



American Gateway to Medical Tourism

Medical Tourism

An Emerging Healthcare Phenomenon

**Alternative Solution to Exorbitant Healthcare Costs
for Uninsured and Underinsured Americans**



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What is Medical Tourism?

- Medical Tourism is the practice of traveling outside of your home country to receive quality healthcare at affordable prices. For North American citizens, a savings of up to 80% can be realized.
- Although medical tourism is coined as the dominant phrase for this new emerging industry, other terms such as medical travel, health tourism and medical outsourcing have been gaining popularity.

An important issue to consider:

- The term "medical tourism" should not be taken literally. Although patients travel great distances to receive "medical" care, the term "tourism" should be less emphasized. As the term "tourism" is generally associated with the practice of touring for pleasure, when combined with a medical procedure, nothing could be further from the truth. In reality, most patients do not feel like touring once they have received their procedure.
- The importance of international medical travel should be placed on receiving high quality medical care and then recuperating with supervision to a reasonable level before traveling back home.



Health Care Trends in North America

As health care costs continue to rise, more and more Americans are simply being priced out of the market for treatment, with no resolution in sight. According to a poll report by Kaiser Health, "Personal health care costs are more terrifying to most Americans than being able to pay rent or mortgage, losing a job, losing savings in the stock market, or being a victim of a terrorist attack or violent crime."

The following facts support medical tourism industry growth:

- 47M uninsured Americans and rising
- Over 18% of the 250M insured Americans have pre-existing medical conditions, not qualifying for insurance coverage, resulting in out of pocket expenses
- 76M Baby Boomers with disposable income to support the elective surgery market
- Socialized medicine in Canada creates waiting lists for surgeries
- American Insurance companies seeking ways to reduce costs
- Corporate and institutional companies anxious to reduce healthcare costs



Company Overview

- Founded in July 2003
- Entrepreneurial staff totaling over 150 years of experience in organizational development and communications
- First U.S.-based company to actively facilitate medical tourists
- Providing full service patient management
- Offering no obligation / risk free services to clients
- Has performed due diligence on all overseas hospital affiliates
- Committed to high quality service and customer satisfaction



Mission Statement

Enable the American consumer, corporations, institutions and insurance companies to select affordable, truly viable, highly personalized, world-class medical alternatives that include recuperation packages in destinations around the world.

Vision Statement

We envision developing North American consumers, corporations, institutions and insurance companies into informed users of international health care services.

They will be empowered by current, customized information, products and services that our industry partners will provide.

By providing an interactive forum linking North American consumers of healthcare and organizations abroad, we promote the development of a highly effective healthcare system at a fraction of the cost.



Value Proposition

Medical tourism is not a new concept to Asians and Europeans, who have traveled to foreign destinations for decades seeking medical treatments with lower costs and non-existent waiting times. However, Americans are being exposed to this concept on a wide scale for the first time as the media is beginning to explore this growing trend. As this trend begins to gain momentum in America, we see our value proposition to our customers and partners as follows:

- Based in America, managed and operated by Americans
- Strong executive team with valuable experience in general management, communications, customer service and operations
- In-depth knowledge of American market, culture and values
- Toll free telephone support access to customer service - 18 hours per day / 7 days per week
- Established relationships with global hospital affiliates
- Low cost, high value alternative to healthcare in the U.S.



Marketplace Trends (1-4)

- 1)** The consumption of healthcare services is growing faster than any other service in North America. As a whole, Americans are demanding more options for healthcare products and services from providers and suppliers, but lack the access.
- 2)** Consumers of healthcare services are becoming more technologically savvy, and are seeking new channels to fulfill their healthcare needs.
- 3)** With complexity and fragmentation of the medical tourism market process, patients are seeking an easy to use, personalized system with real time customer support.
- 4)** An increasing number of overseas hospitals and clinics are investing resources in an effort to attract American consumers. The challenge going forward is to continually incorporate innovative ways by which to effectively facilitate the communication process.



Marketplace Trends (5-7)

- 5)** Increasing globalization of professional services and all business operations are forcing organization leaders to view the world as one global competitive marketplace for all goods and services, and thereby moving towards the Ricardian Trade Model, where certain regions are better positioned to be the lower cost service provider.
- 6)** Increasing awareness of medical tourism as a truly safe and viable option for obtaining World-Class care at a fraction of the cost, brought about by continual mainstream media coverage of highly successful cases. (see following reference list of press coverage – slide 18)
- 7)** Increasing regulatory oversight by organizations with a vested interest in the successful growth and development of international patient care, such as the AMA, JCI, ISO, leading hospitals, foreign government agencies responsible for trade, tourism, health, and consumers of healthcare.



Partnerships

We are continually building strategic partnerships with market leaders in the medical, travel and insurance industries in order to construct a community that not only provides our customers with total end-to-end service and confidence, but also benefits all of the following parties:

- Consumers
- Corporations and Institutions offering Private Health Plans
- Insurance Companies
- Hospital Systems and Physicians
- Destination Program Managers
- Hotels and Resorts
- Airlines
- Ground Transportation Providers
- Tour and Excursion Operators
- Communications Services
- Finance Companies



Business Partners

- MedRetreat has developed a way for providers of health and non-health related services to focus their efforts on an attractive, targeted population, without the expense of sales, marketing and administrative costs involved in client acquisition.
- In exchange for the unique and valuable menu of services MedRetreat offers, our business partners provide us with discounted pricing that will allow for a reasonable income to support our company expenditures and shareholder compensation.
- By utilizing this financial model, we can provide our clients with a high level of service at no additional cost. So, in effect, our services would be completely free to them.



Consumer Benefits

We've developed a comprehensive program to best guarantee a safe and pleasurable medical retreat to our healthcare recipients. Here are some benefits for your consideration:

- Tremendous cost savings
- Access to the best international hospitals and surgeons in the medical tourism industry
- Offering 4-5 star hotel accommodations for post operative recuperation
- Unlimited assistance from a trained U.S. Program Manager (continuous communication while here and abroad)
- Destination Program Manager services to help you feel comfortable while abroad
- Firm price quotations based on your individual needs
- Detailed itinerary of your entire medical retreat
- Step-by-step process of facilitation
- Detailed preparation instructions
- Education about the destination culture before you leave
- Money-back guarantee
- Financing available



The Savings:

Savings can be anywhere from 50% - 80% of the costs in the U.S.

In this example, we will compare the costs for a hip replacement. Hip replacements can range anywhere from \$40,000.00 to \$65,000.00 in the U.S., depending on the hospital and surgeon. For purposes of averaging the costs, let's use \$50,000.00 as the base price for a hip replacement in the United States.

The average cost for this procedure in one of our overseas destinations is approximately \$15,000.00 and includes the following:

- Hip replacement including doctor's fees
- Anesthesiologist fees
- Operating theater
- Prosthesis
- 10 days physical therapy
- 8-10 days stay in a private room



The Savings (cont):

- Surgeon's follow-up visits
- 24/7 Nursing care
- Meals
- Supplies
- Initial supply of medications
- Round trip coach ticket
- Three weeks post operative recuperation in a 4-5 star hotel
- Full facilitation by MedRetreat
- Destination Program Management Services

This calculates to a savings of \$35,000.00, or, 70% of the costs in the U.S.



Why MedRetreat?

Since July of 2003, MedRetreat has been the expert in the health tourism industry by offering the most comprehensive medical tourism programs available in the world. After 15,000 hours of research and development, you now have access to our knowledge and expertise to ensure a safe and pleasurable medical travel experience at a fraction of the cost in the U.S.

How MedRetreat qualifies to plan your medical tourism experience:

- Our team of medical tourism experts have personally visited 5 continents from the perspective of a medical tourist. They have conducted comprehensive research, performed site inspections of the hospitals and hotels and have interviewed the surgeons and medical staff to verify that they are the world-class institutions they promote themselves to be.
 - Our network of hospitals are among the leading healthcare institutions, equipped with the latest, state-of-the-art medical technology and board certified surgeons.
 - With several years of first-hand experience, we have developed strong relationships with all our hospital partners. This means that we are able get answers to your questions very quickly.



Why MedRetreat? (cont)

- With remote offices all over the U.S., we are within 1 hour of your local time zone and accessible via our Toll-Free telephone number to answer your questions at your convenience. No need to email unknown organizations in foreign countries in multiple time zones, and waiting for their email response.
- We offer a low-risk guarantee to our members that may be unsure about the quality of our medical partners. Even after arriving at your destination and meeting the assigned surgeon, if you are not 100% confident about your decision, you may cancel your procedure at any time without any financial penalties being assessed from the hospital or doctor.
- MedRetreat is registered with the Better Business Bureau and conforms to their Reliability Program to guarantee our members that we are a legitimate and trustworthy organization representing your best interests at all times.



Why MedRetreat? (cont)

- As a U.S. based organization, we are governed by and adhere to stringent privacy laws mandating that all your medical records must remain completely private and confidential at all times.
- We are medical tourism experts with over 4 years of experience and hundreds of satisfied clients.
- We utilize a proprietary, state-of-the-art, Customer Relationship Management system to best guarantee the efficient and effective communication of your medical needs.



Press Coverage References Featuring MedRetreat

Television:

ABC 20/20
ABC 7 News Chicago
FOX News Washington, D.C.
FOX News Philadelphia
FOX News Seattle
FOX 59 News Indianapolis
FOX News North Carolina
FOX 11 News Los Angeles
KODE-TV Missouri
KTVB-7 News Boise, ID
KXTV 10 News Sacramento
NBC-11 News San Jose
WCTI-12 News New Bern N.C.

Magazines:

Business 2.0
Good Housekeeping
Inc.
Fitness
Forbes
Men's Health
Men's Journal
More Magazine
News Day
Smart Money
Success
Time

Newspapers:

Baltimore Sun
Boston Globe
Chicago Sun Times
Los Angeles Times
New York Times
Seattle Post Intelligencers
USA Today

Radio:

Health Talk Radio – Judy Foreman
KSGF Newstalk Radio – Vince Jericho
MoneyDots – Barbara Sparhawk
NPR – Talk of the Nation
WGN – Steve Cochran Show



Please click on the icon below to visit MedRetreat's Website for more information about medical tourism and the services that we offer.





Thank you for the opportunity to present our company's information.

Wishing you a healthy and happy day!

The MedRetreat Team

