Malaysia, the World's Healthcare Marvel at World Travel Mart, London

Tuesday 5 November, 2019

Malaysia Year of Healthcare Travel 2020 makes an entrance in London

LONDON, 4 November 2019 - Malaysia is a 'Healthcare Marvel', being a successful world-class healthcare travel destination and ranked by UK-based healthcare intelligence, LaingBuisson, as the top medical tourism destination in 2018. The country's strong reputation as a healthcare destination has attracted over 1.2 million healthcare travellers in 2018 alone and is still serving an increasing inflow of healthcare travellers.

Over the past ten years, healthcare travellers from the UK have consistently been in the top 10 arrivals to Malaysia for healthcare travel. Among the many treatments sought in Malaysia by UK healthcare travellers are dental services, aesthetics and cosmetics, health screenings as well as orthopaedics.

Malaysia's sterling reputation is anchored upon easy accessibility to affordable world-class quality healthcare. Medical attention is almost immediately accessible in Malaysia, with little to no waiting times. As reported by Patients Beyond Borders, healthcare travellers enjoy 60 – 80% savings in treatment costs compared to other popular destinations. Originating from a Commonwealth system, Malaysia's healthcare system today is stringently regulated by the Ministry of Health Malaysia through the Private Healthcare and Facilities Service Act (1998). Many of Malaysia's medical professionals have been educated and trained in medical institutions in the UK.

"Our world-class healthcare is one of the most affordable thanks to our highly regulated healthcare system. Many who have experienced this end-to-end journey have kept returning to Malaysia for their healthcare needs and have invited others to do so. We have seen a growing trend of Malaysia's popularity as a choice destination for healthcare, and I believe this is largely due to the trust placed in us by healthcare travellers," said Sherene Azli, Chief Executive Officer of the Malaysia Healthcare Travel Council (MHTC), the key agency under the country's Ministry of Finance responsible for the promotion and growth of Malaysia's healthcare travel industry.

Malaysia Healthcare unveiled the Malaysia Year of Healthcare Travel ("MyHT2020") campaign at the World Travel Market ("WTM") in London, UK. Hosted in tandem with Visit Malaysia (VM) 2020, MyHT2020 celebrates the importance of physical and mental well-being and hopes that everyone will come and Experience Malaysia Healthcare. The strategic cohesion between MyHT2020 and VM2020 enables us to project a more wholesome offering to the world's travelers next year, making Malaysia truly appealing to leisure-seekers, the health-conscious and those seeking treatments in particular.

The MyHT2020 booth at WTM showcased Malaysia Healthcare's seamless end-to-end patient experience journey where visitors were presented with four key touchpoints of the patient journey, comprising the patient arrival, healthcare, wellness and the departure experiences.

Malaysia has been internationally recognised as the "Best Country in the World for Healthcare" from 2015 to 2017 and in 2019 by US-based International Living and "Destination of the Year" for healthcare travel by UK-based International Medical Travel Journal from 2015 to 2017 with a highly commendable mention in 2018. –ENDS–

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