



Turkish-American Chamber of Commerce
Medical Tourism and The Patient Experience
March 2010

- WorldMed Assist (WMA) overview
- Patient comparison process – scorecard
- WMA's patient-centric case management
- Medical Tourism Case Study – John
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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

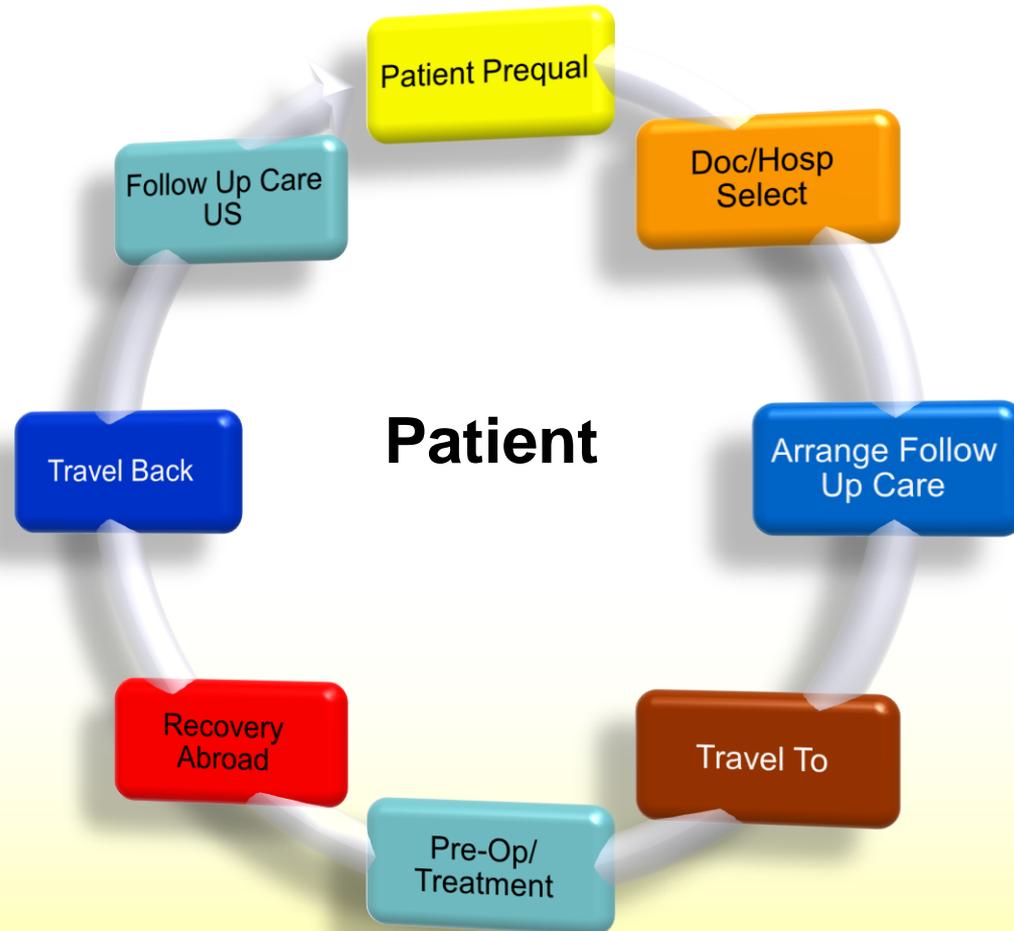
The patient comparison process - scorecard

1. What is the quality?
2. What is the cost?
3. Will I be safe as an American?
4. Will they speak my language?
5. How do I get there/hassle factor?
6. Are there any tourism opportunities?

While patient may consider all six criteria, quality and cost are the main drivers

	Heart Bypass		
	India	Mexico	Turkey
Quality	+	+	+
Costs	+	-	-
Image	+	-	-
Language	+	0	-
Hassle factor	-	+	0
Tourism	+	+	+

Patient-Centric Case Management



Case Management Done Right

- Hospital provides WMA with their standards for international patients:
 - Records required to do diagnosis
 - Treatment protocol: length of stay hospital/hotel
 - Preferred doctor, his/her experience and quality data
 - Standard costs
 - Communications in English
- WMA requires quick response times from facilities
- Facility must have ability to process medical records
- One point of contact
 - Details logistics
 - Updates on patient status
- Provide end to end solution:
 - Airport pickup
 - Personal attention during and after hospital stay
 - Medical records in English
 - After care instructions
 - Involvement with US physician if needed

A facilitator's main objective is to ensure their client (your patient) has a rewarding Medical Tourism experience



Case Study: John

- John diagnosed as needing heart surgery.
- Contacts WorldMed Assist on 3/28/2009. WMA provides basic information about doctor/hospital /procedure within 5 minutes.
- WMA receives medical records and transfers to multiple hospitals on 4/15.
- Dr. Sertak Cicek evaluates records and provides opinion one day later (4/16).
- Conference call conducted one day later (4/17). Aggressive pricing provided.
- John chooses Anadolu and Dr. Cicek.
- John leaves US and arrives in Istanbul about five weeks later (5/22).
- John met at airport by hospital driver and brought to Anadolu.
- Personal greeting by international patient department upon arrival at Anadolu. (Non-traveling daughter is contacted about her Dad's arrival at Anadolu).
- In person diagnosis reveals more issues.
- Surgery conducted three days after arrival (5/25).
- Long recovery in hospital and city. Short, safe, relaxing city tour provided.
- Anadolu creates video with John and Dr. Cicek.
- John returns home a raving fan and creates a personal blog describing his adventure.
- Over time, John appears in San Francisco Chronicle newspaper and on Voice of America radio.



Questions and Contact Information

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