

4th *World Medical Tourism & Global Healthcare Congress*



October 25th - 28th, 2011 Chicago, Illinois, USA.
Marriott Renaissance Schaumburg Convention Center Hotel

EXHIBIT HALL

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2011 Congress Agenda

CHICAGO, ILLINOIS, U.S.A | OCTOBER 25TH - 28TH 2011



2011 Congress Agenda

TUESDAY | OCTOBER 25TH 2011

9:00 AM - 5:00 PM

Exhibitor Move In, Registration

Schaumburg Foyer North

9:00 AM - 2:00 PM

Medical Tourism Association™ Member Workshops

9:00 AM - 11:00 AM

Roundtable: Consumer Markets (MTA Members Only)

Schaumburg E

Highlighting this year's theme "Patients in Emerging Markets" this roundtable discussion will focus on some of the upcoming largest growth areas of Medical Tourism in Russia, Ukraine, CIS Countries, China, Japan, the Middle East, GCC regions and Africa. Buyers of healthcare in these regions will provide insight into these emerging consumer markets and discuss their need to send patients abroad. While these countries strive toward developing an inbound healthcare opportunity, there is still a need for development in the healthcare fields towards higher specialty procedures. Medical Tourism Association™ members will have the opportunity to discuss with buyers of healthcare their experience in handling outbound patient flow.

11:00 AM - 12:30 PM

Roundtable: ADR and Legal Issues (MTA Members Only)

Schaumburg E

This roundtable discussion will allow members to address the many legal issues involved in the medical tourism industry. Members of the international law firm, Squire Sanders Public Advocacy will discuss the preliminary strategic analysis of U.S. government legislative that they have conducted and regulatory proposals their potential impact of these proposals on the medical tourism industry. This analysis also includes the development of an initial advocacy plan to secure the extension of Medicare eligibility to patients receiving medical services outside the United States.

12:30 PM - 2:00 PM

MTA Members Networking Lunch (MTA Members Only)

Schaumburg E

12:30 PM - 2:00 PM

Ministerial Summit and Luncheon (By Invitation Only)

Innovation Room

Ministers, Trade Commissioners, Consul Generals and VIP international government officials will have the chance to collaborate in a roundtable session to share information about existing programs or the development of emerging ones. Some of the topics that will be covered are the following: Trade and Investment Opportunities in Healthcare, Public Private Partnerships, International Healthcare Legal Issues, Retirement and Ageing Investment.

Chairman:

• Renée-Marie Stephano

Speakers:

- Fred Hagigi
- William Rowland
- Tracy Mabry
- Patrick Doyle
- Scott Edelstein
- Martin Arias
- Don Williams
- Tracy Swinburn

2:15 PM - 3:00 PM

General MTA Member Meeting (All Attendees Welcome)

Schaumburg E

This year's annual MTA member meeting shall provide information on 2011 achievements and 2012 projections. Members will have an opportunity to give feedback and offer insight as to how the MTA can continue to expand its consumer awareness programs, educate insurers and employers, and continues its growth of the industry. The meeting will also provide detailed information about the re-launch of www.MedicalTourism.com and the Medical Tourism Magazine's Destination Guides, Branding Programs, Healthcare Cluster Development Programs and Certification Programs.

TUESDAY

2011 Congress Agenda

2:00 PM - 5:00 PM

LEED for Healthcare Workshop Healthcare 251: Understanding the LEED for Healthcare Rating System

Schaumburg H

Learn about the unique challenges of implementing green building practices to sustainable healthcare facilities. This workshop will present the background for the development of the LEED for Healthcare Rating System as well as a strong business case for the use of LEED for Healthcare. Participants will learn about key credit intents and requirements, the pilot credits relevant to LEED for Healthcare, and how this new rating systems differs from LEED for New Construction.

Learning Objectives

- Define the unique needs and issues for applying green building in the healthcare industry.
- Describe the background for the development of the LEED for Healthcare Rating System.
- Distinguish between LEED NC and LEED for Healthcare.
- Discuss the value/business case for the use of LEED for Healthcare.
- Summarize key credit intents and requirements.
- Understand pilot credits relevant to LEED for Healthcare.

LEED AP's and Architects can receive the following continuing education credits:

- GBCI CE Hours 3.5
- GBCI CE Hours (LEED BD+C Specific) 3.5
- AIA/CES (LU) 3.5

5:00 PM - 6:00 PM

Advisory Board Council (MTA Advisory Board and Regional Representatives Only)

Schaumburg H

3:00 PM - 6:00 PM

Medical Tourism Workshops (All Attendees Welcome)

Creating a World Class International Patient Department

Schaumburg E

Setting up an international patient care (IPC) department for inbound patients is the first step to developing and executing a comprehensive medical tourism program for any healthcare provider. The requirements are many, from clinical, to administrative, to a cultural understanding of the international patient base that is then infused into the healthcare center and hospital. While a comprehensive marketing plan is important in detailing the necessary actions that will be required to strategically attract a regional and/or global base of patients from around the world, it is the IPC department that will be delivering on the perceived promise of high quality healthcare and medical services from a particular healthcare center and hospital. Workshop participants will be provided with information on how to set up an IPC department, as well as examples and best practices from leading medical tourism providers on successful programs operating in different regions of the world.

- **Bill Cook**, Operations and Marketing Manager,
Hospital Clinica Biblica's International Patient Department

3:00 PM - 4:30 PM

Becoming a Medical Tourism Facilitator

Innovation Room

This Introductory Medical Travel Facilitator Workshop will cover all aspects of starting and running a medical tourism facilitator business. It will discuss how to set up the actual business, how to select hospitals, how to contract with hospitals and how to coordinate care for patients traveling overseas. It will also discuss how to market to and service patients, insurance companies and employers.

- **Mark Semple**, President, Passport Medical

2011 Congress Agenda

TUESDAY

3:00 PM - 6:00 PM

Medical Tourism Workshops (All Attendees Welcome) - Continued

4:30 PM - 6:00 PM

The Future of Medical Tourism Marketing - Marketing to WIN!

Schaumburg E

Tomorrow's winners in the medical tourism industry will be those who master marketing and public relations TODAY. Patrick Goodness, CEO of The Goodness Company: Medical Tourism Marketing Specialists and a marketing consultant with Fox Business News, CNN, Washington Post, Dallas Morning News and other media channels will demonstrate the importance of effective marketing, and offer practical tips and tactics that will drive successful results. Learn professional marketing strategies that will give you a competitive edge, and receive practical advice on how to make every marketing dollar count. Gather successful web site development tips, learn strategies for guaranteed positive public relations publicity, tap effective social media strategies and discover the most cost-effective ways to ride the new wave of online video marketing. Patrick Goodness will energize you with ideas that will inspire you and drive new business to your door. To succeed, every business will need to master the new marketing landscape. Don't miss this chance to sharpen your marketing skills with one of the most recognized names in medical tourism marketing.

• **Patrick Goodness**, CEO, The Goodness Company

6:00 PM - 7:30 PM

Exhibit Hall Grand Opening and Welcome Reception



2011 Congress Agenda

WEDNESDAY

WEDNESDAY | OCTOBER 26TH 2011

6:00 AM - 7:00 AM

Morning Activities (All Attendees Welcome)



Morning Yoga

Imagination Room

Tara Lyons, renowned celebrity yoga fitness instructor will facilitate a Yoga session with the Chicago Yo-Fi Wellness Team!



Morning Boot Camp

Connection Room

Pete Thomas, one of the winners from Season 2, will facilitate an invigorating combination of cardio and resistance-training exercises to increase overall fitness and mental clarity, as well as increase agility and strength.


7:00 AM - 9:00 AM

Registration

Schaumburg Foyer North

7:45 AM - 8:30 AM

Networking Coffee & Tea in Exhibit Hall

Sponsored by 

7:30 AM - 8:30 AM

Introduction to Medical Tourism 101

Schaumburg Grand Ballroom | Translation Provided in Spanish

This introductory session will be covering the basics of medical tourism for new entrants/participants to the industry. It will explain what medical tourism is, why patients are traveling, where they are traveling to, and for what procedures. It will also provide an analysis of why the medical tourism market is growing and where it is headed in the future. This session is intended for beginners in medical tourism, insurance agents, brokers, consulting firms, employers and others who are new to this growing industry.

• **Dr. Prem**, Chartered Consultant | Speaker | Author – DrPrem.com

8:30 AM - 9:45 AM

Opening Introduction & Keynote Speech

Crossover Session with the Employer Healthcare Congress

Schaumburg Grand Ballroom | Translation Provided in Spanish

Innovation and Expansion of International Healthcare



- **Renee-Marie Stephano, Esq**, President, Medical Tourism Association
- **Jonathan Edelheit**, President, Global Benefits Association and CEO, Medical Tourism Association

The Future of Healthcare and Healthcare Reform in America



The Affordable Care Act represents the first comprehensive attempt to overhaul the organization and delivery of care, and to extend coverage to the uninsured. Dr. Wilson's remarks will discuss the forces driving the passage of the Affordable Care Act, what is positive in reform efforts, what is negative and what needs to be improved.

- **Dr. Cecil Wilson**, President, American Medical Association (AMA)

2011 Congress Agenda

9:45 AM - 10:00 AM

Global Benefits Leadership Awards

Schaumburg Grand Ballroom



10:00 AM - 10:40 AM

Keynote Speech

Schaumburg Grand Ballroom | Translation Provided in Spanish

Building an International Surgical Practice



- **Dr. Robert Rey**,
World Renowned Plastic Surgeon,
Featured on E-TV's Dr. 90210

10:40 AM - 11:00 AM

Medical Tourism Magazine Leadership Awards

Schaumburg Grand Ballroom | Translation Provided in Spanish



10:00 AM - 10:50 AM

Educational Sessions - Chairman, Karen Timmons -

Track 1

Current Trends In Multinational Pooling

Crossover Session with the Employer Healthcare Congress

Schaumburg E

Multinational Pooling has been in use since its creation some 40 years ago. It has evolved today into a commonly used method to simultaneously manage the risk of employee benefits plans and reduce costs in order to provide critical information back to corporate HQ. This session will cover real life case studies through a panel discussion. It will also cover newer elements of pooling including small groups pools, captive reinsurance, and harmonization of current pools.

- **Phil Borden**, US Compliance and International Benefits, Kohler Co
- **Maureen Kennedy-Harlan**, Director, Global Benefits, Joy Global
- **David Bryan**, Norfolk Mobility Benefits
- **Jack Heisler**, International Compensation & Benefits Executive, Zebra Technologies

Track 2

10:30 AM - 10:50 AM

Case Study: Narayana Cayman University Medical Center - Quality Affordable healthcare at Cayman Islands -

Schaumburg A

Dr. Devi Shetty is looking to revolutionize the healthcare industry with his plans to build and run a 2,000-bed general hospital in Cayman Islands, an hour's plane ride from Miami. Procedures, both elective and necessary, will be priced at least 50% lower than what they cost in the U.S., and he hopes to draw Americans who are uninsured or need surgery their plans don't cover.

- **Dr. Devi Shetty**, Heart Surgeon and Founder
of a New Healthcare Facility in the Cayman Islands

11:00 AM - 11:50 AM

Educational Sessions

Track 1

Employer Perspectives on Medical Tourism & Cross Border Healthcare

Crossover Session with the Employer Healthcare Congress

Schaumburg Grand Ballroom | Translation Provided in Spanish

With rising healthcare costs, employers are looking at new cost-saving approaches. By allowing employees to travel to other hospitals within the country and in some cases outside the country, employers can achieve more affordable costs for surgical outcomes. Learn why employers are implementing or looking to implement medical tourism and how the ethnic employee plays a major role in this determination process.

- **Jack Norton**, Human Resources Manager, Blue Lake Casino
- **Avi Smith**, Benefits Manager, B & H Photo
- **Missy Jarrot**, Director of Human Resources, Chatham Steel Corporation

2011 Congress Agenda

11:00 AM - 11:50 AM

Educational Sessions (Continued)

Track 2

Establishing U.S. Medical Centers of Excellence

Schaumburg A

For decades, patients from all around the world have been flocking to Academic Medical Centers throughout the U.S. in search of the specialized research, advanced technology and innovative surgical techniques which may not be available in their home countries and/or communities. Rather than a trend, this segment of medical travelers represents a market with little to no fluctuation, as the demand for these specialized services is expected to always be there. Consumers that tend to be well-educated, research oriented, and considerably more affluent are far more inclined to travel where they perceive the best care is available than the average consumer. Patients traveling within or into the U.S. for healthcare treatment help stimulate the economy of the community in which the healthcare facility is located, boosting funding for continuing research and technological advancement and ultimately benefiting the American healthcare system as a whole.

- **Bill Ruschhaupt**, Chair, Global Patient Services, Cleveland Clinic
- **Martha Coleman**, MSN, RN, OCN, Nurse Manager, International Center, MD Anderson Cancer Center
- **Dr. Ana Viamonte**, Director of Physician Relations, Baptist Health South Florida

Track 3

Latin America and Caribbean Healthcare and Insurance Analysis

Schaumburg E

This session will examine the current status of health insurance, healthcare and benefits in Latin America and the Caribbean. Key leaders in these regions will provide their insights into current and future trends and where they believe this marketplace is headed in the future.

- **Dr. Kevin T. Bowe**, Deputy Director/VP-Medical Services & Claims, The National Insurance Board, Nassau, Bahamas.
- **Linda Merritt** JP, Chairman, Bermuda Health Council
- **Luciano Garrido**, Director of Sales for Latin America & Caribbean, Bupa Latin America

10:55 AM - 11:00 AM

Sustainable Healthcare Leadership Awards

Schaumburg B



Track 4

Sustainable Healthcare: From Vision to Reality - "The ENERGY STARs of Healthcare" -

Schaumburg B

Over the past decade, the healthcare sector has embraced the measurable benefits of high performance healing environments. New tools and resources are available that reinforce and track these compelling strategies. This presentation will describe these 21st century operating principles for healthcare buildings and provide examples.

ENERGY STAR® certified hospitals use 35% less energy and emit 35% less carbon pollution on average than typical hospitals. Learn how the U.S. Environmental Protection Agency's (EPA) voluntary ENERGY STAR® program is helping hospitals identify energy waste, reduce energy consumption, and demonstrate environmental leadership. Session attendees will discover how hospitals are using the EPA's energy performance scale to improve the energy efficiency of new building designs and benchmark existing hospitals, enter national competitions to spur additional savings, and earn ENERGY STAR® certification.

- **Gail Vittori**, Co-Director, Center for Maximum Potential Building Systems
- **Clark Reed**, Director, Healthcare Facilities Division, ENERGY STAR® U.S. Environmental Protection Agency

2011 Congress Agenda

WEDNESDAY

11:00 AM - 11:50 AM		Educational Sessions (Continued)	
Track 5	Healthcare Services Private Equity Investments: Where The Smart Money Is Placing Their Bets	Schaumburg G	
	<p>The panel will cover Private Equity Investments in the Healthcare Service Space where these experts will discuss investment trends, new opportunities and the effects of US Healthcare Reform on investments in this area.</p> <ul style="list-style-type: none"> • Ira Coleman, Partner, McDermott Will & Emery • Timothy Sullivan, Managing Director, Madison Dearborn Partners 		
Track 6	Asian Healthcare and Insurance Regional Analysis	Schaumburg F	
	<p>This session will examine the current status of health insurance, healthcare and benefits in Asia. Key leaders in these regions will provide their insights into current and future trends and where this marketplace is headed in the future.</p> <ul style="list-style-type: none"> • Kenneth Mays, Senior Director, Hospital Marketing & Business Development, Bumrungrad International • Andrew Thorburn, President/CEO, Global Benefits Group, Inc 		
Track 7	Traditional and Evidence Based Wellness - What is the Future Looking Like for Spa and Wellness in Central-Eastern European Countries?	Schaumburg H	
	<p>Traditional health tourism including spa, long cures, and health treatments came into being in Central Europe in the 19th century, when Austrian-Hungarian Monarchy was market leader. Recently the importance of medical aspects of spa treatments are increasing, even an Evidence Based Medicine approach has appeared. Based on this and the local traditions, we try to calculate the spa industry development trends.</p> <ul style="list-style-type: none"> • Dr. Tamas Varhelyi, PhD, Professor Szolnoki Foiskola, Hungary • Alex Romanovich, CMO - EuroSpaClub International 		
11:55 AM - 1:00 PM		Pre-Arranged Networking Meetings in Exhibit Hall	
1:00 PM - 1:50 PM		MTA Employers Luncheon (Invitation Only)	
1:00 PM - 1:50 PM		Buyers Lunch (Invitation Only) - Private Room -	Sponsored by 
1:00 PM - 1:50 PM		Networking Lunch in Exhibit Hall	Sponsored by 
Exhibit Hall Showcase			
12:30 PM - 12:50 PM		Exploring The American Mind Through Cutting Edge Research and Technology	
	<ul style="list-style-type: none"> • Rudly Raphael - VP of Research Solutions Survey Analytics • Dr. Jim Kitchens - CEO The Kitchens Group 		
1:00 PM - 1:20 PM		What is EB-5 and How Can it Help Me Fund My Business?	
	<ul style="list-style-type: none"> • Nader Kameli, Chief Operating Officer Chicagoland Foreign Investment Group, LLC 		
1:30 PM - 1:50 PM		Introducing the International Law Firm of Greenberg Traurig ("GT") - Meet My Law Firm -	
	<ul style="list-style-type: none"> • Tracy J. Mabry, Attorney, Board Certified in Health Law Greenberg Traurig 		

2011 Congress Agenda

2:00 PM - 2:50 PM

Educational Sessions

Track 1 Canadian Medical Tourists

Schaumburg Grand Ballroom | Translation Provided in Spanish

Medical tourism is an emerging global trend and an estimated forty billion dollar industry. Canada's future direction in this largely unregulated environment is still being set, in the meantime, Canadian governments collectively spend almost a quarter of a billion dollars sending Canadians abroad for treatment. As Canadians of all genders, ages and ethnicities self-fund travel far and wide for orthopedic, cardiac, cosmetic, and fertility treatments - among other services - it is critical to understand the factors influencing the growth of medical tourism, its implications for Canada, and international players.

- **Lisa Purdy Partner**, National Health Services Leader, Deloitte Inc.

Track 2 Domestic and International Medical Tourism Research

Schaumburg A

The first panelist will present the 2011 Medical Tourism Association Global Research Report. The Medical Tourism Association surveyed individuals in all over the world in different aspects of the industry including buyers of healthcare, international hospitals, medical tourism facilitators, governments and other industry players. Find out what trends are emerging in this dynamic industry.

The second panelists will present a more focused study of domestic medical tourism. To date, the literature on medical tourism has focused almost exclusively on Americans who traveled abroad to developing countries for medical services. However, there is a growing number of U.S. patients who travel for medical care within their own country. Medical tourism experts have suggested that competition introduced from abroad, combined with healthcare reform, may stimulate improvement in health care offerings in the U.S. and lead to an increase in such medical tourism. This presentation will examine domestic medical tourism in the U.S., the attitudes towards such tourism as well as the potential impact of domestic medical tourism on regional economies and medical communities in the U.S.

- **Dan Cormany**, Adjunct Professor, Florida International University
- **Simon Hudson**, Endowed Chair in Tourism and Economic Development, University of South Carolina, Columbia
- **Matthew J. Raymond**, Director of Intellectual Property, Rush University Medical Center

Track 3 Financial Management of Global Employee Benefit Programs

Schaumburg E

Continuing turmoil in the financial markets and the never-ending pressure on multinational organizations to reduce employee benefit costs to remain competitive has resulted in a need for effective and proper management of the many risks associated with employee benefit programs around the world.

Peter Godfrey will discuss some of the approaches multinational organizations are taking to properly manage benefit risk and generate additional cost savings from its worldwide benefit plans. The discussion will encompass the use of multinational pooling of risk-related benefits and the effective use of captive insurers, global brokerage arrangements and proper governance of global benefits."

- **Peter L. Godfrey** FIA, EA, International Benefits Actuary and Principal, Aon Hewitt
- **Irina Nekliudova**, HR Manager, Tupperware CIS

2011 Congress Agenda

WEDNESDAY

2:00 PM - 2:50 PM

Educational Sessions (Continued)

Track 4 Funding Hospital and Healthcare Projects in a Difficult Market

Schaumburg G

The objective of this session is to review and discuss some of the best practices that healthcare companies can pursue that will lead to the successful development of financing. The presentation will focus on both new and existing hospitals/healthcare projects, in emerging markets economies. Several case studies will be provided to demonstrate some general guidelines.

- **Don Williams**, President & CEO, Princeton Healthcare
- **Philip Pfrang**, Lead Partner of the Health Care & Life Sciences Merger & Acquisitions Transaction Services Group, Deloitte & Touche LLP

Track 5 The Green Revolution in Health IT: greenCDA, A Standard for Sustainable Health Records

Schaumburg B

The presentation will address standards development in health information technology and the benefits to its adoption when designing information architecture in the U.S. and globally. Specifically, it will touch on the latest standards coming out of the HL7 organization, namely "greenCDA."

- **Liora Alschuler**, Chief Executive Officer, Lantana Consulting Group

Track 6 The Challenges of Manufacturing, Sourcing, and Building Hospitals with Non-toxic, Alternative Materials and the Impacts of Hazardous Chemicals.

Schaumburg H

The environmental and health issues associated with the production and use of building materials are numerous and include: toxicity, embodied energy, pollution, and resource depletion. Within this network of often conflicting concerns, there are few guidelines for designers and even fewer regulations, including for those chemicals classified as detrimental to the health of humans or of the environment. The United States Environmental Protection Agency has identified approximately 82,000 chemicals of concern, yet only 200 have been subject to mandatory hazard testing, and only five of these restricted from use. However, there was a 19-year lag in legislation following the identification of health and environmental risk posed by asbestos in 1970. Similarly, there was a 21-year gap for lead paint, and a 10-year gap for regulation in the use of DDT. Despite the lack of regulatory action, there are several companies that have taken on initiatives aimed at eliminating harmful chemicals and materials from their products (architecture, interiors, furnishings, etc.). Because of its large commercial buying power, the building industry can measurably enhance the human health, social, and environmental benefits associated with building materials through informed selection and specification of healthy building materials.

- **Chris Youssef**, Interior Designer, Perkins + Will
- **Peter Syrett**, Perkins + Will

2011 Congress Agenda

2:00 PM - 2:50 PM

Educational Sessions (Continued)

Track 7

Buyers Perspective: Russia, Ukraine and CIS Countries as Emerging Consumer Markets

Schaumburg F

This session will provide insight into the consumer markets Russia, Ukraine and CIS Countries and related to their need to send patients abroad. While countries emerging in healthcare strive toward developing an inbound healthcare opportunity, there is still a need for development in the healthcare fields towards higher specialty procedures. This panel of buyers of healthcare will provide their experience in handling outbound patient flow.

- **Oxana Lutsenko, Founder**, MedVoyage, Ukraine
- **Paata Ratiani, Founder**, MedNetBerlin, MedNet Georgia

3:00 PM - 3:50 PM

Educational Sessions

Track 1

Accreditation: What Does It Mean and Why Is It Important?

Schaumburg Grand Ballroom | Translation Provided in Spanish

Before selecting a hospital, many patients look at an external quality evaluation against consensus healthcare standards. Accreditation ensures the traveling patient of standardized healthcare practices, regardless of whether a facility is located in the United States, Costa Rica, Malaysia or anywhere else in the world. The experts on this panel will discuss how accreditation integrates with quality healthcare, and what the differences are between different accreditation systems. Is one accreditation system better than another? What are the differences between accreditation systems? What does accreditation and quality really mean? All these questions will be answered in this exciting, fast paced open forum discussion.

- **Sebastian Audette**, CEO, Accreditation Canada
- **Sherry Kaufield**, Executive Director, International Services, Joint Commission International (JCI)

Track 2

Mayo Clinic and Rochester, Minnesota: Building the World's Premier Destination Medical Community

Schaumburg A

The president of the Chamber of Commerce, and the Mayo Clinic will speak about their project for developing a Medical Destination Community. They will explain how the integration with public and private interests in promoting a healthcare city is a very valuable initiative.

- **John Wade**, President, Rochester Area Chamber of Commerce
- **Lisa Clarke**, Division Chair, Public Affairs, Mayo Clinic

Track 3

Women's Health In The Work-Force Around The World

Crossover Session with the Employer Healthcare Congress

Schaumburg E

In this session, we will explore the important role of benefits as a way to attract and retain talented women in the workforce, and in particular how typical benefits around the world address the particular health needs of women.

- **Robyn Cameron**, Senior Partner/Global Leader of International Consulting Group, Mercer
- **Lorna Friedman**, Partner - Global Health Management, Mercer
- **Muna Almuallem**, Manager, International Benefits, Mary Kay

2011 Congress Agenda

3:00 PM - 3:50 PM

Educational Sessions (Continued)

Track 4 Using Offsets and Public Private Partnerships to Finance Medical Tourism Infrastructure

Schaumburg G

The expansion of medical tourism will depend on the availability of world-class healthcare infrastructure to support the growing demand for services. In many cases, this will entail replacing, upgrading or building new facilities. Navigating the practical financial obstacles in developing medical tourism facilities can be particularly challenging in the current uncertain global economy. The speaker will discuss creative solutions to structuring and financing medical tourism projects such as the use of offsets and public private partnerships (PPPs).

- **Scott Edelstein**, Squire, Sanders & Dempsey LLP
- **Paul Gallese**, Director, Alvarez & Marsal Healthcare Industry Group, LLC

Track 5 Health & Wellness Tourism: How it Can Boost Medical Tourism - Updates from Around the World

Schaumburg H

As the medical tourism industry is taking shape and gaining in stature and leadership, it seems like a good time to address the topics of health tourism and wellness tourism in relationship to medical tourism. The spa industry can be tapped as a feeder market for medical travel. This could be looked at from a variety of viewpoints: hospitals, facilitators, doctors, insurance companies, etc. There is a lot of potential to help increase the amount of people seeking medical tourism by tapping into a niche market that is already traveling to improve their health and beauty.

- **Stacy Dreyfus**, Founder, Orchid Resorts & Escapes
- **Colleen Coetzee**, CEO, Wellness, South Africa

Track 6

3:00 PM - 3:40 PM

Sustainable Solutions for Healthcare Environments: Two Case Studies

Schaumburg B

Why should hospitals be green? This session will give a quick peek into the connection between healthier hospitals, healthier patients and a healthier city. It will also explore the adventures of successfully getting a sustainability program off the ground at SMBD Jewish General Hospital.

A growing body of research evidence demonstrates that environmental conditions affect the well-being of patients, family members and staff. Perhaps nowhere in the healthcare environment is this more important than in the neonatal intensive care unit (NICU) where fragile infants fight for survival. In response to increasing evidence regarding the relationships between the physical environment and infant well-being, the Joe DiMaggio Children's Hospital in Hollywood, FL constructed a NICU addition designed to improve safety and quality.

- **Ilan Elbaz**, Sustainable Development Manager, Jewish General Hospital
- **Tamara Bledsoe**, Director, Wasie Neonatal Intensive Care Unit, Joe DiMaggio Children's Hospital

Track 6

3:40 PM - 4:00 PM

Opportunities and Challenges in Building Green Hospitals

Schaumburg B

This session will provide an architect's perspective of designing facilities while keeping the environment in mind.

- **Colin Rohlfing**, Sustainable Design Leader, Hellmuth, Obata & Kassabaum Inc. (HOK)

2011 Congress Agenda

3:50 PM - 4:00 PM

Keynote Presentation – Panama

Schaumburg Grand Ballroom | Translation Provided in Spanish



• **Ruben Berrocal, M.D.** National Secretary for Science, Technology and Innovation of Panama



4:00 PM - 4:10 PM

Coffee Break in Exhibit Hall

Sponsored by



4:10 PM - 5:00 PM

Educational Sessions

Track 1

Engaging Prospective Patients through Direct to Consumer Marketing; Three Case Studies

Schaumburg Grand Ballroom | Translation Provided in Spanish

This session will teach you how leading healthcare facilities have succeeded in increasing patient flow through innovatively engaging the patient directly. The first case study will include Barbados Fertility Centre which adopted new technology for interacting and engaging perspective patients. BFC has now gone one step further by using augmented reality and interactive TV to demonstrate to patients that BFC is a cutting edge centre of excellence for fertility treatment. The presentation will cover: Social media engagement, paid search on Google, The Fertility App on iPhone & iPad and Augmented Reality triggered by logo Interactive TV. The second case study will examine how the Laser Spine Institute increased their patient flow through their integrated approach to business operations and direct to consumer marketing. The Laser Spine Institute has effectively conceptualized, developed and executed a multi channel, direct to consumer strategic sales and marketing platform that generates an annual economic impact of over \$200 million, which is derived from patients coming from all over the country and all over the world. This strategic business platform is integrated with their highly efficient medical operation that consists of a five day, destination oriented medical experience. The third case study comes from Ganzouri Hospital in Egypt. It will examine relationship marketing as a value added approach for promoting medical tourism.

- **Veronica Montgomery**, Barbados Fertility Centre
- **Jimmy St Louis, CEO**, Advanced Healthcare Partners & CCOO, Laser Spine Institute
- **Ghada Ganzouri** (Ph.D,MBA,BSc), Board Member, Ganzouri Hospital

Track 2

Health Insurance Exchanges: A Tutorial for Employers and Insurers

Crossover Session with the Employer Healthcare Congress

Euphoria (Upper Level)

Beginning in 2014, health insurers will compete head-to-head when state health insurance exchanges begin offering policies to individuals and small businesses. PwC estimates these policies could be worth nearly \$60 billion in revenue premiums by 2014 and grow to nearly \$200 billion by 2019. Despite concerns and unresolved legal and design questions, many insurers feel they cannot afford to opt out of health insurance exchanges. Those who participate will face new business risks, competition and millions of consumers newly armed with the power of choice. The goal of this session is to provide much needed clarity around Health Insurance Exchanges as the January 1, 2014 deadline nears.

- **Jinn-Feng Lin**, Principal, Healthcare Consulting Practice, Price Waterhouse Coopers
- **Kathryn Stein**, Managing Director, Human Resource Solutions Practice, Price Waterhouse Coopers

2011 Congress Agenda

4:10 PM - 5:00 PM

Educational Sessions (Continued)

Track 3 Strategies for Success for Global Corporate Wellness Programs

Crossover Session with the Employer Healthcare Congress

Utopia C (Upper Level)

Hear how national and multi-national corporations are succeeding at health and wellness. Learn the essential elements of a successful wellness program—no matter what country, or how many countries—you're in. Discover how these essential Wellness Program strategies can work for you!

- **Pete Thomas**, \$100,000 Season 2 At-Home Winner, NBC's "The Biggest Loser"
- **Celina Moraes**, Global Benefits, Hewlett-Packard
- **Sandra Morris**, U.S. Benefits Design, Procter & Gamble

Track 4 Keeping a Globally Mobile Workforce Safe in an Unsafe World - What's Your Duty of Care? -

Schaumburg E

In today's global environment, organizations have many employees working abroad as international assignees or business travelers. Employer Duty of Care is the obligation of companies to assume responsibility for protecting the health, safety and security of employees from risks when working in different locations around the world. Research findings from a recently published global benchmarking survey will be discussed in this hands-on workshop, including how Global HR is called upon to take a leadership role. Lessons learned by organizations from the recent crises will also be shared.

- **Jack Heisler**, International Compensation & Benefits Executive, Zebra Technologies
- **Robert Quigley**, M.D., Regional Medical Director, International SOS

Track 5 From Making the Pitch to a Picture Perfect Execution: Using the Media to Promote Your Business for Free!

Crossover Session with the Employer Healthcare Congress

Schaumburg F

Acquiring clients is the key to building your business and there's no better way to reach them than through the media. There exist more opportunities for media appearances today than ever before. Learn how to integrate traditional forms of media -- newspaper, magazine, promotional publications, television and radio -- with contemporary social media techniques and added-value media-oriented health services in order to maximize your outreach, recruitment and medical effectiveness. Led by a former healthcare executive, practicing physician and award-winning medical journalist, this session enables you to build a cutting-edge business by incorporating contemporary business development strategies where you outshine, outearn and outlast your competition.

- **Dr. Perna Mona Khanna**, Medical Contributor, FOX Chicago News

2011 Congress Agenda

4:10 PM - 5:00 PM

Educational Sessions (Continued)

Track 6

Travel Agents and Tourism Industry Role in Medical Tourism

Schaumburg H

This session focuses on travel agents, hotels, airlines and tour operators which will explain the role of the travel industry in international healthcare and what opportunities there are to make increased revenues through booking medical tourism trips and health & wellness vacations. The session will explain the processes and what every travel industry professional needs to have in place to do this successfully. It will also provide case studies of successful travel agents, hotels and tour operators that have a successful business in this emerging industry.

- **Chris Russo**, President and Chairman, American Society of Travel Agents
- **Fernando Harb**, Director of Tourism Sales, Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB)
- **Mevlut Kayar**, General Manager - Chicago, Turkish Airlines Inc

Track 7

Super Specialization ~ The Future of Healthcare

Schaumburg A

This panel will bring together three viewpoints about the future of international healthcare through super specialization. The Hospital for Special Surgery was ranked number one for orthopedics and this has led to its international recognition in the field. Children's Memorial Hospital is one of the top pediatric hospitals in the country and brings patients from all over the world for such recognition. Detroit Medical Center has an organic international patient flow from Canada, the experience of which will be discussed during this session.

- **J. Edson Pontes M.D.**, Senior VP International Medicine, Detroit Medical Center
- **Dr. Tadanori Tomita**, Professor and Chairman, Division of Pediatric Neurosurgery, Children's Memorial Hospital
- **Chris Mirianthopoulos**, Director, International Center, Hospital for Special Surgery

Track 8

4:10 PM - 4:30 PM

Reprocessed Medical Devices: A Sustainable Solution

Schaumburg B

HALF of Operating Room (OR) budgets are spent on supplies that are thrown away, having been used just once, or not at all, even though reuse may be an option. FDA-regulated reprocessing of select "single-use" medical devices has been billed as the single most impactful cost-containment strategy that hospitals can implement with NO upfront capital investment. Reprocessing helps hospitals do the economic and environmentally-responsible thing without compromising patient safety or efficacy.

- **Daniel J. Vukelich, Esq.**, President, Association of Medical Device Reprocessors

2011 Congress Agenda

4:10 PM - 5:00 PM	Educational Sessions (Continued)	
Track 8	4:30 PM - 5:00 PM	Waste Stream Reduction, Recycling and Cost Savings within Healthcare Facilities
	<i>Schaumburg B</i>	
<p>Sustainability includes energy and water, but waste be it solid, medical, universal and hazardous play a role also. Many times these waste stream costs are lower than the energy and water costs, but still are contributors to the total operating costs of the facility. Working with the day to day dynamics of facility operations, developing a waste minimization program which enhances sustainability and reduces the facility carbon footprint is not an easy task. You will learn how large hospital systems can manage handling up to ten waste streams. The Problem = hospital administrators want to see a system-wide increase in recycling levels, ensure waste is being handled properly while simultaneously providing financial savings to the health system. Understand the 10 Steps to Standard Waste and Recycling Procedures in a Large Health System. Learn how to bring a system-wide set of waste management procedures which ultimately reduces the operational cost of healthcare waste services. Identify key problems current healthcare systems are facing and learn how to develop a set of system-wide goals including all necessary stakeholders. An overview of needed process, policy and procedure guidelines including desired outcomes will be discussed. The session will also cover the benefits of site assessments, annual training and operational guides to support and ensure system-wide protocol compliance. Also, learn how to deal with organic waste.</p> <ul style="list-style-type: none">• Nicole Chardoul, Principal and C.O.O, Resource Recycling System• John Ashbee, CEO,CSRplus Vermicast Industries Inc.		
5:00 PM - 6:00 PM	Networking Cocktail Reception with Entertainment and Pre-Arranged Networking Meetings in Exhibit Hall	
6:00 PM - 6:30 PM	Entertainment in Exhibit Hall	

2011 Congress Agenda

THURSDAY | OCTOBER 27TH 2011

6:00 AM - 7:00 AM	Morning Activities (All Attendees Welcome)	
	 <p>Morning Yoga <i>Imagination Room</i></p> <p>Tara Lyons, renowned celebrity yoga fitness instructor will facilitate a Yoga session with the Chicago Yo-Fi Wellness Team!</p>	 <p>Morning Boot Camp <i>Connection Room</i></p> <p>Pete Thomas, one of the winners from Season 2, will facilitate an invigorating combination of cardio and resistance-training exercises to increase overall fitness and mental clarity, as well as increase agility and strength.</p>
7:00 AM - 9:00 AM	Registration	
	<i>Schaumburg Foyer North</i>	
7:45 AM - 8:30 AM	Networking Coffee & Tea in Exhibit Hall	
	Sponsored by 	
8:30 AM - 9:45 AM	Opening Remarks and Keynote Speech Bill Rancic	
	Crossover Session with the Employer Healthcare Congress	
	<i>Schaumburg Grand Ballroom Translation Provided in Spanish</i>	
	Adaptability to Achieve Success in Today's Healthcare & Economic Climate	
		<p>In this motivational, keynote speech, Bill Rancic shares his proven lessons on how to succeed in business and in life. Bill shares tips including: being agile, recognizing and seizing opportunities, striving to make each day count, and balancing high expectations with your shortcomings. Bill will discuss how to take smart risks through "Innovational Thinking," to get the most out of your organization and how "Adaptability" to change drives your business to success. Bill uses storytelling and personal examples in business, sales, entertainment and real estate to demonstrate how traits such as agility, seizing opportunities, and client/customer-centered approaches have worked in today's modern world.</p>
	<ul style="list-style-type: none"> • Bill Rancic, Entrepreneur, Winner of Donald Trump's "The Apprentice," Season 1 	
10:00 AM - 10:50 AM	Keynote Speech John Casey	
	Crossover Session with the Employer Healthcare Congress	
	<i>Schaumburg Grand Ballroom Translation Provided in Spanish</i>	
	Creating the Healthiest Employee in the World	
		<p>John joined Google in 2010 and is the company's Director of International Benefits. John's key area of responsibility is the development and execution of Google's global benefits strategy that includes a focus on infrastructure, wellness and innovation.</p>
	<ul style="list-style-type: none"> • John Casey, Director of International Benefits, Google Inc. 	

2011 Congress Agenda

THURSDAY

11:00 AM - 11:50 AM

Educational Sessions

Track 1

4 Country Successful Medical Tourism Country Case Studies

Schaumburg Grand Ballroom | Translation Provided in Spanish

This session will examine four leading countries in the medical tourism industry, Turkey, Jordan, Colombia and Taiwan. Turkey is a leader in Europe and Asia for its quality of healthcare, advanced medicine and some of the largest amounts of internationally accredited hospitals. Jordan is known for having some of the highest quality healthcare in the Middle East, Africa, Russia and CIS countries. Colombia has built a reputation for the highest specialty of care in Latin America and is growing its reputation above and beyond the continent. With advanced technologies and high-quality services, Taiwan has become a new destination for medical tourists.

- **Dr. I Ruşen Yıldırım**, Chairman, DEIK/Health Tourism Business Council
- **Dr. Victor Castillo**, CEO, Fundación Cardiovascular de Colombia
- **Mr. Hashem Irshaid**, Medical Tourism Consultant, Jordan hospital
- **Dr. Hung-Che Chiang**, Deputy Minister, Department of Health, The Executive Yuan

Track 2

The New Spring of Global Medical Travel – Are We Finally Reaching the Masses?

Schaumburg A

Global Medical Travel has had its share of ups and downs over the last 3-4 years. From a sideline industry, where people were looking mostly for US “masses” to jump on a plane and leave the “broken” US healthcare system for a better, quicker, and less expensive solution; this industry has truly gone global. Eastern Europeans are jumping on planes at rates never seen before to receive all kinds of treatment around the globe; local providers are reaching out to target clientele across cultures and borders. What had been seen as an industry that was geared towards finding a solution for US patients, has now emerged as an industry that is willing to accept any kind of patient from any location. While this happened, a few other rules were broken. Patients are no longer being steered towards care not knowing the final cost of the treatment. In today’s environment, treatment is bought as a sum certain commodity. Providers are doing their utmost to accurately predict costs or cover their exposure with a stop loss policy. Another major inviolable rule which has been challenged is the dominance of the US healthcare culture and its strong influence on the world. Today, different cultures (i.e., Korean, European, Brazilian) are beginning to show signs of influence and in some cases dominance. So, although the innovators of medical tourism may have meant for this industry to mean something other than what it has become, we are, in no simple terms, witnessing a global revolution in the making.

- **Ori Josef Karev**, DavidShield Group, formally CEO of UnitedHealth International

Track 3

New European Healthcare Directive Boosts Cross Border Healthcare

Schaumburg H

The New Cross Border Healthcare Legislation that allows EU citizens to travel and receive medical care in any EU country is going to change the “healthcare game” in Europe and change where and when patients receive their medical care. Learn about how individual patients will strategically look for where they can receive the highest quality healthcare, and Employers and Insurance Companies will create new strategies. Europe’s Healthcare Sector has never seen a greater opportunity and many governments and hospitals will invest in their healthcare infrastructure to become a leader under the new cross border healthcare directive.

- **Bernard Merkel**, Minister Counselor. Head of the Food Safety, Health and Consumer Affairs section of the Delegation of European Union/Commission
- **Juliane Hasselmann**, Marketing Manager, International Office, University Medical Center Hamburg-Eppendorf in Hamburg, Germany
- **Prof. Dr. Horst Kunhardt**, CIO, District Hospital Mainkofen

2011 Congress Agenda

THURSDAY

11:00 AM - 11:50 AM

Educational Sessions (Continued)

Track 4 Insurance and Healthcare in Extreme Environments

Crossover Session with the Employer Healthcare Congress

Schaumburg E

This session will examine the challenges, obstacles and opportunities of providing both insurance and healthcare in extreme environments affected by wars, natural disasters and other unexpected situations. It will also examine that while it may be challenging to work in these extreme environments, the opportunities in these emerging markets are growing very quickly. Specific case studies of the Libya crisis will be presented as well as the Iraq market. While the Iraq market's risks are high, with 30 million people and the world's second largest oil reserves, the rewards may be higher. Learn why you should look to emerging markets, the challenges that you can expect to face and how to manage your risks and protect your team on the ground.

- **Jonathan Biles**, CEO, Iraq Gate Insurance Brokers
- **Dr. Abdelkarim Kamel**, Assistant of Chairman, Specialized Medical Centers
- Ministry of Health, Egypt -

Track 5 Panel Seminar and Audience Interactive Discussion: When and How to Effectively Use Legal Counsel to Identify, Investigate and Resolve Legal Issues Material to the Success of Your Medical Tourism and Healthcare Ventures and Projects

Schaumburg G

A panel of three health care legal specialists from the international law firm of Greenberg Traurig will address the identification and impact of a variety of legal issues that arise in formulating medical tourism ventures and projects. The panelists will discuss and share their experience and recommendations on how to effectively use legal counsel when formulating medical tourism ventures by reviewing a variety of representative projects in the medical tourism field to help illustrate when and how to involve legal counsel to identify, investigate, and resolve the variety of legal issues that can arise that are material to the structure, viability and success of your medical tourism project. The panel will encourage interaction with audience members during the session to focus on those issues and problems which are presented by transactions involving both U.S. and non-U.S. participants, primarily involving discussion of services, service delivery settings and facilities located outside of the United States- (i.e. including the Caribbean, Latin America, Asia).

- **Yvonne Grassie Esq.**, Greenberg Traurig, P.A.
- **Eric Hargan, Esq.**, Greenberg Traurig, P.A.
- **Tracy J. Mabry Esq.**, Greenberg Traurig, P.A.

Track 6 Global Healthcare Provider Shortage: Challenges and Opportunities

Schaumburg F

This session will address the current global healthcare provider shortage of both physicians and nurses, and the impact on the global healthcare/medical tourism industry. Panelists will also discuss potential solutions to this growing problem.

- **James Woomer**, President & CEO, Advanced Practice Nurse International
- **Dr. Richard Henker**, Professor of Nursing, University of Pittsburgh School of Nursing
- **David Kalin**, MD, Executive Director, International Board of Medicine and Surgery

2011 Congress Agenda

THURSDAY

11:00 AM - 11:50 AM

Educational Sessions (Continued)

Track 7

11:00 AM - 11:25 AM

Sustainable Healthcare and Investment in Latin America and the Caribbean

Schaumburg B

This session will focus on opportunities for energy efficiency in hospitals, financial options and the market for private sector investment in healthcare in Latin America and the Caribbean. Also learn through case studies of similarities and differences in implementing sustainable healthcare practices in Latin America.

- **Patrick Doyle**, Senior Climate and Energy Officer, Inter-American Development Bank (IDB)

11:30 AM - 11:50 AM

The First Green Hospital in Colombia

Schaumburg B

- **Natalia Quintero Gomez**, Commercial Executive
Centros Especializados San Vicente Fundacion
Medical and Dental Services Cluster Member
Medellin Health City

Track 8

Value-Based Insurance Design: Returning Health and Wellness to the Health Care Cost Debate

Crossover Session with the Employer Healthcare Congress

Euphoria (Upper Level)

Several managerial mechanisms have been employed by health care delivery systems to affect utilization and related expenditures. Some efforts have focused on monitoring clinical conditions, drug use and compliance, while other efforts have focused on consumer cost sharing and changing product-mix. Efforts focusing on improving quality of care by identifying untreated patients or by enhancing compliance can lead to appropriately increased short term costs, though perhaps reduced overall medical expenditures. In contrast, the cost-sharing mechanisms implemented to constrain costs raise concerns regarding missed opportunities to enhance clinical outcomes, and the possibility of higher medical expenditures.

- **Mark Fendrick**, MD Division of General Medicine, University of Michigan Medical Center

11:50 AM - 1:00 PM

Pre-Arranged Networking Meetings in Exhibit Hall

1:00 PM - 1:45 PM

Global Benefits Association Advisory Board Luncheon (Invitation Only)

Innovation Room

1:00 PM - 1:50 PM

Networking Lunch in Exhibit Hall

Sponsored by



1:55 PM

Video Presentation

Christine Tascione, CMP, VP, Convention & Group Sales
Greater Fort Lauderdale Convention & Visitors Bureau

2011 Congress Agenda

THURSDAY

1:00 PM - 1:50 PM

Networking Lunch in Exhibit Hall (Continued)

Exhibit Hall Showcase

1:00 PM - 1:20 PM

The CyberKnife® System: State of the art, non-invasive treatments patient seek out!

• **Dirk Sutherland**, Director, Access Solutions
Accuray Incorporated



1:30 PM - 1:50 PM

Global Education and Research Network for Health and Medical Tourism / Cross-border Healthcare Management:

Roadmap towards a global postgraduate
qualification program and a networked
academic community

• **Dr. Robert Gerl** (MBA), German Coordinator
Global Education and Research Network

2:00 PM - 2:50 PM

Keynote Presentation

Crossover Session with the Employer Healthcare Congress

Schaumburg Grand Ballroom | Translation Provided in Spanish

“Six Pixels of Separation” - How Marketing Connects in a Connected World



When Google wanted to explain online marketing to the top brands in the world, they brought Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the “Rock Star of Digital Marketing” and called him, “one of North

America’s leading digital visionaries.” In 2006 he was named one of the most influential authorities on Blog Marketing in the world. Mitch Joel is President of Twist Image - an award-winning Digital Marketing and Communications agency.

• **Mitch Joel**, Author, “Six Pixels of Separation”

3:00 PM - 3:50 PM

Educational Sessions

Track 1

The Role of Governments and Tourism Boards: Creating Healthcare Clusters and Associations

Schaumburg Grand Ballroom | Translation Provided in Spanish

Understand the key ingredients needed to become a leader in medical tourism. Learn where is the medical tourism industry headed and how to plan for it now in order to be ahead of the curve. This session will focus on how establish and maintain branding and positioning as it can take years for a city or country to build a brand, but only months to lose it. You will learn to establish sustainable initiatives that have strong foundations and models that work. Hospitals and governments can put aside their competition to work collaboratively towards creating a healthcare city, medical cluster or marketing initiative. In doing so, they are able to create, market and deliver on a reputable brand name for their city, country or region. Also, learn how to create a successful healthcare cluster/association model for cities and countries to create a true global brand.

• **Renee-Marie Stephano, Esquire**, President, Medical Tourism Association

2011 Congress Agenda

THURSDAY

3:00 PM - 3:50 PM

Educational Sessions (Continued)

Track 2 Creating Cross Border Referral Offices to Increase your Patient Flow

Schaumburg A

Learn from this successful case study how a top hospital increased patient flow by setting up referring offices in the patient destination. Understand how it has increased business and created an international brand name for this hospital.

- **Selin Peker**, Executive Vice President, Exec. Comm. Member, Dünyagöz / World Eye Hospitals Group

Track 4 Understanding the Benefits and Differences of Travel Medical, Student Medical and Expatriate Medical Insurance

Crossover Session with the Employer Healthcare Congress

Schaumburg E

This session will define the similarities and differences in the three product categories and describe the profile and eligibility of the insured in each of the three product categories. It will also provide an explanation of the benefit, i.e. included, N/A or a range of limits and exclusions.

- **Jim Krampen**, Co-Founder & Executive Officer, Seven Corners
- **Jim Grace**, President & CEO, InsureMyTrip.com
- **Chiranth Nataraj**, President & CEO, International Services, Inc

Track 5 Case Study: Starting a Medical Tourism Project from Scratch

Schaumburg H

This interactive session will outline how the UK's largest healthcare provider and one of the UKs leading medical tourism consultants came together to collaborate on establishing a flow of international patients. It will tell the story from the perspectives of both the hospital provider and the medical tourism consultant. Areas covered will include: market research and drivers for the project; selection of the medical tourism consultant; working with the hospital; initial steps; actions taken; the challenges; the successes.

- **Elizabeth Boulton**, Managing Director, Boulton & Co
- **Alaana Woods**, International Director, BMI Healthcare

Track 4 Philanthropy: Its New Role in Funding International Healthcare

Schaumburg B

Amazingly, millions in free funding are often overlooked in the creation or expansion of international healthcare programs. Don't miss an opportunity to learn how to access this funding, simply by recruiting those individuals and companies who want to improve the healthcare in your community. Fundraising is a proven tool to create revenue for many non-profit and public hospitals in the United States. So why not apply it to international healthcare development? Learn how at Jackson Memorial Hospital in Miami, philanthropy became a core part of the creation of a new international program that has brought tens of millions in new revenue to the hospital. From the original start-up funding of the program, to the creation of VIP Suites and a Hospitality Concierge Center, to the creation of a life saving program for international children, and much more, miracles became possible through the millions donated by caring individuals. Learn how you too can benefit from the generosity of others, as you create new sources of revenue and improved healthcare in your community.

- **Rolando Rodriguez**, Affiliate Director, KCI Partners

2011 Congress Agenda

THURSDAY

3:00 PM - 3:50 PM

Educational Sessions (Continued)

Track 7

Understanding and Complying with Healthcare Reform

Crossover Session with the Employer Healthcare Congress

Euphoria (Upper Level)

The Health Care Reform Act imposes new rules and potential penalties on employers. Understanding how this can affect your health plans can help you prepare for what is to come.

- **Michael Zuckerman**, Managing Director, National Healthcare Industry Group Alternative Risk (ART), AON
- **Joe Torella**, President, Employee Benefit Division, Hub International Northern
- **Larry Boress**, President & CEO, Midwest Business Group on Health
- **Edward C. Fensholt**, J.D., Senior Vice President Director, Compliance Services, Lockton

3:50 PM - 4:00 PM

Keynote Presentation – ProExport Colombia

Schaumburg Grand Ballroom | Translation Provided in Spanish



- **Gabriel Mena, M.D.**, Assistant Professor Thoracic Anesthesiology, MD Anderson Cancer Center

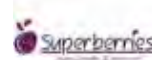


4:00 PM - 4:10 PM

Coffee & Tea Break in the Exhibit Hall

Sponsored by

EASTMAN



4:10 PM - 5:00 PM

Educational Sessions

Track 1

Baby Boomer Healthcare and Retiring Abroad

Schaumburg Grand Ballroom | Translation Provided in Spanish

Moving from an age-ing to sage-ing mentality, the baby boomer generation has every expectation of a better and longer life. What impact will this have on retirement living and assisted living communities? The retirement of these individuals and other elderly people in the United States will have a direct negative impact on the healthcare system, and will therefore affect the global healthcare industry positively. Their aging and simultaneous retirement will affect the US healthcare system and present many challenges which will result in those baby boomers turning to international alternatives which will be discussed in this session. We will see the impact on the global healthcare industry by the fact that many of these elders are realizing the benefits of retiring overseas to exotic, foreign locations where medical care is much cheaper without compromising on quality as compared to the services they would receive in the US. Also, due to the recession, several elders have seen their social security checks and savings cut tremendously which has left them seeking out for lower costing healthcare.

- **Cheryl Matheis**, Senior VP of Policy Strategy & International Affairs Group, AARP
- **David Collins**, Healthcare Division, Colliers International
- **Glynn Prentice**, Editor, International Living (Moderator)

2011 Congress Agenda

THURSDAY

4:10 PM - 5:00 PM

Educational Sessions (Continued)

Track 2

Continuum of Healthcare Services between the U.S.A., Russia and Arab Countries

Schaumburg A

The presentation will discuss current trends and drivers of medical tourism between the United States, Russia and Arab countries. Experts on the topic will examine the importance of culture and linguistic competence for the Arab, Russian and US patient. In addition, the presentation will address challenges and resolutions that are specific to this population of medical tourists.

- **Yakov Elgudin**, MD, PhD, FACS, President, Russian American Medical Association
- **Mouhanad Hammami**, MD, President, National Arab American Medical Association
- **Vladimir Budiansky**, Medical Director, Moscow Doctor

Track 3

Planning for PPACA: Short-term and Long-Term Compliance and Planning Concerns

Crossover Session with the Employer Healthcare Congress

Euphoria (Upper Level)

The Patient Protection and Affordable Care Act poses a number of challenges for employers sponsoring group health plans. First, employers must determine whether their plan is "grandfathered." Next, employers must determine whether to make changes that could cost them their grandfathered status. After losing grandfathered status, employers must comply with a host of new requirements, including the amended claims and appeals regulations. Finally, employers must determine how to strategize for the big changes in 2014, including the employer mandate, the individual mandate and the exchanges. This panel presentation will provide a brief overview of the claims & appeals requirements, grandfathering and 2014 concerns as well as strategies for tackling these challenges.

- **Anne Wilde**, Attorney & Principal, The HR & Benefits Advisor, PLLC
- **Ben Conley**, Attorney, Seyfarth Shaw, LLP
- **Michelle Hicks**, Director, Communications Buck Consultants

Track 3

Analysis of Global Benefits, Insurance and Outbound Patient Flow in the Middle East

Schaumburg F

This session will examine the current state of health insurance, healthcare and benefits in the Middle East and GCC regions. Key Leaders in these regions will provide their insights into current and future trends and where they believe this marketplace is headed in the future. This panel of experts will also provide their experience in handling outbound patient flow.

- **Shady Fawzy Nawar**, Middle East Contracting and TPA Development Manager, Bupa International
- **Dr. Saif AlJaibeji**, MD, MBA, MHA, PhD, Medical Director - Care Management Programs, Green Crescent Insurance Company- PJSC
- **Dr. Remon Farouk**, Egypt In-Touch Assistance

2011 Congress Agenda

THURSDAY

4:10 PM - 5:00 PM

Educational Sessions (Continued)

Track 5

Providing Financial Support to Foreign Buyers in Emerging Countries to Develop the Healthcare Industry

Schaumburg G

Come learn about how the Export-Import Bank supports the healthcare industry development by providing financial loans and guarantees to foreign buyers in emerging countries. This financial support enables foreign buyers to purchase US medical equipment and technologies that they would not otherwise be eligible to purchase. The financial support also includes hospital development and construction, at times in conjunction with other US government agencies. The financial requirements for the emerging countries are more favorable than those traditionally required of developed nations. The project is centered on the belief that the emerging nations will take advantage of the lower costs to offer treatment to those who might not be able to afford care in their home countries. The financing will enable these countries and their facilities to provide this medical care with the finest equipment available from the United States.

- **William D. Rowland**, Export Finance Officer, Medical Technologies Initiative, Global Business Development Division, Export-Import Bank of the U.S.

Track 6

Groundbreaking Approaches to Healthcare Design and Sustainability

Schaumburg B

This presentation will discuss the basic principles of Sustainability as it relates to healthcare projects and outline how they can/should be a part of every healthcare master plan (MP) and ultimate project design. Understanding the clients viewpoint, expectations and goals is key to effective outcomes (what is the real ROI factor). How the campus planner, architect, engineer and owner work together from the very beginning will lead to economically viable outcomes over time. The presenters will utilize "real world" case studies and "national benchmarks" to identify the highest and best use of resources. SSM DePaul Health Center will be one case study along with other examples provided by the presentation team. What are the best tools to use to conduct the infrastructure master plan and who should be involved from start to finish during the planning, design and construction phases of a project? Are there major differences between existing buildings and new construction and what does the future hold for both? Systems design and day to day management go "hand in hand". This session will address the present environment with snap shots into the future of innovative and sustainable design and energy management.

- **Brad Taylor**, Team Leader Plant Operations, SSM DePaul Health Center
- **James G. Easter**, Director of Planning and Programming, HFR Healthcare Planning
- **Ross Church**, EEI Healthcare
- **Pete Sabeff**, Principal and Senior Project Manager, EEI Healthcare

Track 7

The Patient's Perspective

Schaumburg H

The most popular panel from our 1st and 2nd Medical Tourism Congress, The Patient's Perspective will feature several patients who have traveled internationally for healthcare explaining their experience leaving their home country and going to a foreign country for healthcare. The first case study will be a couple that traveled to Barbados for IVF treatment. They will explain their experience and how it compared with previous failed treatment cycles in the UK. The second case study is a man that has undergone colonoscopies, several executive health check-ups, dental treatments and consultations with orthopedic surgeons regarding a meniscus problem in Costa Rica. This panel gives a unique perspective into the thoughts and minds of those patients who have actually engaged and traveled for medical tourism and allows attendees to ask questions to them.

- **Kate & Nick Etheridge** - Barbados for IVF Treatment
- **Warren Kaminsky** – Costa Rica for several tests and consultations

2011 Congress Agenda

5:00 PM - 6:00 PM	Networking Cocktail Reception with Entertainment and Pre-Arranged Networking Meetings in Exhibit Hall
6:30 PM - 7:30 PM	Exhibition Closes and Tear Down Begins
8:00 PM - 11:00 PM	Networking Gala Dinner at the Medieval Times

Step back in time into this 11th century style castle and enjoy a cocktail reception and then a four course feast while you watch Andalusian stallions perform feats of equine skill. Watch the Knights of the Realm do battle on horseback and by foot.

- **Gala Dinner Tickets - \$70USD.**
Purchase must be made in advance at the registration desk.
- **Shuttle provided to and from Venue**
First bus departs Renaissance from the main hotel entrance at 6:30 pm
Last bus departs Renaissance from the main hotel entrance at 7:45 pm
- **Show starts at 8:00 pm**
- **Dress Code: Business Casual**



2011 Congress Agenda

FRIDAY

FRIDAY | OCTOBER 28TH 2011

8:00 AM - 11:00 AM

Exhibitor Tear Down Completed

8:30 AM - 9:00 AM

Networking Coffee and Tea

Schaumburg Foyer East

9:00 AM - 9:50 AM

Educational Sessions

Track 1

Analyzing Global Quality and Infection Based Medicine for the Traveling Patient

Schaumburg A

This session will cover what hospitals and patients need to know in the area of evidence based quality metrics; cross cultural measures, definitions and how to keep it simple. It will also discuss the concerns about infection control with the growing trend of traveling patients.

- **Sharon Kleefield**, Ph.D., Associate Professor, University of Nice, France and Harvard Medical School
- **Steve Green**, Director, QHA Trent Accreditation for Hospitals & Clinics

Track 2

The Future of the American Insurance Industry

Crossover Session with the Employer Healthcare Congress

Schaumburg F

This session will examine several aspects of the future of American insurance, from where and how healthcare reform will affect us in the future, to how healthcare reform will play into more employers offering voluntary benefits and several other creative cost cutting healthcare measures. In addition, this session will bring up an interesting perspective how Healthcare Reform will have an effect on decisions for American expatriates.

- **Joseph Murgo**, President, SRC, An Aetna Company
- **Michael Bertaut**, Senior Healthcare Intelligence Analyst, Blue Cross Blue Shield of Louisiana
- **Ms. Alma Rita Jimenez**, President & Chief Operating Officer, St. Frances Cabrini Medical Center

Track 3

Overview of the Present Healthcare Systems in Hong Kong and China and Investment Opportunities

Schaumburg G

Healthcare in China has been undergoing major changes in the last few years. Despite the rapid growth of the economy, Healthcare development has been slow and in many cases, not up to standard. Consequently many individuals are still crossing the border in search for better medical services in Hong Kong. In his talk, I will give a general overview of medical systems in both regions and the historical background of these differences. I will discuss the cultural, economic, and the healthcare financing differences which has lead to the present situation. I will also discuss potential business opportunities for foreign healthcare institutions"

- **Dr. Kenneth NG**, BodyQ Health Specialists
- **Richard Saint Cyr MD**, UFH Group Director, Clinical Marketing and Communications, Beijing United Family Hospital (BJU) Physician, Family Medicine

2011 Congress Agenda

FRIDAY

9:00 AM - 9:50 AM

Educational Sessions (Continued)

Track 4

9:00 AM - 9:30 AM

Everything's Green... Except Information Technology Systems

Schaumburg B

Billions of dollars are spent each year on new IT systems, new medical equipment, and new healthcare technology in an attempt to create a safer, more-technically advanced environment that provides better patient outcomes. While these technologies get faster, more powerful, and more dependable, they continue to require more space, more power, more cooling, and more money. In the midst of planning, designing, procuring, and implementing these systems, very little time and effort is spent discussing sustainable equipment and technologies options. Rather, it has become an accepted part of the design process to ignore the often eco-unfriendly impacts of healthcare IT systems on a building. What can owner's, architects and developers do to include healthcare information technology in their sustainable healthcare planning efforts, instead of brushing it aside? The paper will discuss the challenges of trying to implement the best technologies while considering the sustainable impact of these decisions. We will also look at efforts taking place to develop more sustainable healthcare information and medical equipment technologies. Due to efforts with Lawrence Berkley Labs, the EPA, and major system vendors, there is no longer a need to just accept the status quo design and implementation of technology systems as it relates to a greener environment. We will look at what technology engineers and equipment planners can do to design more sustainable technology and medical equipment systems. We will also discuss policies and procedures healthcare facilities owner's can implement to create a greener IT environment.

- **Christian Lindmark**, Associate Principal, Technology, M+NLB
- **Neil Peters-Michaud**, Founder & Owner, Cascade Asset Management

Track 4

9:30 AM - 10:00 AM

Sustainable Solutions that May Not be Sustainable

Schaumburg B

Fifty-four percent of US hospitals' greenhouse gas (GHG) emissions are derived from supply chain goods and services (Chung and Meltzer, 2009). Targeting supply chain points and replacing disposable products with reusable's can reduce these emissions (WHO/HCWH, 2009).

We estimate US hospitals dispose of their needles, scalpels, etc, into 35 million disposable (DSC) or reusable (RSC) sharps containers generating 90,000 metric tons of carbon dioxide equivalents (MTCO₂eq) in their manufacture, use and disposal. To date, no one has answered the question, "Could emissions from RSC transport and washing outweigh emissions from repeated manufacturing of DSC?" Using a life cycle assessment (LCA) we addressed the question using data from Northwestern Memorial Hospital (NMH), an 850 bed hospital in Chicago IL, which converted from DSC to RSC.

- **Sandra Reiner**, Infection Control and Prevention, Northwestern Memorial Hospital

10:00 AM - 10:50 AM

Educational Sessions

Track 1

Developments in African Insurance and Outbound Patient Flow

Schaumburg A

This session will examine the current status of health insurance, healthcare and benefits in Africa. Key Leaders in these regions will provide their insights into current and future trends and where they believe this marketplace is headed in the future. This session will also provide insight into the consumer markets in Africa and MENA countries and related to their need to send patients abroad. While countries emerging in healthcare strive toward developing an inbound healthcare opportunity, there is still a need for development in the healthcare fields towards higher specialty procedures. This panel of Buyers of Healthcare will provide their experience in handling outbound patient flow.

- **Albert Ofong**, Travel World International Limited
- **Dr Brad Beira**, Senior Vice President/Managing Consultant, Marsh Risk Consulting, Africa

2011 Congress Agenda

FRIDAY

10:00 AM - 10:50 AM

Educational Sessions (Continued)

Track 2

The Effects of Medical Tourism on the Local Population

Schaumburg G

While healthcare expansion is on the rise, what are the positive and negative impacts of medical tourism on the local population of a destination country. How can medical tourism positively impact the local economy, and at the same time increase the quality of healthcare and healthcare infrastructure of a country or city.

- **Dr. Mahesh Goel**, Indiana University/Mcgol Associates

Track 4

10:00 AM - 10:20 AM

The Energy to Go Green How an Organization Can Define its Journey

Schaumburg B

Heartland Health, began its green initiative, which it cleverly titled 'Jones 'n to be Green' after its unofficial Green leader, by forming a green committee and opened it to all levels of employees with an interest in reducing the system's carbon footprint. The group began its efforts by defining what 'going green' meant for Heartland Health: 65 percent of efforts would be around lowering energy use, 25 percent around transportation and 10 percent around reusing and recycling.

- **David Jones**, Vice President of Support Services, Heartland Health

Track 4

10:20 AM - 10:50 AM

Sustainable Healthcare Contracting and Expansion Issues

Schaumburg B

This session will examine sustainability from the beginning stages of contracting before building to the latter stages of expansion. Learn how to Avoid Common Pitfalls When Contracting for Sustainable Healthcare Development. With the many party's involved in sustainable healthcare initiatives, there are a myriad of legal issues encountered that should be addressed to insure that the investment in healthcare development pays off. The questions of what should be developed, where and by what methods tell us the results are desired. To get there, the Sustainable Building Law attorney has to draft all contracts with a new "green" focus. In many cases, green local laws and regulations or certification of the property needs to be addressed as well. Successful Sustainable Healthcare and Healthcare/Hospital Development is not only concerned with a finished product (i.e., the substantial completion of the project), but also the ongoing operations and maintenance of that project to maintain its sustainability. This program will not only discuss what it means to be green, but also how the industry can protect itself to implement a long-term successful sustainable healthcare initiative that works. This session also examines expanding existing healthcare projects in a sustainable manner, which must deal with the restrictions of the capacity for upgrades not only of the facility but of the land around it. Also, understand how to deal with the issue of running a hospital facility during a construction/expansion project.

- **Richard Sobelsohn**, Associate in the Real Estate, Moses & Singer

2011 Congress Agenda

FRIDAY

11:00 AM - 11:50 AM

Educational Sessions

Track 1

Hospitality Meets Healthcare: Designing Healthcare Environments for Success

Schaumburg A

From the time you arrive until the time you leave, your experience should be more of that as a visitor than as a patient. This is hospitality integrating into healthcare in a way that moves beyond finishes. It informs process and operations and shapes design. It is re-designing the patient experience into a guest experience. This isn't patient focused care, it is guest focused care. It is the idea of designing healthcare environments where the facilities are designed around the guest experience. We will explore how hospitals and hospitality not only share common roots, but more importantly how they can come back together. We will outline several methods of how this is being done while highlighting case study examples from healthcare and hospitality architects across the country.

- **Shannon Kraus**, AIA, MBA, ACHA, Senior Vice President, HKS, Inc.
- **Claudio Querol**, Leader of Smart + Connected Communities, Cisco
- **Jeff Jensen**, AIA, Principal and Senior Vice President, HKS, Inc.
- **Manuel Gómez-Ortigoza**, CTO, Grup Pegaso

Track 2

Corporate Wellness Case Studies from Around the World

Crossover Session with the Employer Healthcare Congress

Schaumburg E

This session will examine corporate wellness initiatives in specific regions of the world and give insight into what types of corporate wellness programs are being implemented different countries and regions of the world and how these programs may differ from wellness programs in other regions and countries. Find out what works, what doesn't and what are specific challenges are being faced from around the globe in getting employees and insured to become healthy and engage in healthy behaviors.

- **Erin Louw**, Biokineticist and Wellness Consultant, RCS Group (South Africa)
- **Dr. Paul Kasenene**, Managing Director, Wellcare (Uganda)
- **Les Meyer**, Vice President, HealthNEXT

Track 3

How Emerging Healthcare Can Learn from Past Mistakes, Attract the Best Talent and Operate

Schaumburg G

"The average man learns from his own mistakes. The wise man learns from others'. But the foolish man learns from no one." As established healthcare markets are weighed down by growing pressure to update aged policies and processes to keep up with societal demands, emerging markets have the advantage of being a blank slate. Instead of building atop flawed foundations, they are in a position to lay fresh groundwork, learn from the mistakes of others, and set themselves up for success along the way. In this presentation, Dr. Linda Brodsky will address the following key points: 1. How the medical workforce is changing and what this means for healthcare providers: 50% of medical school students are women, and soon 50% of all physicians will be women. 2. Female physicians are in high demand by patients, with many preferring female physicians over male physicians. 3. Talent will be limited unless these institutions, hospitals, organizations, and providers develop and execute strategies to engage women physicians, especially those recently graduated from medical school.

- **Linda Brodsky** founder of Expediting the Inevitable

2011 Congress Agenda

FRIDAY

11:00 AM - 11:50 AM

Educational Sessions (Continued)

Track 4

Creating a Sustainable Healthcare Culture

Schaumburg B

Hospitals most effective in developing, implementing, and maintaining house-wide sustainability programs successfully weave the tenets of sustainability in to the fabric of the organization and as a result establish a revised culture that reflects one of environmental health and healing; staff, patient, and community stewardship; and fiscal responsibility. From staff responsible for cleaning the facility and transitioning waste from the hospital floor to the loading dock, to nurses administering patient care, to supervisors and mid level managers, to the C-suite, it is vital that all members of the hospital understand the reasons for embarking on a sustainability journey and incorporate them into everyday operations and decision making.

Sustainability has become a critical focus for designers and operators of senior living settings. Up until now, "green" design has been primarily focused on the physical environment, versus the entire process of developing a successful project. Four essential dimensions have emerged that are critical to creating true sustainable practice. These dimensions are: (1) Resident Quality of Life, (2) Organizational Values and Vision, (3) Operations, and (4) Physical Setting. This session will reveal a process for sustainable senior settings completed by a volunteer group that is committed to creating improved environments for seniors.

- **Jane Rohde**, Principal, JSR Associates, Inc.
- **Joan Plisko**, Technical Director, Maryland Hospitals for a Healthy Environment

11:50 AM

Conference Concludes