





MESSAGE FROM THE CHAIRMAN

Welcome to the beautiful city of San Diego, and to the sixth ITIC Americas conference.

As always, we've got a great line-up of speakers for you this year, from security experts talking about the challenges of keeping travellers and expats safe in South America, to cost-containment professionals discussing the latest trends in the industry.

Excellence in claims handing is also an important topic on this year's agenda, with what I'm sure will be an illuminating session on best practices for submitting international medical claims, as well as a focus on dealing with claims from hospitals in Mexican tourist hotspots – an issue close to many insurers' hearts!

ITIC San Diego also offers attendees great networking opportunities, from relaxed outings to San Diego Zoo and Bernardo Winery, to opportunities to visit an air ambulance and local medical centre.

I look forward to spending time with you all over the next three days, and hope you enjoy the event!

IAN CAMERON

ITIC Chairman and Moderator

MEET THE TEAM



Denise ClementsConference Director



Kirsty DiclaudioConference Manager



Mike Forster *Group Sales Manager*

THANKS TO THE COMMITTEE

Shai Gold

Principal, ITMN (USA), LLC

Bárbara Montenegro

Director Client Services, Road America

Anne Rodenburg

Commercial Director, USMX AirLink

Adrian Hall

Vice President, RSA Travel & Managing Director, RSA Travel Insurance Inc./Assurance Voyages RSA Inc.

David Ewing

Senior Vice President, Global Markets, Skyservice Air Ambulance

Abbe Bendell

Vice President. Broward Health International

Gigi Galen Grobstein

President, Star Healthcare Network

Laura Hilton

Head Global Health & Safety Resources, HTH

Jacquie Schwoerke

Director of International Patient Services, Sharp HealthCare

Robin Ingle

Chairman and CEO, Ingle Group of Companies

Jean-Marc Griscelli

Regional Director Americas, Falck Global Assistance



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UC San Diego Health





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- · Early pioneer in healthcare Cost Containment
- Over a Decade of Alarm Center Management
- · Forerunner of direct contracting with Medical Centers of Excellence worldwide
- Site Visits to over 250 Medical Centers worldwide
- Developed one of the first "in-house" based Alarm Center/Cost Containment Units
- Member of IHI Executive Board & Executive Management Team
- International Health Insurance New Business Development & Support in New & Emerging Markets
- Founder, President & CEO, New Frontier Group, independently owned U.S. based Cost Containment Organization
- Strategic, multi-cultural executive with an International client base originating from five continents
- ObamaCare expert for international insurers and assistance organizations
- Developed V2V initiatives for large case resolution based performance



INDUSTRY LEADERSHIP EXPERIENCE HAS CREATED THE INDUSTRY'S #1 TOTAL SOLUTION



BRIEF AGENDA



SATURDAY 27 FEBRUARY

PRE-CONFERENCE DAY 1

11:00 - 14:30 — Join us for a tour of Bernardo Winery - San Diego's oldest operating vineyard

SUNDAY 28 FEBRUARY

PRE-CONFERENCE DAY 2

12:30 - 16:00 — Visit Sharp HealthCare's state-of-the-art Metropolitan Medical Campus

16:00 - 17:00 — Welcome to ITIC San Diego – Registration

17:45 - 20:45 — The official ITIC San Diego Welcome Cocktail sponsored by

Sharp HealthCare, hosted at San Diego Zoo

MONDAY 29 FEBRUARY

CONFERENCE DAY 1

08:00 - 09:00 -	Networking breakfast
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09:00 - 09:30 — Keynote speaker — Gina Pelucca, Google Catalyst Vertical

09:30 - 10:00 — Welcome to the black hole of claims: hospital and professional billing in

Mexico and Brazil

10:00 - 10:30 — An in-depth look at the Zika virus

10:30 - 11:00 — Networking coffee break

11:00 - 11:30 — The premature repatriation of patients

11:30 - 12:00 — Flight physiology – when is a patient fit to fly?

12:00 - 13:30 — Networking lunch

13:30 - 14:00 — Trend analysis: outbound travel from Latin America

14:00 - 14:30 — Networking coffee break

14:30 - 16:00 — Colombia – operational challenges and risk management

16:30 - 18:30 — Experience America's finest city on the Old San Diego Trolley Tour

TUESDAY 1 MARCH

CONFERENCE DAY 2

08:00 - 09:00 —	Networking breaktast
09:00 - 10:30	US cost containment

09:00 - 10:30 — US cost containment in the era of big box claims discounters

10:30 - 11:00 — Networking coffee break

11:00 - 11:30 — Global expatriate trends

11:30 - 13:00 — Best practices for submitting and processing claims to international payers

13:00 - 14:00 — Networking lunch

14:00 - 17:00 — Take a tour with UC San Diego to discover their future

18:00 - 00:30 — Farewell Dinner sponsored by New Frontier Group hosted at Coasterra



PRE-CONFERENCE DAY 2

SUNDAY 28 FEBRUARY

09:00 - 11:30

VISIT AIRLINK AIR AMBULANCE'S NEW AIRCRAFT

ITIC and AirLink Air Ambulance are delighted to offer ITIC San Diego attendees the opportunity to tour AirLink Air Ambulance's new aircraft and learn about the expansion of AirLink Air Ambulance's geographic coverage due to a constant increase in demand for their services. Transport will be provided.







12:30 - 16:00

VISIT SHARP HEALTHCARE'S STATE-OF-THE-ART **METROPOLITAN MEDICAL CAMPUS**





ITIC and Sharp HealthCare are delighted to offer ITIC San Diego attendees the opportunity to tour Sharp's Metropolitan Medical Campus and witness the difference that The Sharp Experience makes first-hand. Transport will be provided, departing from The Westgate Hotel at 12.30, followed by a two-hour tour of the facility concluded with a farewell reception, arriving back at the hotel at 16:00.

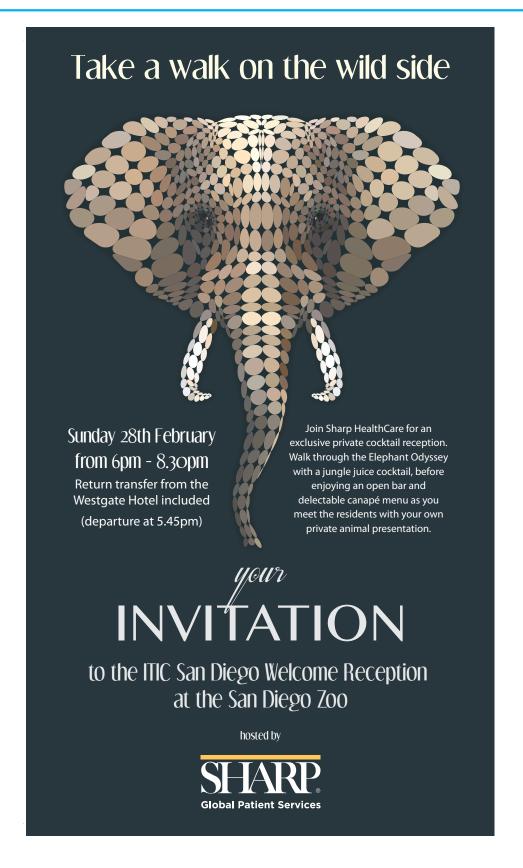
16:00 - 17:00 - Registration

The Ballroom Foyer of The Westgate Hotel

Sponsored by









MEET THE EXHIBITORS PROUDLY SPONSORING THE ITIC SAN DIEGO NETWORKING BREAKS

Representing IRRG at ITIC San Diego is:

Vincent Moga Vice President



A message from Vincent at International Revenue Recoveries Group:

"I'm looking forward to meeting everyone at the ITIC San Diego Conference. Please feel free to stop by my booth to discuss any Revenue Cycle questions you might have."

Company Profile



International Revenue Recovery

Group (IRRG) specialises in just one thing – the recovery of lost revenue from international patient claims. We offer personal customer service and a turn-key solution to chase down troublesome international claims so you don't have to. IRRG has over 55 years of healthcare revenue cycle management and a worldwide knowledge base. Using our global connections network, we are able to patiently track the claims anywhere in the world and get them paid on behalf of your hospital business office.

Representing Doctors At Your Home, Inc at ITIC San Diego is:

Kathy Ronselli Marketing Assistant Director



A message from Kathy:

"I am very excited to be able to attend the ITIC San Diego conference this year. I look forward to meeting you and I would like to encourage you to stop by our table and learn more about Doctors At Your Home, Inc. We have some great give-aways, stop by and say hello!"

Call us today: 1-888-933-3305

Email Us: doctoratyourhome@aol.com

Our Website: www.doctorsatyourhome.com



We Send the Doctor to You®

Company Profile

Doctors At Your Home, Inc. is one of the leading providers of concierge medical services in the region, consistently offering non-emergency, quality medical attention to patients in the privacy, convenience and comfort of their hotel room, home or place of business. Our licensed physicians are equipped to perform all services you would find in an urgent care. All exams are thorough, unhurried, and confidential. Without a doubt we are the most cost efficient medical home calling service. We offer our services domestically and internationally; feel free to visit our website to see a full list of services we offer and locations we serve: www. doctorsatyourhome.com.



Representing NAAMTA are:

Roylen 'Griff' Griffin Executive Director

Amy Arndt Program Director



services in attaining compliance to industry standards which focus on providing the highest quality patient care and transport safety and then raising the bar as skills and technology evolve.

assisted medical transport



A message from NAAMTA:

"Griff and Amy look forward to saying hello and sharing the benefits of medical transport accreditation and its impact on transport services, hospitals and clinics, and insurance payer/providers!"

Company Profile

NAAMTA began with a passion to provide a service-based accreditation program that

Beginning with web-based technologies to assist in the accreditation process, NAAMTA's tools have branched out to include online forms, surveys, and reports that organisations use to collaborate, share information internally, and contribute to the continuous compliance directive; earning NAAMTA distinctive value-added recognition. Quality Management, third-party oversight, and peer contributions are valuable assets to NAAMTA's vision for continuous improvement; and with this vision NAAMTA has branched into the insurance payers and medical assistance company arena to create a unique niche.

Representing Frost Brown Todd at ITIC San Diego are:

Greg Mitchell

Jay Holley Senior Paralegal





A message from Greg:

"With the significant uncertainty in insurance regulation, this is a great opportunity to share meaningful, actionable ideas on managing risk and facilitating growth. For example, we'd like to invite you to learn more about the Tourism & Travel Industry Consumer Coalition, a group working on establishing flexible rules and guidelines to preserve consumer choice, permit development of consumer-driven products and protect the travel and tourism industries with products unique to the risks associated with national and international travel. We also can share information on Port Compliance, an online tool/service you can use to ensure your organisation complies with travel insurance regulations, and can document it. I look forward to seeing you."

Company Profile

Frost Brown Todd, a law firm with over 500 lawyers across its eight-state footprint, offers a deep, talented roster of legal professionals. Our insurance industry team serves clients with insurance-related matters across a broad spectrum of industries. We are well-recognised insurance regulatory/compliance counsel in all aspects of travel insurance and travel protection products, as well as licensing of the distribution channel. Committed to our clients, we leverage technical, industry and legal knowledge and hands-on experience to serve a diverse client base, from global multinationals to small, entrepreneurial companies. Our client teams integrate that powerful network of legal talent and business experience to provide innovative and comprehensive services across our platform.

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Toll Free: 01 800 681 1592 in Mexico

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MEET THE EXHIBITORS PROUDLY SPONSORING THE ITIC SAN DIEGO NETWORKING BREAKS

Representing CDC at ITIC San Diego are:

Carolina Uribe

MPH - Health Scientist
Travelers' Health Branch/Division of
Global Mitigation and Quarantine



Kelly Holton

Communication and Education Team Lead
Travelers' Health Branch/Division of Global Mitigation
and Quarantine



A message from Carolina:

"The Centers for Disease Control and Prevention (CDC) Travelers' Health Branch has an array of tools to help keep you well abroad. Stop by our booth to try out our free mobile apps and see how our website can advise you on how to plan for your specific trip. You can also take home copies of our posters, infographics, and other giveaways."

Company Profile

The Centers for Disease Control and

Prevention (CDC) Travelers' Health Branch works to reduce illness and injury in US residents travelling internationally or living abroad. The branch provides travel health advice to international travellers and the healthcare providers who advise them. Travelers' Health produces the CDC Health Information for International Travel, referred to as the 'Yellow Book', the definitive US travel medicine reference for clinicians advising travellers. CDC's Travelers' Health website (www.cdc.gov/travel) provides outbreak updates and travel notices, travel-related destination-specific disease information.

Representing Galenia Hospital at ITIC San Diego are:

Dr Eduardo Loya

Olivia Laviada

Medical Tourism Manager



A message from Dr Loya:

"We are looking forward to a successful and productive time at ITIC San Diego and have the opportunity to meet each of you; we invite you to meet with us during the conference. We would love to present our Hospital Galenia as well as fun give-aways, so please pop along to our table-top exhibition. We look forward to meeting you!"

Company Profile

The challenge of being more than a hospital started by creating a high level infrastructure with a multidisciplinary health system with resolute, homogeneous and accessible capacities.

Together we have achieved this excellence. Our

goal is to make Galenia the medical tourism destination in Cancun.



Hospital Galenia was created in 1998 when a visionary group of

Mexican physicians and entrepreneurs formed a strategic partnership that came to life on 20 March 2006. Today Galenia boasts a state-of-the-art infrastructure, advanced medical technologies and a highly educated and well-accredited medical staff. Galenia treats more than 70 unique specialties. We specialise in orthopedics, cardiovascular, oncology, cosmetics, stem cells treatments, Nuclear Medicine, and ER/ICU.

Hospital Galenia is the only Highly Specialized Hospital in Mexico holding the Certificate of Medical Attention Establishments granted by Joint Commission International (JCI), Accreditation Canada International (ACI), and the General Health Council of Mexico (CSG). These accreditations assure fulfillment of international standards for the medical tourism market.

For more information, please visit: www.hospitalgalenia.com

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We offer full-service, round-the-clock access to our team – for international patients and our premiere partners.

When you provide world-class care, your backyard gets a lot bigger.

We treat thousands of patients every year from around the world
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www.JacksonInternational.org







MEET THE EXHIBITORS PROUDLY SPONSORING THE ITIC SAN DIEGO NETWORKING BREAKS

Representing MED Coach at ITIC San Diego is:

Ken Kreye



long-distance air and long-distance ground transports, the MED Transport Center has 33 years

Specialising in

of experience transporting patients.



A message from Dr Kreye at MED Coach:

"We are seeking new partners with ideas to provide first-class care. I would like to meet you. Please introduce yourself at our exhibit or email me at **drkreye@medtransportcenter.com**."

Company Profile

MED Coach offers first-class comfort transporting patients long distance state to state, across the country in a Mercedes Medical Coach with a hospital bed, medical equipment and a transport nurse.

MED Coach provides a higher level of care and comfort than a transport van. We provide a nurse plus two drivers to travel through the night across the country. Medically-equipped with oxygen, suction, and monitoring equipment our nurses care for patients on high flow oxygen with tracheostomy, Bi-PAP, C-PAP, TPN, PICC line for chemotherapy, PEG tube, feeding tube, kangaroo pump, amongst others.

MED Coach offers first-class care with first-class comfort at half the cost of an air ambulance flight for non-emergency patients when time is not critical.

MED Coach is a subsidiary of MED Transport Center headquartered in St Petersburg, Florida.

Representing ITIJ at ITIC San Diego is:

Mike Forster Group Sales Manager



A message from Mike:

"ITIC San Diego offers fantastic networking opportunities, and I look forward to meeting attendees at the various functions taking place over the next couple of days."

Company Profile

The International Travel & Health Insurance Journal (ITIJ) was launched in November 1999 following the growing success of the annual International Travel & Health Insurance Conference (ITIC). It is produced by a team



dedicated to offering a monthly magazine that keeps the global travel insurance industry up to date with all the latest news, views and analysis of the hottest topics.

The *Journal* contains a careful balance of headline news, views, independent articles from our inhouse team, worldwide correspondents or industry professionals, as well as profiles of the top people in travel insurance and its ancillary services. There is limited space available for display advertising in the *Journal*, while the most comprehensive list of providers in the industry are available in the Service Directory.

IT'S ABOUT PE DE LE

ACM is involved early and often resulting in excellent customer care. Your customers are our top priority.





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MONDAY 29 FEBRUARY

08:00 - 09:00

Networking breakfast

Kick start your day with a healthy breakfast selection. Take this opportunity to network before conference sessions begin.

09:00 - 09:30

KEYNOTE SPEAKER



GINA PELUCCA
Industry Director, Catalyst Vertical,
Google

Today's consumer is constantly connected and increasingly hard to reach. In a world where media consumption will continue to fragment, only the companies that innovate in storytelling and customer service will to be able to cut through the clutter and make connections. For unique insights on today's consumer, as well as inspirational ideas on how to reach them in the moments that matter, this session is one not to miss!

09:30 - 10:00

WELCOME TO THE BLACK HOLE OF CLAIMS: HOSPITAL AND PROFESSIONAL BILLING IN MEXICO AND BRAZIL



IGNACIO MARQUEZ COO, MDabroad

International payers are frequently subject to what they consider unreasonable payment requests from hospitals in popular tourist regions. During this session, an expert will offer their suggestions on how best to deal with such requests, including covering the delicate nature of negotiations when a patient's passport is being held 'hostage'.

10:00 - 10:30

AN IN-DEPTH LOOK AT THE ZIKA VIRUS



CAI GLUSHAK
MD, FACEP, International Medical
Director, AXA Assistance USA

An in-depth look in to the transmission, and symptoms, of Zika, and how it relates to microcephaly and Guillain-Barré syndrome. What are the latest developments and which preventative measures are being suggested?

10:30 - 11:00 Networking coffee break

Grab every chance to network with the companies that matter most to you and your business.



Delivering Innovative Global Solutions

Skyservice Air Ambulance delivers innovative case management solutions to its diverse client base and contnues to develop products our clients have come to expect from an industry leader in the provision of high acuity, critical air medical transport.

Choose the preferred choice of discerning travel health insurers, insurance companies, academic medical centres, embassies and the entertainment industry for their mission critical air medical transport needs worldwide.

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MONDAY 29 FEBRUARY

11:00 - 11:30

THE PREMATURE REPATRIATION OF PATIENTS



KIP GIBBS
Vice President of Global
Operations, Assist America

When a patient (and/or family) demands a medical evacuation or repatriation, but the current treating hospital is nevertheless well-suited to address the patient's needs, how can the assistance company balance customer service with both patient safety and cost containment? Sometimes it is preferable to keep a patient locally hospitalised longer than they might like. For assistance companies, this challenge is not to be underestimated.

11:30 - 12:00

FLIGHT PHYSIOLOGY - WHEN IS A PATIENT FIT TO FLY?



EUGENE DELAUNE

MD, Chief Medical Officer, Europ Assistance USA & Medical Director, Sentinel Med This presentation will help explain some of the thought processes behind the determination of when a patient with any given condition can fly and what accommodations must be made for patients who suffer with specific ailments.



JIM EVANS

MD, Assistant Medical Director, Europ Assistance USA & Managing Director, Sentinel Med

12:00 - 13:30

Networking lunch

Enjoy lunch whilst networking with your industry peers. Have a bite to eat and discuss the latest developments in the travel health insurance industry with all the biggest players from across the Americas.

13:30 - 14:00

TREND ANALYSIS: OUTBOUND TRAVEL FROM LATIN AMERICA



ADOLFO SEN
Commercial Director,
COPA Airlines

The latest industry reports show an increasing number of South-Central American travellers are spreading their wings and taking in new experiences through venturing to different countries. Whether they are crossing one border or several, there is little doubt that the number of people choosing to travel by air is increasing, and the travel insurance sector needs to be prepared to meet the demands of this new, globetrotting group.



Do you want to find out about the latest consumer insights concerning **travel insurance and assistance**?

If so, why not take a look at Finaccord's *Travel Metrics* research covering eight important markets:

Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in **Australia**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in **Canada**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in **France**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in **Germany**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in **Italy**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in the **Netherlands**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in **Spain**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in the **UK**Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in the **USA**

For each country, topics covered within these reports include acquisition rates among travellers, types of policy bought, distribution channels used, claims frequency rates and reasons for making claims.



MONDAY 29 FEBRUARY

14:00 - 14:30

Networking coffee break

Take advantage of every chance to network with the companies that matter most to you and your business.

14:30 - 16:00

COLOMBIA – OPERATIONAL CHALLENGES AND RISK MANAGEMENT



GEOFFREY NAGLE

Regional Head of International Medical Network – America, AXA Assistance



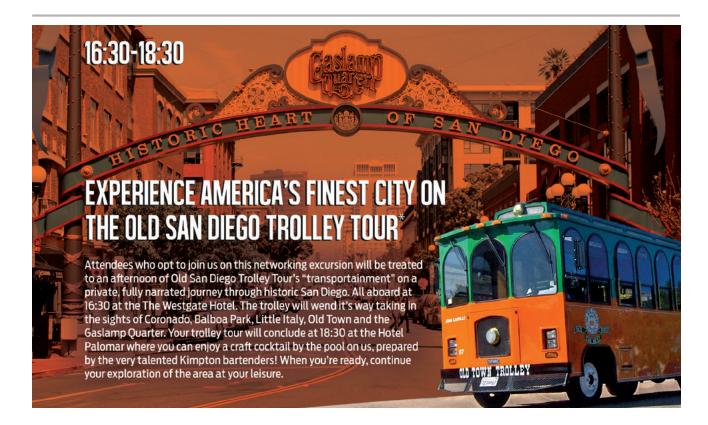
TED MUHLNER

Vice President, Redpoint Resolutions



GLORIA LUCÍA LEMA Z MD. MSC

International Patients Office Chief, Hospital Pablo Tobón Uribe Whether it is cruise passengers from North America stopping by Cartagena, Europeans seeking adventure in San Gil, or avid hikers from around the world trekking through the jungle to the ruins of the Tayrona civilisation, the Colombian healthcare system is seeing a dramatic increase in the number of foreign patients entering its hospitals and clinics. As a relatively new tourist destination, few travel assistance providers are truly prepared to offer the kind of high-quality services that travellers are demanding. Speakers in this session will discuss the challenges of providing assistance in Colombia, as well as issues surrounding the security and safety of travellers.



2016 ITIC SCHEDULE







24th annual global conference



Berlin

31 Oct - 3 Nov 2016 Ritz Carlton Hotel



TUESDAY 1 MARCH

08:00 - 09:00

Networking breakfast

Kick start your day with a healthy breakfast selection. Take this opportunity to network before conference sessions begin.

09:00 - 10:30

US COST CONTAINMENT IN THE ERA OF BIG BOX CLAIMS DISCOUNTERS



GIGI GALEN GROBSTEIN President & CEO, Star Healthcare Network



LARRY BAKER

Managing Director – UC San Diego

Health System



PATRICK HRUSA
Senior Director, Business
Development & Provider Relations
— Allianz Global Assistance

The industry experts on stage for this session will be seeking to answer the questions: what will be the effects of recent mergers and acquisitions in the health insurance industry, including hospital group mergers, pharmacy benefits organisations and cost containment providers, and how powerful are PPOs going to become when it is time to negotiate hospital bills? For international providers of insurance products with clients in the US, this is a 'can't miss' session!

10:30 - 11:00 Networking coffee break

Take advantage of every chance to network with the companies that matter most to you and your business.

11:00 - 11:30

GLOBAL EXPATRIATE TRENDS



DAVID BOWLESConsultant, Finaccord

This presentation will showcase information and analysis of the global expatriate and international student health insurance market, including detailed data for 30 important inbound and 25 major outbound countries; segmentation of expatriate markets across five standardised categories, namely individual workers, corporate transferees, students, retired expatriates, and 'other' expatriates. Furthermore, it will analyse data provided from 2009 and 2013 so that growth trends are apparent, with forecasts through to 2017.



11:30 - 13:00

BEST PRACTICES FOR SUBMITTING AND PROCESSING CLAIMS TO INTERNATIONAL PAYERS



RAFFY KARAGOSSIAN Head of Operations and Managed Care, Intrepid 24/7



PABLO CASTILLO CEO, MedBrick



CHARLES E SEALY II
CEO – Doctors Hospital Nassau

How can hospitals and insurers work better together to achieve the best outcome for both entities and, more importantly, the patient? Identifying the best way to achieve optimal patient results for a price that the insurance company is happy paying can be a difficult process, but one that can be made much easier through good communication and cultural understanding of the healthcare system in which the patient is being treated. The development of international departments in hospitals also plays an important role in this often fractious relationship.

13:00 - 14:00 Networking lunch Enjoy lunch whilst networking with your industry peers. Have a bite to eat and discuss the latest developments in the travel health insurance industry with all the biggest players from across the Americas.

14:00 - 17:00

TAKE A TOUR WITH UC SAN DIEGO TO DISCOVER THEIR FUTURE



UC San Diego Health

ITIC and UC San Diego are delighted to offer ITIC San Diego attendees the opportunity to tour the UC San Diego facility. Transport will be provided, departing from The Westgate Hotel at 14.00, arriving back at the hotel at 17:00.

behold, the magnificence of san diego



we cordially invite you to the ITIC San Diego 2016 Farewell Dinner

at Coasterra Restaurant on Tuesday 1st March 2016

Join us for cocktails and canapés on the skyline terrace from 6.30pm

Enjoy a 3-course modern Mexican menu, open bar & the opportunity to network with attendees.

Coaches will depart from The Westgate Hotel at 6.00pm

Return transfer will depart from Coasterra restaurant at 12.30am

Live music and entertainment compliments of New Frontier Group



Take your business to new frontiers with the San Diego skyline as your backdrop





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