

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





Kent Hospital, Izmir

Anadolu Medical Center, Istanbul



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

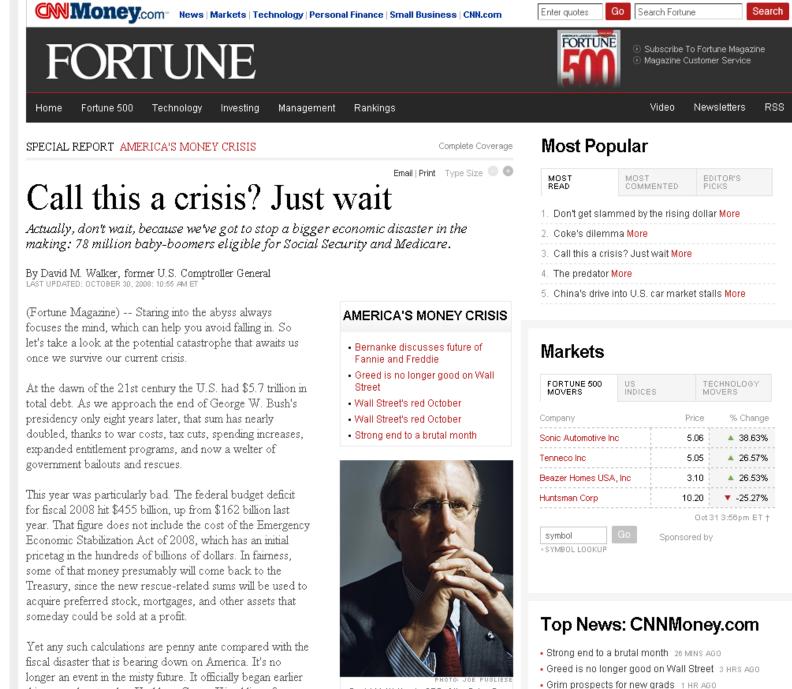
Silver Tsunami & Chronic Diseases (sharply increasing demand)

Decreasing Supply of MDs and RNs

Ease and Affordability of International Travel

Identical Technology and High Standards of Care in Other Countries

Hospitality Differentials



David M. Walker is CEO of the Peter G.

this year when teacher Kathleen Casey-Kirschling of



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Why Rush Limbaugh would go to Costa Rica if		 Health bill's prospects abruptly improve; Obama delays trip
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CHRISTIAN SCIENCE MONITOR	🔥 Buzz up! _{1029 votes} 🖂 Send 🔻 🚔 Share 👻 📇 Print	 NASCAR wreck shows how ratings can edge out safety
	By Chrissie Long - Thu Mar 11, 6:31 pm ET	Gas line explodes northeast of Oklahoma City
	San José, Costa Rica – Conservative talk-show host Rush Limbaugh said this week he'd go to Costa Rica for medical treatment if Congress	Court upholds 'under God' in Pledge of Allegiance
ALL AND AL	passes proposed reforms to the US healthcare system.	Sen. Schumer says plans China currency bill
	That might sound like an unusual choice, since this is a country with	More Top Stories »
▶ Play Video	one of the longest standing socialized healthcare systems on the planet. Everyone here (including resident foreigners), are required to	ADVERTISEMENT
FOX News – Limbaugh Blasts Obama's Ignorance	pay into the government-run health system, whether they use it or not.	Life Solutions by LowerMyBills: an Experian company
Slideshow: Health Care	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.	Mortgage rates as low as 3.616% APR. Take advantage of government refinance programs.
💦 🚔 Barack Obama	Life expectancy in this little Central American country surpasses that	What the car insurance



- *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





Questions?

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