



Betriebswirtschaftliche Potenziale vom "Medizintourismus" (German Edition)

Jutta Markus

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Eine besondere und immer beliebter werdende Reiseform des allgemeinen Tourismus ist der Medizintourismus. Er betrifft Patienten, die eine medizinische Behandlung im Ausland annehmen. Die Patientenströme erfolgen üblicherweise von den Industrieländern in die Entwicklungsländer, wo die Patienten gute Qualität zu niedrigen Preisen bekommen möchten, aber auch von den Entwicklungsländern in die Industrieländer, wo die Patienten die Behandlungen von höherer Qualität suchen. Entscheidende Faktoren hierbei sind das Preis-Leistungs-Verhältnis der medizintouristischen Angebote, der Zugang zu den zusätzlichen Leistungen und die Erfüllung der Anforderungen von den Patienten. In ihrem Buch gibt die Autorin neben der Analyse der aktuellen Situation in Russland, Ukraine und Kasachstan auch eine Aussicht auf die Potenziale und die zukünftige Entwicklung des Medizintourismus.

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