

ASIA PACIFIC

International Travel Insurance Conference Kuala Lumpur  
18 - 20 June 2013 | The Shangri-La Hotel

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# Kuala Lumpur





**Your Welfare,  
Our Mission.**

# ASIA PACIFIC

## Dear delegate

Welcome to Kuala Lumpur, the heart of economic and business development in Malaysia. This year's ITIC Asia Pacific brings together delegates from companies based in the region, as well as representatives from Europe, the US and Africa, showing the truly global nature of travel insurance and assistance delivery in today's world. The ever-increasing number of travellers from the Asia Pacific region means that challenges for the industry are myriad, ranging from setting up networks in newly popular destinations for these travellers, to educating tourists about the importance of understanding travel insurance as a product.

This year's agenda reflects the diverse nature of the work that lies ahead for insurers, assistance companies, hospitals, air ambulance providers and third party administrators operating in the Asia Pacific region. Industry experts will offer their opinion and experience on subjects including the growth of health tourism, in-house versus third party assistance, regulatory requirements, medical fraud, and the latest uses of technology – essential in a region where there are more mobile phones than landlines.

We hope you enjoy the conference, finding it both educational and advantageous to your business.

### The ITIC team



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World-wide health care needs are increasing

# The solution

- Integrated Business and Medical Management
- Cost containment
- Maximizing positive outcomes



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## ■ Agenda at a glance

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### Day 1 - Tuesday 18th June

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- 12:00 - 13:30 - **Registration & networking lunch**
- 14:00 - 15:30 - **Malaysia – the growth of travel insurance & health tourism**
- 15:30 - 16:00 - **Networking coffee break**
- 16:00 - 17:30 - **How do insurers select an assistance company, should they stay in-house or be outsourced?**
- 18:00 - 19:00 - **Welcome cocktails**

### Day 2 - Wednesday 19th June

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- 10:00 - 10:30 - **Networking coffee break**
- 10:30 - 11:00 - **Cross-border expat health insurance products**
- 11:00 - 11:30 - **Networking coffee break**
- 11:30 - 12:30 - **Country focus – Myanmar**
- 12:30 - 14:00 - **Networking lunch**
- 14:00 - 15:30 - **Fraudulent claims in the Far East**
- 19:30 - late - **Networking dinner**

### Day 3 - Thursday 20th June

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- 10:00 - 10:30 - **Latest use of smartphone technology**
- 10:30 - 11:00 - **Networking coffee break**
- 11:00 - 12:30 - **Shaping the future of travel in the Asia Pacific region**

# Embrace Technology

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### Active Care Management

ACM is a global leader in Medical and Non-Medical Assistance, Case Management, Claims Management, Network Management and Re-pricing. ACM provides expertise in the management and administration of all aspects of health insurance and travel insurance programs worldwide. ACM's Mission: To assist insurers, policy holders and plan sponsors with the coordination and delivery of cost effective and sustainable quality health care solutions. ACM's Vision: To maintain global leadership in healthcare management and cost containment through continued innovation delivered by professionals who care.

### ADAC

With 40 years of experience, ADAC Ambulance Service – the medical assistance part of the ADAC group – is one of the leading European enterprises for worldwide medical transportation. We attend to approximately 53,000 patients per year and carry out more than 14,000 transports – on ground and by air, operating our own fleet of dedicated air ambulance aircraft. Equipped with state-of-the-art technology, our ambulance aircraft are on call around the clock. Our fleet includes the following aircraft types: Dornier-Fairchild 328-300 Jet, Beechcraft Super King Air A 350, and Lear Jet 60. As a solution provider for any international patient transport we also offer transports on commercial airlines like PTC, stretcher etc. We offer individually customised transport solutions, optimised to the patients' needs and the customers' demand.

### EMS Assist Pilipinas

As a leading assistance company in the Philippines, EMS Assist Pilipinas Corporation is competent and dedicated in providing you personalised, practical and effective solutions for all of your healthcare needs. We pride ourselves on the dynamic partnerships we have built with our huge network of providers by putting the clients' needs at the heart of everything we do. We at EMS Assist Pilipinas realise how difficult it often becomes to handle emergency situations, but with our highly trained and versatile team equipped with knowledge on specialised customer service and modern techniques, you are assured efficient healthcare support assistance ... whenever, wherever.



### Olympus Managed Healthcare

Olympus began operations in 1994, and was a pioneer in developing network management solutions for international healthcare payers. From that base, Olympus has evolved into a leading independent provider of healthcare claims administration and cost management services, utilising both traditional services and unique solutions. As an accredited ISO 9001:2008 company, Olympus is committed to ensuring the highest quality service standards. Our clients receive precise client management, around-the-clock access to our call centre; on-staff medical professionals, provider networks and EDI-enabled technological capacity.

### QHM

Quality Health Management, LLC ("QHM") is an internationally recognized cost containment service provider working on behalf of international health insurers, self-funded industry, governments, maritime industry, and global employers. QHM has been guiding the global needs of these clients, payers, providers and patients through custom designed health administrative solutions. QHM service includes: access to hospitals and physicians globally, 24 hour member service solutions, efficient claims service and re-pricing, discounts off billed medical charges, medical case management, and superior account management.

### StandbyMD

Several dilemmas are often faced by travellers seeking medical care, such as: obtaining same-day medical appointments, inconsistent provider hours of operation, long wait times, unnecessary testing, risk of infection acquired in the healthcare setting, and excessive charges. StandbyMD specifically addresses travellers' needs by providing telephone contact with a physician and house calls for illnesses that are not life threatening. StandbyMD's physician directed healthcare programme allows for proper management of the case, expediting medical attention and avoiding potentially unnecessary emergency room services.

### SOS International

Based in the Nordic and Baltic countries, SOS International delivers a broad range of assistance products on a B2B basis for the leading Nordic insurance companies, the oil and gas industry, financial companies, car groups, authorities in the Nordic countries, international emergency centres and hospitals and public companies in the Nordic countries and in the rest of the world. SOS' special expertise is to put the right competencies into play in any situation – promptly and in all parts of the globe.





## ■ Agenda | Day 1 | Tuesday 18th June 2013

■ 12:00 - 14:00 **Registration**

■ 12:00 - 13:30 **Networking lunch**

Served in the networking area

■ 14:00 - 15:30

### **Malaysia – the growth of travel insurance & health tourism**



**Patrick Chong,**  
Managing Director,  
Journeys Travel  
Insurance



**Anna Hue,**  
Chairman,  
Blue Dot



**Mary Lai Lin Wong,**  
CEO,  
Malaysia Healthcare  
Travel Council

The increasing number of travellers from Malaysia led to the Malaysian Association of Tour and Travel Agents mandating that any traveller booking a holiday through an agent must purchase travel insurance, thus giving the industry a significant boost. The development of new products has increased awareness among the general public of travel insurance and assistance services, although there is still more to be done. The expert panellists will offer their take on the latest industry developments, and how health tourism is affecting travel habits and insurance purchasing trends.

■ 15:30 - 16:00 **Coffee break**

■ 16:00 - 17:30

### **How do insurers select an assistance company, should they stay in-house or be outsourced?**



**Cindy Wong,**  
Assistant Vice  
President,  
AA International Inc



**Mark Pavlides,**  
Regional General  
Manager, Travel  
Guard Asia Pacific



**David Fedarb,**  
Regional Travel  
Manager SE Asia  
Ace Travel Insurance

This debate will continue to split the industry – should an insurer set up an in-house assistance company, or seek external expertise? The panellists, who represent all sides of the argument, will each have a chance to give their opinion, explaining the benefits and potential risks that must be considered before such a decision is taken. The cost of setting up an in-house assistance arm could be prohibitive for many insurers, while for others, integration into existing systems makes perfect sense.

■ 18:00 - 19:00 **Welcome cocktails & canapés**

details overleaf (page 11)

• INSURERS • ASSISTANCE • HOSPITALS • AIR AMBULANCE •



# Vienna

DATE & LOCATION

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4 - 7 November 2013 | Intercontinental Wien

FOR MORE DETAILS

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<http://vienna.itic.co>

## ■ Agenda | Day 1 | Tuesday 18th June 2013

■ 18:00 - 19:00 **Welcome cocktails & canapés**

# Cocktails & Canapés

An unrivalled networking opportunity amidst a calming oasis, to officially welcome you to ITIC Kuala Lumpur 2013

Cocktails and Canapes in the Lemon Tree Garden Terrace @ The Shangri-La Hotel

**18:00 - 19:00**

Network with both old friends and new faces

Enjoy one of the famous Shangri-La Cocktails and a selection of delicious canapés



**Kuala Lumpur 2013**

## ■ Agenda | Day 2 | Wednesday 19th June 2013

■ 10:00 - 10:30

**UAE – how have TPAs met the new regulatory requirements for health insurance, and what measures were taken to provide added value to their insurance clients?**



**Mohammed Mahfoudh,**  
General Manager,  
Neuron LLC

The speaker will examine how third party administrators (TPAs) have worked to meet the new regulatory requirements for the sale of health insurance in the United Arab Emirates (UAE), and what measures were taken to provide added value to their insurer clients. Complex and varying financial regulations across the region mean that TPAs have to ensure they have the very latest regulatory information and keep their clients up to date and informed of any change that could have the potential to affect their business.



# ITIC Kuala Lumpur Networking Dinner

a new light  
a new sound  
a new taste  
a new networking experience

Join your fellow delegates for an exclusive culinary feast at one of the city's hidden gems.

Neo Tamarind is best described as 'the new zen'. Hypnotic liquid walls, a colossal chandelier and the galactic bar work in harmony to create a chic and luxurious atmosphere, perfect for an evening of professional networking.

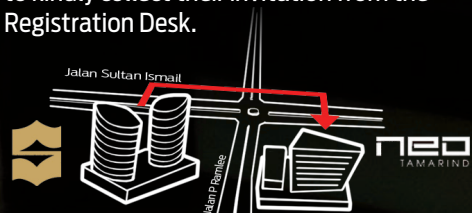
This function is included in your ITIC Asia Pacific registration fee. Delegates are asked to kindly collect their invitation from the Registration Desk.

**NEO Tamarind Restaurant**  
19 Jalan Sultan Ismail

**Wednesday 19<sup>th</sup> June**  
19:30 - late



**Kuala Lumpur 2013**



## ■ Agenda | Day 2 | Wednesday 19th June 2013

■ 10:30 - 11:00

### Cross-border expat health insurance products



**Laurent Pochat-Cottilloux**,  
Regional Managing Director,  
Asia-Pac Health Reinsurance Markets,  
AXA PPP

Tapping into the potentially lucrative international health insurance market of both the affluent local population and the many expatriates that live in the Asia Pacific region is a difficult move to make. This session will first offer delegates an insight into the current state of the international health insurance market in the Asia Pacific area, before moving on to explain the kind of product design that will appeal to customers. The operational capabilities of the market will be considered, along with the challenge of distributing the products to the market while ensuring compliance and popularity.

□ 11:00 - 11:30 **Networking coffee break**

■ 11:30 - 12:30

### Country focus – Myanmar



**Dr Peter Morley**,  
Medical Director - International,  
Bumrungrad International

Myanmar's emergence from obscurity has led to a rapid increase in the number of international travellers heading to the country. However, whether or not Myanmar is prepared to cope with this influx is a matter still under consideration. Our speaker will detail the current state of the tourist market, as well as the healthcare system, in order to educate insurers and assistance companies in the audience about what to expect if their client needs help while on holiday in the country.

□ 12:30 - 14:00 **Networking lunch**

Served in the networking area

■ 14:00 - 15:30

### Fraudulent claims in Asia



**Phil Peart**,  
Director of International  
Strategies, GlobalOptions



**Dr David Teo**,  
Regional Medical Director,  
International SOS

The exchange of ideas and experience is what ITIC is all about, and this session offers delegates a fantastic opportunity to hear about case studies from different aspects of the travel health insurance industry. Representatives will share case studies on topics including fraudulent claims, air ambulance missions and international funeral arrangements. Such case studies are an opportunity for the industry to learn from one another, which should result in improvements for clients.

□ 19:30 - late **Networking dinner**

in the NEO Tamarind Restaurant – see opposite

## Agenda | Day 3 | Thursday 20th June 2013

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10:00 - 10:30

### The latest use of technology focusing on apps & smartphones



**Pushkar Sane,**  
Co-Founder & CEO,  
Convergination Ventures |  
Shaping Alternative Futures

The advent of smart phones in the Asia Pacific region is well known – millions of consumers who rely solely on their mobiles to connect with the rest of the world. But are insurers and assistance companies recognising the potential size of this market, and the possibilities that apps designed specifically and exclusively for the assistance industry can result in? The latest research into the sector will be presented to delegates and will be unique to ITIC's audience.

10:30 - 11:00 Coffee break

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11:00 - 12:30

### Shaping the future of travel in the Asia Pacific region



**Mark Dougan,**  
Managing Director,  
Australia & NZ,  
Frost & Sullivan



**Tunku Iskandar,**  
Group Executive  
Chairman,  
Melewar Group

What does the future hold for the travel industry across the region? Amadeus research has identified four dominant themes that will fundamentally change travel in the Asia Pacific region to 2030. Amadeus describes them as 'effects', because each will drive a significant change in the travel ecosystem, with implications for travellers, travel service providers and the industry at large.

## With thanks to the committee



**Anna Hue,**  
Chairman,  
Blue Dot  
Assistance



**Bob Lavers,**  
Senior Cnslt.  
Olympus  
Managed  
Healthcare



**Fred Yoo,**  
Vice  
President Intl.  
Operations,  
BUMA



**Janine Benson,**  
Principal Cnslt.,  
takeCare  
Assistance



**Lily Chen,**  
General  
Manager,  
Essential  
Health Netwk.



**Mary-Jo McDonald,**  
CEO,  
First  
Assistance



**Dr Michael Moreton,**  
Consultant



**Purple Tse,**  
Director of  
Emergency  
Services,  
TY Healthcare

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**Kuala Lumpur 2013**

