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Malaysia Healthcare Travel Industry Blueprint 2021-2025 Maps Out Sustainable Future Aspiration

Spearheaded by the Malaysia Healthcare Travel Council, the Blueprint aims to make Malaysia the best healthcare travel destination by 2025

KUALA LUMPUR, 1 November 2021 – Earlier today, the Minister of Health Malaysia, Yang Berhormat Khairy Jamaluddin, launched the Malaysia Healthcare Travel Industry Blueprint 2021-2025. Championed by the Malaysia Healthcare Travel Council (MHTC), it is an industry-driven Blueprint to guide industry stakeholders in providing the best Malaysian healthcare travel experience by 2025. Also in attendance from the Ministry of Health were the Secretary-General YBhg. Dato' Mohd Shafiq bin Abdullah, and Director-General YBhg. Tan Sri Dato' Seri Dr. Noor Hisham Abdullah.

The Blueprint aims to enhance the current healthcare travel ecosystem, strengthen the Malaysia Healthcare brand, and expand the introduction of Malaysia's healthcare offerings to more targeted markets. Key strategies of the Blueprint include:

- improving the quality of medical care
- digitising the patient journey
- continuing efforts to be a world-leading destination that provides affordable medical offerings to healthcare travellers, and
- elevating Malaysia's offerings in hospitality alongside its' position as a safe and trusted destination for both medical and leisure offerings.

Speaking during the launch, YB Khairy Jamaluddin stressed that, "For every plan and aspiration articulated today, we must bear in mind that the end goal is to build a sustainable future for the healthcare system. Like how a collective effort is being undertaken to transition Malaysia into endemcity, an all-of-industry effort is equally needed to execute this Blueprint with excellence. I urge for better cross-border healthcare collaboration and encourage nations to cooperate more efficiently for more sustainable healthcare delivery globally".

As the agency entrusted with the continuous development of the healthcare travel industry, MHTC looks forward to fostering stronger public-private partnerships, which have been an undeniable factor behind the successful growth of Malaysia's Healthcare. As the Government continues to invest in this industry, the Council partners with key players from the private sector such as healthcare, wellness, hospitality, tourism, transportation, and many more who have remained steadfast throughout in further growing the industry.

The Malaysia Healthcare Travel Industry Blueprint 2021-2025 is a pertinent guideline for industry recovery in transitioning into endemicity, anchoring on public-private partnerships that have been proven in supporting Malaysia Healthcare's growth thus far. Malaysian Healthcare's continual success will be evident through empowered industry players who are aligned to the Blueprint, leading their respective roles with excellence.

The **Malaysia Healthcare Travel Industry Blueprint 2021-2025** will be implemented in two main phases, with the healthcare travel experience being the primary focus:

- i. **Recovery Phase (2021-2022):-** to reinforce awareness on Malaysian Healthcare's world-class quality offerings and enhance the patient experience through digitalisation efforts;
- ii. **Rebuild Phase (2023-2025):-** where industry players will collectively work together to amplify awareness on Malaysian Healthcare's niche offerings such as the Fertility Hub of Asia, the Cardiology Hub of Asia, and the Cancer Care Centre of Excellence.

MHTC is also establishing the Flagship Medical Tourism Hospital Programme to further strengthen Malaysia's stance as a leading healthcare destination, as well as developing Malaysia as a destination for Retirement Living.

For detailed information about the Malaysia Healthcare Travel Industry Blueprint 2021-2025, please download a copy via MHTC's website: <https://www.mhtc.org.my/malaysia-healthcare-travel-industry-blueprint/>.

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ABOUT THE MALAYSIA HEALTHCARE TRAVEL COUNCIL

The Malaysia Healthcare Travel Council (MHTC) is a government agency that has been entrusted with the responsibility of curating the country's healthcare travel scene. Founded in 2009, MHTC works to streamline industry players and service providers in facilitating and growing Malaysia's healthcare travel industry under the brand "Malaysia Healthcare" with the intended goal of making Malaysia the leading global healthcare destination.