

Nev. tries to capitalize on medical tourism

By Jennifer Rachel Baumer, Nevada Business

Until recently, the term “medical tourism” largely referred to Americans traveling out of the country looking for affordable healthcare. Until recently, the term “medical tourism” largely referred to Americans traveling out of the country looking for affordable healthcare in technologically advanced but less expensive venues, from Mexico to Thailand and parts in between.

Now the term is starting to come home, often referring to domestic travel of American citizens within U.S. borders, traveling to find the best healthcare available.

In addition, until recently the best healthcare in the country didn't include Nevada. When ranked according to the number of hospital beds per 1,000 people, or physicians or nurses per 1,000, Nevada ranks 47th, which isn't care worth leaving home for.

However, things are changing by building off a new quality of healthcare and one of Nevada's core strengths: an incredibly business-friendly environment.

In Northern Nevada, medical tourism is still in the foundational stage.

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