

INTERNATIONAL TRAVEL INSURANCE CONFERENCE
SHERATON NEW ORLEANS | 19-21 MARCH 2012

 **New Orleans**

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New Orleans

INTERNATIONAL TRAVEL INSURANCE CONFERENCE
SHERATON NEW ORLEANS | 19-21 MARCH 2012

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Welcome



Ian Cameron,
Chairman -
International
Travel Insurance
Conference (ITIC)

Dear Delegate,

Welcome to the second annual ITIC Americas event, here in the historic city of New Orleans.

The world of international travel health insurance is constantly developing in order to meet the needs of ever more demanding global travellers; thus, the agenda for ITIC has been designed to offer you the most up-to-date information on industry issues and the latest technological advancements in the sphere of travel insurance provision, including assistance and emergency evacuation services. Through their presentations, our speakers will demonstrate their expertise in their given field, as well as spark debate and encourage innovation in the industry.

As always, ITIC Americas also offers plenty of opportunity for people to network and meet colleagues old and new through various social events planned throughout the course of the conference.

I look forward to seeing you over the next few days.

Best regards,

Ian Cameron



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Brief Agenda

Monday 19th March - DAY 1

11:00	Registration opens
12:30-14:00	Networking buffet lunch <i>sponsored by Aerojet International and Air Ambulance Professionals</i>
14:00-15:30	Panel: Healthcare reform in the US - the direct impact on international insurers and travel insurance
15:30-16:00	Coffee break <i>sponsored by Aerojet International and Air Ambulance Professionals</i>
16:00-17:30	Panel: Medical cost containment and travel assistance in Latin America
17:30-19:00	Welcome cocktails <i>sponsored by Baptist Health International</i>

Tuesday 20th March - DAY 2

09:00-10:00	Breakfast in the Waterbury Room
10:00-11:30	Panel: The challenges of accessing quality hospital care in the Caribbean region
11.30-12.00	Coffee break
12:00-13:30	Panel: Political risk, disasters and evacuation co-ordination
13:30-14:30	Networking lunch
14:30-16.00	Panel - Cruises : Response to medical emergencies onboard

Wednesday 21st March - DAY 3

09:00-10:00	Breakfast in the Waterbury Room
10:00-11:30	Panel: Digital marketing : the Internet and social media - latest developments and opportunities
11:30 -12:00	Coffee break
12:00-13:30	Panel: Remote monitoring, including biometrics and telemedicine
19:30-23.30	Farewell dinner - hosted at Latrobe's on Royal

Welcome Drinks



INTERNATIONAL TRAVEL INSURANCE CONFERENCE
ITIC **New Orleans**
WELCOME DRINKS

MONDAY 19TH MARCH 2012
LAGNIAPPE ROOM,
SHERATON NEW ORLEANS HOTEL

Join Baptist Health International in the Lagniappe Room to conclude day one of the Conference with a selection of drinks and nibbles. With views over the lobby area and canal street, take the time to enjoy networking with both old and new acquaintances.

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Agenda - DAY 1 - Monday 19th March

11:00 onward

Registration

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12:30 - 14:00

Networking buffet lunch



Panellist:
Kenneth B. Schnoll
Attorney, SNR Denton



Panellist:
Ralph Lawson
Executive Vice
President, Baptist
Health South Florida

14:00 - 15:30

Panel session: **Healthcare reform in the US** – the direct impact on international insurers and travel insurance

President Barack Obama's Affordable Care Act will undoubtedly alter the healthcare landscape in the US, but how seriously will such a change affect international travel insurers facing bills for clients treated in US hospitals? Our panel of expert speakers, with extensive experience

in the healthcare industry, will address this question, and others, during this session. Rising prices of medical care and increasing pressure on hospitals to balance their books would suggest that bills to international payers are only going one way – skywards.

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15:30 - 16:00

Coffee & refreshments



Panellist:
Andres Beltran-Fletscher
President & CEO,
Emergency Corporation



Panellist:
Pablo Castillo
CEO, Medbrick



Panellist:
Edmund Santiago
Partner, Redbridge

16:00 - 17:30

Panel session: **Medical cost containment and travel assistance in Latin America**

Millions of international business and leisure travellers consider Latin America to be of growing importance – either to their company's prospects, or to widen their vacation horizons. The patchy network of quality healthcare across the continent, though, can result in some difficult problems for providers of cost containment and

assistance services. Both of these issues are covered by the experts who are leading this session, which will also include advice on the ways in which medical expenditure can be managed, and negotiating with remote clinics that may not have the medical equipment or necessary expertise to deal with your client.

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17:30 - 19:00

Welcome drinks - hosted in the Lagniappe Bar

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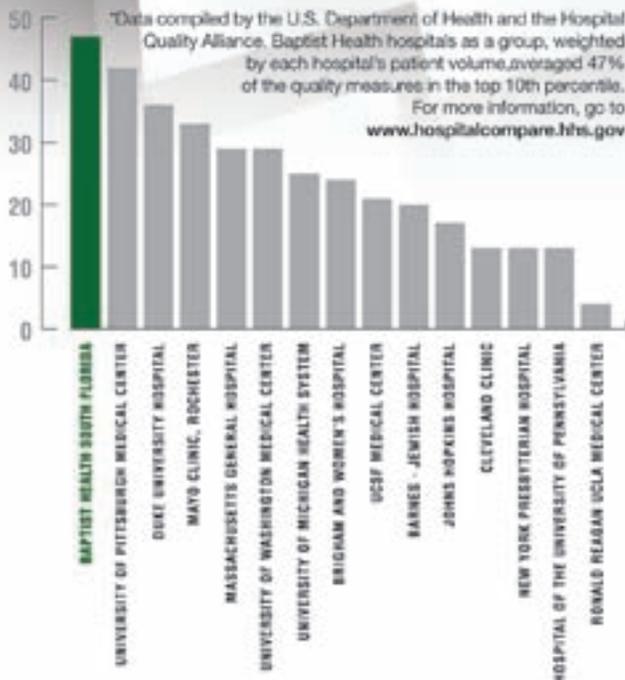
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*Data compiled by the U.S. Department of Health and the Hospital Quality Alliance. Baptist Health hospitals as a group, weighted by each hospital's patient volume, averaged 47% of the quality measures in the top 10th percentiles. For more information, go to www.hospitalcompare.hhs.gov



Baptist Health's hospitals as a group are among the best in the country, according to a national government survey of hospital quality measures. *We scored better than all the hospitals in the U.S. News & World Report's Honor Roll.

The survey ranked hospitals on the basis of national quality measures in heart attack, heart failure, pneumonia and prevention. If you take quality as seriously as we do, you'll choose Baptist Health.

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Agenda - DAY 2 - Tuesday 20th March

09:00 - 10:00

Breakfast served in the Waterbury Room



Panellist:
Shai Gold
 Managing Partner,
 International Triage LLC



Panellist:
Maria Caceres
 Director, Seven Corners
 Assist



Panellist:
**Dr Jose Natalio
 Redondo**
 President, Grupo
 Rescue

10:00 - 11:30

Panel Session:
**The challenges of accessing quality
 hospital care in the Caribbean region**

The dozens of islands and countries that make up the Caribbean Basin vary widely in terms of infrastructure and quality of medical care. Finding your way through this maze of options needs expert advice, which is provided by our speakers. Each

one has extensive experience of operating in the region, and will offer differing perspectives on local issues – from an international assistance point of view, and from a hospital's, ensuring an interesting and lively debate.

11:30 - 12:00

Coffee & refreshments



Panellist:
John Rendeiro
 VP Global Security &
 Intelligence, ISOS



Panellist:
Charlie LeBlanc
 President,
 FrontierMEDEX
 Security Services



Panellist:
Jeff Winton
 Director of Partner
 Development, iJET

12:00 - 13:30

Panel session:
**Political risk, disasters and
 evacuation co-ordination**

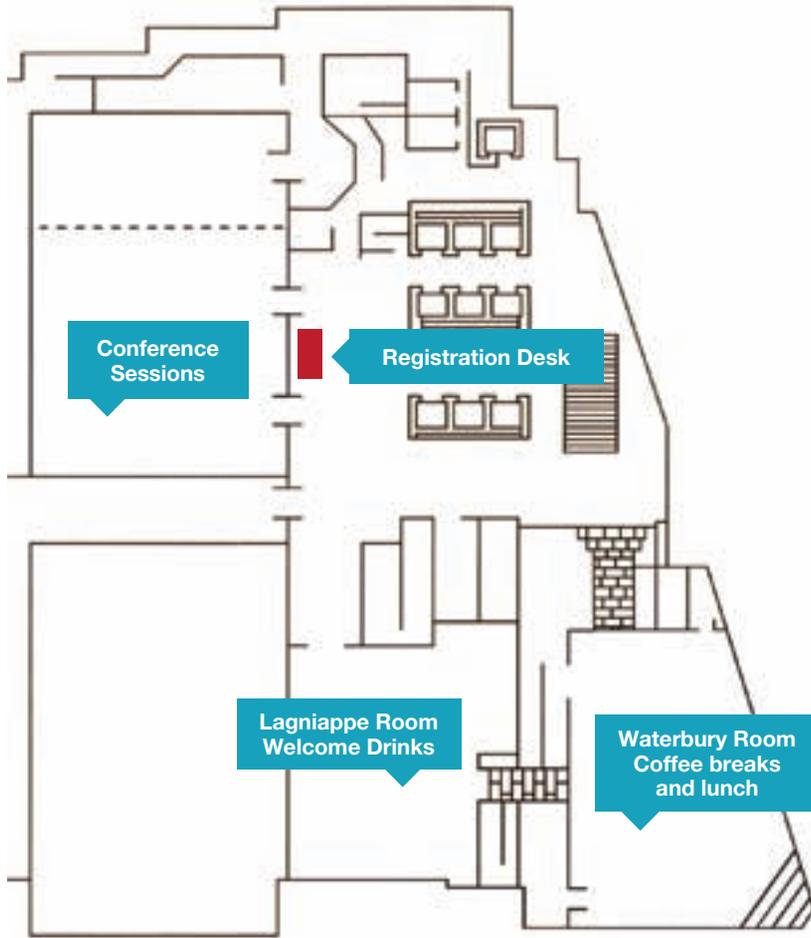
While the world watched, Northern Africa was convulsed by turmoil in 2011, and the unrest has continued into 2012. The spectre of political violence has remained, then, and for international assistance companies, Latin America also remains a key concern. The Chilean earthquake of February 2010, which caused extensive

damage across the country, triggering a tsunami and blackout that affected over 90 per cent of the country, is another example of the threats that can face international tourists and business personnel. Communication during such events is key to companies providing international assistance, as our experts will explore.

13:30 - 14:30

Networking lunch

Hotel Plan



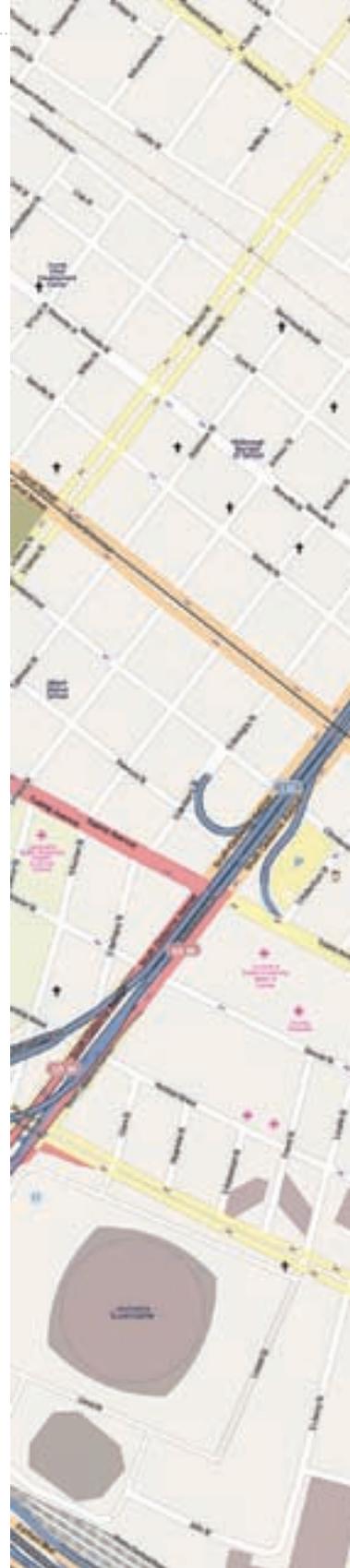
Coffee breaks and Networking lunches

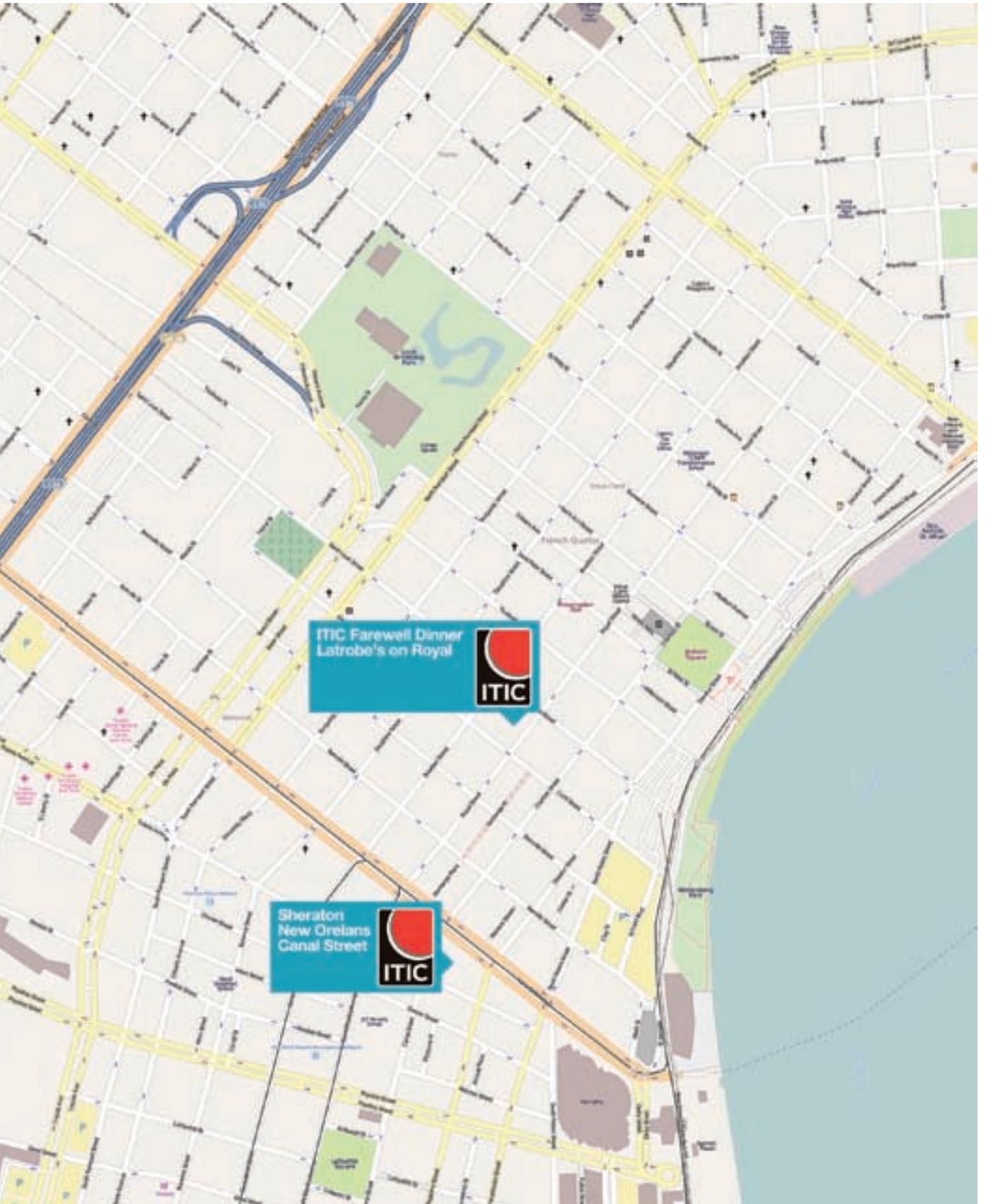
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We are excited to announce that Aero Jet International (AJI) and Air Ambulance Professionals (AAP) have combined in a merger. The combination of both companies will create the leading dedicated fixed-wing air ambulance service provider in the United States. AJI has 15 years of service and AAP has 22 years of service in providing medical air ambulance transports throughout the Western Hemisphere.

The combined aircraft total 5 Learjet 35As in Fort Lauderdale, Florida, and a Cessna 402 in San Juan, Puerto Rico, which service the entire Caribbean Basin. It is expected to operate over 10 fixed-wing aircraft within 12 to 18 months. This partnership will provide unmatched benefits and service to their current clients and patients. Take the opportunity to meet them throughout the day at their stand in the Waterbury Room.







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Agenda 2011 - DAY 2 - Tuesday 20th March



Panellist:

Arthur L. Diskin, M.D.,
FACEP
Vice President, Royal
Caribbean Cruises Ltd



Panellist:

Wendy Slater
Head of Medical
Services, National Air
Ambulance Florida



Panellist:

Dr Robert Wheeler
Medical Director,
On Call International

14:30 - 16:00

Panel session:

Cruises: response to medical emergencies onboard

Three experienced industry experts offer their viewpoints on this thorny issue – the cruise company that needs to offload the sick passenger it is unable to treat any further; the air ambulance service that is required to evacuate the injured or ill cruiser; and the assistance company that has to co-ordinate these two

entities. Each company has their own interests to consider, as well as their client's, and oft-times the balance between these two concerns can be uneven. Our panellists will discuss these problems and address how the industry could improve its co-ordination and communication during difficult evacuations.

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Agenda - DAY 3 - Wednesday 21st March

09:00 - 10:00

Breakfast served in the Waterbury Room

10:00 - 11:30

Panel session:

Digital marketing: the Internet and social media – latest developments and opportunities



Panellist:
Tina Kelly
Director of Interactive Marketing, McMurry



Panellist:
Alan Rambam
Digital Creative Technologist, TPG - An Omnicom / DAS Company



Panellist:
Tom Ruddy
President, The Ruddy Group

This panel session will address the latest developments, trends and opportunities that companies operating in the international marketplace should be aware of. Do you know how active your competitors are in the social media sphere? Companies on the cutting edge of interacting with their clients are doing so online – whether on

Twitter, Facebook, LinkedIn or Google+. Our experts will explain how companies can best exploit the trend of using the Internet to demonstrate their dynamism and transparency. Word of mouth is a powerful PR tool, and one that can be utilised extensively through the wealth of social media and digital marketing options.

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How strong is your partnership ?



Agenda - DAY 3 - Wednesday 21st March

11:30 - 12:00

Coffee & refreshments



Panellist:
Joe Sawyer
VP Marketing, American
Well Systems



Panellist:
Sharon Henry
VP for Innovation,
Emergency Medical
Services Corp.



Panellist:
Scott C. Simmons
Director of Telehealth,
Miami Miller School of
Medicine

12:00 - 13:30

Panel session: **Remote monitoring, including biometrics and telemedicine**

Politics, geography and even the weather can all mean that an assistance company is unable to remove their client from their location, and in such a situation, how can technology help? Our speakers will address this issue during a session that concentrates on the ways in which telemedicine can aid diagnosis,

decisions and decide further action for clients who are unable to access proper medical personnel. As technology is developed, so the means of providing remote assistance will change – international companies must keep up with the latest high-tech developments if they are to ensure the safety and wellbeing of their clients.

19:30 - 23:30

Farewell dinner

Hosted at Latrobe's on Royal



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Thanks to the Committee



Martha Turnbull
Head of Auto, Property
& Travel Claims, RBC
Insurance

As a head of auto, travel and property claims, Martha has responsibility for auto loss and damage and property claims, as well as emergency travel and medical assistance, provider contracting, and claims operations across Canada. Martha has over 16 years of travel assistance, case management and claims experience. As knowledge of case management and other clinical issues are key to successful risk management in the travel insurance industry, Martha maintains a clinical position as a staff nurse in the Emergency Department at The Credit Valley Hospital. Martha is the past president of the Travel Health Insurance Association.



Nicole Schickler
Vice President of
Strategic Partnerships,
Mondial Assistance
Canada

Nicole joined Mondial Assistance Canada in 1993 and has worked in a variety of capacities within Mondial Assistance Canada's operations, including call centre manager, director of quality assurance and director of client services. As VP of Strategic Partnerships, Nicole maintains responsibility for the client services area, as well as the management of all strategic relationships and contracts that are fundamental to the growth and support of assistance services, including cost containment suppliers, air ambulance providers, ground transportation services and hotel physician contracts. Nicole is certified with the Canadian National Quality Institute and is a member of the Travel Health Insurance Association.



Yohandra Fuentes
AVP, International
Insurance Development,
Baptist Health South
Florida International
Services

Throughout her fifteen-year career at Baptist Health South Florida, Yohandra has held several leadership roles, where she acquired experience in the international insurance and government relations sectors. Currently, she holds a leading role as the corporate director of international insurance development and revenue management services. In this role, Yohandra has the overall responsibilities for the patient services division and the business development of international insurance, government relations, negotiations, and contractual agreements. During her years in leadership, she has been recognised for her exceptional skills in management, customer service, staff development, training, and team building.



Laura Hilton
Director of Global Health
& Safety Resources,
HTH Worldwide

Laura is the architect of HTH's contracted physician and hospital network, which spans 185 countries. She is also responsible for HTH's Global Health and Safety member tools and databases, available online and via mobile and iPhone apps. Laura has nearly 20 years of experience in international assistance operations and provider contracting. Prior to joining HTH in 1999, Laura managed the international provider relations department at MEDEX Assistance.



David Ewing
Vice President of
International Business
Development, Skyservice
Air Ambulance

David Ewing has been active within the air ambulance and travel insurance industry for over 25 years, his current position is vice president of international business development with Skyservice Air Ambulance based in Montreal, Quebec, Canada. His experience includes working for another international air ambulance provider and as a firefighter/MICP. David is active with the Travel Health Insurance Association of Canada, serving as its annual conference co-chairman; and is also an active member of the United States Travel Insurance Association (USTIA)'s air ambulance committee, as well as an active member of the National Business Travel Association Canada.



Jim Krampen
Principal and Executive
Officer, Seven Corners

Jim Krampen has 20 years of underwriting and reinsurance expertise. He offers extensive depth and breadth of knowledge and experience in the areas of underwriting group insurance programmes, expatriate medical insurance programs and private label expatriate plans. In addition to serving as a resource to the Seven Corners' leadership team, Mr. Krampen also works directly with clients to design customized insurance programmes. Prior to co-founding Seven Corners, he worked for various international underwriting and brokerage companies providing expatriate medical insurance to individuals and groups.



Eugenio Chinchilla
Head of Corporate
Development,
Redbridge Group

Eugenio Chinchilla heads corporate development for Redbridge Group. Mr Chinchilla has 20 years of experience in domestic and international health insurance operations including executive management positions with Aetna Global Benefits, the international division of Aetna; Hygeia Corporation, an international managed care organisation acquired by UnitedHealthcare Group International; and Humana Healthcare Plans.

29 Oct - 1 Nov 2012



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