EVALUATING CONTENT QUALITY OF MEDICAL TOURISM WEBSITE: THAILAND VS. THE UNITED STATES

BY

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ABSTRACT

Medical tourism is an industry related to healthcare, travel, and the economy. Many developing countries actively promote medical tourism to boost their economies. The importance of medical tourism to the host economy is evident in the value of foreign exchange inflows and economic output growth. Websites are usually an initial point where medical tourists seek information about providers and destinations. Websites and their contents are therefore one of the first impression and influential on the tourists' decision. This study aims to evaluate the quality of content on medical tourism website in terms of readability and completeness. To evaluate the readability scores of medical tourism websites from Thailand and the United States using standardized readability formulas. Readability is parameter to evaluate the text for understandable. This study used the Flesch Reading Ease (FRE), the Simple Measure of Gobbledygook (SMOG), Flesch-Kincaid Grade Level (FKGL), and Gunning Fog Index (GFI) as assessment for reliable readability in context of online health information. These specific readability tools were selected because they are commonly used to evaluate text readability, especially in healthcare contexts.

The analysis of scores from each tool revealed that Thailand has mean score on FRE, GFI, FKGL, SMOG is 52.05, 12.11, 8.94, and 8.75 respectively. The United States has mean score on FRE, GFI, FKGL, SMOG is 52.36, 12.33, 9.20, and 9.01 respectively. most health information is written at a level higher than the readability recommended by The National Institutes of Health (NIH) is health materials be written at a grade 6-7 reading level to ensure they are accessible to a broad audience. For the completeness of content results indicated that Thailand medical tourism websites tend to provide more information on winder of topics compared to the United States. This show that Thailand attracts international patients by provide the potential concerns and needs information in contrast, the United States websites may lean more on their established reputation and quality of care, but detailed informational content is less necessary.

Keywords: Medical Tourism, Content quality, Readability

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Valeeluk Sangsilawutthikul

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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
IMTJ	International Medical Travel Journal
TAT	Tourism Authority of Thailand
FKGL	Flesch-Kincaid Grade Level
FRE	Flesch Reading Ease
GFI	Gunning Fog Index
SMOG	Simple Measure of Gobbledygook

CHAPTER 1
INTRODUCTION

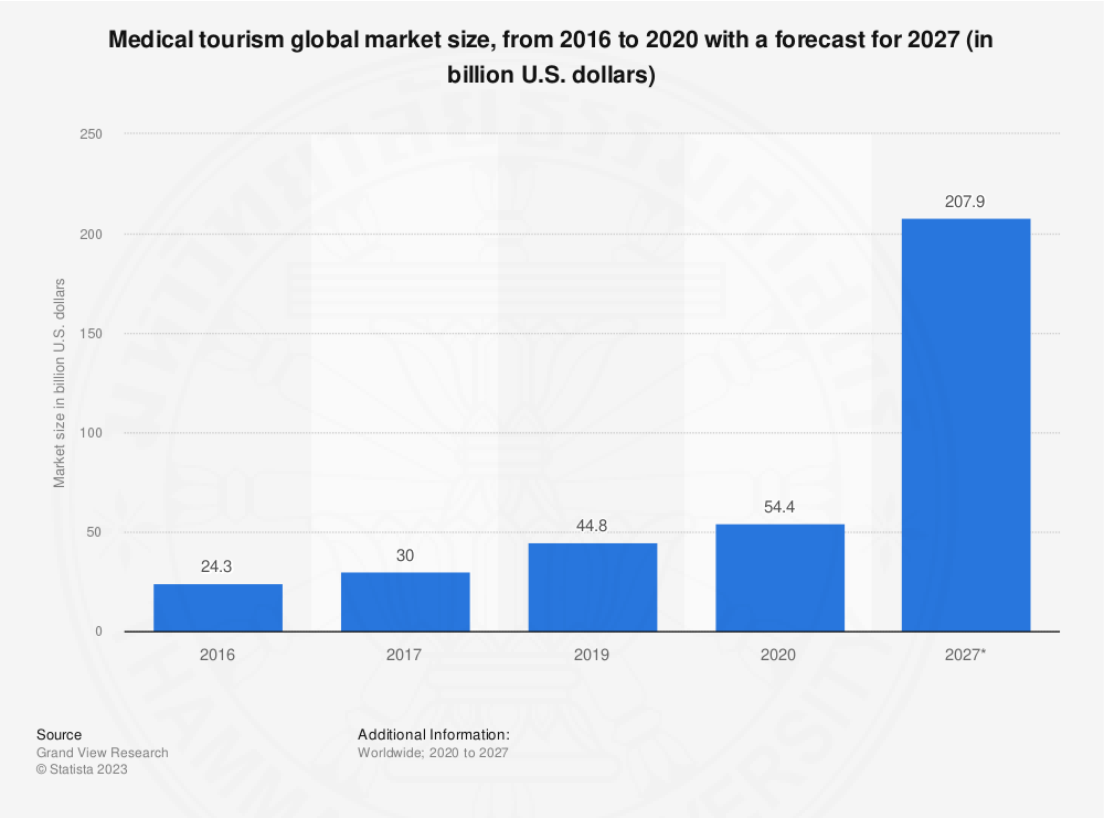
1.1 Introduction to Medical Tourism

The concept of medical tourism is not new; it has existed for as long as medicine and education have been around, dating back to the early 4,000 BCE in Egypt, Rome, India, China, and Japan (Subbaraman & Reddy, 2020). Starting with the Sumerians, who, around 4000 BCE, constructed a healing site around a thermal spring that attracted numerous travelers seeking its therapeutic benefits, and continuing with India's Yoga and Ayurveda techniques, which draw thousands of people seeking health improvements or in Japan, people who have traveled to "Onsen" mineral springs for medical purposes for over a thousand years. (Ile & Tigu, 2017). In the early 16th century, Europe emerged as a medical tourism destination, due to Roman baths and spas. By the 1900s, the USA and Europe had become major medical hubs, although this was predominantly accessible to wealthy individuals who could afford to travel for their health needs. During the 1980s and 1990s, medical tourism expanded to include travel for aesthetic surgical procedures and dentistry (Ile & Tigu, 2017). In recent years, medical tourism has emerged as a dynamic and evolving global phenomenon that intersects healthcare, travel, and economic sectors. Many developing countries actively promote medical tourism to boost their economies. The revenue from medical tourism is considered a type of export that can bring in foreign exchange, thereby enhancing a country's balance of payments. Host countries can potentially earn income from providing healthcare services to international patients, as well as from the spending by these patients and their companions on food, accommodation, and local tourism activities. Additionally, the growth of medical tourism boosts employment opportunities in the healthcare sector and related industries (Beladi et al., 2017). Medical tourism, also known as health tourism or medical travel, is a rapidly growing global industry, where individuals travel to other countries or regions to receive medical, dental, or surgical treatment. The global medical tourism market was forecast to generate over 200 billion U.S. dollars by 2027

(figure1.1). Although the coronavirus pandemic has put a halt to medical tourism, the market was forecast to recover and increase drastically in the years to come.

Figure 1.1

Medical tourism global market size, from 2016 to 2020 with a forecast for 2027 (in billion U.S. dollars)



Note. From *Global medical tourism market size 2024-2029*, by J. Yang, 2024, (https://www.statista.com/statistics/1084720/medical-)

Medical tourism allows patients to access a wide range of medical services, from routine check-ups to surgeries and specialized treatments, and access to world-class medical facilities. As a result, medical tourism has received considerable attention from researchers and healthcare professionals worldwide. The ability to mix medical care with leisure travel and the availability of skilled medical personnel are two appealing aspects of medical tourism (Ricafort, 2011). In the era of globalization and advances in healthcare, the idea of traveling abroad for medical care has gained

momentum as well as technological advances (Cioban et al., 2018). Patients can access healthcare services that relate to their needs through medical websites. It is essential for international patients to access medical information that allows them to understand and trust medical destinations for treating their illnesses or undergoing other medical procedures. The medical tourism industry, with many sites catering to the needs of patients, health professionals, and researchers. However, the effectiveness and impact of the websites depend principally on the quality of the content (Khalil, 2017). The significance of high-quality content in the context of medical tourism websites is essential for educating, informing, influencing the decisions of audiences, and the language which is a mediator such as the website has native language and English (Cioban et al., 2018).

Patients usually access more information, especially in case of the first-time trip with unknown risks. Therefore, quality of information, such as the opinions and advice of other medical tourist reviews, pictures, cost of care, etc. on the website is important and could influence patients' decision making (Vega et al., 2023). Also, Decision-making regarding medical travel abroad involves various information sources. The internet plays a crucial role, alongside information from informal networks of friends and peers (Lunt et al., 2014). In the world that is becoming more interconnected, English information on the website is an important advantage for quality of website and medium to reach audience.

This study focuses on the quality of content available on medical tourism websites to examine aspects of content quality, including completeness of content and readability.

1.2 Research question

1. What are components of content quality for medical tourism websites?

2. What is the content quality level of Thai and U.S. medical service providers' websites?

1.3 Aims and objectives

1.3.1 To evaluate the quality of content on medical tourism website including factors on readability by using standardized readability formulas and completeness of content.

1.3.2 To describe landscape of medical tourism websites in Thailand and the United States and to compare content quality of the available online resources.

1.4 Scope of the Study

The research mainly focuses on quality of content of Thailand and USA medical tourism websites. Medical tourism websites to be studied in this research will be selected from a database of medical tourism providers provided by the International Medical Travel Journal (IMTJ) and Tourism product of tourism authority of Thailand websites.

1.5 Significance of the study

The information and the finding obtained through this research can be used to classify the quality of content on medical tourism websites and enable medical tourism providers to identify key components that could be improved to enhance content quality and thus influencing medical tourists' decision making

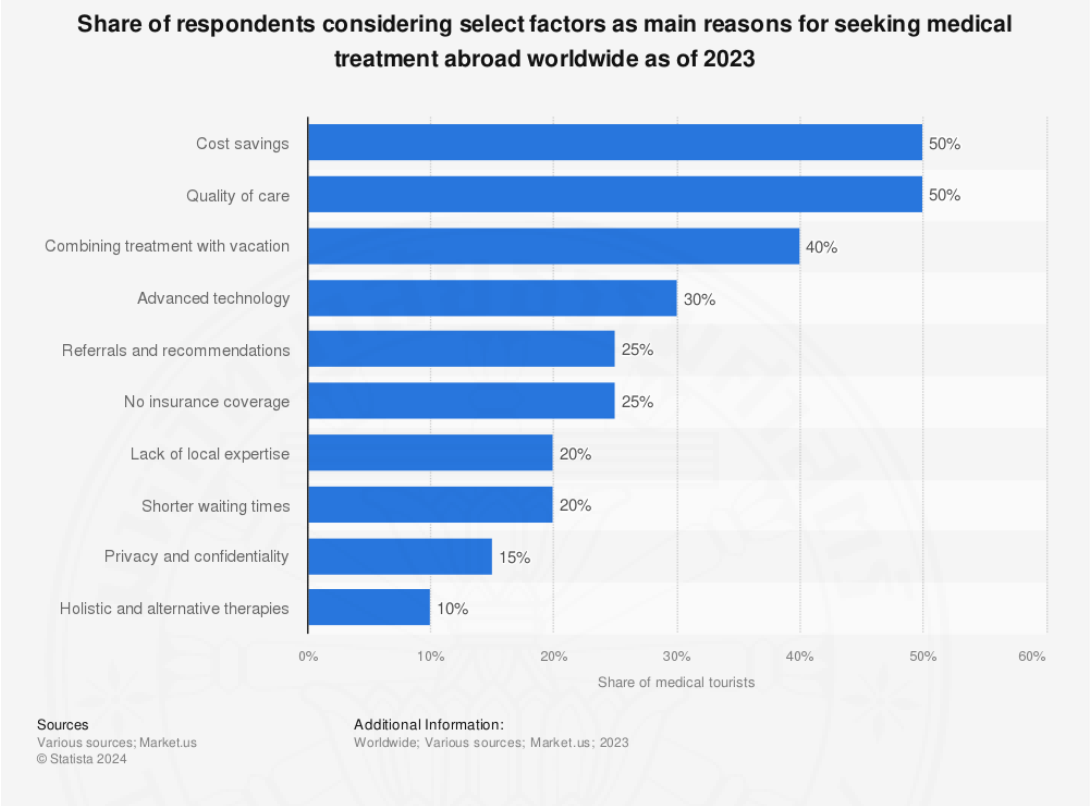
CHAPTER 2
REVIEW OF LITERATURE

2.1 Medical tourism definitions

Medical tourism refers to people travel aboard for medical treatments that are not available in their own countries (Horowitz, 2007). Medical tourism sometimes referred to as health tourism or medical travel, involves both the treatment of illness and the facilitation of wellness, with travel (Mason, 2023). Medical tourism is frequently used to characterize the phenomena of people traveling outside of their country particularly to receive medical care. Moreover, the travel was the people from less developed countries to hospitals, clinics, or medical centers in a developed country for treatment and technology that were not available in their country (Lee & Taggart, 2013). As well, people can travel from developed to developing countries for cheaper services when technologies are practical (Vovk et al., 2021) such as India, Singapore, Malaysia and Thailand to get medical treatment. For example, USA is priced around $57,262, while the same procedure is priced around $11,000 in India (Reddy et al., 2010). However, there are a variety of reasons that people tend to engage with medical tourism. In the case, there are long patient waiting lists for non-emergency medical care (Zhong et al., 2021). Additional reasons include the unavailability of certain procedures in their home country, concerns about privacy and confidentiality, and the opportunity to combine treatment with vacation and tourism (K.S et al., 2022). As of 2023, it was estimated that about half of medical tourists worldwide sought treatment abroad primarily for cost savings and/or better-quality healthcare. Additionally, around 40% of international patients combined their medical care with a vacation, and approximately 20% chose medical tourism to avoid long waiting times (figure 2.1).

Figure 2.1

Share of respondents considering select factors as main reasons for seeking medical treatment abroad worldwide as of 2023.



Note. From *Main reasons among medical tourists for seeking treatment abroad as of 2023*, by J. Mendoza, 2023, (https://www-statista-com.eu1.proxy.openathens.net/statistics/1414s361/main-reasons-for-seeking-medical-treatment-abroad-worldwide/)

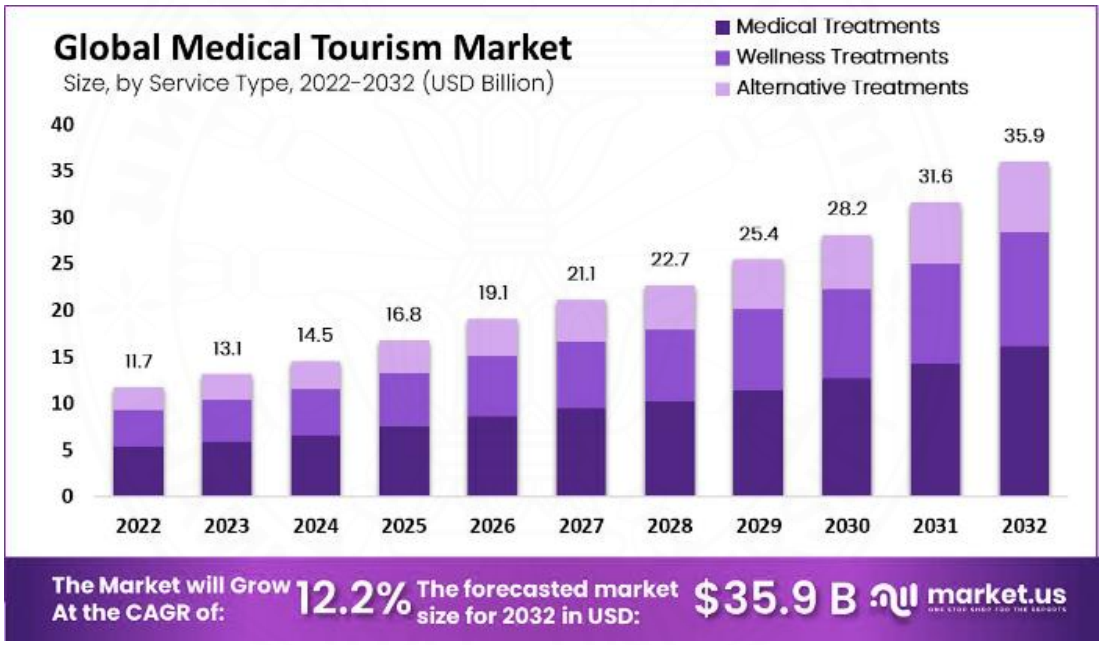
2.2 Overview of medical tourism in global context

Medical tourism is becoming the most emerging international business and a growing phenomenon that involves both economic and social benefits (Cioban et al., 2018). Medical tourism represents market growth in medical, economic, and social (Horowitz, 2007). Presently, over 70 countries consider medical tourism one of the key policies to improve their economy. Medical tourism is a dynamic system that includes, in addition to the acknowledged leaders in the field, newly competitive nations in Asia, Latin America, the Middle East, and, more recently, North Africa. In these nations, the government invests heavily in medical infrastructure to meet the

growing medical tourism demands (Mashika et al., 2021). In the 2020-2021 global medical tourism ranking based on 46 destinations, Canada came first with an index score of 76.47. The global medical tourism market size is expected to be worth around USD 35.9 Bn by 2032 from USD 11.7 Bn in 2022, growing at a CAGR of 12.20% during the forecast period from 2022 to 2032 (see Figure 2.2). The Asia Pacific region is the largest market for medical tourism, accounting for 75% of the global market in 2021 (Deb, 2024).

Figure 2.2

Global Medical Tourism Market size, by service type, 2022-2032 (USD Billion)



Note. From *Global medical tourism market key statistics*, by T. Deb, 2024, (https://media.market.us/medical-tourism-statistics/)

Top Medical Procedures in Medical Tourism are: (Deb, 2024).

(1) Cosmetic Surgery: Cosmetic procedures account for approximately 25% of medical tourism, with popular treatments including breast augmentation, liposuction, and facelifts.

(2) Dental Procedures: Dental treatments make up around 15% of medical tourism, including services like implants, veneers, and teeth whitening.

(3) Orthopedic Surgeries: Joint replacements and orthopedic procedures constitute about 10% of medical tourism, with significant cost savings compared to many developed countries.

(4) Cardiac Treatments: Cardiac surgeries, such as bypass surgery and angioplasty, attract patients due to high-quality care at lower costs, making up around 8% of medical tourism.

(5) Fertility Treatments: Fertility procedures like IVF are sought by couples, contributing to about 12% of medical tourism, often due to availability and affordability.

(6) Bariatric Surgery: Bariatric surgeries for weight loss account for about 7% of medical tourism, offering specialized treatments and comprehensive care.

(7) Cancer Treatments: Cancer patients seek advanced treatments abroad, with around 8% of medical tourists receiving various cancer therapies.

(8) Ophthalmic Procedures: Eye surgeries like LASIK and cataract removal are popular, comprising about 10% of medical tourism, driven by skilled specialists

(9) Neurological Treatments: Neurosurgical procedures, including spine surgeries and brain surgeries, attract patients seeking expertise, making up around 6% of medical tourism.

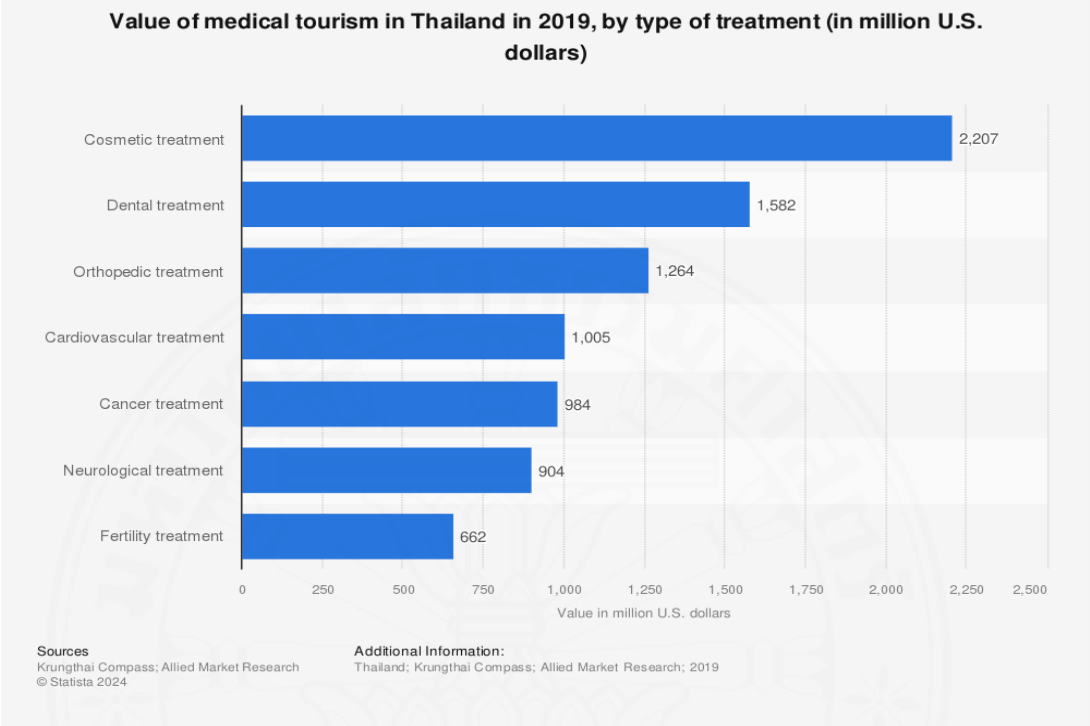
(10) Gastric Procedures: Gastric bypass and other weight-related surgeries make up about 5% of medical tourism, with specialized facilities catering to these needs.

In Thailand in 2019, the value of cosmetic treatment was the highest in the medical tourism industry amounting to over 2.2 billion U.S. dollars. Thailand is one of the top destinations for medical tourism worldwide based on the medical tourism index, scoring at 66.83 index points (figure 2.3). For the United States there are top procedures sought include cardiac surgeries, orthopedic procedures, and cancer treatments (Deb, 2024).

In the 2020-2021 global medical tourism ranking based on 46 destinations, Canada came first with an index score of 76.47. The index is based on ratings of the destination environment, the medical tourism industry, and the quality of facilities and services. This statistic presents the leading 20 countries worldwide based on the total medical tourism index score in 2020 (figure 2.4).

Figure 2.3

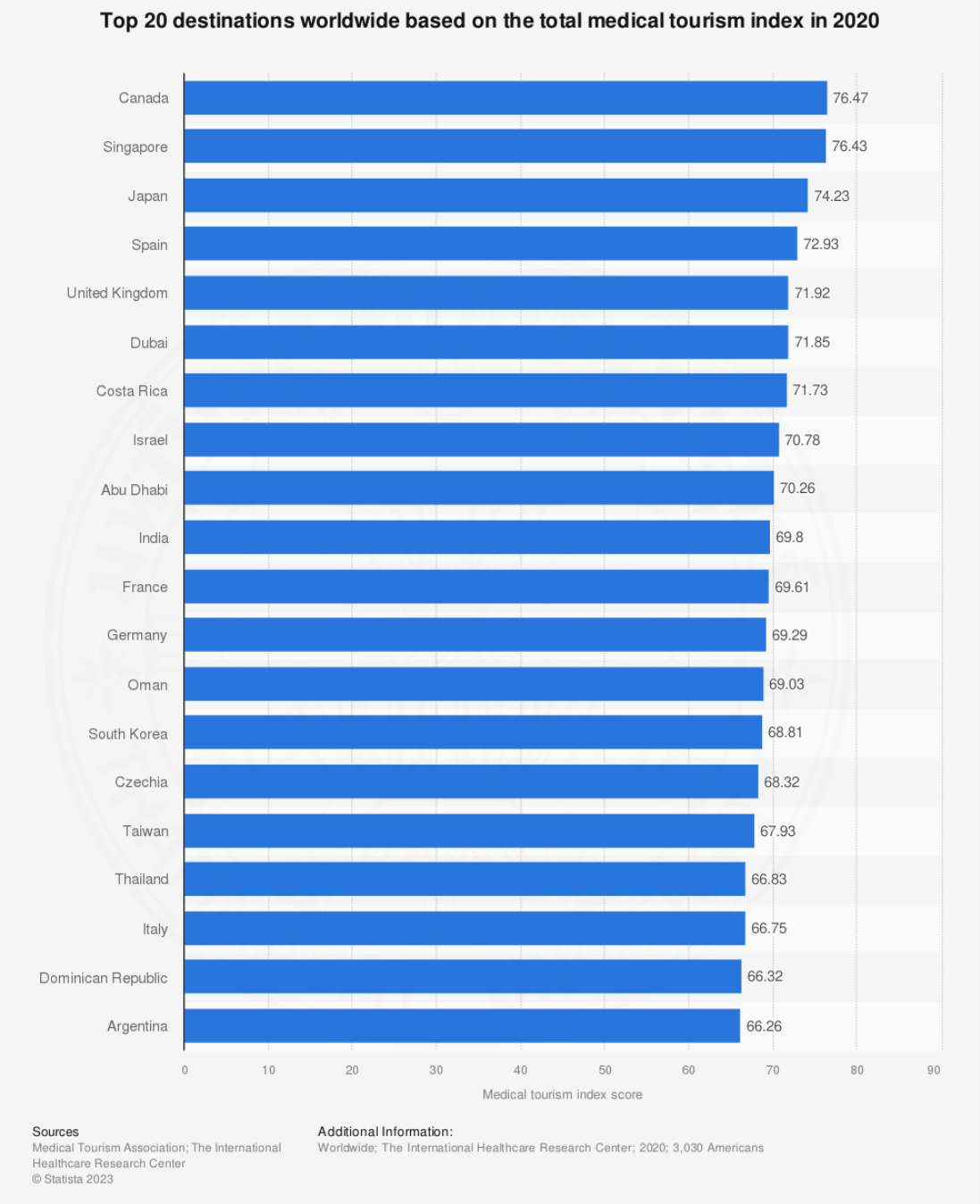
Value of medical tourism in Thailand in 2019, by type of treatment (in million U.S. dollars)



Note. From *Medical tourism value Thailand 2019, by treatment*, by K. Ciba, 2023, (https://www-statista-com.eu1.proxy.openathens.net/statistics/1414361/main-reasons-for-seeking-medical-treatment-abroad-worldwide/)

Figure 2.4

Top 20 destinations worldwide based on the total medical tour-ism index in 2020



Note. From *Top medical tourism countries by total index rating worldwide 2020*, by P. Vankar, 2023, (https://www.statista.com/statistics/889983/top-medical-tourism-countries-)

2.3 Medical tourism and website analysis

Hospital websites serve as important platforms for marketing and showcasing medical facilities, services, staff, and destinations. Currently, business cannot attract the visitors without good quality of website. Furthermore, searching for healthcare or medical information on the internet is the most regular activity. Information evaluation is a process of judgment and decision making before the user accepts or rejects the information received. Hence, the evaluation of the quality of content from the medical website is significant in order to help consumers to determine information. The quality of content is evaluated based on the following disclosures authorship, sources, updating of information, disclosure of editorial and publicity policy, as well as confidentiality also readability, aesthetic, accountability, and interactivity of websites found with key words requests on general search engines (Khazaal et al., 2011). For content quality on medical websites, there are five dimensions: 1. Accuracy of information: The level of consistency of the provided information with the best available evidence or generally accepted medical practices, 2. Completeness of information: The proportion of predefined elements covered by the website; breadth of information, 3. Depth of information: Level of information details , 4. Understandability of information: Readability involves presenting information in plain language, including text statistics, explanations of medical terminology and acronyms, various display formats for numerical or graphical data, and clear images, and 5. Relevance of information: The relevance of each content item to potential users' health situations, including personalized health tools or age-specific information (Tao et al., 2017). According to (Sun et al., 2019), content refers to the information contained in a source as well as the presentation of the information and eight categories of content-related indicators were identified: substance, writing and language, presentation, references, authorship, audience, date/updating, and advertisements. There are eight key themes that related for analytical the medical tourism websites completeness of information analysis as following:

1. General information: Company Profile, History of hospital, Awards and achievement

2. Contact information: Hospital address, Email address, Telephone and fax.

3. Medical services information: Patient guide on products and services, Photo of medical equipment

4. Room facilities information: Room types, Room photo and facilities description.

5. Price Information: Package pricing.

6. Feedback mechanism: Online feedback form, Patient Testimonials.

7. Travel-related assistance information: Hotel and accommodation arrangement, VISA application.

8. Privacy policy statement

Also, the website design should design for user-friendly, simple navigation, accessibility and readability (Wong & Sulaiman, 2015).

Guidelines for readability should follow this principle (Dubay, 2004):

1. Use short, simple, familiar words.
2. Avoid jargon.
3. Use correct grammar, punctuation, and spelling.
4. Use simple sentences, active voice, and present tense.

Medical website text should be the principles of plain English, use short, everyday words, avoid jargon, and use an active, rather than a passive, voice (Rughani et al., 2021). For readability score on medical website, the National Institutes of Health (NIH) and other health organizations recommend that health materials be written at a grade 6-7 reading level to ensure they are accessible to a broad audience (Hutchinson et al., 2016).

2.4 Website Quality and Content Quality

The rising use of online platforms has led to a rise in interest in the comprehension and evaluation of website quality. The Internet acts as a platform to advertise medical destinations and link consumers with various healthcare providers. Websites play an important role in the marketing and communication strategies of medical tourism providers. They enable travelers to gather information, compare

prices, and make reservations with ease (Warith & Mohamed, 2021). The explosion of the web has identified the need for measurement criteria to evaluate aspects related to quality of use, such as the usability and accessibility of a web application. The goal is to make the website useful, profitable, engaging, and accessible. The dimensions of the proposed criteria are content quality, design quality, organization quality, and user-friendly quality (Hasan & Abuelrub, 2011). (Moustakis et al., 2004) uses 5 assessment criteria, including content, navigation, structure and design, appearance and multimedia, and uniqueness. In term of health website is characterized as user-friendly website that will help users to remember and recognize a positive attitude toward the site and information is easy to read and better at enhancing medical knowledge (Fennell et al., 2017). Medical website has assessment tools for evaluate the standard quality called “WebMedQual” (Provost et al., 2006). The characteristics for quality of medical websites are composed of five dimensions, namely1. data information: quality of content, accuracy of content and capable of meeting the seekers' needs. 2. Stability, quality of systems also privacy and reliability. 3. Ease of use such as website design, response of the website. 4. Quality of services (Boon-itt, 2019). The importance of website quality affects consumer behavior significantly. Medical tourism websites are an important source of information about services, travelling, finance, relevant standards, laws and regulations (Lunt et al., 2020). A high-quality website attracts consumers (Kalia et al., 2014) and quality of medical website will have positive influence on perceived information quality on the health website (Boon-itt, 2019). Content quality is important to medical tourists’ decision-making, especially before travel. The information that provided for health tourism websites are useful for customers and make satisfaction with that hospitals or clinic (Wagle, 2013). The dimensions for medical websites for content quality are Accuracy of information, Completeness of information, Depth of information, Understandability of information, and Relevance of information (Tao et al., 2017). In medical websites for the medical products and services, the quality of information become vital (Moslehifar et al., 2016) and content quality that showed on the websites has significant impact on the audiences’ experience (Boon-itt, 2019). quality affects satisfaction in choosing to use or purchase products for visitors to the website and serves as an intermediary in fostering relationships between motivational factors and

consumer intentions to purchase products. It also increases brand awareness perception (Dabbous & Barakat, 2020). Similarly to medical tourism websites, access to accurate and comprehensive information enables patients to make informed health decisions, which can lead to greater satisfaction (Lunt et al., 2020). Effective content on medical websites also attracts medical tourists to use the services and promotes the e-marketing strategy of medical tourism providers (Vicky et al., 2018). Moreover, the information content should provide audiences with clear and related information, given the significance of the details provided on medical tourism websites. This is important as it contributes to the steadily increasing number of users (Wagle, 2013) and is necessary for international patients to trust in their treatment and other medical services. (K.S et al., 2022). This study focuses on completeness of information and readability.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Website selection

Thailand and the United States medical tourism Websites were collected from International Medical Travel Journal (IMTJ). International Medical Travel Journal (IMTJ) was created in 2007 in response to the worldwide development of the medical tourism and medical travel sector. IMTJ has provided prominent source of information and insights related to medical tourism and global healthcare for everyone with an interest in the fields of foreign medical services. Since International Medical Travel Journal has limited information on websites in Thailand, we obtained more hospital websites from the list provided by Tourism Authority of Thailand (TAT) website (Tourism Authority of Thailand, 2022). The Tourism product website provides a comprehensive collection of information related to medical tourism in Thailand. For this research, we specifically focused on hospitals in Bangkok because the city serves as the primary hub for tourism. Bangkok's central location, extensive healthcare facilities, and reputation for medical services make it an ideal focal point for studying medical tourism in Thailand. This study does not specify medical discipline or specialty. Website selection criteria are as follow: 1) websites related to medical tourism were collected from the International Medical Travel Journal and Tourism product. From hospital websites found using Google's search engine when searching for hospital names. 2) We selected only websites that offer content in English language alongside their native language offerings.

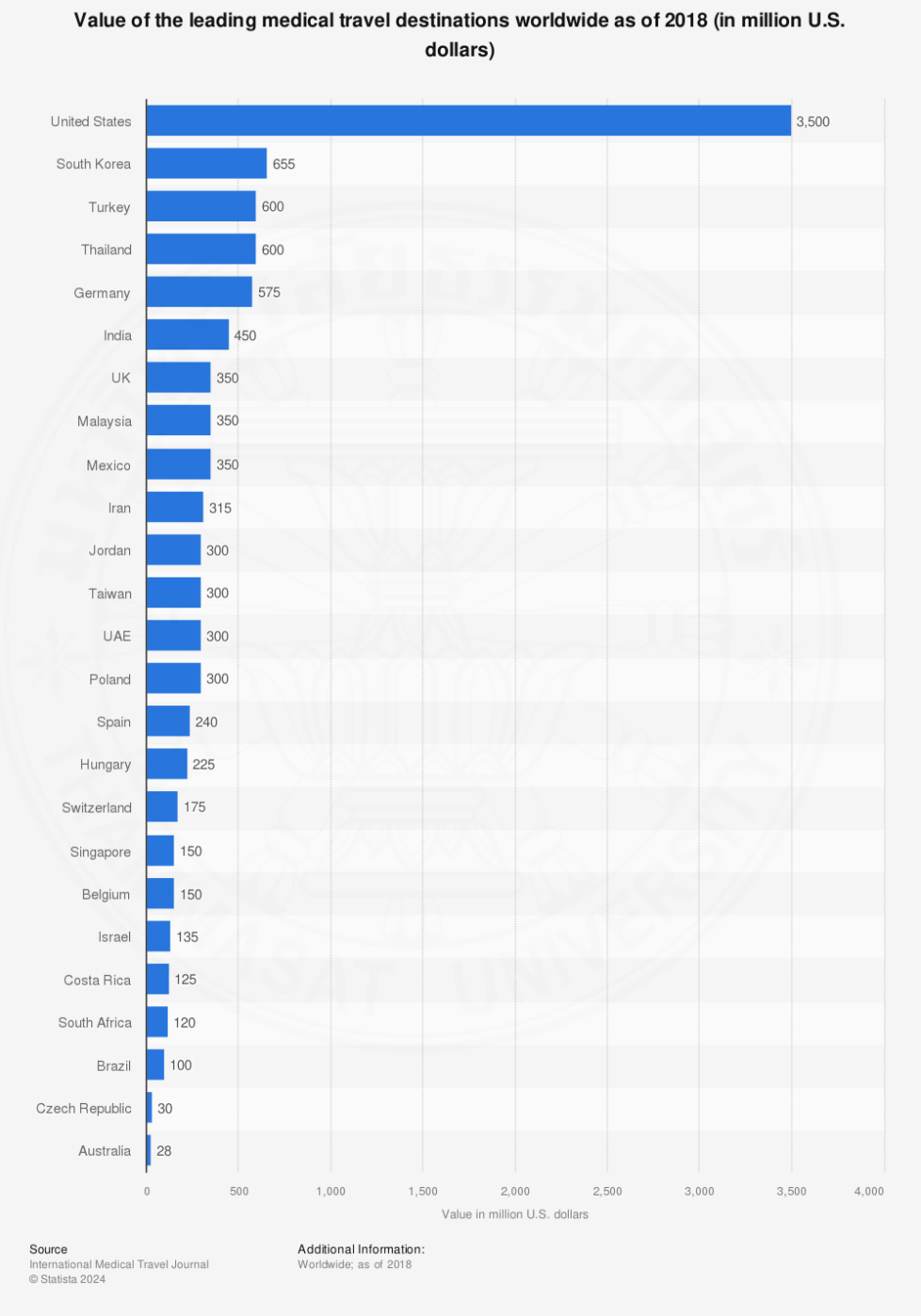
For this research, we selected medical websites from Thailand and the United States for comparison. The reason for selecting Thailand and the United States is Thailand is determined to market its medical tourism development plan and therefore boost both its tourism and economic sectors. Becoming a premiere medical destination in Asia, Thailand hopes to attract international tourists who need medical services (The Government Public Relations Department, 2024). With this strategy, the country will not only draw more visitors but also ensure that it becomes a leading

destination for quality health care, which is expected to significantly enhance the socio-economic transformation of the nation. Therefore, the website needs to be effective for potential overseas patients so that they can access comprehensive details regarding Thai medical services instantly and accurately. In today's digital world, most people seek such information over the internet through various websites and social media platforms. As such content provided on these internet portals should be in English language which is globally spoken hence allowing for greater understanding among wider masses that may engage with them. In this context, the investigator aims to appraise how well English content on Thai medical websites compared with those from native English-speaking countries. This is aimed at gauging the quality of English language content on Thai websites, to assess its conformity with international standards set by countries where English is the primary language. Rather than benchmarking using United Kingdom website, which has less information contained in them, the choice was to use United States websites instead. medical tourism market in the United States was valued at around 3.5 billion U.S. dollars in 2018 (figure 3.1). Thus, United States is considered an appropriate benchmarking. Thailand is ranked among the top 5 out of 46 destinations in the Medical Tourism Industry in year 2020-2021 (Medical Tourism Association. (n.d.). Thailand.). Medical services in Thailand are trusted by international tourists due to the expertise of medical personnel, the quality of medical supplies, and JCI-accredited standards of care. Additionally, Thailand has relatively low costs compared to other Asian countries such as Singapore, South Korea, and Japan. The country offers affordable healthcare and medical procedures that provide good value for money, making Thailand particularly attractive to foreign clients from countries with high living costs (figure 3.2). Over 2.5 million medical tourists visit Thailand annually for healthcare services (Figure 3.3) and the International Healthcare Research Center (IHRC) predicts a 14% annual growth in medical tourism, aligning with the 12% yearly growth of international tourist arrivals in Thailand (Deb, 2024). The United States has emerged as a significant player in the global medical tourism market according to the World Travel & Tourism Council. The United States is a highly developed country that promotes innovation, research, and discovery. Consequently, the United States is at the forefront of medical treatments, frequently introducing new and advanced techniques,

medications, and procedures ahead of the rest of the world (Medical Tourism Review. (n.d.). United States). Around 1.9 million inbound medical tourists annually (figure 3.4) and medical tourists site access to specialized treatments and expert medical opinions as the main reasons for visiting. Moreover, average cost savings of up to 40-80% for certain procedures compared to other developed countries (Deb, 2024). For the websites from the United States, there are 185 websites (table A1), and for Thailand, there are 91 websites (table A2), total 276 websites. The selected websites from both countries have been thoroughly reviewed and confirmed to remain fully functional, ensuring that users can still access their web pages without encountering any issues. This verification assures that these websites are actively maintained and regularly updated, rather than being inactive or defunct.

Figure 3.1

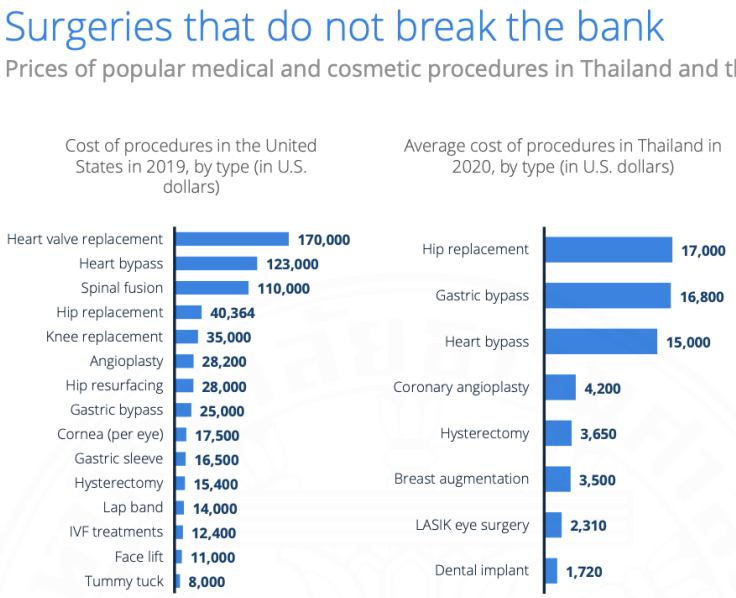
Value of the leading medical travel destinations worldwide as of 2018 (in million U.S. dollars)



Note. From *Value of the leading medical travel destinations worldwide as of 2018*, by J. Yang, 2023, (https://www.statista.com/statistics/1013813/leading-medical-tourism-countries-value/)

Figure 3.2

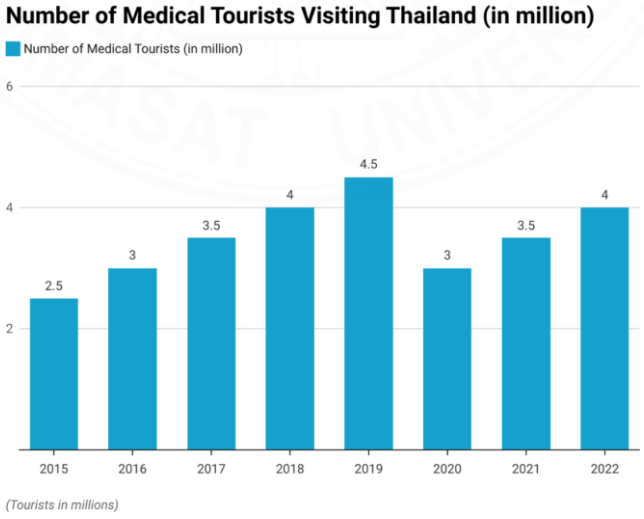
Price of popular medical and cosmetic procedures in Thailand and the United State



Note. From *Price of popular medical and cosmetic procedures in Thailand and the United States*, by H. Manakitsomboon, 2021, (https://www.statista.com/study/82742/health-tourism-in-thailand/)

Figure 3.3

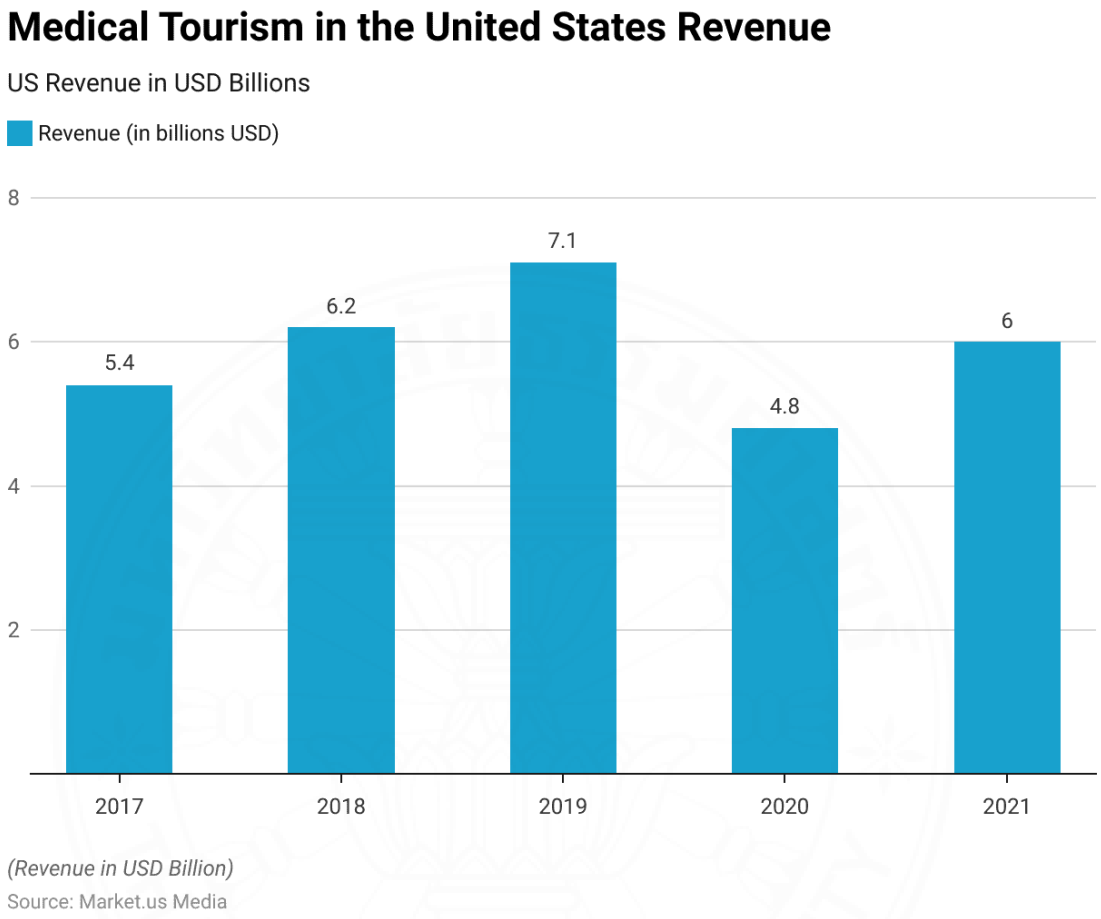
Number of Medical Tourists Visiting Thailand (in million)



Note. From *Number of Medical Tourists Visiting Thailand*, by T. Deb, 2024, (https://media.market.us/medical-tourism-statistics/)

Figure 3.4

Medical Tourism in the United States Revenue



Note. From *Medical Tourism in the United States Revenue*, by T. Deb, 2024, (https://media.market.us/medical-tourism-statistics/)

3.2 Website analysis

The selected websites were from International Medical Travel Journal (IMTJ) and Tourism product of Thailand. We have done the preliminary investigation that the URLs are active and direct to the correct pages, the URLs are not broken, and the pages are not error pages. For each website, the country of the website was identified and classification of providers as hospital or clinic also websites having English and native language. The websites analysis is done in 2 steps (figure 3.5): 1) components of content, 2) content quality. It is generally accepted that content

quality is an important aspect regarding the informational characteristics of a website (Hasan & Abuelrub, 2011). There are criteria to identify good quality content (table 3.6): authorship (authors and contributors and relevant credentials), attribution (references and sources for all content, and copyright), disclosure (ownership), currency (the date on which content was posted and updated), and readability (refers to the extent to which the site's content is comprehensible to general consumers) (Zhang et al., 2015). The following metrics and control factors, summarized in Table 3.1, are the most important for the content quality aspect.

Readability is parameter to evaluate the text for understandable (Beaunoyer et al., 2016). This study used the Flesch Reading Ease (FRE), the Simple Measure of Gobbledygook (SMOG), Flesch-Kincaid Grade Level (FKGL), and Gunning Fog Index (GFI) as assessment for reliable readability in context of online health information (Arsenault et al., 2017). These specific readability tools were selected because they are commonly used to evaluate text readability, especially in healthcare contexts. Utilizing a combination of these scores enhances the accuracy of the assessments (Crabtree & Lee, 2022). The FRE, GFI, FKGL, and SMOG assesses the academic grade level needed to understand a text, where a higher grade level indicates more challenging readability. The National Institutes of Health (NIH) and other health organizations recommend that health materials be written at a grade 6-8 reading level to ensure they are accessible to a broad audience (Hutchinson et al., 2016).

Table 3.1

Tools and methods utilized to evaluate readability

Assessment Scale	Formula
FRE	(206.835 – (1.015 × (words/sentences)) - (84.6×(syllables/words))
GFI	0.4×(words/sentences) + 100 × (complex words/words)
FKGL	(0.39×(words/sentences)) + (11.8×(syllables/words)) - 15.59
SMOG	1.0430 × √polysyllables x (30/sentences)) + 3.1291)

The Flesch Reading Ease score (table 3.2) assesses the readability of a text on a scale of 1 to 100, with higher scores indicating easier readability. Scoring between 70 to 80 is roughly equivalent to an eighth grade reading level, meaning the text should be relatively straightforward for the average adult to comprehend.

Table 3.2

Flesch reading ease Interpretation

FRE Score	Reading Level
90-100	Very easy to read. Easily understood by 5th grade students.
80-89	Easy to read. Easily understood by 6th grade students.
70-79	Fairly easy to read. Easily understood by 7th grade students.
60-69	Standard. Easily understood by 8th and 9th grade students.
50-59	Fairly difficult to read. Best understood by 10th to 12th grade students.
30-49	Difficult to read. Best understood by college graduates.
0-29	Very difficult to read. Best understood by university graduates.

Gunning Fog Index (table 3.3) is a readability formula that estimates the readability of a text by considering the average sentence length and the percentage of complex words and he years of formal education needed to understand the text on the first reading.

Table 3.3

Gunning Fog Index Interpretation

Gunning Fog Index	Reading Level by grade
20+	Post-graduate plus
17-20	Post-graduate

Table 3.3

Gunning Fog Index Interpretation (continue)

Gunning Fog Index	Reading Level by grade
13-15	Freshman, Sophomore, College junior
13-15	Freshman, Sophomore, College junior
11-12	High school junior, senior
10	High school sophomore
9	High school freshman
8	8^{th} grade
7	7^{th} grade
6	6^{th} grade

Flesch-Kincaid Grade Level or FKGL formula (table 3.4) is commonly employed to estimate the readability of a piece of text, estimating the educational grade level required for comprehension by analyzing factors such as sentence length and word difficulty.

Table 3.4

Flesch-Kincaid Grade Level Interpretation

Flesch-Kincaid Score	Reading Level	School Level	Age Range (US)
0 - 3	Basic	Kindergarten/ Elementary	5 - 8
3 - 6	Basic	Elementary	8 - 11
6 - 9	Average	Middle School	11 - 14
9 - 12	Average	High School	14 - 17
12 - 15	Advanced	College	17 - 20

Table 3.4

Flesch-Kincaid Grade Level Interpretation (continue)

Flesch-Kincaid Score	Reading Level	School Level	Age Range (US)
15 - 18	Advanced	Post-grad	20+

Simple Measure of Gobbledygook (table 3.5) is a readability measure that evaluates the complexity of a text by counting the number of words with three or more syllables in a sample comprising at least 30 sentences. The index value corresponds to the number of years of education a reader needs to understand the text.

Table 3.5

The SMOG Index Interpretation

Score	School level	Student age range	Notes
0-1	Pre-kindergarten - 1st grade	3-7	Basic level for those who just learn to read books.
1-5	1st grade - 5th grade	7-11	Very easy to read.
5-8	5th grade - 8th grade	11-14	A text is considered ideal for average readers.
8-11	8th grade - 11th grade	14-17	Fairly difficult to read.
11 and above	11th grade - college	17 and above	Too hard to read for the majority of readers.

Before calculating the readability score, it needs to be converted into plain English where only the main area of the webpage text (referred to as “body text”) was extracted but information, headers, and footers were not assessed. The body text was manually chosen, copied, and then pasted into Microsoft Word and headings, tables, figures, number list, bulleted and paragraph breaks were excluded. In instances where

there was a bulleted or numbered list, full stops were added to the end of each line, and symbols like and - were removed, being replaced with full stops or commas. The method used to measure readability utilizes websites called https://readabilityformulas.com/readability-scoring-system.php, which is free website and assigns a score based on internationally recognized scales for readability.

The content analysis of the website is divided into three parts:

1. Analysis website content and testimonials, this involves a thorough review of both the overall content and the individual testimonials available on the website.

2. Content on the website, this focuses on the textual available in the websites included the information provided about services, products, and other relevant topics.

3. Testimonials and comments, this part focuses on the feedback from patients and testimonials, comments, and reviews on potential new customers or patients. In cases where the testimonials are less than 100 words, the program will not be able to calculate the score. The website will be removed from the calculation of testimonials.

Websites featuring testimonials include 21 sites in Thailand, while the USA has 108 such websites. In this study, the readability assessment separately calculated the content of the websites, the website content and testimonials, the website content, and the testimonials separately: 1. Different content characteristics, with testimonials often being written in informal language and potentially using simpler language than medical content or other informational content on the website. Testimonials can result in readability analysis showing lower readability scores which means easy to read. 2. Accuracy and credibility, website content requires accuracy and clarity in communicating medical information (Berland et al., 2001). Therefore, separating the calculations helps us better evaluate the clarity and comprehensibility of that information. 3. Different objectives, the main content of the website focuses on providing accurate and detailed information, while the testimonials often focus on personal opinions and experience, separating the calculations allows us to conduct an in-depth analysis of the readability of each part of the website, which helps in

improving the content. This research use t test statistics compared the mean readability level between Thailand and United States and between clinic and hospital to determine if there were significant differences in readability.

For the completeness of content researcher collected the data from Thailand and United States medical tourism websites and divided between hospital and clinic. The completeness of content is to know that what is present or absent on the medical tourism websites, including the necessary information for medical tourists. This analysis is also performed to compared and analyze the availability of content on the website, dividing into 8 key themes collected from websites are general information, contact information, social media, medical services information, room and facilities information, price information, feedback mechanism, travel-related assistance information, and privacy policy statement. With the classification of hospitals or clinics, clinics will not have information on room types, which is a subtopic in room and facilities information.

Table 3.6

Content quality dimensions

Content quality dimensions	**Definition**	**Examples**
Currency	The presently of websites' information and how it is updated, how often the site is updated and is it clear when the site is updated.	Up-to-date information
Accuracy	Information is accurate, without spelling or grammar errors.	Source of information is identified.
Authority	The user's reliability or trust in the information on the website is clearly established by providing the information.	Physical address Email Identification of copyright

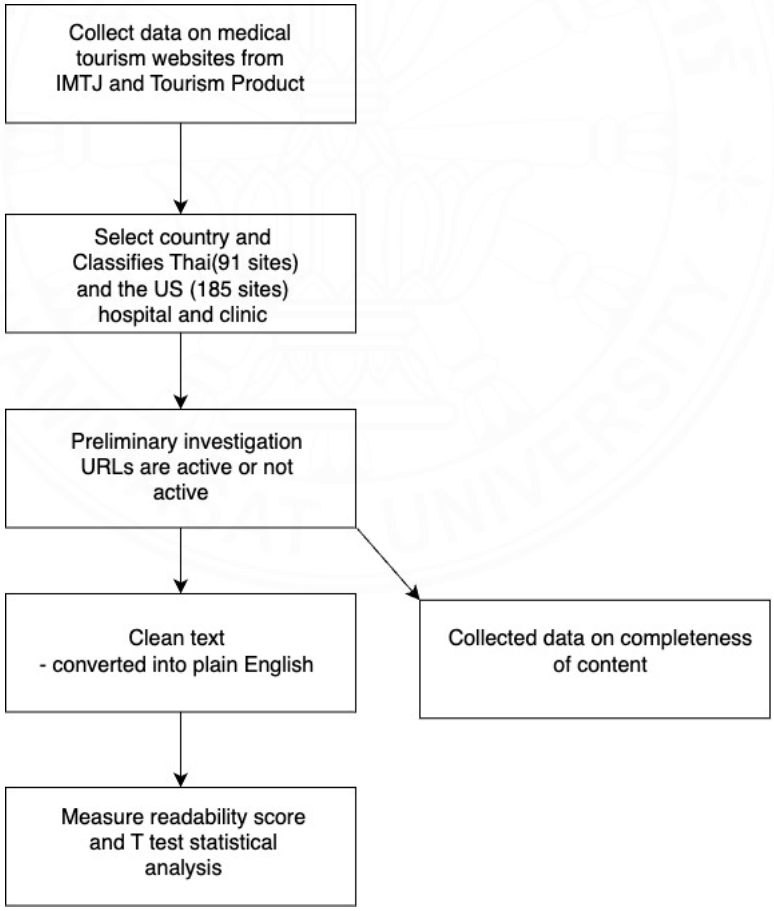
Table 3.6

Content quality dimensions (continue)

Content quality dimensions	definition	examples
Readability	A metric to measure the success of information being successfully conveyed to a large population when people are trying to access it (Ojha et al., 2018).	Readable text affects how users process the information in the content.

Figure 3.5

Flow diagram of methods of website analysis



CHAPTER 4
RESULTS AND DISCUSSION

4.1 Results

The readability of all 276 medical tourism websites was assessed to evaluate their effectiveness in communicating information to a diverse audience. The analysis focuses on readability and completeness of information. The readability of each website was assessed using established readability metrics, including the Flesch Reading Ease (FRE), Flesch-Kincaid Grade Level (FKGL), Gunning Fog Index (GFI), and Simple Measure of Gobbledygook (SMOG). These metrics provide insights into the complexity of language and the ease with which content can be understood by readers.

4.1.1 Readability

In term of content and testimonials there are 21 websites from Thailand and 109 websites from United States. The results shown that (table 4.1) Thailand and the United States had FRE mean score are 52.05 and 52.36. GFI mean score for Thailand is 12.11 and the United States is 12.33. FKGL mean score for Thailand is 8.94 and the United States is 9.20. SMOG mean score for Thailand is 8.74 and the United States is 9.00. However, the score FRE, GFI, FKGL, and SMOG exceeding the standard from the National Institutes of Health (NIH) and each metric insignificantly difference.

Table 4.1

Readability scores of contents and testimonials from selected websites

Readability Metrics	Country	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	21	52.05	0.883	60-100
	USA	109	52.36		

Table 4.1

Readability scores of contents and testimonials from selected websites (continue)

Readability Metrics	Country	n	Mean of readability scored	P Value	Acceptable Range
GFI	Thai	21	12.114	0.588	6-8
	USA	109	12.3343		
FKGL	Thai	21	8.9452	0.474	6-8
	USA	109	9.2043		
SMOG	Thai	21	8.7495	0.359	6-8
	USA	109	9.0071		

Table 4.2 shows the test results of only content from 91 Thai websites and 185 U.S. websites. Results show that Thailand and the United States had FRE mean score of 40.84 and 44.74. GFI mean score for Thailand is 13.87 and the United States is 13.62. FKGL mean score for Thailand is 10.70 and the United States is 10.30. SMOG mean score for Thailand is 9.69 and the United States is 9.73. A significant difference was only found for one readability metric which is FRE ($p = 0.016$).

Table 4.2

Readability scores of contents from selected websites

Readability Metrics	Country	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	91	40.8462	0.016	60-100
	USA	185	44.7461		
GFI	Thai	91	13.875	0.459	6-8
	USA	185	13.629		
FKGL	Thai	91	10.7041	0.184	6-8
	USA	185	10.3017		
SMOG	Thai	91	9.6921	0.850	6-8
	USA	185	9.7339		

Table 4.3 shows the test results of only testimonials from 91 Thai websites and 185 U.S. websites. Results show that Thailand and the United States had FRE mean score of 67.06 and 67.21. GFI mean score for Thailand is 9.15 and the United States is 9.8. FKGL mean score for Thailand is 6.62 and the United States is 7.02. SMOG mean score for Thailand is 6.68 and the United States is 7.2. Mostly, the scores of both countries are in range of standard score except GFI score that is higher than 8 and each metric is insignificantly different.

Table 4.3

Readability scores of testimonials from selected websites

Readability Metrics	Country	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	20	67.05	0.952	60-100
	USA	104	67.21		
GFI	Thai	20	9.155	0.183	6-8
	USA	104	9.893		
FKGL	Thai	20	6.6280	0.399	6-8
	USA	104	7.0242		
SMOG	Thai	20	6.6840	0.139	6-8
	USA	104	7.2310		

Table 4.4 is the results of readability test, divided by types of providers (hospital and clinic). In term of content and testimonials there are 117 clinics and 13 hospitals. The results show that clinic and hospital had FRE mean score of 52.21 and 53.15. GFI mean score for clinic is 12.32 and hospital is 12.09. FKGL mean score for clinic is 9.2 and hospital is 8.78. SMOG mean score for clinic is 8.9 and hospital is 8.76. However, the score FRE, GFI, FKGL, and SMOG surpassing the norm set by the National Institutes of Health (NIH) and each metric is insignificantly different.

Table 4.4

Readability scores of contents and testimonials by types of providers.

Readability Metrics	Hospital/ Clinic	n	Mean of readability scored	P Value	Acceptable Range
FRE	Clinic	117	52.21	0.716	60-100
	Hospital	13	53.15		
GFI	Clinic	117	12.3217	0.645	6-8
	Hospital	13	12.0923		
FKGL	Clinic	117	9.2045	0.343	6-8
	Hospital	13	8.7838		
SMOG	Clinic	117	8.9874	0.330	6-8
	Hospital	13	8.7685		

Table 4.5 is the results of content only test shown that clinic and hospital had FRE mean score are 43.94 and 41.59. GFI mean score for clinic is 13.70 and hospital is 13.71. FKGL mean score for clinic is 10.44 and hospital is 10.38. SMOG mean score for clinic is 9.77 and hospital is 9.51. Each metric is insignificantly different.

Table 4.5

Readability scores of contents by types of providers.

Readability Metrics	Hospital/ Clinic	n	Mean of readability scored	P Value	Acceptable Range
FRE	Clinic	219	43.9453	0.292	60-100
	Hospital	57	41.5965		
GFI	Clinic	219	13.709	0.990	6-8
	Hospital	57	13.714		
FKGL	Clinic	219	10.4464	0.868	6-8
	Hospital	57	10.3881		
SMOG	Clinic	219	9.7748	0.303	6-8
	Hospital	57	9.5100		

Table 4.6 show the results of only testimonials from selected websites. FRE mean score of clinic and hospital are 67.47 and 64.77. GFI mean score for clinic is 9.72 and hospital is 10.25. FKGL mean score for clinic is 6.93 and hospital is 7.18. SMOG mean score for clinic is 7.11 and hospital is 7.4. Majority of the score of clinics and hospitals are in range of standard score except GFI that more than 8 and each metric is insignificantly different.

Table 4.6

Readability scores of testimonials by types of providers.

Readability Metrics	Hospi-tal/Clinic	n	Mean of readability scored	P Value	Acceptable Range
FRE	Clinic	111	67.47	0.398	60-100
	Hospital	13	64.77		
GFI	Clinic	111	9.718	0.422	6-8
	Hospital	13	10.254		
FKGL	Clinic	111	6.9344	0.662	6-8
	Hospital	13	7.1815		
SMOG	Clinic	111	7.1122	0.513	6-8
	Hospital	13	7.4038		

Table 4.7 shows the result that compared between Thailand and the United States hospitals. In term of content and testimonials, FRE mean score of Thailand and the United States is 50.86 and 55.83. GFI mean score for Thailand is 12.471 and the United States is 11.650. FKGL mean score for Thailand is 9.0800 and the United States is 8.4383. SMOG mean score for Thailand is 8.9500 and the United States is 8.5567. There is no significant difference in each metric.

Table 4.7

Readability scores of contents and testimonials from selected websites by country and types of providers (hospital)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	7	50.86	0.262	60-100
	USA	6	55.83		
GFI	Thai	7	12.471	0.248	6-8
	USA	6	11.650		
FKGL	Thai	7	9.0800	0.253	6-8
	USA	6	8.4383		
SMOG	Thai	7	8.9500	0.320	6-8
	USA	6	8.5567		

Table 4.8 is the result of content only shown that the hospital from Thailand and the United States had FRE mean scores 37.69 and 49.11. GFI mean score for Thailand is 14.414 and the United States is 12.09. FKGL mean score for Thailand is 14.414 and the United States is 12.305. SMOG mean score for Thailand is 9.9268 and the United States is 8.6463. There are significant differences ($p<0.05$) in readability metrics because the scores between the two countries are clearly different.

Table 4.8

Readability scores of contents from selected websites by country and types of providers (hospital)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	37	37.59	0.008	60-100
	USA	19	49.11		
GFI	Thai	37	14.414	0.008	6-8
	USA	19	12.305		

Table 4.8

Readability scores of contents from selected websites by country and types of providers (hospital) (continue)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FKGL	Thai	37	11.0454	0.011	6-8
	USA	19	9.1237		
SMOG	Thai	37	9.9268	0.019	6-8
	USA	19	8.6463		

Table 4.9 shown the results of testimonials between Thailand and the United States' hospital only for FRE mean score of Thailand and the United States are 65.14 and 64.33. GFI mean score for Thailand is 9.857 and the United States is 10.717. FKGL mean score for Thailand is 6.7157 and the United States is 7.7250. SMOG mean score for Thailand is 7.0700 and the United States is 7.7933. There is no significant value in each metric.

Table 4.9

Readability scores of testimonials from selected websites by country and types of providers (hospital)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	7	65.14	0.917	60-100
	USA	6	64.33		
GFI	Thai	7	9.857	0.611	6-8
	USA	6	10.717		
FKGL	Thai	7	6.7157	0.346	6-8
	USA	6	7.7250		
SMOG	Thai	7	7.0700	0.358	6-8
	USA	6	7.79		

Table 4.10 is a presentation of the comparison results of the readability of clinics in Thailand and the United States in term of content and testimonials. The test results are as follows FRE score for clinics in Thailand has a mean score of 52.64, while the score for clinics in the United States is 52.16. GFI mean score for Thailand is 11.9357 and the United States is 12.3742. FKGL mean score for Thailand is 8.8779 and the United States is 9.2489. SMOG mean score for Thailand is 8.6493 and the United States is 9. 0333. There is no significant difference between the readability metrics.

Table 4.10

Readability scores of contents and testimonials from selected websites by country and types of providers (clinic)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	14	52.64	0.849	60-100
	USA	103	52.16		
GFI	Thai	14	11.9357	0.378	6-8
	USA	103	12.3742		
FKGL	Thai	14	8.8779	0.405	6-8
	USA	103	9.2489		
SMOG	Thai	14	8.6493	0.269	6-8
	USA	103	9.0333		

Table 4.11 presents the comparison results of the readability of clinics in Thailand and the United States, focusing only on content. The test results shown that FRE score for clinics in Thailand has a mean score of 43.0577, while the score for clinics in the United States is 44.2471. GFI mean score for Thailand is 13.488 and the United States is 13.781. FKGL mean score for Thailand is 10.4765 and the

United States is 10.4366. SMOG mean score for Thailand is 9.5083 and the United States is 9.8584. There is no significant difference between the readability metrics.

Table 4.11

Readability scores of contents from selected websites by country and types of providers (clinic)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	52	43.0577	0.530	60-100
	USA	166	44.2471		
GFI	Thai	52	13.488	0.468	6-8
	USA	166	13.781		
	USA	166	9.8584		
FKGL	Thai	52	10.4765	0.912	6-8
	USA	166	10.4366		
SMOG	Thai	52	9.5063	0.186	6-8
	USA	166	9.8584		

Table 4.12 shown the results of testimonials between Thailand and the United States' clinics only for FRE mean score of Thailand and the United States are 68.08 and 67.39. GFI mean score for Thailand is 8.777 and the United States is 9.843. FKGL mean score for Thailand is 6.5808 and the United States is 6.9813. SMOG mean score for Thailand is 6.4762 and the United States is 7.1965. There is no significant value in each metric.

Table 4.12

Readability scores of testimonials from selected websites by country and types of providers (clinic)

Readability Metrics	Hospital	n	Mean of readability scored	P Value	Acceptable Range
FRE	Thai	13	68.08	0.827	60-100
	USA	98	67.39		
GFI	Thai	13	8.777	0.100	6-8
	USA	98	9.843		
FKGL	Thai	13	6.5808	0.485	6-8
	USA	98	6.9813		
SMOG	Thai	13	6.4762	0.112	6-8
	USA	98	7.1965		

4.1.2 Completeness of content

From a study of 276 websites from Thailand and the United States, the classification of healthcare providers was divided into two categories: hospitals and clinics and collected data on the completeness of the websites. The main themes consisted of general information, contact information, social media, medical services information, room and facilities information, price information, feedback mechanism, travel-related assistance information, and privacy policy statement. (Table 4.13) provides a summary of the main themes and the total frequency of each theme found in the hospital websites between Thailand and United States. All hospitals from both Thailand and the United States provided general information about their company profiles. Additionally, 11 Thai hospitals (28.95%) and 2 the Unites States hospitals (10.53%) included a history of the hospital. In Thailand, 18 hospitals (47.37%) and in the United States, 10 hospitals (52.63%) shared information about their achievements on their websites. Contact information, including hospital address, email address, and telephone and fax numbers, was available on the “Contact Us” page for hospitals in both countries. Mostly, in Thailand provides email address 36 hospitals (94.74%) but United Stated provides only 7 hospitals (36.84%). Hospital address and telephone and

fax details were clearly mentioned in both countries. Social media are Facebook and Instagram, both social media are shown on each hospital websites. All Thai hospitals have Facebook page, and 24 hospitals (63.16%) have Instagram. 15 U.S. hospitals (78.95%) have Facebook, while 13 hospitals (68.42%) have Instagram. In term of medical services information is patient guide on products and services and photo of medical equipment. For patient guide on products and services, both countries are provided the information for audiences but photo of medical equipment only 14 hospitals (36.84%) for Thailand and 1 (5.26%) for United States. In terms of room facilities information, more than half of Thailand's hospitals included details about room facilities, with 24 hospitals (63.16%) providing room photos and facilities descriptions. In contrast, only one hospital in the United States provided similar information. A majority of Thailand's hospitals, 27 in total, also provided price information, whereas none of the hospitals in the United States did so. The feedback mechanisms offered by hospitals included online feedback forms and patient testimonials. Thailand had one hospital with an online feedback form and 7 hospitals (18.42%) displaying patient testimonials. The United States had 2 hospitals (10.53%) with online feedback forms and 6 hospitals (31.58%) showing patient testimonials. For travel-related assistance, such as hotel and accommodation arrangements and visa applications, 9 hospitals (23.68%) in Thailand provided information on hotel and accommodation arrangements, and 7 hospitals (18.42%) provided information on visa applications. In the United States, only 3 hospitals (15.79%) offered hotel and accommodation arrangements. Additionally, a majority of hospitals in both countries provided a privacy policy statement, with 33 hospitals (86.84%) in Thailand and 17 hospitals (89.47%) in the United States including this information.

The comparison shows that Thai hospital websites generally offer more detailed and comprehensive information compared to those from the United States. Thai websites are more likely to include hospital history, email contact details, photos of medical equipment, and detailed descriptions of room types and facilities. They also frequently provide package pricing, which is crucial for international patients looking to understand the costs of their medical treatments. In contrast, the United States websites tend to focus more on showcasing their reputation and quality of care,

with a stronger emphasis on awards, patient testimonials, and privacy policies. The United States websites often lack the practical details found on Thai websites, such as specifics about room types, travel-related assistance, and pricing.

Table 4.13

Completeness of content in term of hospital

Medical Tourism Website Content	**Thailand N=38 (100%)**	**USA N=19 (100%)**
General information		
Company profile	38 (100%)	19 (100%)
History of hospital	11 (28.95%)	2 (10.53%)
Awards and Achievements	18 (47.37%)	10 (52.63%)
Contact information		
Hospital address	38 (100%)	19 (100%)
Email address	36 (94.74%)	7 (36.84%)
Telephone and fax	38 (100%)	19 (100%)
Social media		
Facebook	38 (100%)	15 (78.95%)
Instagram	24 (63.16%)	13 (68.42%)
Medical services information		
Patient guide on products and services	38 (100%)	19 (100%)
Photo of medical equip-ment	14 (36.84%)	1 (5.26%)
Room and facilities information		
Room types	24 (63.16%)	1 (5.26%)
Room photo and facilities description	24 (63.16%)	1 (5.26%)
Price Information		
Package pricing	Package pricing	Package pricing

Table 4.13

Completeness of content in term of hospital (continue)

Medical Tourism Website Content	**Thailand N=38 (100%)**	**USA N=19 (100%)**
Feedback mechanism		
Online feedback form	1 (2.63%)	2 (10.53%)
Patient Testimonials	7 (18.42%)	6 (31.58%)
Travel-related assistance information		
Hotel and accommoda-tion arrangement	9 (23.68%)	3 (15.79%)
VISA application	7 (18.42%)	-
Privacy policy statement		
Privacy policy	33 (86.84%)	17 (89.47%)

(Table 4.14) provides a summary of the main themes and the total frequency counted which mentioned in the themes for the clinic websites between Thailand and United States. The clinics in both Thailand and the United States provided general information about their company profiles, with every clinic offering this information. Additionally, 11 clinics (20.75%) in Thailand and 6 clinics (3.61%) in the United States provided a history of their clinic, while 18 clinics (33.96%) in Thailand and 34 clinics (20.48%) in the United States highlighted their awards and achievements. Contact information, including clinic address, email address, and telephone and fax numbers, was available on the “Contact Us” page for clinics in both countries. Notably, 42 clinics (79.25%) in Thailand provided an email address, while in the United States, only 53 clinics (31.93%), which is less than half of the 166 clinics surveyed, offered this information. The address and telephone and fax details were clearly mentioned in both countries. Social media presence, particularly on Facebook and Instagram, was prevalent, with 52 clinics (98.11%) in Thailand having a Facebook page and 43 clinics (81.13%) having an Instagram account. In the United States, 131 clinics (78.92%) had a Facebook page, and 97 (58.43%) had an Instagram account. Regarding medical services information, both countries provided patient guides on products and services, but only

10 clinics (18.87%) in Thailand and 18 (10.84%) in the United States included photos of medical equipment. In terms of room facilities, 10 clinics (18.87%) in Thailand and 22 clinics (13.25%) in the United States provided room photos and facilities descriptions. A majority of clinics in Thailand, 28 (52.83%) in total, provided price information, whereas only 16 (9.64%) out of 166 clinics in the United States. The feedback mechanism included online feedback forms and patient testimonials. In Thailand, 1 clinic (1.89%) had an online feedback form, and 14 clinics (26.42%) displayed patient testimonials. In the United States, 2 clinics (1.20%) had an online feedback form, and 99 clinics (59.64%) showcased patient testimonials. For travel-related assistance, including hotel and accommodation arrangements and visa applications, 13 clinics (24.53%) in Thailand offered hotel and accommodation arrangements, and 2 clinics (3.77%) provided visa application information. In the United States, 29 clinics (17.47%) provided hotel and accommodation arrangements, but none offered information on visa applications. The majority of clinics in both countries provided a privacy policy statement, with 40 clinics (75.47%) in Thailand and 133 clinics (80.12%) in the United States including this information.

The comparison between Thai and the United States clinic websites shows that Thai websites generally offer more comprehensive details, including hospital history, awards, and a higher presence on social media platforms like Facebook and Instagram. They also tend to provide more practical information, such as email contact details, package pricing, and travel-related assistance like hotel arrangements. On the other hand, the United States websites focus more on showcasing patient testimonials and privacy policies, which can help build trust. However, they fall short in offering detailed practical information, such as package pricing and comprehensive contact options. Additionally, they are less active on social media compared to Thai websites, potentially limiting their reach and engagement with a broader audience.

Table 4.14

Completeness of content in term of clinic

Medical Tourism Website Content	**Thailand N=53 (100%)**	**USA N=166 (100%)**
General information		
Company profile	53 (100%)	166 (100%)
History of hospital	11 (20.75%)	6 (3.61%)
Awards and Achievements	18 (33.96%)	34 (20.48%)
Contact information		
Hospital address	52 (98.11%)	165 (99.40%)
Email address	42 (79.25%)	53 (31.93%)
Telephone and fax	53 (100%)	164 (98.80%)
Social media		
Facebook	52 (98.11%)	131 (78.92%)
Instagram	43 (81.13%)	97 (58.43%)
Medical services information		
Patient guide on products and services	53 (100%)	166 (100%)
Photo of medical equipment	10 (18.87%)	18 (10.84%)
Room and facilities information		
Room types	-	-
Room photo and facilities description	10 (18.87%)	22 (13.25%)
Price Information		
Package pricing	28 (52.83%)	16 (9.64%)

Table 4.14

Completeness of content in term of clinic (continue)

Medical Tourism Website Content	**Thailand N=53 (100%)**	**USA N=166 (100%)**
Feedback mechanism		
Online feedback form	1 (1.89%)	2 (1.20%)
Patient Testimonials	14 (26.42%)	99 (59.64%)
Travel-related assistance information		
Hotel and accommodation arrangement	13 (24.53%)	29 (17.47%)
VISA application	2 (3.77%)	-
Privacy policy statement		
Privacy policy	40 (75.47%)	133 (80.12%)

4.2 Discussion

The evaluation of readability and completeness of content in medical tourism websites holds significant implications for healthcare communication, patient empowerment, and the overall effectiveness of medical tourism as an industry. Readability directly impacts the accessibility of medical tourism websites to a diverse audience, including individuals with varying levels of health literacy and language proficiency. Websites with higher readability scores are more accessible and empower users to make informed decisions about seeking healthcare services abroad. By ensuring that information is presented in a clear and understandable manner, medical tourism providers can foster trust and confidence in their services (Torabipour et al., 2017) People are using the internet for health information due to the abundance of data, convenience in data retrieval is essential. It is important that patients can easily understand the information without encountering technical barriers, and that it's written in language that is accessible to most adults. Additionally, the completeness of content

that hospital or clinic provide information has positive effect on website content quality (K.S et al., 2022).

4.2.1 Readability

The readability analysis was evaluated using four indices: Flesch Reading Ease (FRE), Gunning Fog Index (GFI), Flesch-Kincaid Grade Level (FKGL), and Simple Measure of Gobbledygook (SMOG). Each metric assesses the complexity of the content on medical tourism websites. This evaluation was based on the content of the websites and testimonials and comments, categorized into three forms of assessment: website content and testimonials and, website content only, and testimonials only. The readability of medical tourism websites information from the results from content and testimonials also content only from both countries are exceeding the standard from the National Institutes of Health (NIH). The results also shown that the content of medical websites is complexity which unclear language can lead to misunderstandings also Unclear explanations hinder the reader's ability to comprehend the content effectively.

The readability analysis was evaluated using four indices: Flesch Reading Ease (FRE), Gunning Fog Index (GFI), Flesch-Kincaid Grade Level (FKGL), and Simple Measure of Gobbledygook (SMOG). Each metric assesses the complexity of the content on medical tourism websites. This evaluation was based on the content of the websites and testimonials and comments, categorized into three forms of assessment: website content and testimonials and, website content only, and testimonials only. The readability of medical tourism websites information from the results from content and testimonials also content only from both countries are exceeding the standard from the National Institutes of Health (NIH). The results also shown that the content of medical websites is complexity which unclear language can lead to misunderstandings also Unclear explanations hinder the reader's ability to comprehend the content effectively.

(Table 4.15) compares readability scores between Thai and U.S. websites. The FRE score indicate the readability of text on a scale where higher scores suggest easier readability. In term of content and testimonials mean score is 52.05 for

Thailand and 52.36 for the United States, content is 40.8462 for Thailand and 44.7461 for the United States, and testimonials is 67.05 for Thailand and 67.21 for the United States. In term of content and testimonials and content only the scores are not fall with the acceptable range of 60-100 and both countries have score quite close. For the content only which show the lower readability scores which are 40.8462 for Thailand and 44.7461 for the United States. As in table 4.2 shown that the difference between these scores is statistically significant ($p = 0.016$), indicating that the readability of medical tourism websites content from the United States is significantly higher compared to Thailand. This suggests that the United States' medical tourism websites provide medical information that is easier to read than Thai websites. The scores in the range 40.-50 that relates to the texts might be in high school level, implying requires level of literacy but is not excessively complex. This indicates that both countries are complex and hard to read. In contrast, the testimonials scores are in acceptable range is more than 60 for both countries and the score are very similar which mean the readability of testimonials in Thailand and the Unites States is comparable. The texts are accessible by audience at least at eighth grade to understand by individuals.

The GFI scores estimates the readability of a text by considering the average sentence length and the percentage of complex words and he years of formal education needed to understand the text on the first reading. Content and testimonials, the mean score of Thailand and the United States is 12.11 and 12.33, respectively. These scores are above the acceptable range that require High school junior, senior level. The content on the websites both are relatively complex. For content, Thailand score is 13.875 and the United States is 13.629. These scores are notably higher than content and testimonials. This indicate the content is suitable for college students or higher also the content is consisting of the technical or advanced vocabulary that make the sentences harder to read. In term of testimonials both scores exceed the acceptable range of 6-7, Thailand score is 9.155 and the United States is 9.893 which require high school level. The United States score is slightly higher, suggesting that its testimonials are somewhat more complex than those from Thailand.

The USA score is slightly higher, suggesting that its testimonials are somewhat more complex than those from Thailand.

The FKGL is to estimate the readability of a piece of text, estimating the educational grade level required for comprehension. The content and testimonials have score 8.9452 and 9.2043 for Thailand and the United States respectively. These scores indicate that requires a reading level equivalent to that of High school in the U.S. educational system. Thailand has lower score when compared to the United States, meaning that for Thai websites are slightly easier to read than the United States' websites in overall of websites. For content only, Thailand score is 10.7041 and the United States is 10.3017. When only the content remains, the scores for both countries rise to level 10 which is fr high school student or above. However, in this case, both scores are high, indicating that content only are in average of reading level and require a higher level of education to understand. Conversely, the United States' score is slightly lower than Thailand's, indicating that it is somewhat easier to read than the content from Thailand. In term of testimonials only, Thailand's score is 6.6280 and the Unites States' score is 7.0242. These scores are within acceptable range of 6-8, which mean are appropriate for readers at the middle school level. The United States' slightly higher score indicates that its testimonials are somewhat more difficult to read than those from Thailand.

The SMOG, the index value corresponds to the number of years of education a reader needs to understand the text. For content and testimonials showed mean scores of 8.7495 for Thailand and 9.0071 for the United States. These scores imply that to understand the content, an average person would need about 9 years of education. This level of complexity is a bit above the usual range of 6-8 years, which is generally considered appropriate for general readability. The content only, score of Thailand is 9.6921 and the Unites States is 9.7339. These scores show that contents are more intricate, needing almost 10 years of education to comprehend. This increased complexity suggests that the language in testimonials is more advanced compared to the content and testimonials together. In term of testimonials only both countries' scores are in acceptable range that indicate that easy to read and suitable for middle school education, Thailand is 6.6840 and the United States is 7.2310. The higher SMOG

score for the USA indicates a slightly higher complexity in its testimonials compared to Thailand.

Table 4.15

Readability scores categorized by country

Readability Metrics	Content and Testimonials (Mean Score)		Content (Mean Score)		Testimonials (Mean Score)		Acceptable Range
	Thai N=21	USA N=109	Thai N=91	USA N=185	Thai N=20	USA N=104	
FRE	52.05	52.36	40.84	44.74	67.05	67.21	60-100
GFI	12.11	12.33	13.87	13.62	9.15	9.89	6-8
FKGL	8.94	9.20	10.70	10.30	6.62	7.02	6-8
SMOG	8.74	9.00	9.69	9.73	6.68	7.23	6-8

Table 4.16 presents a comparison between hospitals and clinics in Thailand and the United States. The data includes 7 hospitals in Thailand and 6 hospitals in the United States, both having content and testimonials. For clinics, there are 24 in Thailand and 103 in the United States. Regarding content only, Thailand has 37 hospitals and 52 clinics, while the United States has 19 hospitals and 166 clinics. For testimonials only, Thailand has 7 hospitals and 13 clinics, and the United States has 6 hospitals and 98 clinics.

The FRE scores show that hospital content and testimonials in Thailand is 50.86 and the United States is 55.83. Thailand score is fall within the range of fairly difficult readability. But the United States score show that for overall is slightly easier that more accessibility to wide users but still requiring a reasonable level of literacy. Clinic content and testimonials show scores of 52.64 for Thailand and 52.16 for the United States. Thailand score is falling into fairly difficult as the hospital, but the clinic's score is slightly higher, so the Thailand clinic is easier to read. The United States is 52.16 which is not difference from Thailand falling in the same range. For the content, Thailand hospital score is 37.59 and the United States is 49.11 also have

significance difference ($p<0.05$) that the score clearly difference. The content on the websites is indicate best understood by college graduates, difficult to read and fairly complex for higher education. On the other hand, the United States has score 49.11 indicated in the same range with Thailand but the higher score is mean easier than Thailand is somewhat easier to read and more accessible. Clinic content for Thailand is 43.0577 and the United States is 44.2471. Both countries are indicating difficult to read but the result show that Thailand and the United States clinics are easier than hospital content. In term of testimonials, Thailand hospital score is 65.14 and the United States is 64.33. Both countries indicate to standard and easily understood by 8^{th}- 9^{th} grade students. Since, the testimonial is less formal and using the words that used in daily life also written in a straightforward to express the experience after services, so this make the testimonials is accessible and easy-to-understand. As though Thailand and the United States clinics had scores 68.08 and 67.39 respectively. Thailand clinics have the highest score that indicating easy to understand also the United States.

The GFI scores show that hospital content and testimonials in Thailand is 12.471 and the United States is 11.650. This indicating that Thailand and the United States is in the range of High school junior, senior but for Thailand this show that the language used in the websites content is quite complicated more than the United States. In term of content, Thailand and the United States hospital have 14.414 and 12.305. The score of 14.414 for Thai hospital content suggests that it requires college student to understand the content, but the United States has score of 12.305 indicating that the content is for high school student. This score is lower than Thailand's, this shows the less complexity of the content. For the clinic Thailand has score of 11.9357 and the United States has score 12.3742. Both countries indicating the content is for high school student or above. The testimonials Thailand hospital has 9.857 indicates a more accessible and easier-to-read text compared to the formal hospital content. The United States has 10.717, this is slightly higher than the Thai testimonials but still reflects a more accessible language compared to the formal hospital content. In term of clinic, the score of 8.777 for Thailand clinic testimonials suggests that the text can be understood with 8^{th} grade which in the acceptable range

of National Institutes of Health (NIH). Score of 9.843 for the United States clinic that indicating the text can be understood with 9th grade. This score is similar to the Thai hospital testimonials and reflects accessible language usage.

The FKGL scores for hospital content and testimonials in Thailand and the United States have 9.0800 and 8.4383 respectively. Thailand indicates that hospital content is written at a 9th grade reading level and 8th grade reading level for the United States. For clinic content and testimonials in Thailand and the United States have 8.8779 and 9.2489 respectively. For Thailand clinic indicates a similar level of complexity to Thai and the United States hospital content as high school reading level. score is comparable to the Thai clinic content, reflecting similar readability levels. In term of content, the FKGL score of 11.0454 for Thailand hospital is aimed at high school level, indicating that it is quite complex. For the United States hospital has lower score at 9.1237 that high school reading level. Moreover, there is significance difference show that the United States hospitals are more readable than Thai hospital content. In term of clinic content for Thailand score is 10.4765 and the United States score is 10.4366. Both countries indicating at the same grade reading at 10th grade but Thailand slightly easier than the hospital content. The testimonials, Thai hospital has 6.7157 indicating that for middle school level which in the acceptable range. The United States has score of 7.7250 indicating that for middle school level which score is slightly higher than the Thai testimonials but still indicates relatively easy readability. Furthermore, the reason that Thailand testimonial is easier is Due to the fact that most testimonials are written by Thai users, the translations tend to use simpler vocabulary compared to those from the United States, where English is the primary language. This makes the testimonials from Thailand easier to read.

The SMOG, show that hospital content and testimonials in Thailand is 8.9500 and the United States is 8.5567. Both countries have similar score with nearly 9 that between middle school and high school level. This reflects a moderate complexity level in the text. For the clinic Thailand score is 8.6493 and the United States is 9.0333. Thailand has approximately 8th to 9th grade to understand. This score is similar to that of hospital content. The United States requires around 9th grade to understand. The score is slightly higher than that of Thai clinic content, indicating

marginally greater complexity. In term of hospital content, Thailand and the United States hospital had score of 9.9268 and 8.6463 respectively. There is significance difference the comparative between both countries. Thailand hospital has score nearly for 10^{th} grade that indicating the content has high complexity more than the Unites States which required 8^{th} to 9^{th} grade reading level which the 8^{th} level is in the acceptable range, thus the United Sates content is more accessible and easier to understand than Thailand hospital content. Clinic content, the score for Thai clinic content is 9.5063 indicating that 9^{th} and above years of education are needed for comprehension. The United States has score of 9.8584, it requires nearly 10 years of education, comparable to the Thai clinic content. The testimonials, Thailand hospital score is 7.070 and the United States hospital is 7.7933. Thailand and the United States has the same range score is 7 indicating to middle school level as in the range that National Institutes of Health (NIH) defined. For the Thailand clinic is 6.4762 and the United States is 7.1965. Both countries score reflects the most accessible language among all categories, making the content easily understandable but the Unites States score is slightly higher than the Thai clinic testimonials but still indicates high readability.

Table 4.16

Readability scores categorized by country and types of providers

Readability Metrics	Content and Testimonials (Mean Score)				Content (Mean Score)				Testimonials (Mean Score)			
	Hospital		Clinic		Hospital		Clinic		Hospital		Clinic	
	Thai N=7	USA N=6	Thai N=14	USA N=103	Thai N=37	USA N=19	Thai N=52	USA N=166	Thai N=7	USA N=6	Thai N=13	USA N=98
FRE	50.86	55.83	52.64	52.16	37.59	49.11	43.05	44.24	65.14	64.33	68.08	67.39
GFI	12.41	11.65	11.93	12.37	14.41	12.30	13.48	13.78	9.85	10.71	8.77	9.84
FKGL	9.08	8.43	8.87	9.24	11.04	9.12	10.47	10.43	6.71	7.72	6.58	6.98
SMOG	8.95	8.55	8.64	9.03	9.92	8.64	9.50	9.85	7.07	7.79	6.47	7.19

Table 4.17 compares the readability between hospitals and clinics. Hospitals and clinics with both content and testimonials include 13 hospitals and 117 clinics. For content only, there are 57 hospitals and 219 clinics. For testimonials only, there are 13 hospitals and 111 clinics.

The FRE, for content and testimonials for clinic score is 52.21 and hospital is 53.15. This suggests that, on average, hospital website content is marginally easier to read than clinic content. In term of content clinic score is 43.9453 and hospital is 41.5965. Both scores are below the acceptable range, indicating that the content on both clinic and hospital websites is relatively difficult to read for the general public. Hospital content is slightly more challenging to read than clinic content, as indicated by the lower score. Testimonials clinic score is 67.47 and hospital is 64.77. Both clinic and hospital testimonials scores are in the acceptable range.

The GFI, for content and testimonials for clinic had score 12.3217 and hospital has 12.0923, indicating that both types of content require high school and above to understand. In term of content, clinic content score is 13.709 and for hospital is 13.714. Both clinic and hospital content scores are significantly higher than the acceptable range. For testimonials, score of clinic testimonials is 9.718 and hospital is 10.254. Both scores are higher than the acceptable range. Hospital testimonials are slightly more complex than clinic testimonials based on the GFI.

The FKGL, the score of content and testimonials. Clinic content score is 10.4464. and for hospital is 10.3881. Both scores exceed the optimal range, indicating that the content is written at an approximately for high school student and above grade reading level. Content, scores for clinics is 9.2045, suggesting that the content is written at a high school reading level. Hospital is 8.7838 indicating a slightly lower but comparable reading level. The mean score for clinic testimonials is 6.9344 and hospital is 7.1815. Both scores are in acceptable range indicating that the testimonials are for middle school to understand. Clinic testimonials are slightly easier to read than hospital testimonials based on this metric.

The SMOG, the core of content and testimonials for clinic score is 8.9874 while the hospital score is 8.7685. Both clinic and hospital score had higher than the acceptable range and for 9^{th} grade school and above to understand. Clinic

content score is 9.7748. and for hospital is 9.5100. Both clinic and hospital content scores are higher than the ideal range, indicating a need for 8th grade of school level to understand the text and this is mostly difficult to read. For testimonials, the mean score of clinics is 7.1122 and hospital is 7.4038. Both scores are within the ideal range, indicating that the testimonials require for middle school.

Table 4.17

Readability scores categorized by types of providers.

Readability Metrics	Content and Testimonials (Mean Score)		Content (Mean Score)		Testimonials (Mean Score)		Acceptable Range
	Clinic N=117	Hospital N=13	Clinic N=219	Hospital N=57	Clinic N=111	Hospital N=13	
FRE	52.21	53.15	43.94	41.59	67.47	64.77	60-100
GFI	12.32	12.09	13.70	13.71	9.71	10.25	6-8
FKGL	9.20	8.78	10.44	10.38	6.93	7.18	6-8
SMOG	8.98	8.76	9.77	9.51	7.11	7.40	6-8

Websites with high scores tend to have concise content, minimal technical jargon, and sentences that are not overly long. For example, in Carolina Vein Specialist's website, they describe symptoms and treatments succinctly: “ Varicose veins are large, unattractive and often painful veins. Even if you don’t see varicose veins, experiencing leg pain, heaviness, restlessness or cramping could still mean you have underlying vein disease. With advanced treatments, we can make symptoms and visible veins disappear.” This contributes to their easy-to-read score. Here's an example sentence from a website that scored in the difficult-to-read range due to its high technical vocabulary and lengthy sentences: “ Diagnostics Lab - Fairfax Diagnostics provides advanced preimplantation genetic testing (PGT) using state-of-the-art Next Generation Sequencing (NGS) for chromosomal abnormalities, also known as aneuploidy screening (PGT-A), and custom-designed probes for monogenic genetic

diseases (PGT-M). Fairfax Diagnostics is one of the few labs in the world that can use PGT-M to test for both linked markers and genetic mutations. A leader in PGT since 1993, Fairfax Diagnostics has performed thousands of PGT cycles, helping families around the world have healthy babies. Our diagnostics lab also offers Molecular Infectious Disease Detection, COVID testing, Prenatal and Postnatal Diagnostics and Endocrinology."

4.2.2 Completeness of content

The analysis has shown these facilities present themselves and their services to potential international patients. The results highlight some clear differences in the way these websites operate, reflecting the distinct approaches to marketing and patient care in each country. Thailand has 38 hospitals and United States has 19 hospitals. Thailand has 53 clinics and United States has 166 clinics.

Table 4.18 shows that all of the selected Thai and the United States websites provided the company profile. This show that establishing credibility and the ease of use for websites seemed to differ from information-based websites because their primary goal was to attract potential customers to choose their healthcare services and facilities, rather than just publishing healthcare information related to various medical conditions and procedures. But in terms of the hospital's history, when comparing Thailand and the United States, both hospitals and clinics Thailand provides more information about a hospital's history to showcase its longevity and experience as part of building trust with patients. Awards and achievements reflect a strategic effort to highlight their achievements and quality of the medical services to attract the international patients. Thai hospitals and clinics listed their achievements more frequently compared to the United States hospitals and clinics. The provision of contact information, including addresses, telephone numbers, and email addresses, was universally high among all types of facilities. The contact information is importance of accessibility and easy to communication with international patients. Thai hospitals and clinics were slightly more consistent in providing email addresses compared to the United States that less giving the email address. Nowadays, people use social media to communicate or review information before making a decision particular Thailand hospitals and clinics compared to the United States Instagram was also more

frequently listed. But at the same time, the majority of both countries utilized Facebook and Instagram as new media tools to engage with potential customers and marketing strategies to engage with potential patients. This showed that Facebook and Instagram can help to effectively promote cross-border healthcare services on a global scale.

All surveyed websites included a patient guide on products and services. This revealed that both countries provided the useful information for those who wish to use treatment services and to know what services provides. Moreover, there is photos of medical equipment that were less commonly displayed especially in the United States show less than Thailand. This might be due to concerns about privacy In the United States. Furthermore, Thailand facilities appear to use visual marketing to attract international patients while the United States there are stringent regulations regarding patient privacy, such as the Health Insurance Portability and Accountability Act (HIPAA). These regulations might make US clinics more cautious about displaying images of medical equipment. For room and facilities information that consist of room photo and facilities description. For the room type was predominantly available on Thai hospital websites but very limited on the United States only one hospital provided room type information. The details aim to highlight their ability to offer a holistic and luxurious treatment experience. This approach is likely designed to appeal to international patients who may prioritize comfort and high standards of living during their medical stay. In term of, room photo and facilities description the United States clinic facilities provided the information of facilities description. The price information there was more frequently provided by Thai hospitals and clinics than the United States. Thailand may use competitive pricing as a key selling point to attract medical tourists but the United States due to the price transparency laws, so patients need to inquire directly for the price information to hospital or clinic. Online feedback forms and patient testimonials, the availability of online feedback forms there is only a few websites providing them. However, testimonials mostly in the United States clinic that provided compared to Thailand clinic. Testimonials offer potential patients' insights into others' experiences and satisfaction levels. When it is a medical tourism facility that for foreign tourists, it is wise to have accommodation information or VISA

information for the convenience of internation patients The hotel and accommodation arrangements and VISA applications information was more frequently provided by Thai facilities. Thai hospital and clinic offered more comprehensive travel assistance compared to the United States. The presence of information indicating that the United States facilities do not prioritize these aspects as heavily. Privacy policies were mostly provided for all websites, there are only a few websites that do not have privacy policy. This emphasis on privacy aligns with stringent regulatory requirements in the United States for ensuring that all the data from websites are protected, secure, and transparent for building trust with internation patients that concerned about confidentiality of their data. Thai websites seem to focus on transparency and providing detailed information, which could be crucial in a competitive market where these details can set providers apart. In contrast, the United States websites may rely more on their established reputation and the high quality of their healthcare system, assuming that less detailed information is needed. The study highlights the importance of clear and comprehensive communication in medical tourism. By offering a good mix of practical details and trust-building content, medical tourism websites can better cater to the needs of international patients, making it easier for them to choose and plan their medical treatments abroad.

Table 4.18

Completeness of hospital and clinic content in Thailand and the United States

Medical Tourism Website Content	**Hospital**		**Clinic**	
	Thailand N=38 (100%)	**USA N=19 (100%)**	**Thailand N=53 (100%)**	**USA N=166 (100%)**
General information				
Company profile	38 (100%)	19 (100%)	53 (100%)	166 (100%)
History of hospital	11 (28.95%)	2 (10.53%)	11 (20.75%)	6 (3.61%)

Table 4.18

Completeness of hospital and clinic content in Thailand and the United State (continue)

Medical Tourism Website Content	Hospital		Clinic	
	Thailand N=38 (100%)	USA N=19 (100%)	Thailand N=53 (100%)	USA N=166 (100%)
Awards and Achievements	18 (47.37%)	10 (52.63%)	18 (33.96%)	34 (20.48%)
Contact information				
Hospital address	38 (100%)	19 (100%)	52 (98.11%)	165 (99.40%)
Email address	36 (94.74%)	7 (36.84%)	42 (79.25%)	53 (31.93%)
Telephone and fax	38 (100%)	19 (100%)	53 (100%)	164 (98.80%)
Social media				
Facebook	38 (100%)	15 (78.95%)	52 (98.11%)	131 (78.92%)
Instagram	24 (63.16%)	13 (68.42%)	43 (81.13%)	97 (58.43%)
Medical services information				
Patient guide on products and services	38 (100%)	19 (100%)	53 (100%)	166 (100%)
Photo of medical equipment	14 (36.84%)	1 (5.26%)	10 (18.87%)	18 (10.84%)

Table 4.18

Completeness of hospital and clinic content in Thailand and the United State. (continue)

Medical Tourism Website Content	**Hospital**		**Clinic**	
	Thailand N=38 (100%)	**USA N=19 (100%)**	**Thailand N=53 (100%)**	**USA N=166 (100%)**
Room and facilities information				
Room types	24 (63.16%)	1 (5.26%)	-	-
Room photo and facilities description	24 (63.16%)	1 (5.26%)	10 (18.87%)	22 (13.25%)
Price Information				
Package pricing	27 (71.05%)	-	28 (52.83%)	16 (9.64%)
Feedback mechanism				
Online feedback form	1 (2.63%)	2 (10.53%)	1 (1.89%)	2 (1.20%)
Patient Testimonials	7 (18.42%)	6 (31.58%)	14 (26.42%)	99 (59.64%)
Travel-related assistance information				
Hotel and accommodation arrangement	9 (23.68%)	3 (15.79%)	13 (24.53%)	29 (17.47%)
VISA application	7 (18.42%)	-	2 (3.77%)	-
Privacy policy statement				
Privacy policy	33 (86.84%)	17 (89.47%)	40 (75.47%)	133 (80.12%)

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The analysis has shown This study analyzed medical service providers' websites, specifically those involved in medical tourism, an industry related to healthcare, travel, and the economy. Technology plays a significant role in health communication, especially in the medical tourism sector. As health communication websites have been developed, the quality of these websites plays an important role in influencing medical tourists and their decision-making processes. Therefore, evaluating the quality of content of medical tourism websites is essential. The researcher posed the question, " What is the content quality level of medical service providers' websites?" Data was collected from the International Medical Travel Journal (IMTJ) website and Tourism product of Thailand, which compiles information on the medical tourism and medical travel sector. IMTJ has provided a prominent source of information and insights related to medical tourism and global healthcare. Also, Tourism product of Thailand has provided a list of Thailand's medical tourism websites. 185 United States (table A.1) and 91 Thailand (table A.2) medical tourism websites were identified fully functional and accessible. The content on the medical websites was analyzed for level of readability using the Flesch Reading Ease (FRE), the Simple Measure of Gobbledygook (SMOG), the Flesch-Kincaid Grade Level (FKGL), and the Gunning Fog Index (GFI) and for completeness of contents.

The analysis of scores from each tool revealed that most health information from both countries is written at a level higher than the readability recommended by The National Institutes of Health. This poses a major challenge in the medical tourism industry, where prospective patients frequently depend on online information to make well-informed choices about their healthcare options overseas. The challenges such as high readability scores can be problematic for non-native English who may struggle to comprehend the information. Also, when medical tourism websites use complicated language, it can leave patients feeling confused or

frustrated. This frustration can make them dissatisfied with the information they receive, impacting their overall experience (Bauder et al., 2023). The findings reveal that the readability of health information provided by hospitals and clinics in Thailand and the United States is a topic that has attracted significant insights. Although the information is complicated, attempts should be made to make it more readable to ensure all patients can understand and benefit from it. Patient' comprehension and engagement can be improved by simplifying language, communicating clearly and concisely, as well as using more accessible formats such as testimonials. Medical tourists usually seek clear and easily accessible information regarding medical procedures, healthcare providers, and costs (Suvattanadilok, 2018).

The completeness of content analysis has indicated Thailand medical tourism websites tend to provide more information on winder of topics compared to the United States. This show that Thailand attracts international patients by provide the potential concerns and needs information such as showcasing the quality of their accommodations, transparency in pricing, and additional support services, which can be critical factors for patients considering medical tourism. This comprehensive approach may serve as a way to build trust and confidence among potential international patients. In contrast, the United States websites may lean more on their established reputation and quality of care, but detailed informational content is less necessary. The United States may be more on reassuring patients of the high standards of care, which is often implicitly understood due to the country's global medical reputation. the field of medical healthcare, information is constantly evolving as a result of new discoveries. In the fast-changing world of medical healthcare, where new treatments and discoveries are always emerging, it is crucial for medical tourism websites to keep their information up-to-date and complete. This is not just about making sure international patients know what they are getting into; it also helps them feel confident and comfortable when choosing a place for their medical needs (Wong & Sulaiman, 2015). When websites provide thorough and current information, they are more likely to attract and keep international patients. This makes it clear that regularly updating content and paying close attention to detail are key for medical tourism sites to be successful and A comprehensive medical tourism website should

give patients all the details they need to plan their trips confidently. This includes important travel information, like the nearest airports, local transportation options, and visa requirements. The website should also suggest nearby accommodations, providing details about price ranges and the amenities available. Since language can be a barrier, it is essential to offer information about translation services or staff members who can help non-English speaking patients. By covering these bases, the website can make the whole process smoother and more reassuring for patients traveling abroad for medical care. Additionally, it is important to provide information about international health insurance acceptance, payment methods, and refund policies. This helps patients understand their financial options and plan accordingly. By offering clear and comprehensive details, the website can make patients feel more secure and confident, making the process of arranging medical treatment abroad much easier and more efficient. trustworthy. Medical tourism websites should have complete information to provide convenience to international patients (Warith & Mohamed, 2021).

5.2 Implications

This This research applies readability analysis and completeness of content quality to evaluate the content on medical tourism websites from Thailand and the United States. The results of this research provide both theoretical and practical implications as follows.

5.2.1 Theoretical implication

This research according to cognitive load theory, when information is easy to read, it means less thinking is needed to understand it. This is important in medical tourism because patients often encounter difficult medical terms they might not know. Therefore, clear and organized content can assist users in comprehending medical procedures and choices more effectively, thereby improving their decision-making process (Vega et al., 2023). Also, the difference in readability scores between Thai and the United States content indicates that cultural and regional factors

impact the way health information is conveyed. This supports the idea that effective communication is tailored to the linguistic and cultural context of the target audience.

The study reinforces and expands current marketing theories by emphasizing the significance of clear and transparent communication in the healthcare industry. It shows how medical tourism websites utilize marketing elements like company profiles, awards, and patient testimonials to establish trust and draw international patients. This supports the theory that trust, and transparency is vital in healthcare marketing. The study also points out that these elements, like company profiles and patient testimonials, aren't just used to persuade potential patients. They also help reassure them about the quality and reliability of the medical services being offered. By showcasing these aspects, medical tourism websites can build trust and make patients feel more confident in choosing their services.

5.2.2 Practical implication

This research will benefit medical service providers, hospitals, or clinics. Medical providers can use the readability analysis results to improve the quality of their website content, making it easier to read or replacing medical jargon with simpler terms. This will help audiences understand the information more easily, as by the following examples ‘Gastric’ and ‘Tummy’ or ‘Cardiac’ and ‘Heart’. Healthcare providers should prioritize using plain language in patient education materials to ensure accessibility for individuals with different health literacy levels. This can be accomplished by following readability guidelines and using tools like the Flesch-Kincaid Grade Level (FKGL) and the Simple Measure of Gobbledygook (SMOG) to evaluate text complexity. The importance of continuous health information assessment and improvement relating to readability. By utilizing best practices for readability, considering individuals’ educational history who are targeted at, health organizations can enhance their communications efficiency while promoting better patient health literacy. By using best practices for readability and taking non-English speakers into account, health organizations can make their communication clearer and more effective. This helps improve patient health literacy, allowing patients to be better informed and more involved in their healthcare decisions. This approach makes it

easier for everyone, regardless of their language background, to understand important medical information and make informed choices about their health.

Moreover, enhancing website content by including more detailed information for international patients such as the accommodations and VISA, pricing, photo of faculties or room, etc. This can create a positive impression which for attract international patients and comprehensive needs of patient. This extensive approach can help attract more international patients by catering to their specific needs and concerns. Providing practical details, like travel arrangements, local transportation options, and language support services, can make it easier for patients traveling from abroad to plan their trips. Additionally, offering clear explanations of medical procedures, success rates, and recovery processes can give potential patients confidence in the quality and reliability of the medical services being offered. By addressing these aspects, healthcare providers can make international patients feel more comfortable and secure in their healthcare choices.

5.3 Recommendations and Limitations

The scores of most medical websites from both countries are higher than those recommended by The National Institutes of Health. This indicates the necessity to simplify health communication to align with NIH guidelines, thereby enhancing accessibility and understanding for a broader audience. It is essential to ensure that health information is easy to understand. Therefore, it is important for website providers to focus on using clear and simple language, avoiding medical jargon such as instead of writing “myocardial infarction,” use “heart attack”. When technical terms are necessary, providing straightforward explanations can help. This way, readers will not feel confused. Keeping sentences short and to the point helps ideally around 15 to 20 words per sentence. Each paragraph should focus on a single idea, and using bullet points can help present information clearly and quickly. For example, listing out the steps of a medical procedure can make it easier for patients to understand what to expect. Breaking down information into smaller paragraphs makes it less overwhelming and easier to digest. Moreover, it is also helpful to use relatable

examples and analogies to explain complex concepts in a way that is easy to understand. For instance, if you are describing a procedure, you could compare it to something more familiar to the patients. This approach makes the information more accessible. It is also helpful to keep sentences short and to the point, so readers are not overwhelmed with long and complicated information. The goal is to make the content easy to understand for everyone. The important is to test the content with real users and gather feedback. This helps identify areas that might be confusing or need more clarity. Additionally, offering content in multiple languages can make the site more inclusive, especially since medical tourism attracts an international audience. By focusing on these elements simple language, clear structure, and consistency that can create a medical tourism website that is both informative and easy to navigate, helping patients feel informed and confident. It is also important for medical tourism websites to keep their content up to date. As medical knowledge and treatments change, these websites should regularly update their information to include the latest advancements and recommendations. By doing this, they make sure that patients have access to the most accurate and current information, which is vital for making informed decisions about their healthcare. Keeping content fresh and relevant helps patients stay well-informed and confident in the choices they make. Beyond readability, the completeness of content on medical tourism websites are another vital factor. Organizing the website with clear headings and subheadings helps guide visitors through the content. It acts like a roadmap, making it easy for them to find specific information. For example, sections like “Our Services,” “Patient Testimonials,” and “Travel Information” can help categorize the information effectively. Within these sections, using subheadings can further clarify the content. When it is medical tourism websites, it should include a broad range of topics related to medical tourism. This means providing detailed descriptions of medical procedures, outlining the potential risks and benefits, being transparent about pricing, and offering information about healthcare providers. They should also feature patient testimonials to give insights into others' experiences. Additionally, it is helpful to include details about support services, like accommodation options and translation services. This extra information can improve the user experience, attracting more patients and making them feel supported

throughout their medical journey, and make it easier for international patients to plan their trips.

This study examines readability by collecting data from IMTJ, which provided medical websites from various countries. However, this study focused on Thailand and the United States. Since IMTJ had only 45 websites from Thailand, we supplemented our data by collecting additional information from the Tourism Product database from Tourism Authority of Thailand, which provided details on medical tourism clinics and hospitals in Thailand. Nevertheless, there was a significant discrepancy in the number of websites between the two countries. When categorized into clinics and hospitals for each country, this discrepancy became even more pronounced. This resulted in a limitation in terms of data. Some websites in Thailand provide incomplete information in English compared to the Thai versions, which may result in inaccuracy in readability calculations. This discrepancy can lead to potential biases, as the English content might not fully represent the comprehensive information available in Thai. Additionally, not all websites include testimonials, and when testimonials are fewer than 100 words, readability cannot be calculated. This limitation affects the results by providing an incomplete assessment of the overall readability of the websites. As a result, the evaluation of the website's readability may not entirely represent its actual content and user experience

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APPENDICES

APPENDICES A

THE PROCESS OF COLLECTING MEDICAL TOURISM WEBSITES FROM THE INTERNATIONAL MEDICAL TRAVEL JOURNAL (IMTJ) AND TOURISM PRODUCTS

The researcher collected medical tourism websites from the International MedicalTravel Journal (IMTJ) (https://www.imtj.com/organisation-type/clinics/?wpv_view_count=531) using the following steps:

1. Identify relevant medical tourism websites listed in the International Medical Travel Journal (IMTJ) and Tourism Products (TAT).

2. Access the selected websites through the links provided in the IMTJ database and Tourism Products, then search for the hospital names using the Google search engine to verify if the links to the hospital websites are functional.

3. Collected data from a total of 3071 hospital websites in a tabular format, including the hospital name, country, URL, whether the URL works or not, and any additional notes.

4. The researcher selected two countries for analysis: Thailand and the United States and performed text cleaning to prepare for the readability score analysis.

Figure A.1

Shows the IMTJ webpage where the list of medical tourism websites was collected

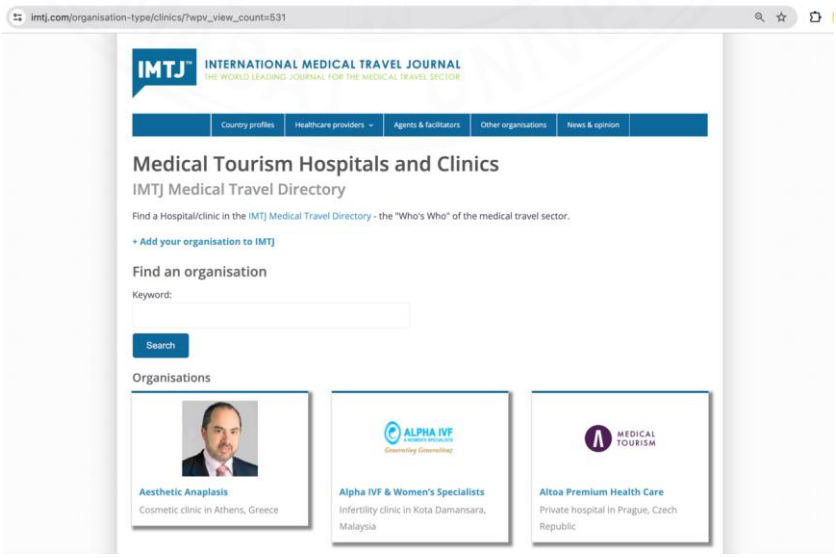

Table A.1

The United States Hospitals/Clinics

No.	Name	URL	Hospital/Clinic	Remarks
1	Advanced Aesthetics Plastic Surgery Center	https://plasticsurgerycorner.com/	Clinic	Has testimonials
2	Advanced Fertility Services	https://www.hughmelnickmd.com/	Clinic	
3	Advanced Prosthodontics	https://www.advancedprosthodontics.com/	Clinic	
4	Advanced Reproductive Center Of Hawaii	https://archawaii.com/	Clinic	Has testimonials
5	Advanced Varicose Vein Treatments of Manhattan	https://www.treatmentsofmanhattan.com/	Clinic	Has testimonials
6	Advanced Vein & Laser Centre	https://veinsbegone.com/	Clinic	Has testimonials
7	Allergy Asthma Sinusitis Medical Clinic Inc	https://www.8004asthma.com/	Clinic	
8	Apres Plastic Surgery	https://www.apresplasticsurgery.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
9	Ascension Health Alliance	https://healthcare.ascension.org/	Clinic	Has testimonials
10	Atherton Plastic Surgery	https://www.mehtaplasticsurgery.com/	Clinic	Has testimonials
11	Banff Plastic Surgery	https://banffplasticsurgery.ca/	Clinic	
12	Beirut Beauty Clinic	https://beirutbeautyclinic.com/	Clinic	
13	Blossom Bariatrics	https://blossombariatrics.com/	Clinic	
14	Bobt International Center	https://www.mskcc.org/experience/become-patient/international-patients/meet-team-bobst-international	Hospital	Has testimonials
15	Boone Hospital Center	https://boone.health/services/	Hospital	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
16	Boston Children`s Hospital	https://www.childrenshospital.org/?utm_campaign=FY21BrandNatlReputation&utm_medium=cpc&utm_source=google&utm_content=pediatric%20hospital&gclid=Cj0KCQjw7JOpBhCfARIsAL3bobdxq4dl1jlxrlWbnKoHlQDQ9rIChexBgl5QfcdZIIiifuuStUuTOPsaArCzEALw_wcB	Hospital	
17	Boston Infertility Clinic	https://www.bostonInfertility Clinic.com/	Clinic	
18	Burnett Plastic Surgery	https://www.burnettplasticsurgery.com/	Clinic	Has testimonials
19	California Fertility Partners	https://www.californiafertilitypartners.com/	Clinic	
20	California Vein Specialists	https://www.ezveinsoc.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
21	FertilityIQ by Inflection	https://www.fertilityiq.com/	Clinic	
22	Carl N. Williams, Jr. M.D.	https://www.carlwilliamsplasticsurgery.com/	Clinic	
23	Carolina Vein Associates	https://carolinavein.com/	Clinic	
24	CCRM	https://www.ccrmInfertility Clinic.com/	Clinic	Has testimonials
25	Center For Human Reproduction, Huntington Hospital	https://www.havingbabies.com/	Clinic	
26	Center for Reproductive Medicine, Florida	https://www.ivforlando.com/	Clinic	
27	Central Maine Medical Centre	https://www.cmhc.org/cmmc/	Hospital	Has testimonials
28	Centre for Reproductive Medicine (Briarwood)	https://www.uofmhealth.org/	Hospital	
29	Century Medical & Dental Center	https://www.centurymedicaldental.com/	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
30	Cleveland Clinic	https://my.clevelandclinic.org/	Clinic	Has testimonials
31	Coastal Plastic Surgeons	https://www.coastalplasticsurgeons.com/	Clinic	Has testimonials
32	Cole Aesthetic Center	https://coleaestheticcenter.com/	Clinic	Has testimonials
33	Comprehensive Spine Institute	https://www.csiortho.com/	Clinic	Has testimonials
34	Coolsmiles Orthodontics	https://coolsmiles.com/	Clinic	
35	Cosmetic Clinic Surgery of Las Vegas	https://plasticsurgeryvegas.com/	Clinic	
36	Dental Salon	https://www.Dental Clinicsalon.com/	Clinic	Has testimonials
37	Dermacare of San Diego	https://www.dermacaresandiego.com/	Clinic	Has testimonials
38	Design for Change Recovery	https://designforchangerecovery.com/	Rehab	Has testimonials (less than 100 words)

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
39	Dignity Medical Aesthetics	https://www.dignitymed.com/	Clinic	
40	Dr John E. Sherman`s Clinic	https://www.nyplasticsurg.com/	Clinic	Has testimonials
41	Dr. Ashley Steinberg Plastic Surgery	https://www.drsteinberg.com/	Clinic	Has testimonials
42	Dr. Geoffrey E. Leber Cosmetic Clinic	https://www.drleber.com/	Clinic	Has testimonials
43	Dundee Dermatology	https://dundeedermatology.com/	Clinic	Has testimonials
44	El Paso Cosmetic Clinic Surgery	https://www.elpasoplasticsurgery.com/	Clinic	Has testimonials
45	Executive Spine Surgery	https://executivespinesurgery.com/	Clinic	Has testimonials
46	Family Fertility Center	https://familyfertility.com/	Clinic	
47	Fertility Answers	https://www.fertilityanswers.com/	Clinic	Has testimonials (less than 100 words)

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
48	Fertility Solutions	https://fertilitysolutionsne.com/	Clinic	
49	Florida Cosmetic Clinic Surgery Center	https://www.floridacenterCosmetic Clinic.com/	Clinic	
50	Forefront Beverly Hills	https://forefrontdermatology.com	Clinic	
51	Genetics & Infertility Clinic Institute	https://www.gInfertility Clinic.com/	Clinic	Has testimonials (less than 100 words)
52	Gladstone Clinic	https://gladstoneclinic.com/	Clinic	Has testimonials
53	Goldenberg Orthodontics	https://www.goldenbergorthodontics.com/	Clinic	Has testimonials
54	Grey Matters International, Inc	https://greymattersintl.com/	Clinic	
55	Handal Plastic Surgery	https://www.handalplasticsurgery.com/	Clinic	
56	Hernia Center of Southern California	https://herniaonline.com/	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
57	High Point Plastic Surgery, Piedmont Plastic Surgery	https://www.plasticsurgerync.com/	Clinic	
58	Hillside Dental Clinic	https://hillsideDental Clinic.com/	Clinic	
59	Hired Power	https://www.hiredpower.com/	Clinic	Has testimonials
60	Houston Center for Plastic Surgery	https://www.normanrappaportmd.com/	Clinic	
61	Hudson Valley Fertility	https://www.hudsonvalleyfertility.com/	Clinic	
62	Indiana University Health international	https://iuhealth.org/	Hospital	Has testimonials
63	Infinity Treatment Centers	https://infinitycenters.net/	Clinic	Has testimonials
64	Innovative Fertility Center	https://innovativefertility.com/	Clinic	Has testimonials (less than 100 words)

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
65	Institute of Plastic Surgery	https://instituteofplastics.com/	Clinic	Has testimonials
66	Integrated Orthopedics of Arizona	https://integratedorthopedicsaz.com/	Clinic	Has testimonials
67	ICCA Global Cancer Center	https://treatyourcancer.com/	Clinic	Has testimonials
68	Fertility Institute of Hawaii	https://www.Infertility Cliniccenterhawaii.com/	Clinic	
69	Infertility Clinic 1	https://www.Infertility Clinic1.com/	Clinic	
70	Infertility Clinic Michigan Fertility Centre	https://Infertility Clinic-mi.com/	Clinic	
71	Infertility Clinic Phoenix	https://www.Infertility Clinicphoenix.com/	Clinic	
72	Jackson Health System	https://jacksonhealth.org/	Hospital	Has testimonials
73	Phoenix orthodontics.	http://phoenixorthodontics.com/wppo/	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
74	Joiner Orthodontics	https://drhulmeorthodontics.com/	Clinic	Has testimonials
75	La Jolla Cosmetic Dentistry & Orthodontics	https://www.lajollacosmeticdentistryandorthodontics.com/	Clinic	
76	La Ventana Treatment Programs	https://laventanatreatment.com/	Clinic	Has testimonials
77	Lahar Plastic Surgery	https://www.laharplasticsurgery.com/	Clinic	
78	Lane Fertility Institute	https://lanefertilityinstitute.com/	Clinic	Has testimonials
79	Laserderm Dermatology & Cosmetic Laser Surgery	https://www.laserderm.com/	Clinic	Has testimonials
80	LifeTime Smiles of OC	https://lifetimesmilesoc.com/	Clinic	Has testimonials
81	Lifewellness Institute	https://mylwi.com/	Clinic	
82	Lisa Konz Dental Clinic ClinicCare	https://www.lisakonzDental Cliniccare.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
83	LOMA LINDA UNIVERSITY HEALTH	https://lluh.org/	Hospital	
84	MD Anderson Cancer Center	https://www.mdanderson.org/	Hospital	
85	Main Line Fertility Center	https://www.mainlinefertility.com/	Clinic	Has testimonials
86	Manhattan Dermatology Specialists	https://www.manhattandermatologistsnyc.com/	Clinic	Has testimonials
87	Manhattan Foot Specialists	https://www.footdoctorpodiatristnyc.com/	Clinic	Has testimonials
88	Massachusetts General Hospital	https://www.massgeneral.org/	Hospital	
89	Mayo Clinic Proton Beam Therapy	https://www.mayoclinic.org/departments-centers/proton-beam-therapy-program/home/orc-20185488	Clinic	
90	Mayo Clinic Florida	https://www.mayoclinic.org/patient-visitor-guide/florida	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
91	McLaren Northern Michigan Hospital	https://www.mclaren.org/northern-michigan/mclaren-northern-michigan-home	Clinic	Has testimonials
92	McLaren Proton Therapy Center	https://www.mclaren.org/main/proton-therapy-center?utm_source=loc-proton&utm_medium=organic&utm_campaign=google-my-business&utm_content=gmb&y_source=1_MjI2Mjg0OTIt-NzE1LWxvY2F0aW9uLndlYnNpdGU%3D	Clinic	
93	McLean Healthy Smiles	https://www.mclean-healthysmiles.com/?utm_source=google&utm_medium=organic&utm_campaign=gbp-mclean	Clinic	Has testimonials
94	Methodist Health System	https://www.methodisthealthsystem.org/	Clinic	
95	MexDental Clinic	https://www.mexDental Clinic.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
96	Meza Dental Clinic ClinicCare Clinic	https://mezaDental Cliniccare.com/	Clinic	Has testimonials
97	MICHIGAN SURGERY	https://michigansurgery.com/	Clinic	
98	Millard Plastic Surgery	https://millardplasticsurgery.com/	Clinic	Has testimonials
99	Millennium Health Centers, Inc	http://www.tbimedlegal.com	Clinic	Has testimonials
100	Millennium Laser and Aesthetics Center	https://www.laserphoenix.com/	Clinic	
93	McLean Healthy Smiles	https://www.mclean-healthysmiles.com/?utm_source=google&utm_medium=organic&utm_campaign=gbp-mclean	Clinic	Has testimonials
94	Methodist Health System	https://www.methodisthealthsystem.org/	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
95	MexDental Clinic	https://www.mexDental Clinic.com/	Clinic	Has testimonials
96	Meza Dental Clinic ClinicCare Clinic	https://mezaDental Cliniccare.com/	Clinic	Has testimonials
97	MICHIGAN SURGERY	https://michigansurgery.com/	Clinic	
98	Millard Plastic Surgery	https://millardplasticsurgery.com/	Clinic	Has testimonials
99	Millennium Health Centers, Inc	http://www.tbimedlegal.com	Clinic	Has testimonials
100	Millennium Laser and Aesthetics Center	https://www.laserphoenix.com/	Clinic	
108	Network of Advanced Specialty Healthcare (NASH)	https://nashcares.com/	Clinic	
109	Nucci Medical Clinic	https://www.nuccimedical.com/	Clinic	Has testimonials
110	NY Bone and Joint Specialists	https://nyboneandjoint.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
111	O`Donnell Vein and Medical Spa	https://odonnellveinandlaser.com/	Clinic	Has testimonials
112	Ocean Plastic Surgery	https://www.oceanplasticsurgerynj.com/	Clinic	Has testimonials
113	Oceanfront Recovery	https://www.oceanfrontrecovery.com/	Clinic	Has testimonials
114	Orlando Health	https://www.orlandohealth.com/	Hospital	
115	Pacific In Vitro Fertilization Institute	https://www.pacificinvitro.com/	Clinic	
116	Palm Beach Medical Center	https://palmbeachmedicalcenter.com/	Clinic	
117	OAA orthopaedics	https://www.oaaortho.com/	Clinic	
118	Park Cities Cosmetic Clinic Surgery	https://www.parkcitiesCosmetic Clinicsurgery.com/	Clinic	
119	Perfect Ten Smile	https://www.perfecttensmile.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
120	Perspectives Plastic Surgery	www.perspectivesplasticsurgery.com	Clinic	Has testimonials
121	Porter Orthodontics	https://porterbraces.com/	Clinic	Has testimonials
122	Preston Healthcare	https://prestonianhealth.com/	Clinic	
123	Thompson Proton Center	https://www.covenanthealth.com/thompson-cancer-survival-center/thompson-proton-center/	Clinic	
124	Puerto Rico Fertility Center	https://prfertility.com/	Clinic	Has testimonials
125	Rady Children's Hospital-San Diego	https://www.rchsd.org/	Hospital	
126	Red Rock Fertility Center	https://redrockfertility.com/	Clinic	
127	Refuge Recovery World Services	https://www.refugerecovery.org/	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
128	Regency Health NYC	https://www.regencyhcs.com/	Hospital	Has testimonials
129	Relational Healing Arts	https://www.lizborodkin.com/	Clinic	Has testimonials
130	Reloxe – Natural Hair Regrowth Supplement	https://www.reloxe.com/	Clinic	
131	Reproductive Care Center	https://www.fertilitydr.com/	Clinic	Has testimonials
132	Reproductive Center Of Central New Jersey	https://Infertility Clinicny.org/	Clinic	Has testimonials
133	Reproductive Diagnostics, Inc.	https://www.reprodiag.com/	Clinic	
134	Reproductive Fertility Center	https://www.reproductivefertility.com/	Clinic	Has testimonials
135	RMA Illume Fertility in Danbury	https://www.illumefertility.com/locations/danbury-ct	Clinic	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
136	RMA Illume Fertility - Norwalk	https://www.illumefertility.com/locations/norwalk-ct	Clinic	Has testimonials
137	RMA Illume Fertility in Stamford	https://www.illumefertility.com/locations/stamford-ct	Clinic	Has testimonials
138	RMA of New York	https://rmany.com/	Clinic	Has testimonials
139	RMA Illume Fertility in Trumbull	https://www.illumefertility.com/locations/trumbull-ct	Clinic	
140	Reproductive Partners Fertility Center	https://www.fertilityclinicsandiego.com/	Clinic	Has testimonials
141	Reproductive Partners Medical Group	https://www.reproductivepartners.com/	Clinic	Has testimonials
142	Rinnova Spa & Wellness Centre	https://www.rinnovaspa.com/	Clinic	Has testimonials
143	Riolo Orthodontics	https://seattleorthodontist.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
144	Riverview Facial Plastic Surgery	https://www.riverviewfacialplastic.com/	Clinic	Has testimonials
145	Aspire Fertility	https://www.aspirefertility.com/	Clinic	Has testimonials
146	Roberts Proton Therapy Center - part of Penn's Abramson Cancer Center	https://www.pennmedicine.org/cancer	Hospital	
147	Robinson Facial Plastic Surgery	https://www.robinsonfps.com/	Clinic	Has testimonials
148	Rodeo Drive Plastic Surgery	https://www.rodeodriveplasticsurgery.com/	Clinic	Has testimonials
149	Santé Aesthetics & Wellness	https://santepdx.com/	Clinic	Has testimonials
150	Sapphire Advanced Aesthetics	https://www.sapphireadvancedaesthet-ics.com/	Clinic	Has testimonials
151	Scott E. Kasden Cosmetic Clinic Surgery Clinic	https://txplasticsurgeon.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
152	Seattle Cancer Care Alliance	https://www.fredhutch.org/en.html	Clinic	
153	Sharp Healthcare	https://www.sharp.com/	Hospital	
154	Sher Institute For Reproductive Medicine – Dallas	https://dallasfertilitycenter.com/	Clinic	Has testimonials
155	Sieber Plastic Surgery	https://www.sieberplasticsurgery.com/	Clinic	
156	Southeastern Spine Center and Research Institute	https://southeasternspine.com/	Clinic	
157	Sports Medicine & Orthopaedic Center	https://www.smoc-pt.com/	Clinic	
158	Stark MD Plastic Surgery & Aesthetic Center	https://www.starkmdplasticsurgery.com/	Clinic	Has testimonials
159	State of the Heart Cardiology	https://sothcardiology.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
160	Summit Behavioral Healthcare	https://summitbhc.com/	Clinic	
161	Sustain Recovery	https://www.sustainrecovery.com/	Clinic	Has testimonials
162	Taylor Orthodontics	https://www.taylororthodontics.com/	Clinic	
163	Terrasse Aesthetic Surgery	https://www.terrasse.com/	Clinic	Has testimonials
164	Texas Center For Reproductive Health	https://www.Infertility Clinicandfertility.com/	Clinic	
165	The Face & Body Center	https://faceandbodycenter.com/	Clinic	
166	The Hampton University Proton Therapy Institute (HUPTI)	https://hamptonproton.org/	Hospital	
167	The Incredible Skin and Body Center	https://incredibleveins.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
168	The Karlsberg Center for Restorative Dermatology	https://venturadermarts.com/	Clinic	Has testimonials
169	The Kimberly Center	https://www.thekimberlycenternyc.com/	Clinic	
170	The Maas Clinic	https://www.maasclinic.com/	Clinic	Has testimonials
171	The National Center for Healthcare Leadership	https://www.nchl.org/	Clinic	
172	The Vein Center of Florida	https://veincenterofflorida.com/	Clinic	Has testimonials
173	The Vision Centers – Summerlin Vision Center	https://www.visioncenterslv.com/location/summerlin/	Clinic	Has testimonials (less than 100 words)
174	UC Davis Health System	https://health.ucdavis.edu/welcome/	Hospital	
175	Umansky Medical Center For Plastic Surgery	https://www.drumansky.com/	Clinic	Has testimonials

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
176	U.S. Stem Cell Clinic	https://us-stemcell.com/	Clinic	
177	Vegas Dental Clinic ClinicExperts	https://vegasdentalexpertsnevada.com/	Clinic	Has testimonials
178	Visions Adolescent Treatment Center	https://visionsteen.com/	Clinic	Has testimonials (less than 100 words)
179	West Coast Fertility Centers	https://www.westcoastfertility.com/	Clinic	Has testimonials
180	West Coast Recovery Centers	https://westcoastrecoverycenters.com/	Clinic	Has testimonials
181	Westchester Fertility And Reproductive Endocrinology	https://www.westchesterfertility.com/	Clinic	
182	Westchester Reproductive Medicine	https://westchesterreproductivemedicine.com/	Clinic	
183	Wiils-Knighton Health System	https://www.wkhs.com/	Hospital	

Table A.1

The United States Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
184	Winter Park Laser & Anti-Aging Center	https://www.winterparklaser.com/	Clinic	
185	Zannis Centre for Plastic surgery	https://www.zannisplasticsurgery.com/	Clinic	

Table A.2

Thailand Hospitals/Clinics

No.	Name	URL	Hospital/Clinic	Remarks
1	MEDEZE THAILAND	https://www.medezegroup.com/en	Clinic	
2	Klaire Medical Center	https://klairemedicalcenter.com/en/	Clinic	Has testimonials
3	Cryo Stem Cell	https://cryostemcellthai.com/en/home/	Clinic	
4	CelFix Clinic & Lab	https://www.thaicellfix.com/	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
5	THAI StemLife	https://www.thaistemlife.com/about	Clinic	
6	Stem Cell for Life Co., Ltd	https://www.stemcellforlife.co.th/	Clinic	
7	Panacee Medical Center	https://www.panacee.com/index.php	Clinic	
8	Krung Siam St. Carlos Medical Centre	https://www.stcarlos.com/en/6878-2/#pll_switcher	Hospital	
9	BBH Hospital	https://www.bbhhospital.com/	Hospital	
10	R3 Life Wellness Center	https://r3lifewellness.com/en	Clinic	
11	Vital Life	https://www.vitallifeintegratedhealth.com/	Clinic	
12	Novavida integrative medical center	https://novavidath.com/?lang=en	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
13	TRIA Medical Wellness Center	https://www.tria.co.th/	Clinic	
14	Addlife Anti-Aging	https://www.add-life.org/	Clinic	
15	Absolute Health	https://absolute-health.org/en/	Clinic	
16	Holistic Medical Centre	https://www.holistic-medical.com/	Clinic	
17	Hydrohealth Detoxification and Wellness	https://www.hydrohealth.co.th/en/	Clinic	
18	Inspire Center	https://inspirerehabcenter.com/	Clinic	
19	Rutnin Eye Hospital	https://www.rutnin.com/en/home/	Hospital	
20	ViMUT-Theptarin Hospital	https://www.theptarin.com/en/home	Hospital	Has testimonials
21	Bangkok Heart Hospital	https://www.bangkokhearthospital.com/en	Hospital	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
22	S spine and nerve hospital	https://www.s-spinehospital.com/en/	Hospital	Has testimonials
23	Masterpiece Hospital	https://www.masterpiecehospital.com/	Hospital	Has testimonials
24	Yanhee International Hospital	https://www.yanhee.net/	Hospital	Has testimonials
25	Lelux Plastic Surgery Hospital	https://www.lelux.co.th/	Hospital	
26	Kamol Cosmetic Hospital	https://www.kamolhospital.com/th/site/in-dex	Hospital	
27	Chaophya Hospital	https://chaophrayahospital.com/	Hospital	
28	Saint Louis Hospital	https://www.saintlouis.or.th/	Hospital	
29	CGH Hospital	https://www.cgh.co.th/en/	Hospital	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
30	Samitivej - General Pediatric and Well Baby Clinic	https://www.samitivejhospitals.com/center/detail/general-pediatric-and-well-baby-clinic	Hospital	
31	Thainakarin Hospital	https://thainakarin.co.th/en/	Hospital	
32	Bangpakok 9 International Hospital	https://www.bpk9internationalhospital.com/en/	Hospital	
33	Vibharam Hospital	https://vibharam.com/en/	Hospital	
34	Chersery Home	https://www.cherseryhome.com/	Hospital	
35	Golden Years Hospital	https://www.goldenyears.co.th/en/	Hospital	Has testimonials
36	Rachvipa MRI Center	https://rachvipamri.com/en/home-en/	Clinic	
37	Kluaynamthai Hospital	https://www.kluaynamthai.com/index.php?language_change=EN	Hospital	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
38	Praram9 Hospital	https://www.praram9.com/en/	Hospital	
39	Bangkok Smile Dental Clinic	https://www.bangkoksmiledental.com/	Clinic	
40	TRSC International LASIK Center	https://www.trsclasik.com/en	Clinic	
41	Thai Eye Center	https://www.thaieye.com/	Hospital	
42	Laser Vision International LASIK Center	https://www.laservisionthai.com/en/laservision	Clinic	Has testimonials
43	Bangkok Hospital - Lasik Center	https://www.bangkokhospital.com/en/center-clinic/eye-and-ent/bangkok-lasik-center?info=overview	Hospital	
44	PAI (Preecha Aesthetic & Reconstructive Institute)	https://pai.co.th/	Clinic	Has testimonials
45	Genesis Fertility Center	https://www.genesisfertilitycenter.co.th/	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
46	Worldwide IVF fertility centter	https://worldwideivf.com/en/	Clinic	Has testimonials
47	BRIA LAB CLINIC	https://www.brianet.com/	Clinic	
48	HE Clinic	https://heclinics.com/th/	Clinic	Has testimonials
49	KKC Clinic	https://kkcclinic.com/en/	Clinic	Has testimonials
50	Dr.TATTOO	https://www.drtattof.com/	Clinic	
51	Dii wellness med spa	http://www.dii-divana.com/	Clinic	
52	Nirunda Clinic	https://nirundaclinic.com/	Clinic	
53	Medical Asia Healthcare Com-plex	http://medasiahealthcare.com/en/	Clinic	
54	Divana Spa	https://www.divanaspa.com/	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
55	Akesis Life	https://akesisoncology.com/	Clinic	
56	Apex Medical Center	https://www.apexmedicalcenter.co.th/	Clinic	Has testimonials
57	Atsumi Healing Centre	https://atsumihealing.com/	Clinic	Has testimonials
58	Bangkok Hospital	https://www.bangkokhospital.com/	Hospital	
59	Bangkok International Dental Hospital (BIDH)	https://Dental Clinichospitalthai-land.com/bidh-Dental Clinic-hospi-tal/?gad=1&gclid=CjwKCAjwyY6pBhA9EiwAM-zmfwXzPSi2l1MShIODrg93g6KZwOcAw-gqyL8eJLYnLHD3KMCqkh0upH9xo-CUToQAvD_BwE	Hospital	
60	Bangpakok 9 International Hospi-tal	https://bpk9internationalhospital.com/en//	Hospital	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
61	BNH Hospital	https://www.bnhhospital.com/	Hospital	Has testimonials
62	Bumrungrad Hospital	https://www.bumrungrad.com/en	Hospital	
63	Ch 9 Airport Hospital	https://ch9airport.com/en/home/	Hospital	
64	Chiangmai Ram Hospital	https://www.chiangmairam.com/	Hospital	
65	DARA Thailand	https://dararehab.com/	Clinic	Has testimonials
66	Denta-joy	https://dentajoy.com/?lang=en	Clinic	Has testimonials
67	Bangkok International Dental Center (BIDC)	https://bangkokDental Cliniccenter.com/	Clinic	
68	Dermaster Thailand	https://dermaster-thailand.com/th/	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
69	THESKINCLINIC	https://www.theskinclinic-hair.com/long-hair-fue-en.html?gclid=CjwKCAjwvrOpBhBdEiwAR58-3ALlbBkNgLhKVIvw1QflZqwe--Mn0Af5PNX9uwGsH-Sk5LWp6QHvYxo-CeG8QAvD_BwE	Clinic	
70	Dr. Orawan Holistic Beauty and Anti-Aging Institute	https://drorawan.com/	Clinic	
71	Jetanin Hospital	https://jetanin.com/	Hospital	
72	Kamol Cosmetic Hospital	https://www.kamolhospital.com/	Hospital	Has testimonials
73	LANNA Rehab	https://lannarehab.com/	Clinic	
74	Mission Hospital	https://www.mission-hospital.org/en/	Hospital	
75	Naravee Clinic	https://www.naraveeplasticsurgery.com/	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
76	Nirunda Clinic	https://nirundaclinic.com/	Clinic	
77	Nonthavej Hospital	https://www.nonthavej.co.th/	Hospital	
78	Pattaya International Hospital	https://www.pattayainterhospital.net/	Hospital	
79	Phuket Dental Clinic	https://phuketDental Clinicsignature.com/	Clinic	Has testimonials
80	Phuket Hair Loss Clinic	https://www.phukethairclinic.com/	Clinic	
81	Pyathai Hospital	https://www.phyathai.com/th	Hospital	
82	Radiant Medical Clinic	https://healthy-skin.me/	Clinic	Has testimonials
83	Takara Infertility Clinic Bangkok	https://www.takaraInfertility Clinicbkk.com/	Clinic	
84	Bangkok International Dental Clinic (BIDC) Co Ltd.,	https://dentalsignature.com/	Clinic	

Table A.2

Thailand Hospitals/Clinics (continue)

No.	Name	URL	Hospital/Clinic	Remarks
85	Thantakit Dental Clinic	https://www.thantakit.com/	Clinic	
86	Thanyapura Health & Sports Resort	https://www.thanyapura.com/resorts/phuket/	Clinic	
88	The Dawn Medical Rehab and Wellness Centre	https://thedawnrehab.com/	Clinic	
89	The Ivory Dental Clinic	https://www.theivoryDental Clinic.com/	Clinic	89
90	Vejthani Hospital	https://www.vejthani.com/th/	Hospital	90
91	World Medical Center	https://theworldmedicalhospital .com/ Hospital	Hospital	91