

## Introduction

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When buying a new car most people will shop about. German cars are renowned for being reliable. American cars are powerful. Italian motors are stylish. South Korean cars are efficient. And the less said about French cars the better. Jokes aside, what I am trying to say is that we generally weigh up all of the options available within our budget before making what many would consider to be an important decision. But, there are few decisions quite as important as our health and yet many of us would not exert the same level of consideration when determining how we receive our healthcare.

However, many people are now beginning to realise that they can receive quicker, cheaper and often more specialised healthcare services by travelling abroad. Whether it is in search of cosmetic procedures, preventative and health-conductive treatment to rehabilitational and curative forms of travel, this has led to the emergence of the medical tourism industry.

According to a report by Orbis Research, the global medical tourism industry was worth \$19.7 billion in 2016 and is estimated to be growing at a CAGR of 18.8%, to reach \$46.6 billion by 2021. With such a phenomenal growth

in specialisation and competition around the globe, Medical LiveWire has launched this Medical Tourism Awards programme to celebrate the achievements and service excellence of those leading the industry from the front.



**James Drakeford**  
Editor in Chief

A stylized, handwritten signature in black ink that reads 'J Drakeford'.