trust, which has centres in 33 countries.

"Similar to the satellite clinic, we have opened in Andaman Nicobar islands, super-specialist doctors will make week-long visits to the referral clinics abroad and those who need further medical intervention will be brought back to the hospital in Kochi," said Unnithan.

The hospital employs about 610 specialty doctors and 3,500 para-medical staff. Apart from the medical college, dental, pharmacy and nursing college in its Kochi campus, AIMS also runs an Ayurveda college in Kollam.

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