

# The Destination Healthcare Marketplace



# Overview

- VoyagerMed is an online marketplace for IN-Bound Medical Tourism.
- International and U.S. patients connect with a curated network of doctors.
- ONLY in the U.S. for quality care at an affordable cost.



# Challenge: *Patients need an easy way to search, evaluate and travel to U.S. doctors.*

“[M]ore than 400,000 non-U.S. residents spend more than \$5 billion as inbound medical tourists traveling into the United States for medical care annually.”

<http://www.medic8.com/medical-tourism/index.html>



time



money

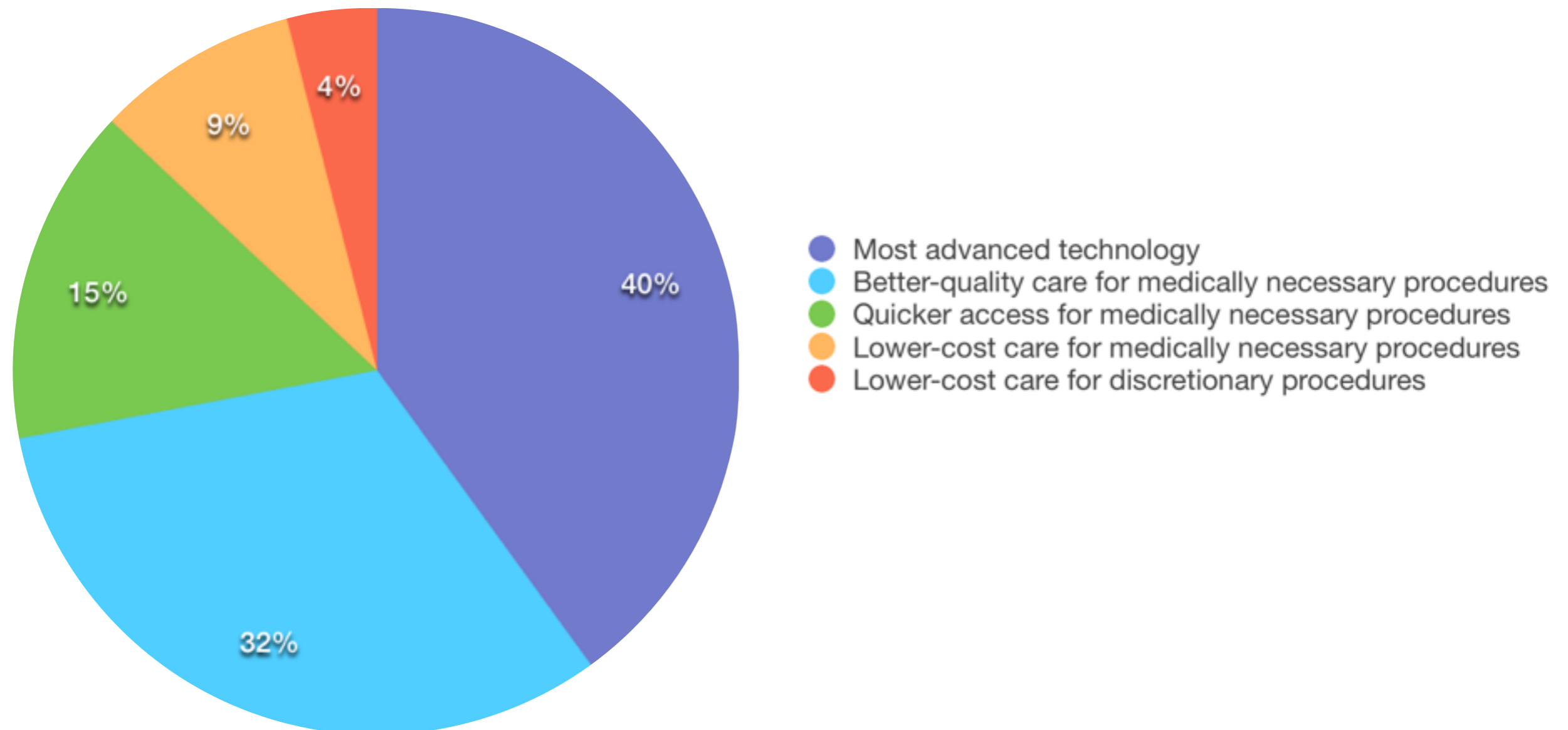


quality

# Solution: *Online destination healthcare marketplace*

## Relative size of medical-traveler segments

100% = 49,980 patients





***McKinsey & Co.***

“Most of those who travel for medical care are seeking better care, not lower costs.”

Reasons cited by nearly 50,000 patients world-wide who sought foreign care.

# Team



**Anthony  
Girand**

**CEO/Co-founder**

- Over a decade of healthcare focus on Wall St.
- Worked with payers through captive insurance investment pools for over 10 years
- Duke University, BS
- Duke / Fuqua, MBA



**Struan  
Coleman**

**MD/Phd - Chief Medical  
Advisor/Co-founder**

- Orthopedic Surgeon for NY Mets and NY Giants
- Hospital for Special Surgery #1 Orthopedic Center in the US
- Harvard, Columbia, Oxford
- MD/PhD



**Bryan  
Hanypsiak**

**MD - Chief Medical  
Officer**

- Cleveland Clinic Fellowship, Sports Medicine
- George Washington University - Residency, Orthopedic Surgery
- George Washington University Internship, Transitional Year
- SUNY Buffalo School of Medicine



**David  
Lundquist**

**Strategic Advisor**

- President / CEO - Health Alliance of the Hudson Valley
- CEO Saint Clares Hospitals
- American University Health Care - President / CEO
- CEO - Bethany Medical Center

# Team



Jakub  
Milosovich

#### **Full Stack Developer**

- Four years professional full stack development experience
- Built theblumarket.com in its entirety.
- PHP, MySQL, JavaScript, jQuery, AJAX, HTML, CSS, Bootstrap, JSON, XML/RSS, Facebook API, Twitter API, Google + API, CodeIgniter, GIMP, WordPress, Drupal, Concrete, Apache, MAMP, WAMP, LAMP, cPanel, SEO, Bootstrap, Instagram API, LESS, Amazon Web Services



Kate  
Lemasters

#### **Head of Content**

- Senior Onboard and Production Specialist: doctor.com
- Digital marketing strategy
- Research, copywriting, reviews and managing all aspects for 100+ doctor accounts.
- Sports Writer & Contributing writer on the NFL, AFC East and the New England Patriots for Football.com
- Copywriter - Rocky Brands
- Descriptive SEO-driven content



Sal  
Borea

#### **VP of Sales**

- Yale-New Haven Hospital
- Presented a case study to a board of Yale New Haven Hospital doctors and directors.
- Varsity Soccer Player - UVM
- U. of Vermont 2014



Kaitlyn  
Tarpey

#### **Recruiting/HR**

- Pace University 2014
- Miss Connecticut - Participant in Miss America - 2013 (top 10 finalist)
- PUMA Merchandise Coordinator
- Winston Retail Solutions
- Marketing Internship PSInsights
- Assistant Manager Human Resources Lord & Taylor



Emily  
Hufnagel

#### **Intern Director**

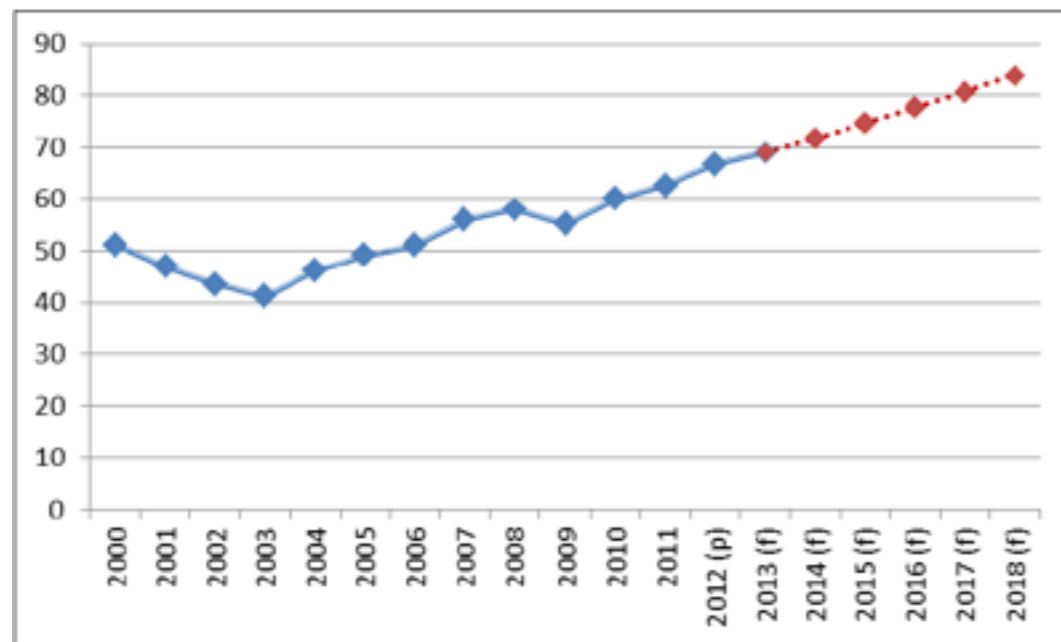
- Fordham University, 2015
- Accounting
- Food Service Properties, Accounting Intern
- The Valerie Fund
- Oversight of the VoyagerMed Internship Program of 12 participants from around the world

# Market Opportunity

International visitors to the U.S. is growing by 11% YOY

400,000 Patients per year come **to** the US = \$5B spend

**Figure 4. International Visitors to the United States**  
2000-2018, in millions



Source: OTTI, *International Visitors to the U.S. and Projections, 2000-2018*.





## Cross Border

**\$5B** U.S (inbound from other countries)  
**\$50B** globally.

## Domestic Patients

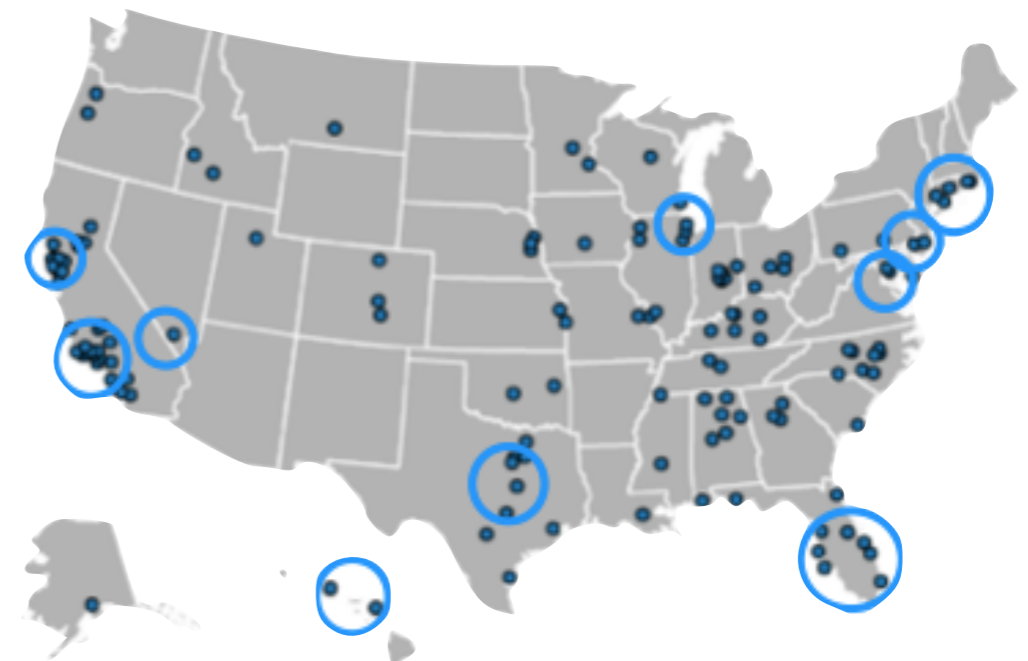
In Florida alone, over **\$5B**  
from “domestic medical travelers”.

**20%** annualized  
**growth**

# Targeted Destinations

2013 Rank	City	Market Share	Visitation	Change over 2012
1.	New York City	29.9	9,579	5%
2.	Miami	12.5	4,005	15%
3.	Los Angeles	11.8	3,781	11%
4.	Orlando	11.6	3,716	17%
5.	San Francisco	9.5	3,044	9%
6.	Las Vegas	8.9	2,851	5%
7.	Honolulu	8	2,563	15%
8.	Washington, DC	5.3	1,698	-3%
9.	Chicago	4.3	1,378	1%
10.	Boston	4	1,282	3%
11.	San Diego	2.6	833	8%
12.	Houston	2.5	801	22%
13.	Philadelphia	2.1	673	13%
14.	Atlanta	1.8	577	-12%
15.	Flagstaff-GrandCanyon	1.7	545	2%
16.	Anaheim-Santa Ana	1.5	481	1%
17.	Seattle	1.5	481	15%
18.	Tampa-St. Petersburg	1.4	449	8%
19.	Dallas-Plano-Irving	1.4	449	8%
20.	San Jose	1.3	416	0%

International Tourism to the U.S. Overall





Johns Hopkins started to work with employers for orthopedic surgery referrals from other states. So far they have three main participants:

- Pepsi - 233,000 members
- Wal-Mart - 1.3 million members
- Lowe's - 265,000 members

Factors that encourage employees to use the travel surgery option:

- No out of pocket.
- No expenses – hotel, travel, transportation (all covered).
- Get right procedure at the right time.
- Tend to return to work in less time.

Do everything from beginning to end: Call patient within 48 hours, schedule the surgery, get medical records within a short amount of time – Had to change many things in the process and get additional resources.

We collect the medical records; Hopkins USA (medical concierge). Advanced at knowing how to order the medical charts. They accept patients for surgery without having seen them.

- Arrive the day before the surgery
- Pre-op evaluation
- Surgery the next day
- Reschedule Procedure

Information Holder:

Calls Patient before they are accepted

Calls them: Has between a 45 minutes - 1 hour discussion: what happens, who is going to pick you up, where you will be, have you quit smoking (how much tobacco do you use). Try to prevent people from being denied surgery before they arrive if there is an issue.

Arrange transportation for them and their companion. Patient comes back for physical therapy. See a PA or a surgeon again to get cleared for travel home – Have to identify the physician who will be their follow-up provider and physical therapy appointment arranged for two days after returning home.