

Who's Taking Care of You in Thailand?

Estimated Wordcount: 2,000 - 2,500

With U.S. healthcare costs once again front-and-center, it feels like the right moment to revisit one of the most compelling advantages of life abroad: accessible, high-quality medical care.

The Affordable Care Act (Obamacare) is back in the headlines, and not in a comforting way. CBS News reports that U.S. premiums for 2026 are expected to rise by more than 30% on average, while ABC News notes that some Americans could see spikes of over **300%**. For countless retirees and near-retirees, this isn't just financial strain—it's existential anxiety about their long-term security and wellbeing.

Against that backdrop, a comprehensive look at healthcare and insurance affordability in Thailand feels more timely than ever.

Last year, I produced a deeply researched article on Thailand's healthcare system that was accepted for the magazine, though it ultimately didn't make the final cut. Donal earmarked it for online publication, but it's still waiting in the wings. The same holds true for a companion piece on Assisted Living in Thailand—commissioned as a dual-audience story for retirees and the adult children navigating care decisions for aging parents.

Both pieces are well-sourced, rich with personal experience and photos, and together paint a vivid picture of why Thailand is fast becoming a practical, compassionate, and cost-effective solution for long-term care.

I'd like to combine, refresh, and expand these pieces into a single feature titled **"Who's Taking Care of You in Thailand?"** The article would:

- Detail real-world medical experiences in Thailand, including cost and quality comparisons
- Explore assisted-living options for retirees and families seeking dignified, affordable long-term care
- Offer clear guidance on reputable health insurers and typical premium ranges
- Include first-person anecdotes that make the subject accessible, personal, and compelling

This topic hits at the heart of ongoing U.S. anxieties—and it's not going away. With two audience segments in mind (retirees and the families supporting them), strong storytelling, and timely relevance, this feature has the potential to engage a large portion of your readership.

I'd love for you to pull those two pieces off Donal's shelf so we can repurpose the material and deliver a high-impact, service-driven guide to healthcare in Thailand—precisely when readers need it most.