

MEDICAL TOURISM: ASSESSING THE EVIDENCE ON TREATMENT IN UKRAINE

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Introduction. Ukraine is one of the most unique places in Europe, that is why it is considered to be in the top 10 most popular destinations in Europe, attracting over 20 million tourists every year. One of the reasons why people travel to Ukraine is low standart of living and cheap prices for services in comparison to other European countries.

Aim of the research is to single out the level of current development of medical tourism in Ukraine.

Methods of the research: literature analysis, comparative method and structural analysis.

Topicality. The important thing in Ukrainian medicine is that medical care industry has grown substantially in recent years. As one of the oldest countries in Europe, Ukraine experiences and incorporates the most modern, high-tech and accessible medicine into health care practice.

Over the past 10–15 years, the world has brought out a new medical tourism industry. The combination of professional healthcare at lower prices with unforgettable impressions from exploring a new country encourages patients to seek alternative medical care in other countries.

The main reasons why medical tourism is becoming more popular are:

- The high costs of medical services in the developed countries.
- Reduction of patients in the leading countries due to economic crisis.
- Long queue for the planned procedures and surgery operations (sometimes they can last for months).
- The lack of high-quality healthcare in some coutries.
- The lack of innovative technologies, equipment and specialists.

Ukraine is becoming a very promising market for inbound medical and health tourism. Our country has a reputation of a healthcare provider with a good price-quality ratio.

Treatment and rehabilitation in Ukraine is becoming increasingly popular. The countries like Moldova, Russia, Belarus, Germany, Italy, France, the United

Kingdom, Israel, the USA, Central Asia and China are among the patients who come to Ukraine to get medical treatment.

The cost of medical services in Ukraine is lower by 30–70 % than the cost of similar services in other countries, but the quality and comfort level are similar to many foreign clinics. Ukrainian Association of Medical Tourism is an organization that brings together the major professionals in medical tourism.

According to the Ukrainian Association of Medical Tourism, about 200 thousand Ukrainians in recent years have been forced to travel to foreign clinics for treatment. In contrast, every year approximately 50 thousand foreign patients come our hospitals for medical treatment. Citizens of European countries, the US, Belarus and Israel spend about \$ 125 million on treatment in Ukraine. At the same time, Ukrainians spend up to 1 billion euros in foreign clinics. Development of medical tourism allows to promote the development of health service in our country and it fills up the country's budget.

Conclusion: Ukraine is a popular destination for medical tourism in the world. Our country can impress not only with its culture and traditions, but also high-quality medical personnel and modern technologies.

References

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