



# **HAVE COVERAGE, WILL TRAVEL!**

## **Turkey: An Ideal Option for Americans With Medical Insurance**

David Boucher, MPH, FACHE  
President and Chief Operating Officer  
March 13, 2010





- **Benefits Consulting & Medical Tourism Launched in 2007**
- **Wholly-Owned Subsidiary of BC BS of South Carolina**
- **Sister Company of Companion Life, P&C, CDS**
- **Member of International Society of Quality in Healthcare (ISQua)**
- **A Network of JCI-Accredited, Lower Cost Hospitals in Overseas Locations**
- **Concierge Travel Arrangements**
- **Case Management**
- **Aftercare Services**
- **Related Medical Travel Insurance Products**

# The Reality of Care in Turkey



**Anadolu Medical Center, Istanbul**



**Kent Hospital, Izmir**



**Acibadem Healthcare, Istanbul**

# Selling Points of Medical Tourism in Turkey

- 33 JCI-Accredited Hospitals – fully credentialed care
- Modern Hospitals Built to Western Standards
- The Latest Medical Technology
- Well-Trained Physicians, many with Western Training
- Reasonable, All-Inclusive Prices for Care
- Non-Stop Flights from Multiple US Cities
- Developed Infrastructure
- Potable Water
- Many English Speaking People
- Historical Places for Sightseeing
- Temperate Weather
- Friendly People
- Excellent Clinical Outcomes

# The Perfect Storm.....

..... Leading Americans to Travel Abroad for  
Surgical Care:

- **The Perfect Storm:**
  - Already high costs for *unknown* quality of healthcare
  - Silver Tsunami & Chronic Diseases (sharply increasing demand)
  - Decreasing Supply of MDs and RNs
- **Ease and Affordability of International Travel**
- ***Identical* Technology and High Standards of Care in Other Countries**
- **Hospitality Differentials**

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SPECIAL REPORT **AMERICA'S MONEY CRISIS**

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## Call this a crisis? Just wait

*Actually, don't wait, because we've got to stop a bigger economic disaster in the making: 78 million baby-boomers eligible for Social Security and Medicare.*

By David M. Walker, former U.S. Comptroller General  
LAST UPDATED: OCTOBER 30, 2008: 10:55 AM ET

(Fortune Magazine) -- Staring into the abyss always focuses the mind, which can help you avoid falling in. So let's take a look at the potential catastrophe that awaits us once we survive our current crisis.

At the dawn of the 21st century the U.S. had \$5.7 trillion in total debt. As we approach the end of George W. Bush's presidency only eight years later, that sum has nearly doubled, thanks to war costs, tax cuts, spending increases, expanded entitlement programs, and now a welter of government bailouts and rescues.

This year was particularly bad. The federal budget deficit for fiscal 2008 hit \$455 billion, up from \$162 billion last year. That figure does not include the cost of the Emergency Economic Stabilization Act of 2008, which has an initial pricetag in the hundreds of billions of dollars. In fairness, some of that money presumably will come back to the Treasury, since the new rescue-related sums will be used to acquire preferred stock, mortgages, and other assets that someday could be sold at a profit.

Yet any such calculations are penny ante compared with the fiscal disaster that is bearing down on America. It's no longer an event in the misty future. It officially began earlier this year when teacher Kathleen Casey-Kirschling of

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David M. Walker is CEO of the Peter G.

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<a href="#">Huntsman Corp</a>	10.20	▼ -25.27%

Oct 31 3:56pm ET ↑

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## Why Rush Limbaugh would go to Costa Rica if Obama's healthcare plan passes



Buzz up! 1029 votes Send Share Print

By Chrissie Long – Thu Mar 11, 6:31 pm ET



FOX News – Limbaugh Blasts Obama's Ignorance



Slideshow: Health Care



Barack Obama

San José, Costa Rica – Conservative talk-show host Rush Limbaugh said this week he'd go to Costa Rica for medical treatment if Congress passes proposed reforms to the US healthcare system.

That might sound like an unusual choice, since this is a country with one of the longest standing socialized healthcare systems on the planet. Everyone here (including resident foreigners), are required to pay into the government-run health system, whether they use it or not.

But Limbaugh's choice may also serve to advertise what many Americans traveling here for medical treatment already know: Costa Rica is a fabulous place for medical tourism.

Life expectancy in this little Central American country surpasses that

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What the car insurance



# Current Business Models

- ***Employer Direct* > Self-Insured Employers**
- ***Third Party Administrator (TPA) Direct* > Through FlexMED**
- **Dental Insurer with > 130,000 members**
- **All of these incent members to *voluntarily* travel abroad for surgery**



# Related Medical Travel Insurance Products

- Employer-Sponsored, Member-Centric Medical Travel Insurance



- Employer E&O Coverage Specific to Benefit-Directed Medical Travel

# Actions Required For Turkish Medical Travel To Flourish

- Tourism Marketing on Turkey
  - “Invest in Turkey” campaign
  - Popular Travel Magazines
  - Patients Beyond Borders – Turkey Edition
- Employer Benefit Changes In The U.S.
  - Shared Savings via HRAs
- Comparable Outcomes Data
- Work with Multinational Corporations in Turkey



**Companion**  
Global Healthcare, Inc.

**Questions?**

David Boucher, President & COO  
[David.Boucher@CompanionGroup.com](mailto:David.Boucher@CompanionGroup.com)  
803-264-3256