



Turkish-American Chamber of Commerce  
US Medical Tourism to Turkey  
Role of the Facilitator  
March 2010

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# WorldMed Assist Highlights

- Founded in 2006: one of the more established players in the industry
- Built company with a cross functional team of experts in Healthcare, Process Reengineering/IT, Insurance, Marketing/Communications
- Manages a select network of best in class international providers
- Helped several hundred people get high quality, low cost treatment abroad
  - Currently helping 15-20 patients per month
- Maintains a patient-centric model for Medical Travel facilitation
  - All case management is provided by registered nurses
- First company to partner with national stop loss carrier: Swiss Re
- First company to work with a limited benefits carrier: Fairmont Specialty
- First company to contract with a membership association: International Association of Benefits (IAB)



A Company with Experience, a Brand Name



# WMA as a Medical Travel Facilitator

As a facilitator, WorldMed Assist supports patients and employers/groups in the following ways:

WorldMed Assist	Patient	Employer
Managed Network	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Case Management	<input checked="" type="checkbox"/>	
Plan Design and Liability Consulting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Education	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Process/TPA Integration		<input checked="" type="checkbox"/>
Reporting		<input checked="" type="checkbox"/>



# WorldMed Assist Network

- Personal ties with Turkey
- First WMA hospital signed up: Anadolu Medical Center





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# What we look for in a provider facility

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- International accreditation
- In depth cooperation with major US medical institutions
- Internationally renowned and trained doctors
- Surgical outcomes on par/above US standards
- Use of latest medical technology
- High staff/patient ratios; patient-centric orientation
- Separate international patient department
  - Central point of contact
  - Easy exchange of medical information
  - Quick response times
  - Package prices
- Experience in treating western patients
- English speaking staff
- Good hotels close by
- Geographical/cultural spread: portfolio approach

All facilities undergo rigorous credentialing process including on-site visits

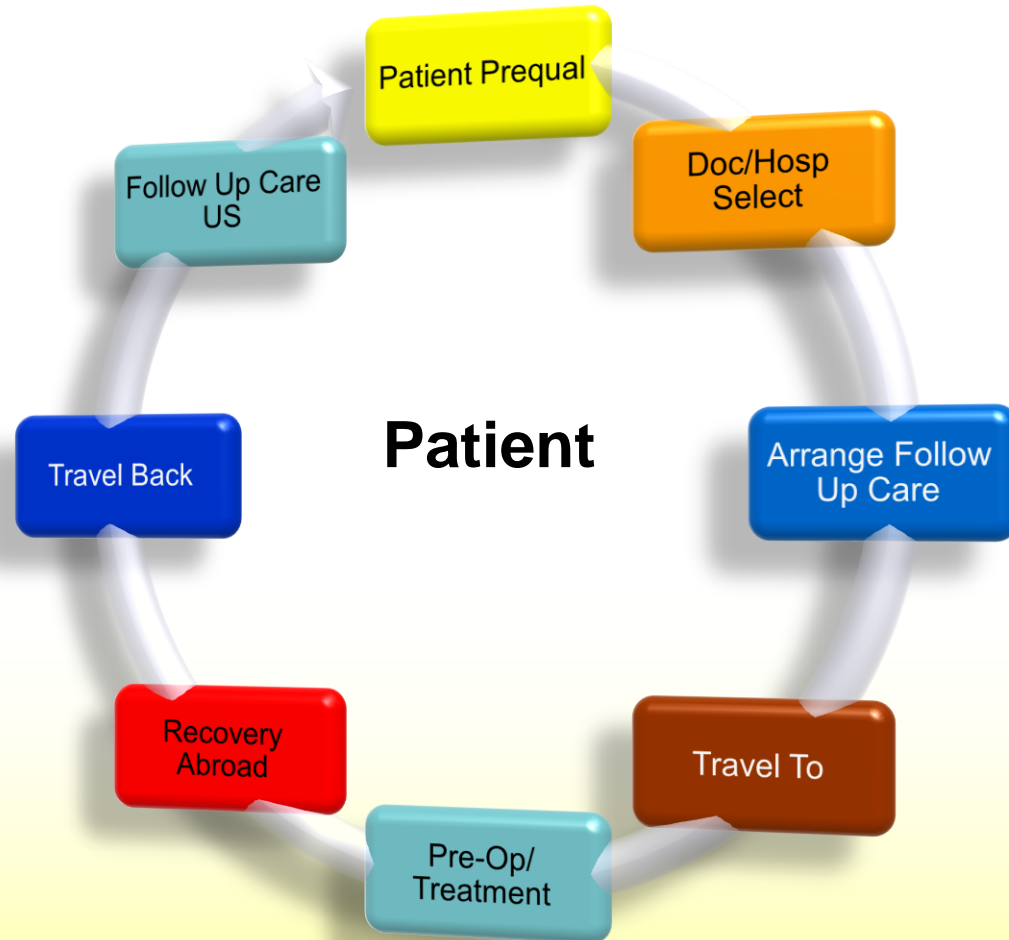


# WorldMed Assist Network

Country	Hospital	Accreditation	Remarks
India	Apollo Hospitals	JCI	Partner: Johns Hopkins International
India	Wockhardt Hospitals	JCI	Partner: Harvard Medical International
Korea	Wooridul Spine Hospital	JCI accreditation in process	>24,000 spine surgeries per year
Turkey	Anadolu Medical Center	JCI	Partner: Johns Hopkins International
Belgium	Jan Palfijn Hospital	Belgium	>3000 hip resurfacing surgeries
Costa Rica	Clinica Biblica	JCI	Partner: Tulane University
Mexico	Hospital Angeles	JCI accreditation in process	New facility built for US market
Mexico	Hospital San Jose Tec de Monterrey	JCI	Partner: Baylor



# Patient-Centric Case Management

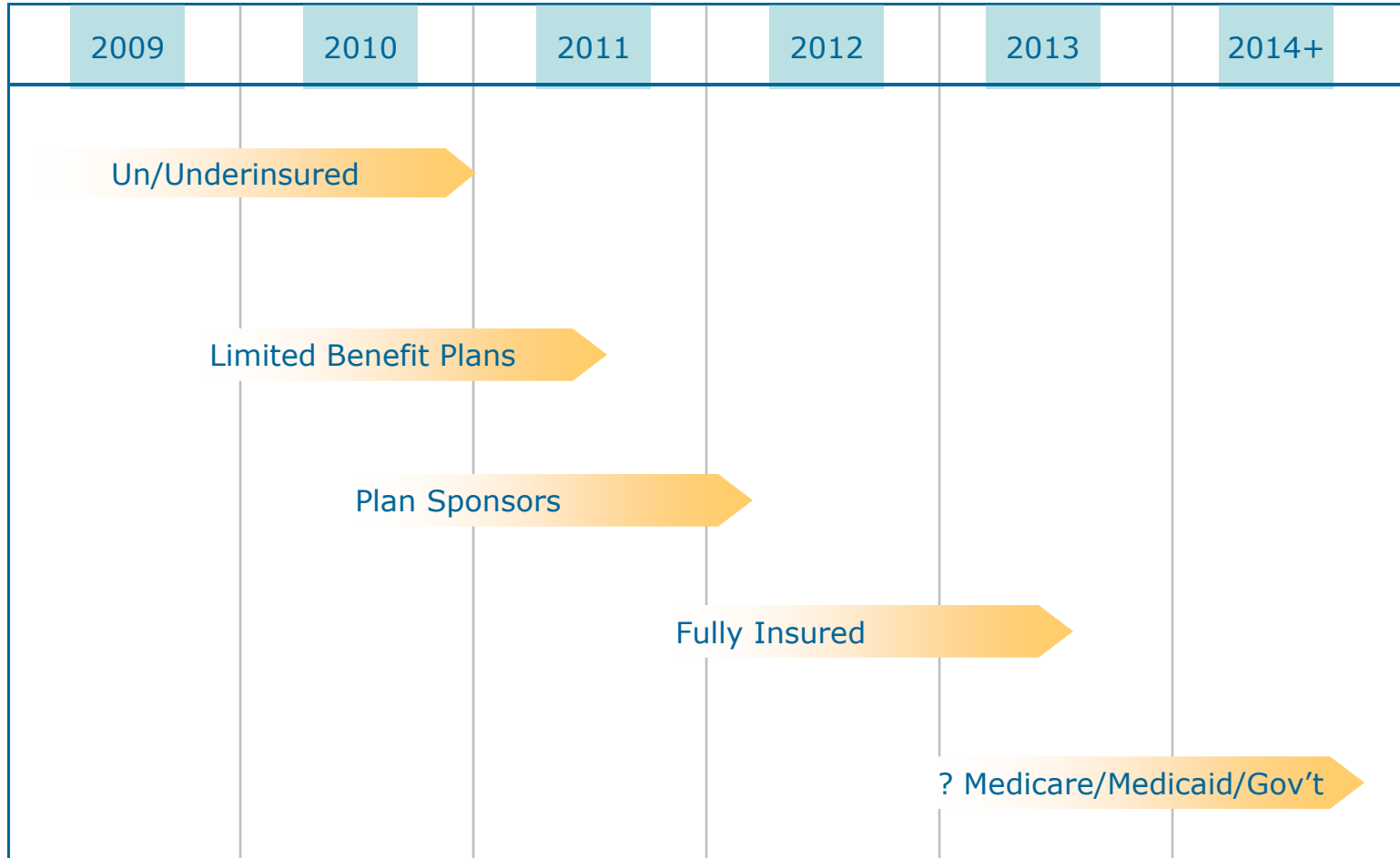






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# Medical Tourism Acceptance by Category





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# Why Americans Use Medical Tourism

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## Cost Savings

- Up to 90% cost savings

## Access to procedures difficult to find in US

- Hip resurfacing

## Access to best doctors in their field, worldwide

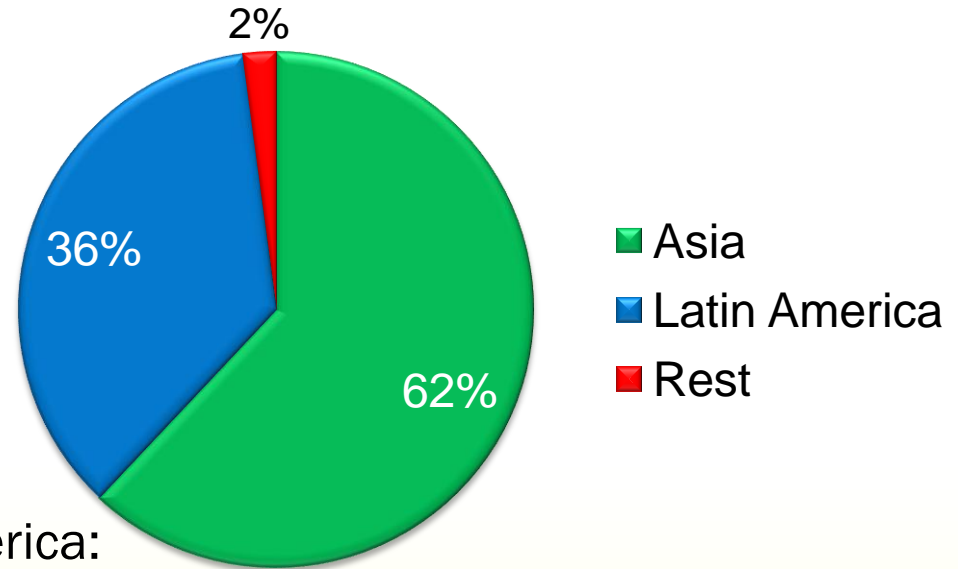
- Super specialists, some UK or US board certified

## High quality overall experience

- High staff/patient ratio
- Extended hospital stay
- Deluxe private rooms
- Comfortable recovery

# Current High Volume Destinations

- Destinations from North America:



### Popular destinations in Asia:

- Thailand: Cosmetic, other
- India: Cardiac, Orthopedic, Spine, Transplant
- Malaysia: Cosmetic, Orthopedic

### Popular destinations in Latin America:

- Mexico: Bariatric, Cosmetic, Dental, Orthopedic, Cardiac
- Costa Rica: Cosmetic, Dental, Bariatric, Orthopedic
- Brazil: Cosmetic
- Argentina: Cosmetic, Dental



# Making Turkey More Attractive

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- Emphasize Quality
  - Turkey is part of the best of Europe.
  - Turkey has the largest number of JCI accredited hospitals in the world
  - Turkey already services a large number of European patients
  - Turkey facilities have many US trained physicians/surgeons
  - Identify Turkish facilities/physicians that are experts in procedures right for Medical Tourism
  - Nurse to patient ratios on par with other Medical Tourism destination countries
  - Turkey facilities have partnerships with Johns Hopkins, Harvard Medical International
- Focus on cost reductions
  - Be more competitive on cost of services
  - Get government subsidies to help reduce medical costs
  - Reduce travel costs
- Improve image
  - Turkey is part of Europe, not the Middle East
  - Turkey is a secular democracy
- Remove language barriers
  - Train staff in English
- Tourism
  - Turkey is the cradle of modern civilization

**Despite Turkey's tourist appeal,  
Medical Tourism programs must be competitive**

# Targets for consideration

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- Uninsured/underinsured Americans
  - Some difficulty convincing Americans to go to Turkey
  - Emphasize super specialties/specialists
- Turkish-Americans
  - Market to Turkish-American businesses:
    - Limited benefit plans
    - Self funded plans
  - Market to Turkish-American Associations
    - Limited benefit plans
- US Self Funded Businesses with locations in Turkey
  - Add your facility to the current international network for ex-pats living in Turkey
  - Promote Medical Tourism to Turkey to US headquarters



# Questions and Contact Information

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Wouter Hoeberechts  
CEO

WorldMed Assist, LLC

[whoeber@worldmedassist.com](mailto:whoeber@worldmedassist.com)

925-324-2085

Jim DiFalco

Vice President

Business Development

WorldMed Assist, LLC

[jdifalco@worldmedassist.com](mailto:jdifalco@worldmedassist.com)

866-999-3848, x-760

415-215-9415 (c)