

Annex 10. Medical Health Travel and Wellness_Case of the Philippines

Medical Health Travel and Wellness

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Investment Climate

- ✓ Competitive Investment Incentives
- ✓ Readily Available and Qualified Workforce
- ✓ Experienced and Good Supervisors
- ✓ Globally Competitive Senior Managers & Executives

Two Types of Medical Health Travelers

Those who go to the Philippines solely for world-class, cost-competitive healthcare services...

Two Types of Medical Health Travelers

...And those who take advantage of the Philippines' wide array of tourist and leisure attractions while experiencing those world-class, cost-competitive healthcare services.

Healthcare and Tourism, a winning combination in the Philippines

• Competitive medical services and world-class facilities:

- Comprehensive integrated packages of medical and health services tailored for special groups or individuals
- Cost competitive medical and surgical procedures
- High standards of medical care and top notch healthcare professionals
- State-of-the-art technology and facilities

• Ideal travel destination:

- High level of English proficiency
- Favorable exchange rate
- Ease of travel from the U.S.
- Strategic location in Southeast Asia
- Wide variety of tourist attractions

Philippine Medical Capacity

A selection of accredited, state-of-the-art hospitals:

- Asian Hospital & Medical Center
- National Kidney & Transplant Institute
- Capitol Medical Center
- Philippine Heart Center
- Makati Medical Center
- St. Luke's Medical Center
- Manila Doctors Hospital
- The Medical City
- Medical Center Manila

Full range of specialized services, including:

- Cardiovascular
- Organ Transplantation
- Cancer
- Orthopedics
- Neuroscience
- Aesthetic surgeries

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Philippine Medical Professionals



- 109,043 - Total number of registered doctors*
- 413,047 - Total number registered nurses*
- 74,025 - Other registered medical professionals*

*Figures as of December 2006



Philippine Medical Professionals



- Deep pool of Internationally-trained physicians
- Expertise in state-of-the-art technology
- Extensive experience in treating local and foreign patients




Full Range of Medical Treatments and Services




- ✓ Medical check-ups, Sleep disorders, Joint replacement surgery, Kidney and Urologic care, Cancer diagnosis and treatment, Digestive and liver disease management, Stereotactic radiosurgery, Neurosurgery, Transplants, Cardiac care and Heart surgery
- ✓ Plastic & Reconstructive Surgery, Bariatric Surgery, Eye Care and Treatment (LASIK/LASEK/PRK), and Dental Care and Treatment
- ✓ Physical Medicine and Rehabilitation, Sports Medicine, Cardiac rehabilitation




Significant Cost Competitiveness





Procedures	Cost Savings (%)
Coronary Bypass	50% - 80%
Total Hip Replacement	50% - 80%
Lasik	50% - 80%
Liposuction	50% - 80%




Significant Cost Competitiveness



Accommodations	Cost Savings (%)
Private Room	30% - 50%
Suite	30% - 50%


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MD Credentialed and Privileging

- Credentialing – systematic approach of assessing an MDs professional competence and conduct, including a review of relevant academic training, experience, licensure, certification, and/or registration to practice.
- Privileging – process by which a hospital determines what procedures may be performed and/or which conditions may be treated by each physician, based on his established qualifications.
- Hospital C & P mechanisms ensure the continuing technical proficiency of and adherence to ethical standards by its MDs, and hence promote the quality and safety of patient care.





Quality Improvement Programs

- QI programs are systematic efforts to design, document, implement, monitor/measure, and continually improve the effectiveness of hospital processes
- QI Programs may be driven by:
 - External Regulatory Agencies (e.g. PHIC)
 - Private Sector Collaboration (e.g. PSQua)
 - Individual Hospital Initiative
- Examples of QI Programs/Mechanisms
 - Peer Audits
 - Sentinel Event Monitoring
 - Tracking of Hospital Quality Indicators
 - Quality Circles




Patient Education Programs


- Patient Education Programs empower patients to demand service quality and safety
 - Through Information / Education
 - Through Creation of Venues for Active Engagement in Care Process
- Examples of Patient Education Programs
 - Patient Education Materials
 - Individual Counseling
 - Group Classes
 - Patient Rights Programs

Hospital Quality Indicators

Infection Rate	*INICC	*INICC	Sample
	Low	High	Phil Hosp
Foley Catheter-Associated Infection	1.7	12.8	1.9
Blood Stream Infection	7.8	18.5	8.9
Ventilator-Associated Infection	10.0	52.7	13.2

* International Nosocomial Infection Control Consortium



HEALTH & WELLNESS



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The world is changing...

- 1700s - agriculture
- 1800s – steel, trains
- 1900s – manufacturing, cars
- 2000 – information, computers
- 2010 – psychosocial, health concerns

“The Wellness Revolution”




Why Wellness ?



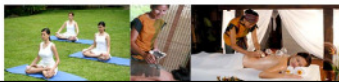
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Modern living makes healthy living difficult, if not impossible to attain...



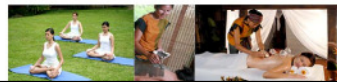
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- Stress is a major cause of sickness and death: Millions of people world-wide get sick and die every year due to stress-related illnesses and faulty nutrition like obesity, diabetes, hypertension, high blood pressure



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**SICKNESS IS EXPENSIVE...
....VERY EXPENSIVE!**



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**GETTING SICK
IS ALSO RISKY....**



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**The Future Lies in Self-
Responsibility**



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WELLNESS DEFINED


- HEALTH – “Being established in the self” (Ayurveda)
- DISEASE – “Being disconnected from the self”
- TRADITIONAL CHINESE MEDICINE – when your life is out of balance, illness results

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“Giving an experience of wellness is giving an experience of connectedness”

Dr.Marc Cohen



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“SENSES” MODEL

(By Dr. Marc Cohen)

- S - STRESS MANAGEMENT
- E - EXERCISE
- N - NUTRITION
- S - SOCIAL
- E - EDUCATION
- S - SPIRITUAL

PILLARS OF WELLNESS




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“SPAS WILL BE THE CENTERS OF CONNECTIVENESS & WHOLENESS”




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Benefits of Spa Therapies

- THE STRESS HORMONE, CORTISOL, SLOWS DOWN TO NORMAL LIMITS
- CIRCULATION IS IMPROVED. BLOOD FLOW THAT CARRIES OXYGEN & NUTRIENTS TO THE TISSUES IS ENHANCED




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Benefits of Spa Therapies

- METABOLISM IS STIMULATED, WHICH HELPS WEIGHT LOSS
- BETA-ENDORPHINS-NATURAL “HAPPINESS” HORMONES ARE RELEASED
- DETOXIFICATION THROUGH THE SKIN, KIDNEYS & LIVER IS IMPROVED




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SPAS HELP PEOPLE...

....LOOK WELL
FEEL WELL
PERFORM WELL
& STAY WELL



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FUTURE SPA DEVELOPMENT

- New interest in spas with a medical orientation
- The future hospital will be spa oriented, especially hospital for affluent
- Family spas are growing in Europe and United States.
- More of "Eastern Medicine".
- Aging baby boomer market
- Baby boomers and their generation X children cry out for holistic, medical approaches and preventative holistic modalities.



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Philippines' Unique Care Giving Culture

- Wellness and Prevention
- Wellness- a healing and preventative measure vis-à-vis complex healthcare events
 Manila Doctors, Medical City, St. Luke's, Chong Hwa Hospital, Nurture Spa Village-Tagaytay



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Enhanced Investment Climate

- Care Giving culture of the Country
- Interdisciplinary approach to expert medicine and care giving
- World-class medical facilities
- Internationally trained and recognized physicians and nurses
- Spa attendants – trained to European and international standards
- Value for money- patient safety and quality



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Enhanced Investment Climate

- International Accreditation Standards, ex. Accreditation Canada (AC), Joint Commission International (JCI)
- Insurance portability



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Mabuhay!
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