

MEDICAL TRAVEL: STAKEHOLDERS' PERSPECTIVES AND INTENTIONS

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ABSTRACT

Outbound medical travel has traditionally been considered an attractive alternative for uninsured and underinsured Americans. By requiring that virtually all Americans carry health insurance and encouraging price shopping through the establishment of healthcare insurance exchanges, the Affordable Care Act creates a very competitive environment for healthcare coverage. Accordingly, the present study explores 1) the viability of medical travel as a voluntary option in insurance plans, and 2) the prospects for its diffusion beyond niche markets. To accomplish this objective, it examines health consumers', employers', and insurers' perspectives on the risks and benefits of medical travel. The Theory of Planned Behavior is the underlying framework.