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Sri Ramakrishna Hospital (Multi-Specialty) is the first international medical tourism accredited hospital in Tamil Nadu.

Sri Ramakrishna Hospital in Coimbatore, India, tops a year of growth and expansion with certification from US-based Medical Travel Quality Alliance MTQUA for best practices in care, services and support for medical tourists and international patients.

April 27, 2018 – Coimbatore and Scottsdale – Sri Ramakrishna Hospital becomes the first hospital in Tamil Nadu to achieve certification in providing care of the highest international standard for international patients.

“We are extremely pleased to receive the MTQUA certification for our hospital because of its increasing popularity among medical travelers,” said R Vijayakumhar, Managing Trustee. “MTQUA certification is vital for the hospital to reinforce the trust of the medical traveler in the authenticity and fair-trade practices of Sri Ramakrishna Hospital.”

The hospital spent almost one year reviewing existing operations and putting in place procedures and policies to comply with the international standards for quality of care and medical tourism best practices set by MTQUA. These recognize that international patients and medical travelers have special needs different from local patients due not just from foreign travel, language and cultural differences but also differences in care management and treatment protocols, medical cultures, styles of communication, and expectations.



Seal displayed by medical tourism certified hospitals, clinics and agencies.

“Hospitals that ignore these differences take the chance that patient outcomes will not be as good as they should be, and that, instead of being cured, patients may have more health problems later,” said Julie Munro, president of MTQUA.

The US-based organization studied key areas of the hospital’s operations including internet marketing, communication procedures, privacy and security measures, multicultural sensitivity, International Patient Services management, care support services and certain operations and business procedures that influence the quality of treatment and care a medical tourist receives.

“Medical tourists need to know about the superb quality of care and treatment at Sri Ramakrishna Hospital, and the exceptional value they will find. Despite its location in the heart of southern India, it’s surprisingly convenient to get here, via Cochin, Mumbai, or Bangalore,” said Munro. “It is time to draw the medical traveler’s attention to places and hospitals outside of New Delhi.”

A hospital, clinic or medical tourism agency receives medical tourism certification through a formal evaluation against standards of quality in 10 non-clinical areas that directly influence a medical tourist's wellbeing and good results. The MTQUA evaluation team reviews how a hospital manages a medical tourist starting with the inquiry process, through the intake procedure, and finally care management after discharge and after the patient returns home.

“It is an honor for us to receive the MTQUA certification for Sri Ramakrishna hospital. This certificate will go far in all our endeavors in medical tourism and reaffirm international patient's confidence in policy and procedures in our hospital,” said C V Ramkumar, hospital CEO.

Sri Ramakrishna Hospital (Multi-Specialty) (<https://www.sriramakrishnahospital.com>) was founded in 1975 in Coimbatore, the traditional textile capital of South India 1975 by SNR Sons Trust. This non-profit family-led trust is committed to the uplifting of society through healthcare and education. Among the institutions founded and run by the trust, the crown jewel is Sri Ramakrishna Hospital, which it has operated since the start. Its new super specialty wing with 230 beds is a “green hospital” built to global standards, providing high quality healthcare in a deluxe setting at reasonable prices.

Medical Travel Quality Alliance (MTQUA), (<https://mtqua.org>), an independent international organization founded in 2009 to promote the special safety and quality needs in treatment and care of medical tourists, awards the Top 10 World's Best Hospitals For Medical Tourists™ and publishes Best Practices in Medical Tourism. Medical tourism certification from MTQUA is the only global certification program in care and services for international patients for hospitals, clinics, treatment centers, service agencies, and related providers.

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