



**MEDICAL TOURISM
ASSOCIATION**



Visit Finland

A Medical Tourism Association Presentation

Powered by Global Healthcare Resources



Introduction

- The U.S. healthcare system is unlike any other with its mixture of private and public funding.
- Insurance coverage is a key component of the system, affecting care accessibility and affordability.
- Distinct healthcare models exist, including self-funded, fully insured, and direct primary care.

Self-Funded Healthcare

An Overview



In a self-funded (or self-insured) healthcare model, employers take on the financial risk for providing healthcare benefits to their employees.



Instead of paying a fixed premium to a health insurance carrier, the employer pays for actual health care costs incurred by employees.



Often, a third-party administrator is engaged to manage the plan.



The Makeup of the Self-Funded Healthcare Market

- **Key players:** Employers, employees, third-party administrators (TPAs), stop-loss insurance providers, healthcare providers, and pharmacy benefit managers (PBMs).
- Employers range from small businesses to multinational corporations, with large firms being more likely to self-fund.
- The market includes numerous industry verticals, with notable representation from manufacturing, technology, and professional services sectors.



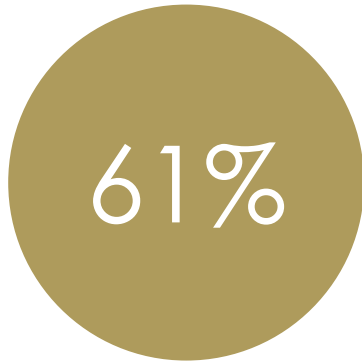
Fully Insured Healthcare: An Overview

- In a fully insured model, employers pay a fixed annual premium to an insurance carrier, transferring the risk of healthcare costs.
- Premiums are determined by the insurer based on factors like the number of employees, their health risk, and geographical location.
- The insurer then handles and pays for all covered healthcare services.



The Size of Self-Funded Healthcare Market

Quantifying the self-funded healthcare market



- **As of 2021, 61% of covered workers are in a self-funded health plan.**
- Self-funded plans are more common among larger employers (**81% of workers in firms with 200 or more workers**).
- The trend toward self-funding has been growing due to potential cost savings and flexibility in plan design.

Source: Kaiser Family Foundation




Understanding the American Healthcare Consumer

Overview of individuals not covered by insurance.



28 million
people

- 
- Approximately 8.5% of the U.S. population, or about 28 million people, **lacked health insurance at any point during 2019.**
 - Factors influencing lack of insurance include cost, changing employment, and ineligibility for public coverage.
 - Uninsured consumers often face financial barriers to healthcare and delayed care.

The Opportunity for Finnish Hospitals

- The fragmented U.S. healthcare system provides unique opportunities for innovative, cost-effective healthcare providers.
- Finnish hospitals can offer competitive pricing and high-quality care to attract self-funded employers and uninsured individuals.
- A focus on transparency, digital healthcare services, and patient-centered care could differentiate Finnish hospitals



Understanding Stop-Loss Insurance

- Stop-loss insurance protects self-funded employers from catastrophic or unpredictably high claims.
- There are two types: individual (or specific) stop-loss, which limits the claim liability for each individual employee, and aggregate stop-loss, which limits the total claim liability for the entire group.
- The stop-loss insurance carrier reimburses the employer for claims that exceed a predetermined level, known as the stop-loss deductible.



The Benefits of Medical Tourism for Self-Funded Employers



Cost Savings:

Medical tourism can yield significant cost savings for procedures that are expensive in the U.S., potentially saving employers thousands of dollars per procedure.



Quality of Care:

Many international healthcare providers offer high-quality care that is on par with or better than what is available domestically.



Shorter Wait Times:

For non-emergency procedures that may have long wait times in the U.S., traveling abroad can often provide quicker access to care.



Stop-Loss and Medical Tourism: An Example

Illustrating the potential cost savings with an example.

Suppose an employee requires a hip replacement. In the U.S., this procedure might cost **\$40,000**.

In Finland, the same procedure could cost **\$20,000**.

If the employer's stop-loss deductible is set at \$30,000 per individual, the procedure in the U.S. would trigger a stop-loss claim, while the procedure in Finland would not.

\$20,000
SAVINGS

By choosing medical tourism, the employer saves \$20,000 on the procedure and retains control of \$10,000 that would have gone towards a stop-loss claim in the U.S.



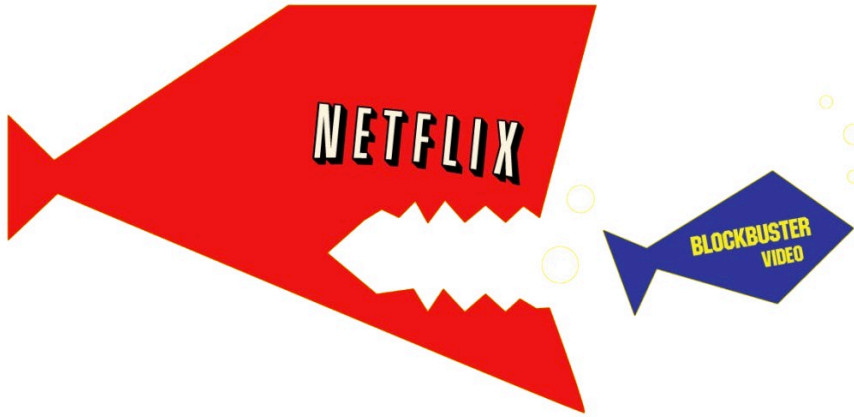
Medical Tourism - Biggest Challenges Faced



- Marketing challenges: reported by 60.2% of respondents
- Lack of enough patient leads: 53.8%
- Lack of enough referrals: 40.7%
- Lack of brand awareness: 28.5%
- Lack of expertise or knowledge: 24.9%
- Not knowing which targets to go after: 23.1%
- Lack of training, certification, or education: 22.2%
- Poor conversion rates for patient leads: 22.2%



Evolve or Become Extinct



Medical Tourism and Stop-Loss: A Win-Win Solution

- Medical tourism allows self-funded employers to save money on high-cost procedures, reducing their total healthcare spending.
- Lower claim costs can help keep the employer's claims under the stop-loss deductible, saving additional money and reducing reliance on stop-loss insurance.
- By embracing medical tourism, self-funded employers can provide high-quality care for their employees while effectively managing their healthcare costs.



Marketing Strategies for Medical Tourists in the U.S.

- **Information Transparency:** Clearly communicate costs, quality metrics, and patient experiences.
- **Online Presence:** Leverage digital marketing, including SEO, social media, and content marketing to reach potential patients.
- **Partnerships:** Collaborate with travel agencies, medical tourism facilitators, and insurance companies.
- **Highlight USPs:** Emphasize unique selling points, such as cutting-edge technology, specialty care, or renowned physicians.
- **Patient Experience:** Highlight comfortable accommodations, concierge services, and patient testimonials.



What Not to Do When Marketing Medical Tourism



Avoid False Promises:

Only promise what you can deliver; overstating potential benefits can damage your reputation and trustworthiness.



Don't Neglect Aftercare:

Providing follow-up care is crucial. Failing to provide or facilitate aftercare can lead to poor patient outcomes and negative experiences.



Avoid Lack of Transparency:

Be upfront about all costs, potential risks, and the details of the procedure.



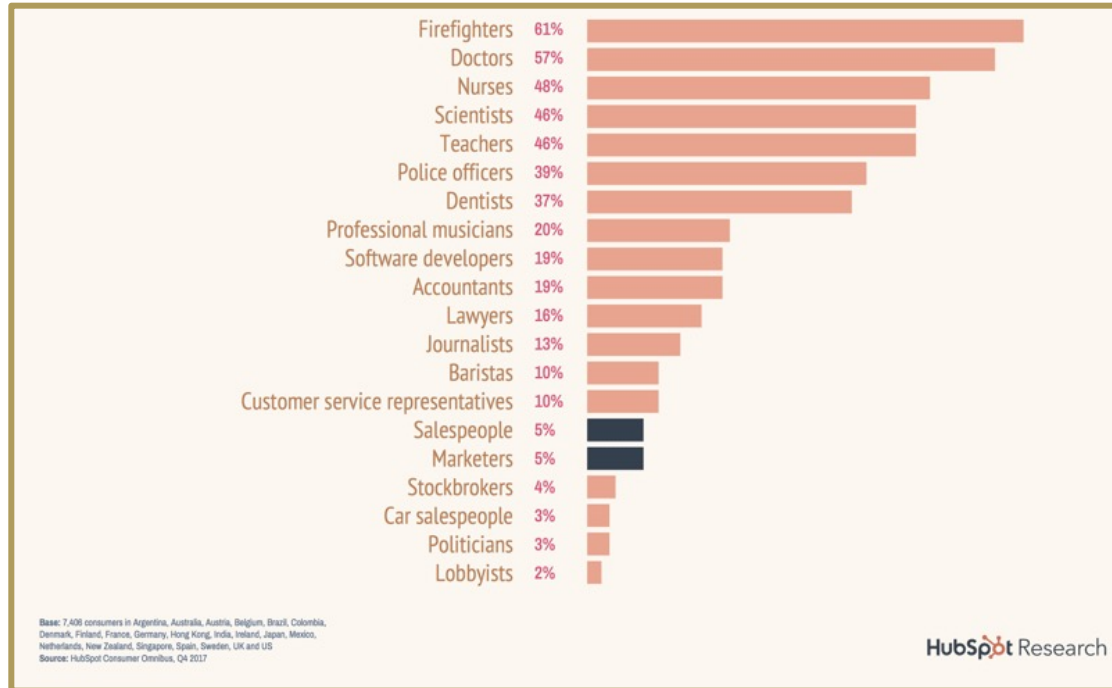
Don't Ignore Cultural Sensitivities:

Consider cultural differences, language barriers, and expectations of American patients. A lack of cultural competence can lead to misunderstandings and a poor patient experience.



Marketing and Sales Have a Trust Problem

Who do you consider to be trustworthy?



Adding trust seals on a website can increase conversion rates by **42%** (CXL Institute).

48%

E-commerce sites with trust seals are viewed as significantly more trustworthy by 48% of online shoppers (Baymard Institute).

67%

67% of consumers agree they will respond to a brand's marketing after they trust the brand (Edelman Trust Barometer).

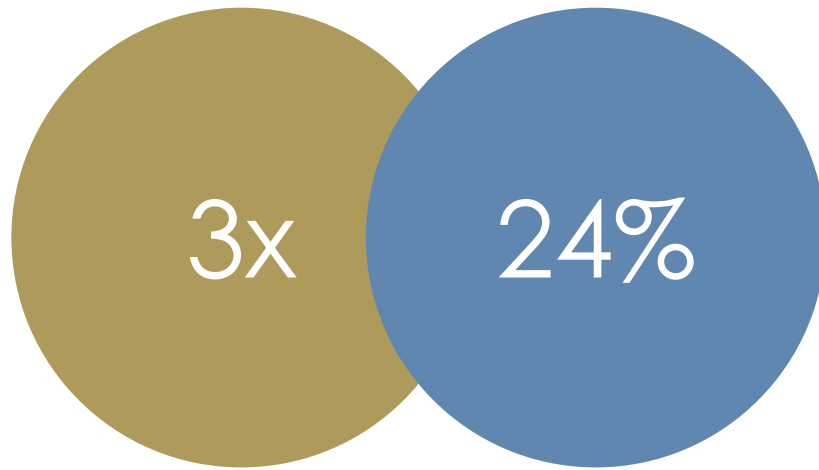
9X

Customers are 9 times more likely to try a company's new products and services if they trust the company (Salesforce Research).

8%

Trust in a company makes a difference for 81% of consumers when making a purchase decision (HubSpot).





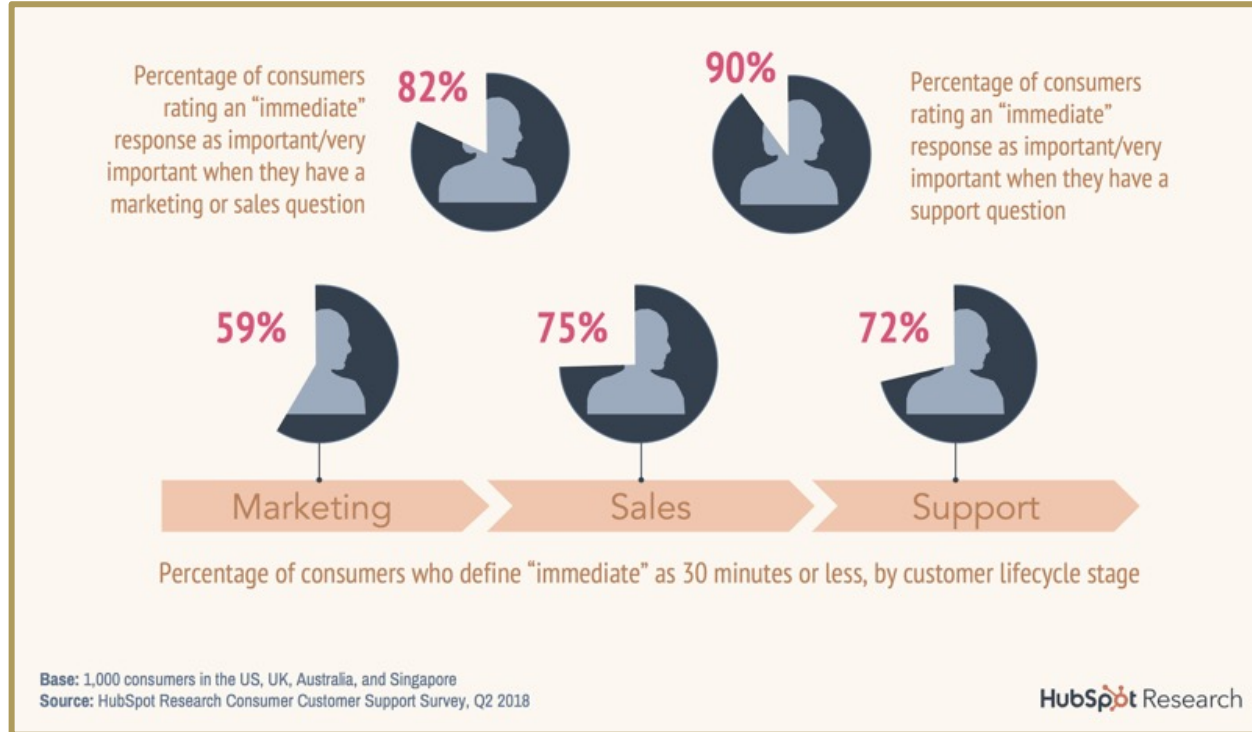
Building trust can lead to
a 3x increase in
conversion rates in B2B
sales **(LinkedIn)**.

Website visitors are 24%
more likely to continue to
the payment stage when
a trust logo is displayed
(Symantec).



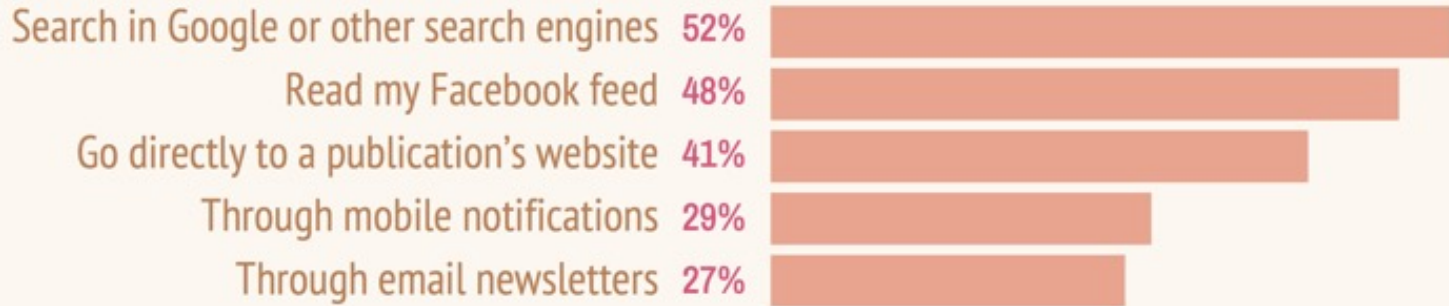
Consumers are Impatient

Sped is everything to today's buyers, and patience wears out at 30 minutes



Google and Facebook are the top content Channels in the U.S. and Latin America

Where do you go to catch up on the news, business, and lifestyle stories online?

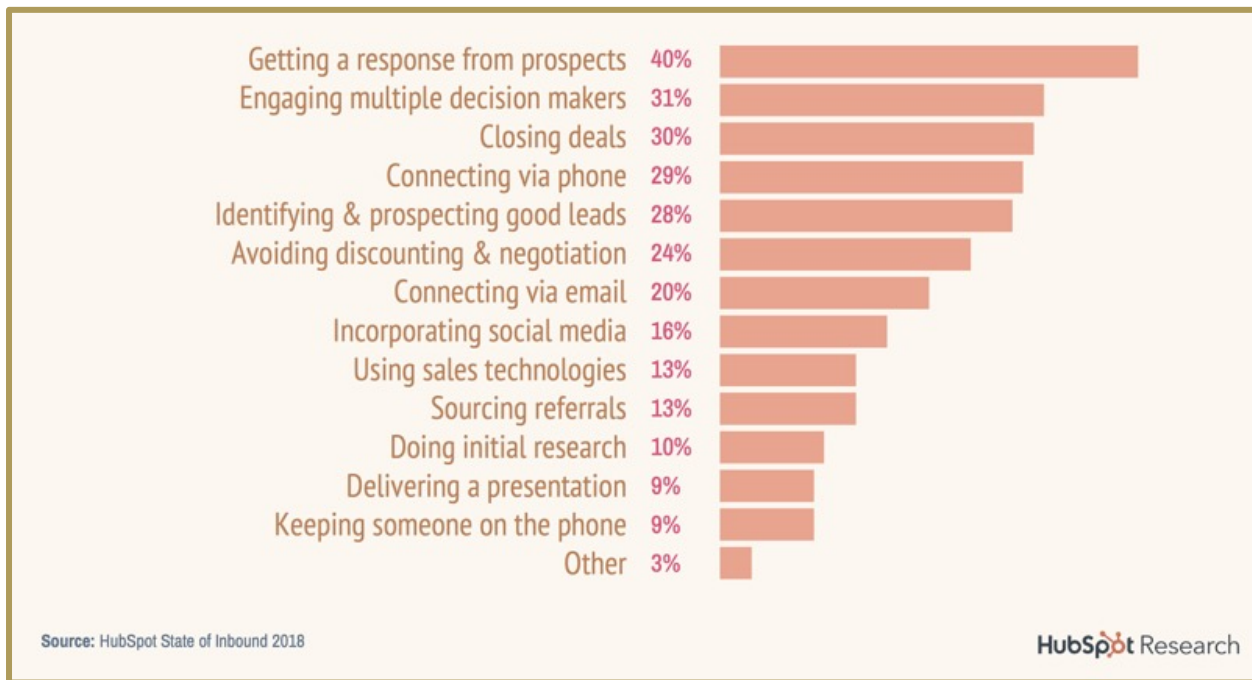


Base: 3,010 consumers in the US Colombia and Mexico
Source: HubSpot Content Trends Survey, Q3 2017

HubSpot Research

Prospecting has Gotten Harder

What is more difficult to do in sales compared to 2 to 3 years ago?





Google Ads

Google Advertising is expensive, and once you stop you lose all future patient leads.

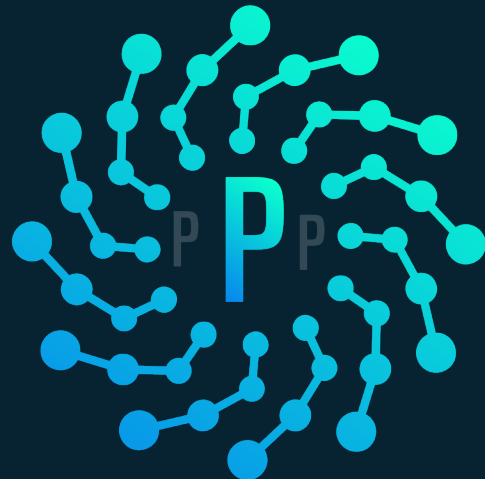




Google advertising is too expensive, we just cracked the code on consumer marketing in medical tourism.

Through our existing **MedicalTourism.com** + **technology integrated into AI + Editorial Team** we found the "unicorn" to reaching consumers.

Find your unicorn!

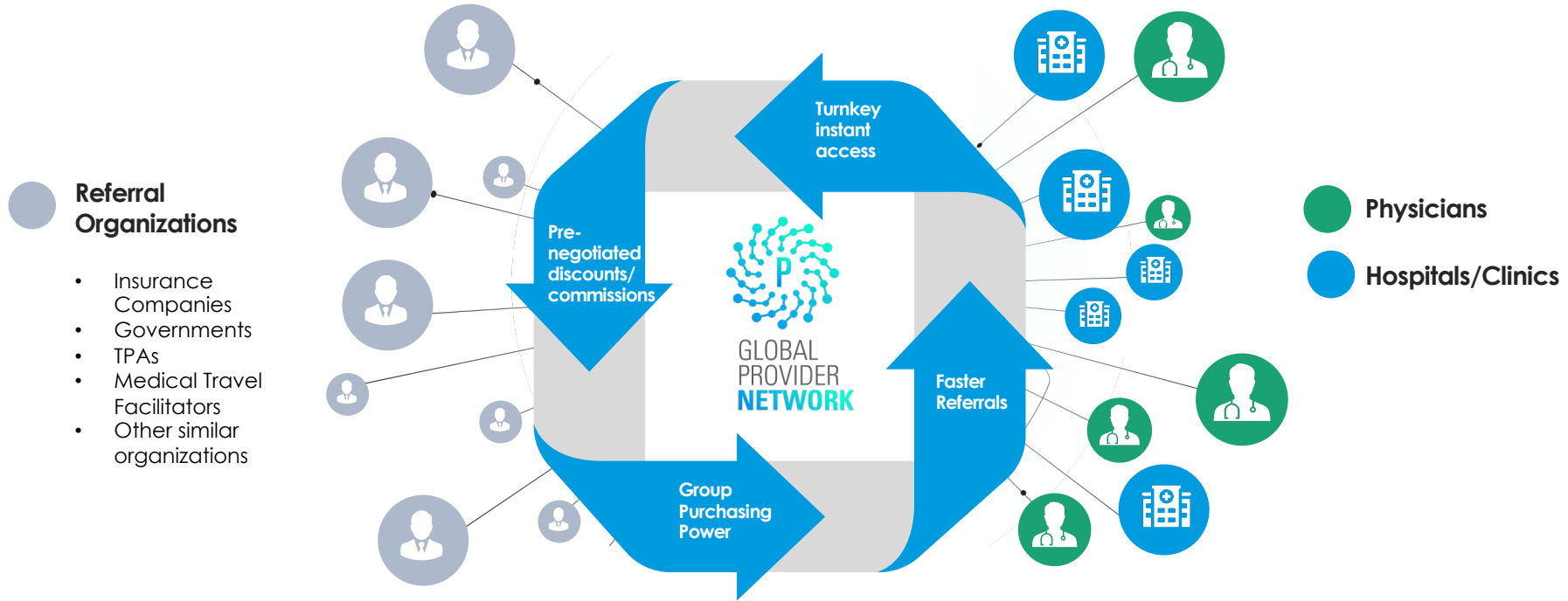


GLOBAL PROVIDER **NETWORK**

Increasing
PARTNERSHIPS • PATIENTS • PROFITABILITY

We Have Recently Developed the
Global Provider Network

The GPN Model





**Jonathan Edelheit signing MOU with HE Saif Saeed Ghobash
Undersecretary, the Department of Culture and Tourism–Abu Dhabi**

HE Matar Al Nuaimi, Director
General of Abu Dhabi Public Health
Centre;

HE Saif Mohamed Al Hajeri,
Chairman, Abu Dhabi Department
of Economic Development;

HE Sheikh Abdulla Bin Mohamed
Al Hamed, Chairman of
Department of Health, Abu Dhabi;

Jonathan Edelheit, Chairman &
Co-founder, Medical Tourism
Association;

HE Mohamed Khalifa Al Mubarak,
Chairman of the Department of
Culture and Tourism, Abu Dhabi;

HE Saif Saeed Ghobash,
Undersecretary of the Department
of Culture and Tourism, Abu Dhabi.



WMTC Asia-Pacific Summit & Exhibition

世界医疗旅游与全球健康大会亚太峰会+展览会
暨第三届中国(桂林)国际健康养生服务产业创新发展高端论坛

健康产业合作项目 签约仪式

Signing International Medical
Industry Cooperation Project

国际医疗与健康

The Ceremony for S
and Health Indu

NOV. 14-16 2015 | Guilin China 中国·桂林



The MTA launches its first Chinese conference, settling in Hainan as part of a larger Memorandum of Understanding with the Chinese Government. November, 2015.



Jonathan Edelheit and Renée-Marie Stephano with Minister of Health of United Arab Emirates (UAE), after signing MOU on Medical Tourism with the Minister.

KHIDI-MTA MOU Signing Ceremony

“한국의료관광 국제 마케팅 활성화를 위한 업무 협약 체결”

May 30, 2008 Seoul, Korea

KHIDI
Korea Health Industry
Development Institute

한국보건산업진흥원



Jonathan Edelheit and Renée-Marie Stephano sign the Memorandum of Understanding that launched South Korea's new medical tourism initiative between the MTA and KHIDI. May, 2008.

South Korea Medical Tourism ROI 2008-2018

Success statistics for South Korea – Ministry of Health



Attracting

380,000

medical travelers in 2018

↑ 17.8%
increase from
2017



2.2 Million

foreign patients in 10
Years

*Foreign patients: a patient of a foreign nationality who does not reside in (nor register as a foreigner or report a residence in) the Republic of Korea, and does not receive treatment as the insured or their dependents of the National Health Insurance.



2017



1. Singapore	73.56	
2. South Korea	64.76	
3. India	63.26	
4. Japan	62.69	
5. Philippines	61.44	
6. Taiwan	60.81	
7. China	59.42	
8. Thailand	56.40	

From Zero to Second
in the
entire
region and
also
became
globally known as
a trusted healthcare destination





Let's Connect

Jonathan Edelheit

Chairman

Medical Tourism Association



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ASSOCIATION**

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