

JORDAN: Expanding medical tourism potential

A study by Jordan's Private Hospital Association (PHA) reports that last year, 210,000 patients from 48 countries received treatment in local medical facilities. This was an increase compared with the 190,000 patients in the previous year.

Most of the patients come from Iraq, Palestine, Sudan and Yemen.

PHA president Fawzi Hammouri contends the World Bank places Jordan as first among the Arab countries and among the top 10 in the world when it concerns medical travel.

“In order to maintain this ranking, we have to keep the current markets in the Arab world and find new ones in Africa, Europe and the US,” he said. “We have already marketed in Chad, Nigeria, Russia, Azerbaijan and Kazakhstan.”

PHA is a private, voluntary, non-profit organisation established in 1984 to represent the interests of 48 private hospitals in Jordan. It seeks to raise medical standards, supports national and international accreditation and promotes the Hashemite Kingdom as a medical tourism destination. To enable these ambitions to be fulfilled more quickly, it is planning to allow public and university hospitals to join its ranks. The new grouping will eventually be named Jordan Hospital Association.

PHA is working with member hospitals to promote specially designed healthcare offers to Americans and Europeans. Hammouri explains: “ We will provide them with packages that are 25 percent below market prices. This includes the plane ticket, accommodation and a visit to Petra to encourage local tourism as well.”