

# **Binational Tourism Alliance**

## **4<sup>th</sup> Annual Binational Summit**

Alex Piper, President

OneWorld Global Healthcare Solutions, Inc.

[www.oneworldglobalhealthcaresolutions.com](http://www.oneworldglobalhealthcaresolutions.com)

Alex@oneworldglobalhealthcaresolutions.com

248-250-3221

St. Catharine's, Ontario

April 30 and May 1 2009

# The Current Medical Tourism Marketing Picture



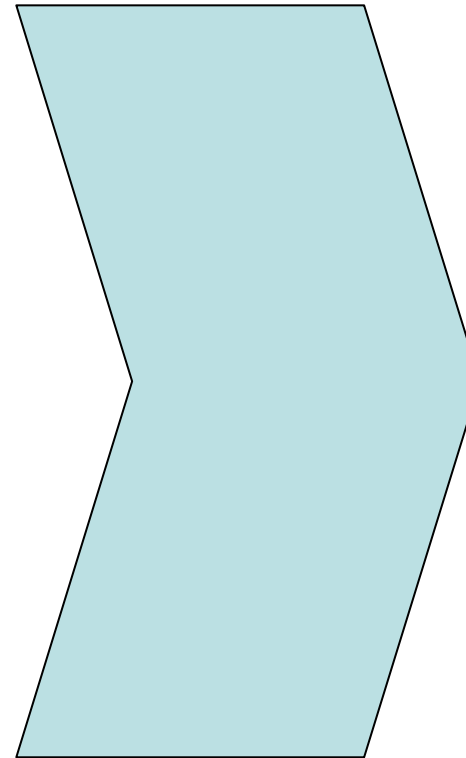
U.S.

Rising Cost of Healthcare

Large Uninsured Population

High Unemployment

Consumerism



Healthcare  
Becoming  
Unaffordable  
For  
Employers  
And  
Consumers

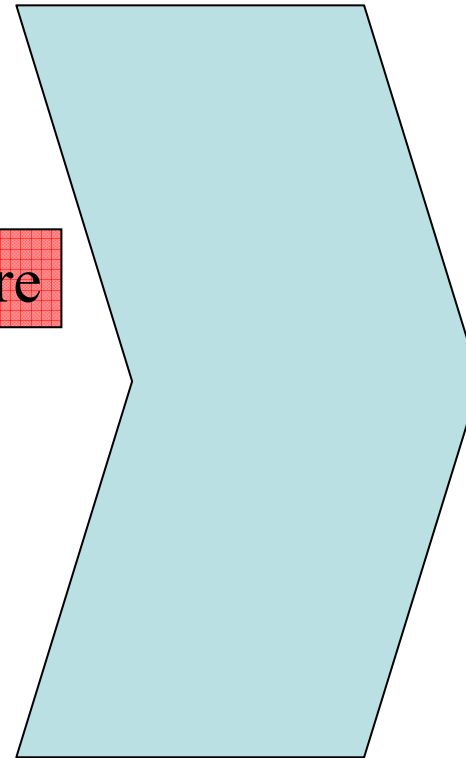
## U.K. and Canada

Overburdened National Health

Unbalanced Provider Fee Structure

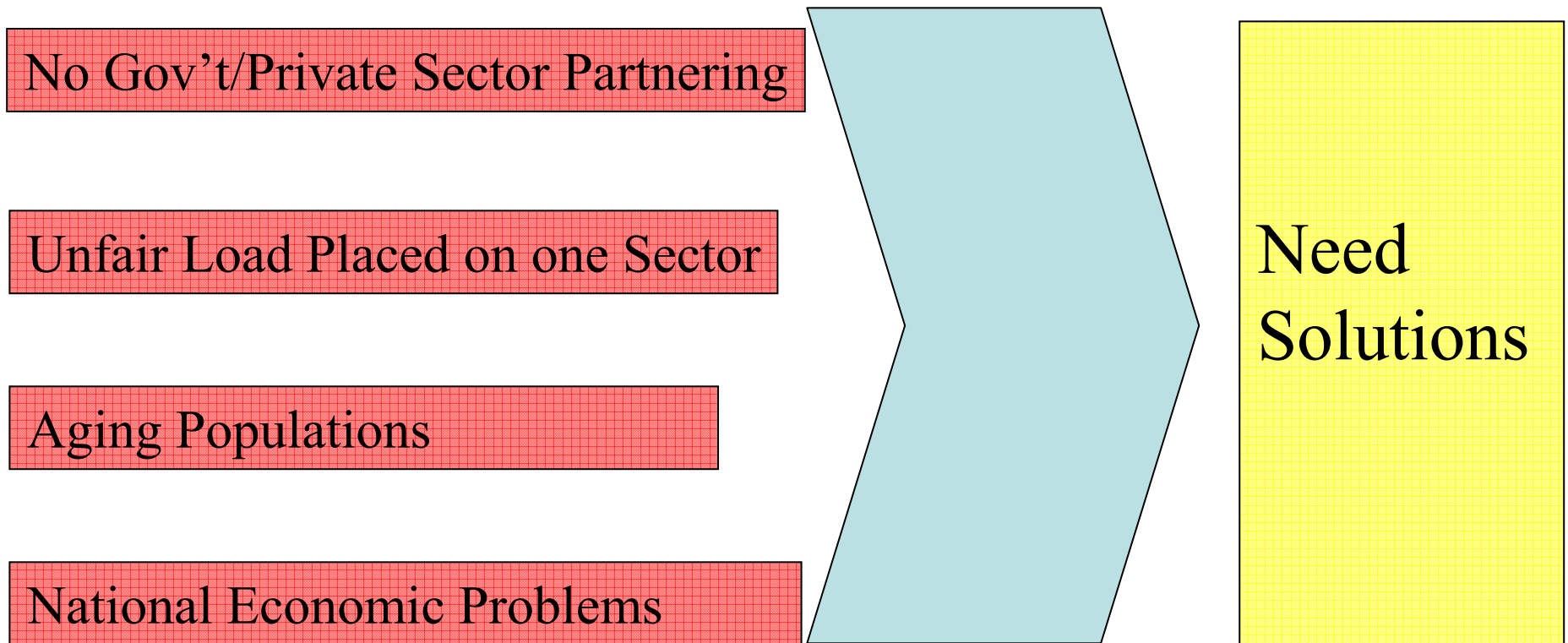
Supply < Demand

High End Consumerism



Excessive  
Wait Times  
For Elective  
Procedures  
And  
Treatment

# What do the U.S. and U.K. and Canada have in Common?



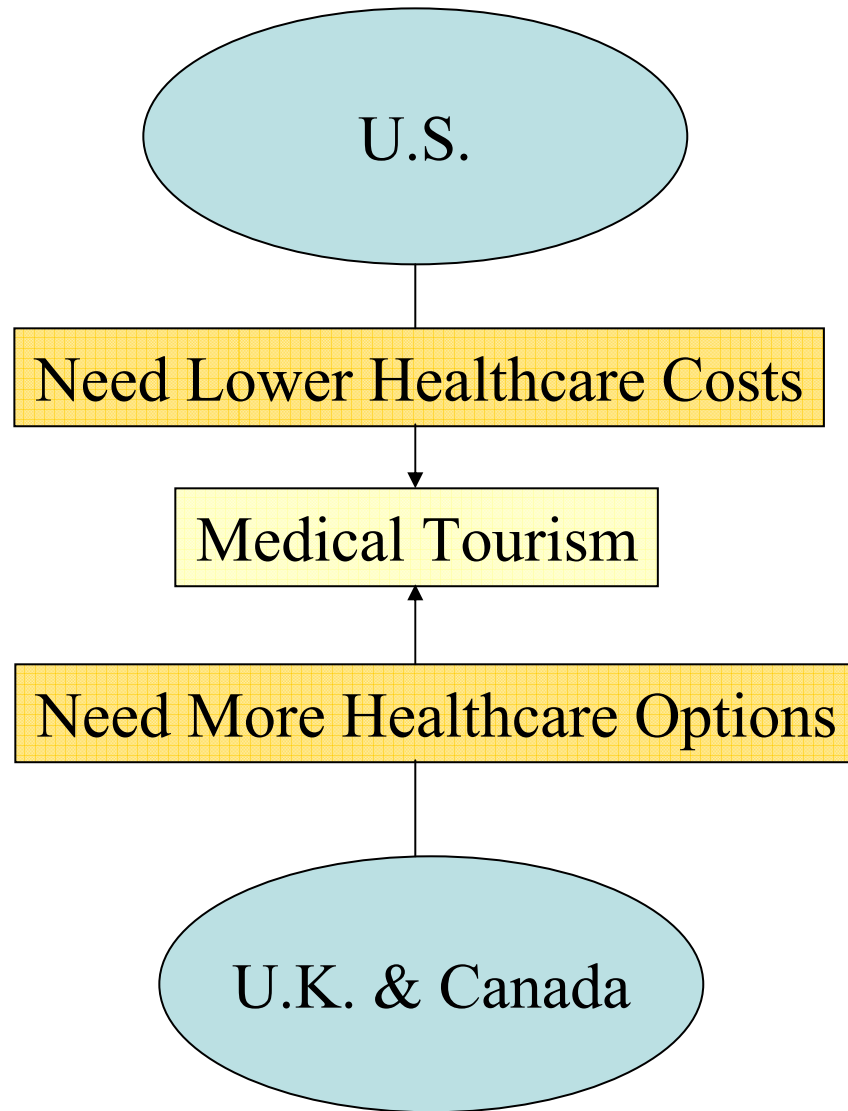
Solutions  
will  
restore  
balance  
to System

Stability

Reliability

Connect  
Healthcare  
Supply to  
Demand





# The Business Case for Medical Tourism

## Market Potential in the U.S.

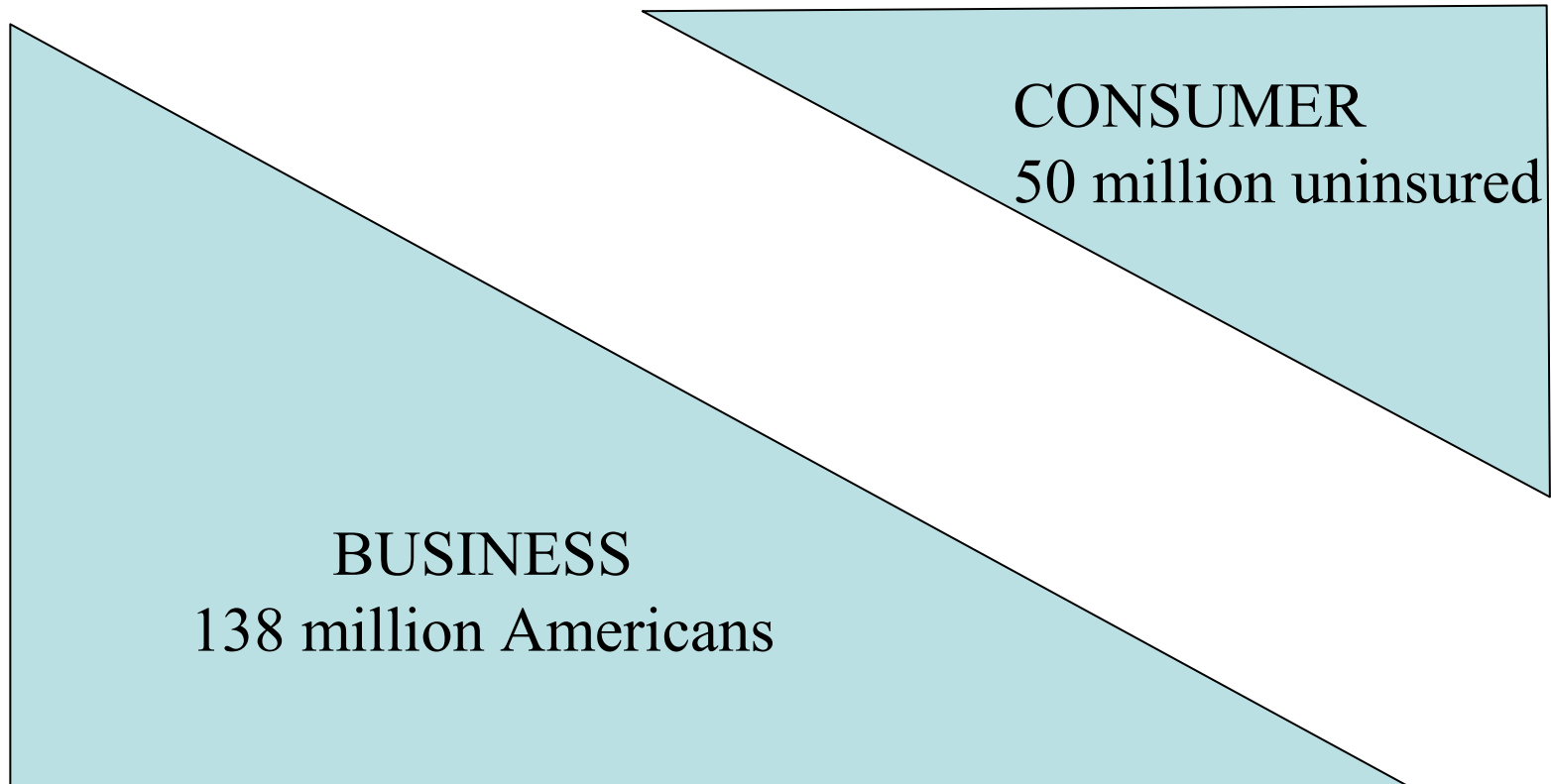
- There is a healthcare crisis in the US and Americans cannot afford health insurance and the government does not provide healthcare to a majority of the population.
- About 50 million Americans with no health insurance
- Over 120 million Americans with no dental insurance.
- These Americans have no option to but travel overseas for medical tourism when they need an expensive medical or dental procedure done.



## Healthcare Crisis in the U.S.

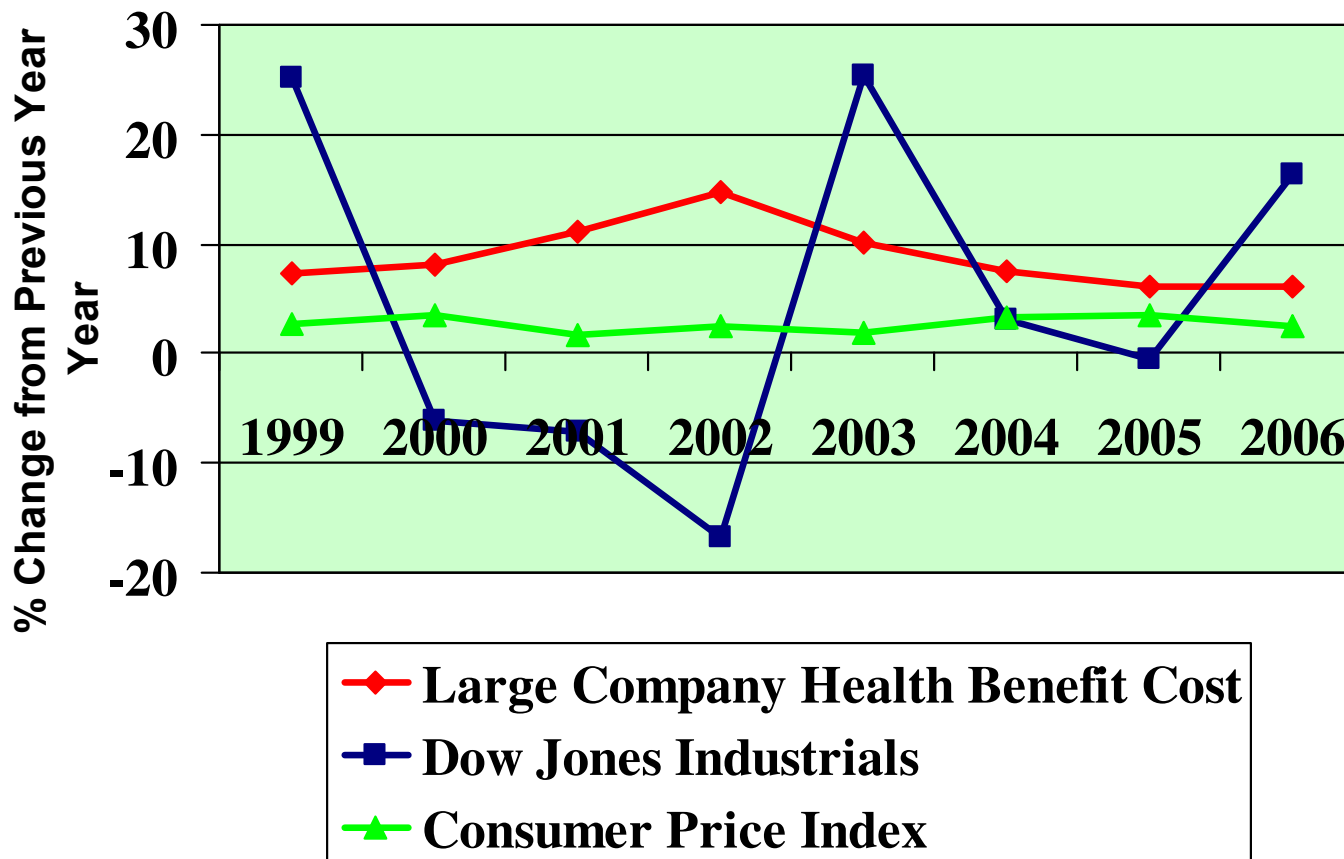
- HealthCare Costs Continuing to Rise, getting worse with no solution in sight.
- The cost of health care has been rising at a rate much higher than inflation and family incomes.
- The problem is compounded when employers discontinue employee insurance, contributing to the rising number of uninsured Americans.
- Employers and employees can't afford Health Insurance and many are canceling health insurance for their employees
- Many Employers are looking for creative solutions

## U.S. Healthcare Market



# Employer Healthcare Experience

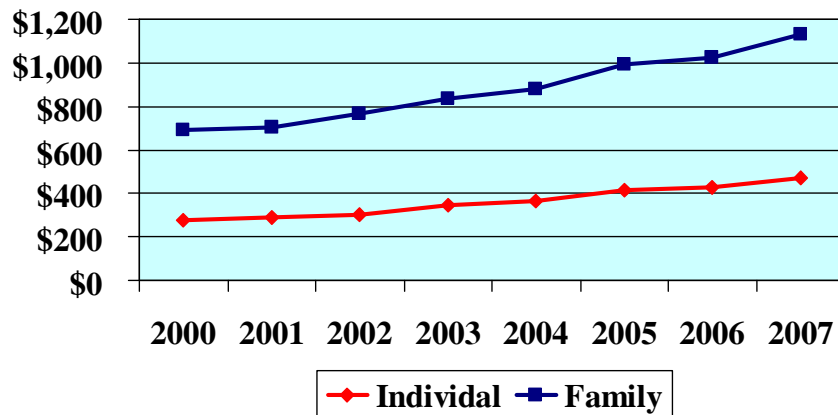
## Healthcare Cost Outpacing CPI and Corporate Performance



# Employer Reaction

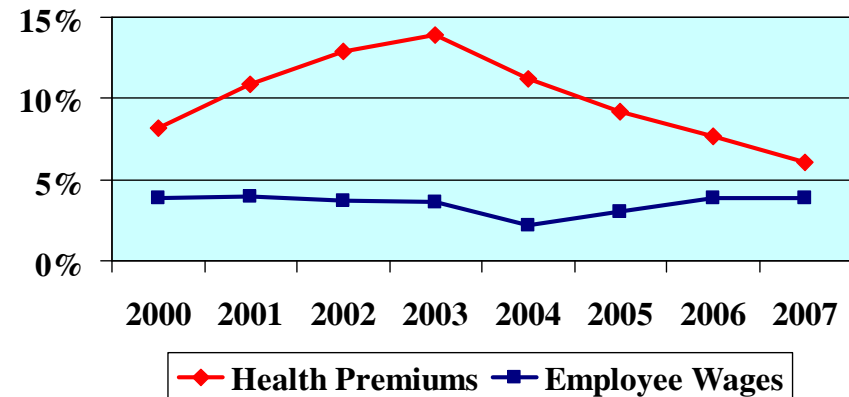
Pass a percentage of annual healthcare cost increase to employees - whose wages remain stagnant

Large Employers PPO In-Network  
Deductibles



Source: Mercer National Survey of Employer-Sponsored Health Plans

Employee Wage and Healthcare  
Premium Growth



Source: Employee Benefit Research Institute – Issue Brief No. 312 December 2007

## Large Employer Healthcare Cost

Active employee contract annual cost ranges from  
\$8,500 for companies effectively managing health costs  
to

\$10,200 or more for companies that are not effective

Pre-65 retiree contract cost averages \$12,700

Smaller employer costs are even higher

## Large Employer Healthcare Cost

~~Active employee contract annual cost ranges from  
\$8,500 for companies effectively managing health costs  
to  
\$10,200 or more for companies that are not effective  
Pre-65 retiree contract cost averages \$12,700  
Smaller employer costs are even higher~~

## Large Employer Healthcare Cost

Active employee contract annual cost ranges from  
\$9,660 for companies effectively managing health costs  
to

\$11,100 or more for companies that are not effective

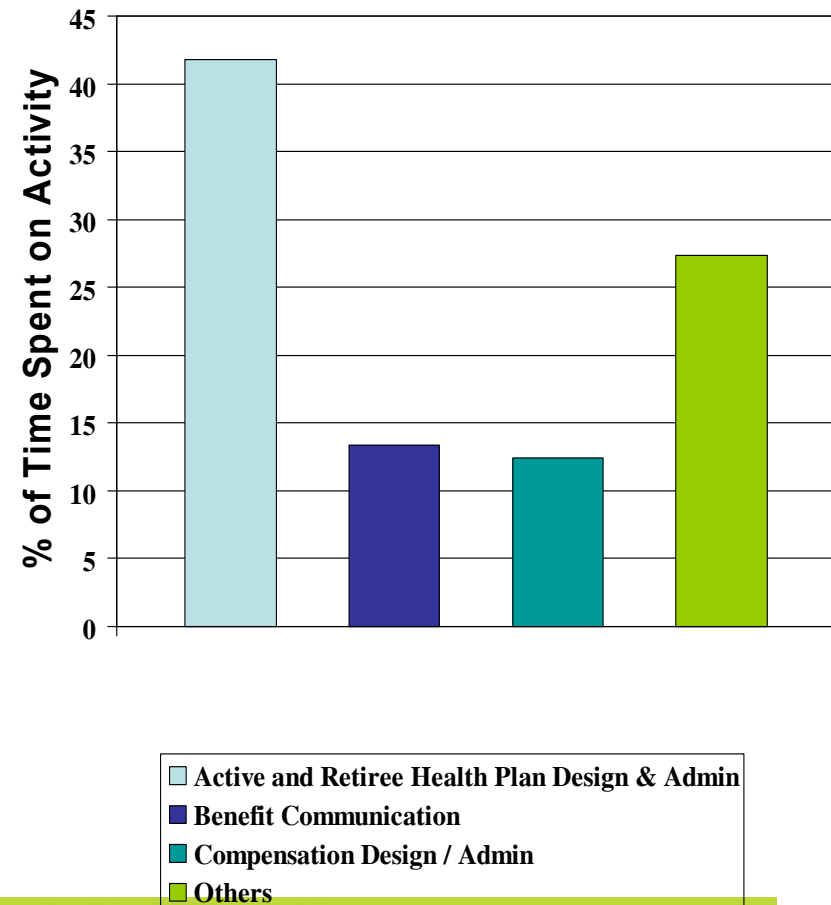
Pre-65 retiree contract cost averages \$13,308

Smaller employer costs are even higher

## Senior Benefits Executive Challenges

- Product – Coverages, Limits, Deductible/Co pay options
- Geographical coverage – International needs
- Cost containment – stable or declining trend
  - Benefit budgets are declining due to economic factors
- Proven easily quantified savings
- Lower Administrative burden

### Senior Benefits Executives Time Spent



## Credit Crisis and Economic Recession

- What does this mean for Medical Tourism?
- Employers can't get credit for new projects
- Hundreds of thousands of employees terminated/layoffs
- Why will the credit crisis and economic recession help grow medical tourism?

## Potential of U.S. Market

Deloitte Report – Consumers In Search of Value – Medical Tourism  
2008

**2007 2010 2011 2012 2013 2014 2015 2016**

**0.75 6.75 10.13 12.66 15.19 17.47 20.09 22.09**

**Patients (millions)**

*Deloitte Report → By 2017 potentially over 23 million Americans  
could be Traveling overseas.*

# Consumer Interest in Outbound Medical Tourism



% would consider having elective procedure in foreign country	
Gen Y	51.1%
Gen X	41.9%
Boomers	36.7%
Seniors	29.1%
Male	44.5%
Female	33.3%
Hispanic	51.4%
Non-Hispanic	36.9%
Caucasian	37.9%
African American	36.9%
Asian	56.8%
Other	43.7%
Health Status – Top 20%	40.1%
Health Status – Bottom 50%	33.6%
Commercial Insurance	40.6%
Medicare	28.0%
Medicaid	29.9%
Other Insurance	35.4%

## Patients Are Leaving And Why

- United States (looking for better cost)
- Canada (avoid long queues)
- Europe (avoid queues & better cost)
- Middle East (better quality)
- Latin America (better care and cost)
- Asia & Southeast Asia (better care and cost)
- Russia (better care)
- Africa (better care)

Potential Destinations

- 
- Canada
  - Costa Rica
  - Germany
  - India
  - Ireland
  - Jordan
  - Korea
  - Malaysia
  - Mexico
  - Philippines
  - Thailand
  - Turkey
  - Singapore
  - Spain
  - United Kingdom

## Procedures Offered

- Hip
- Knee
- Heart
- Transplants
- Back/Spine
- Cancer
- Rehabilitation
- Skilled Nursing
- Other “Group Policy” Covered Surgeries



## Final Thoughts

- Medical Tourism can produce huge cost savings for U.S. employers
- Medical Tourism can produce huge cost savings for U.S. residents
- The cost of healthcare is substantial for U.S. Employers
- The cost of healthcare is substantial for U.S. residents
- You MUST project a professional image when marketing in the U.S.
- You MUST invest in your brand to be successful in the U.S.
- There are no short-cuts; success is proportional to investment

# 50 MILLION AMERICANS NEED YOUR HEALTHCARE SERVICES.



## THE HEALTHCARE CRISIS IN THE U.S. PRESENTS OPPORTUNITIES TO THOSE READY TO OFFER SOLUTIONS THROUGH MEDICAL TOURISM.

**OneWorld Global Healthcare Solutions** is the first consulting company committed to connecting your services to U.S. employers and healthcare carriers. We help Physician Groups, Professional Healthcare Givers and Hospitals become major players in the Medical Tourism field.



### OUR SERVICES INCLUDE:

- Consulting - Governments, Hospitals, Clinics and Medical Tourism Companies
- Media/Public Relations - Communications plans targeting specific audiences and markets
- Marketing Assistance - Brand building services that speak to your target markets
- Marketing Workshops - Customized assistance for specific market penetration goals

To find out how OneWorld Global Healthcare Solutions can benefit your organization, please call **248-250-3221** or visit [www.OneWorldGlobalHealthcareSolutions.com](http://www.OneWorldGlobalHealthcareSolutions.com).

# **Binational Tourism Alliance**

## **4<sup>th</sup> Annual Binational Summit**

Alex Piper, President

OneWorld Global Healthcare Solutions, Inc.

[www.oneworldglobalhealthcaresolutions.com](http://www.oneworldglobalhealthcaresolutions.com)

Alex@oneworldglobalhealthcaresolutions.com

248-250-3221

St. Catharine's, Ontario

April 30 and May 1 2009