



## TRADE IN HEALTH SERVICES STATISTICS

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## UNIQUENESS OF THE PHILIPPINE HEALTH & WELLNESS



### Healthcare And Tourism, A Winning Combination In The Philippines

- ✓ *Competitive medical services and world-class facilities*
- ✓ *Ideal travel destination*



### Our Advantages

- Highly qualified compassionate, culture-sensitive, resourceful, intuitive healthcare professionals*
- Relatively large pool of trainable personnel*
- Very good price to quality ratio in medical care*
- The required linkages – tour operators, hospitals, tourism facilities, telecommunications, IT providers, educational institutions, insurance firms etc – to support health tourism exist*
- Joint Foreign Chambers in the Philippines have identified, among six others, tourism, including medical travel, as the winner sector for rapid growth.*



### Medical Service Offerings

- ✓ *Comprehensive Medical Evaluation and Examination (Executive Check-Ups)*
- ✓ *Diagnostic and Laboratory Technologies*
- ✓ *Aesthetic, Dermatologic, Plastic & Reconstructive Surgery*
- ✓ *Multi-Disciplinary Weight Management Care*
- ✓ *Dental / Oral and Maxillofacial Surgery*
- ✓ *Eye Care and Sight Restoration*
- ✓ *Cancer Care and Treatment / Stem Cell Therapy*
- ✓ *Cardiovascular*
- ✓ *Joint Replacement (Hip & Knee) and Resurfacing*
- ✓ *Obstetrics-Gynecology*
- ✓ *Rehabilitation Medicine*



### Wellness Service Offerings

- ✓ *Philippine Hilot*
- ✓ *Complementary, Integrative and Traditional Medicine*
- ✓ *Day Spas*
- ✓ *Medical Spas*
- ✓ *Resort and Hotel Spas*
- ✓ *Hospital Spas*



# Annex 19. Trade in Health Services Statistics: Case of the Philippines



## Over-all Role and Mandate Of Department Of Tourism

**"Delivery on a promise"**  
Provide a seamless compelling experience for visitors with the resulting outcome

- Complete visitor satisfaction
- Passenger safety
- Cultural awareness
- Return visits
- Enhance brand value
- Create niche traveler experience
- Record and update data





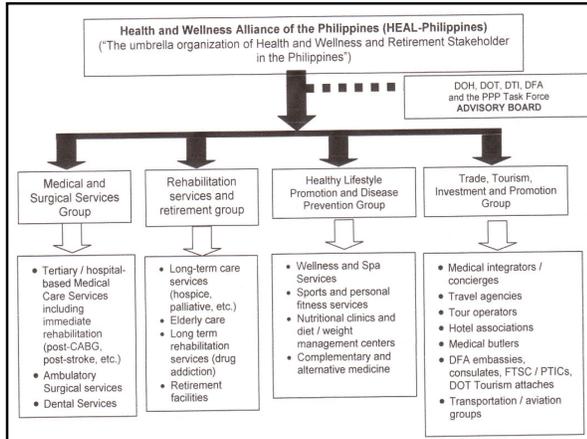
## ENABLING LAWS/PRONOUNCEMENTS

A. *New National Tourism Act Republic Act No. 9593*

B. *EXECUTIVE ORDER NO.372 Issued October 18, 2005 Health and Wellness*  
The EO created a public-private partnership task force to provide an enabling environment for the competitiveness of the industry to serve the global markets.

C. *National Health and Wellness Month -Presidential Proclamation 1280 'Month of October as National Health and Wellness Tourism month'*






## POSITIONING THE PHILIPPINES AS THE HEART OF ASIA





## Promote the Philippines as:

✓ *the destination of choice for healthcare and total wellness with its competent professionals and caring nature and global technologies*





## STRATEGIC OVERVIEW

- National brand
- Niche markets
- Value for money services
- Accreditation
- Networking
- Quality of standards
- Quality of care
- Leadership - patient path
- Institutionalizing policy
- Advocacy and Responsibility




### Philippine Health and Wellness Industry Performance

#### TOOLS USED TO MEASURE INDUSTRY PERFORMANCE

- **Embarkation/Debarcation Cards (E/D Cards)**
  - Captures the number of visitors that arrived at the ports of entry with medical tourism as the main motivation
  - Gathered through the Department of Tourism in partnership with the Bureau of Immigration



### Philippine Health and Wellness Industry Performance

- **Taylor Nelson Sofres (TNS) Survey (2009)**
  - Captures data covering nine (9) institutions involved in medical tourism accredited by this department
  - Administered by the Philippine Department of Tourism through a survey questionnaire
- **Survey of Tourism Establishments in the Philippines (STEP)**
  - Captures data on capacities among the different hotels and similar establishments
  - administered by the Philippine Department of Tourism with the support of the Philippine Department of Health



### 2009 Survey of Tourism Establishments in the Philippines (STEP)



### Backgrounder:

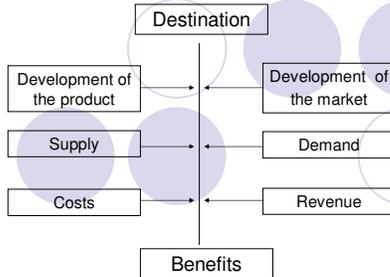
#### Defining tourism,

**Demand-sided** definition focuses on the behavior of tourists and what they need experience and seek

**Supply-sided** definition describes the product and services offered to the tourist – what the tourist experience



### Tourism Supply and Demand Relationship

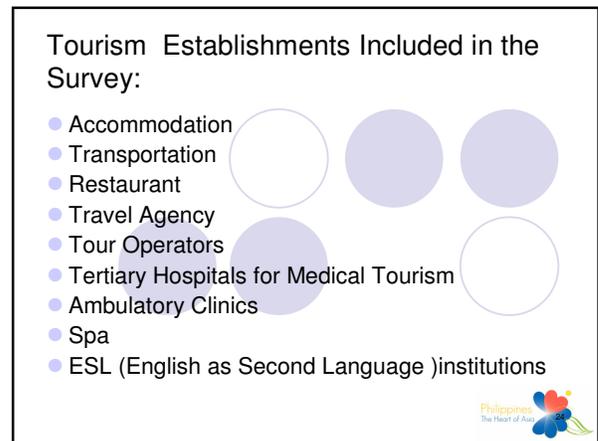
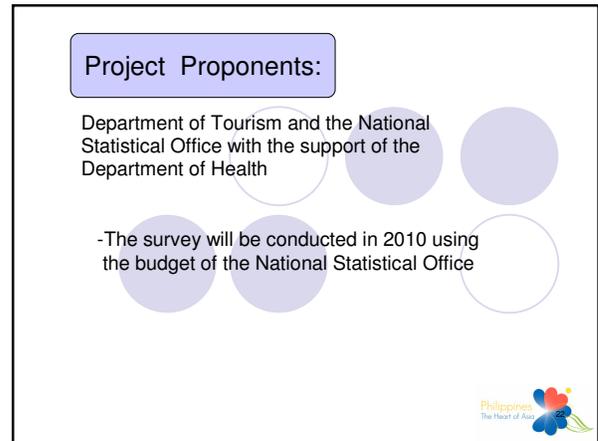
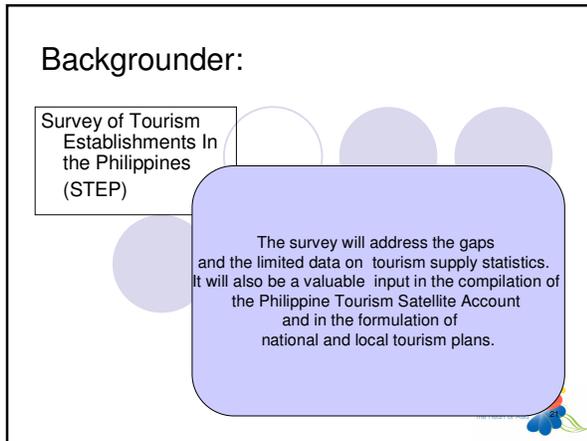
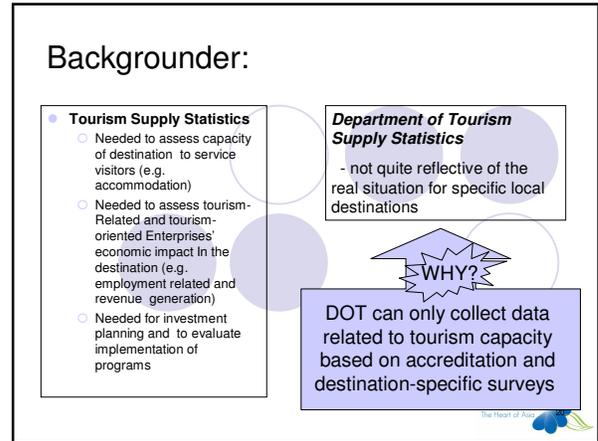
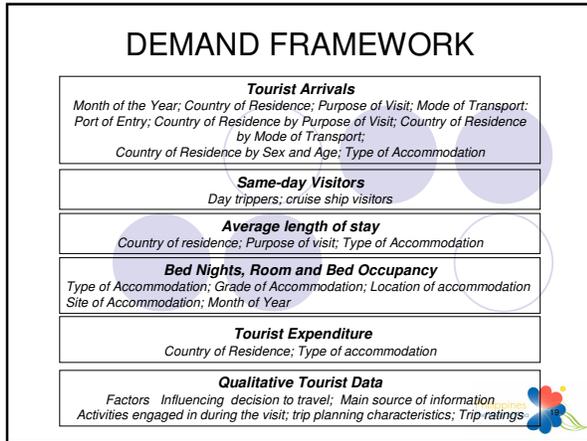


### SUPPLY FRAMEWORK

- Accommodation**  
Type of accommodation
- Restaurants, Cafes and Canteens**  
Type of facility
- Transport**  
Type of Transport company
- Recreational, Cultural, Sporting Activities & Other Attractions**  
Type of facility
- Other Services**  
Type of service (Travel Agent/Tour Operator/Guides/National Tourist Officers)
- Tourism Price Indices**  
For accommodation establishments and other tourism supply



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## List of Common Data Variables Needed

- Number of Establishments
- Type
- Accreditation Status
- Number of Employees by Sex, Nationality, and Appointment
- Plan of Future Expansion and Estimated Cost
- Revenue Generated



## Additional Data Variables Needed Specific to Data Sources:

- Accommodation
  - Number of Rooms
  - Estimated Number of Rooms for Expansion
- Transportation
  - Seating Capacity
  - Estimated Number of Fleets and Seats for Expansion
- Restaurant
  - Seating Capacity
  - Estimated Number of Seats for Expansion
- Tertiary Hospitals for Medical Tourism/Ambulatory Clinics
  - Number of Rooms



## Required Reports (1)

- Number and Percentage Share of Establishments by Type and Classification
- Number and Percentage Share of Rooms by Type of Establishments
- Number and Percentage Share of Seats by Type of Transport Equipment
- Number and Percentage Share of DOT-accredited establishments by Type
- Number of Employees by Type of Establishments
- Number of Employees by Type of Establishments and by Sex



## Required Reports (2)

- Number of Employees by Type of Establishment and by Nationality
- Number of Employees by Type of Establishments and by Type of Appointment
- Number of Establishments by Type with Future Expansion/Renovation
- Number of Establishments by Type with Future Expansion/Renovation and Number of Rooms/Number of Seats
- Estimated Cost of Expansion by Type of Establishment
- Revenue Generated by Type of Establishment



## Report Disaggregation

- By Region, Province, City/Municipality
- By Specific Destination



**Mabuhay!**



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### TARGET MARKETS

- *Near Shore – Guam, Palau, Micronesia, Northern Marianas (Saipan)*
- *Australia*
- *Japan*
- *US*
- *Canada*
- *Europe – UK, Germany, France, Benelux (Belgium, The Netherlands, Luxembourg)*
- *Middle East – Gulf States including Bahrain, Iran, Iraq, Kuwait, Muscat, Oman, Qatar, Kingdom of Saudi Arabia, United Arab Emirates*

