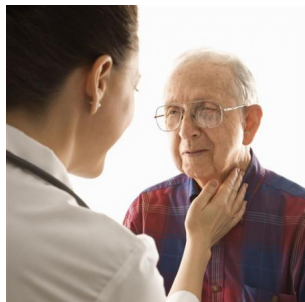


POLAND EMERGES AS A SURPRISING MEDICAL TOURISM DESTINATION



Poland is now a favored plastic surgery destination in particular and medical tourism in general for many British and German tourists thanks to its accessibility, quality of services in this particular field and low prices even in comparison with its Asian competitors.

Polish people have been, on the international stage, famous in recent times for mass emigration, mostly to the USA and Britain. However, the direction of such human traffic has started, at least to a small degree, to go the opposite way as **Poland has emerged as a top European destination for medical tourism**. A recent report by the “Insight Market Research Solutions” has found that more and more Europeans have been flocking to Poland to undergo operations and beauty treatment, which is not affordable in their home countries.

Traditionally, Brits and Germans have traveled to Asia to places such as Singapore and India in order to have medical treatment. However, the Poles have the huge advantage of being closer and not having any stringent visa requirements.

Similarly, whereas Indian doctors built up a reputation for medical competence as early as the 60’s in Britain, Polish doctors are now doing the same in the UK. The barriers of mistrust are being broken at a rapid rate.

Poland is also the paradise of low prices. For example, **for titan implants, British patients will pay 70-80% less in Poland than they would in the UK for the same treatment.** [Plastic surgery, the common reason for medical tourism](#), is four times cheaper in Poland than in the UK.

The future certainly looks bright for Polish medical tourism and income is almost certain to increase in this area. Indeed, 15% growth is expected next year. So far, the medical tourists have been spending an average of 1156 Euro on a visit to Poland for operations such as breast augmentation, dental implants or porcelain crowns. The improvement of private care facilities and of Poland’s numerous spas could see this figure increase.

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