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**ACHE - SouthEastTexasChapter**

*An Independent Chapter of the American College of Healthcare Executives*

TWO VITAL INDUSTRY EVENTS CO-LOCATED MAY 18-20, 2016 | GEORGE R. BROWN CONVENTION CENTER | HOUSTON, TEXAS

# Medical Tourism: The Globalization of Healthcare

An ACHE Face-to-Face (Category I) Session – 1.5 Hours CEUs

**Moderator:** Josef Woodman  
**Panelists:** Cathy Easter  
Renato Lenzi, M.D.  
Marc Scheinrock

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# Learning Objectives

- The origins and current trends in medical tourism
- The positive and negative impacts on the US Healthcare industry
- Patient profile of those participating in medical tourism
- Quality standards abroad compared to US standards
- Disparity in legal standards and patient rights
- Strategies to maximize international healthcare opportunities
- Minimizing erosion of customer base



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# Introduction

It used to be said that all health care is local, but healthcare dynamics are definitely changing primarily because of cost and access issues. Medical tourism (also called medical travel, health tourism or global healthcare) refers to the rapidly-growing practice of traveling across international borders or state borders to seek health care. Over 50 countries have identified medical tourism as a national industry. Services offered can include joint replacement, cardiac surgery, dental surgery, cosmetic surgery, bariatric surgery, psychiatry, and Global Integrative Spa Medical Services. Providers and customers usually find each other via the internet. Sometimes providers are not credentialed in the medical procedures they are performing and there is much less legal oversight.



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# Biography – Moderator



**Josef Woodman**

**Josef Woodman**, As CEO of Patients Beyond Borders, Josef Woodman has spent the past decade touring more than 200 medical facilities in 35 countries, researching and vetting international healthcare options. Co-founder of MyDailyHealth (1998) and Ventana Communications (1987), Woodman's pioneering background in publishing, healthcare and technology has allowed him to compile a wealth of information and knowledge about international medical care, telemedicine, wellness, integrative medicine and consumer-directed healthcare. Woodman has lectured at the UCLA School of Public Health, Harvard Medical School, Duke Fuqua School of Business, Scientific American and the International Society for Travel Medicine. He has keynoted and moderated conferences on

medical tourism and global healthcare in 20 countries. He has appeared in numerous print and broadcast media, including The Economist, The New York Times, CNN, ABC News, Fox News, Huffington Post, Barron's, The Wall Street Journal, and more.

Woodman is an outspoken advocate of affordable, high-quality medical and preventive care for healthcare consumers worldwide.

## Contact Information

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# Biography – Panelist



**Marc Scheinrock**

Marc Scheinrock is a Senior Manager in Deloitte’s health care provider practice, based in Dallas. He has 10 years of consulting experience focused on M&A and corporate strategy for healthcare providers and provider sponsored health plans; with complementary experience in value based care, enterprise transformations, revenue cycle, and customer and market strategy.

Recent project experience includes working with multiple health system collaboratives on improving their cost and quality positions through development of joint ventures in new capabilities, supporting implementation of an academic medical centers growth strategy through business development and outreach, developing a turnaround plan for

a provider sponsored health plan, quantification of pre-deal synergies for a two system joint operating agreement and developing retail health operating models. Previous experience at multiple large health systems was focused on pre-deal evaluation of merger synergies, value based care strategies and the assessment and implementation of performance improvement projects (i.e. corporate shared services, revenue cycle functions) for health systems.

His educational background includes a BS in Finance from Tulane University and an MBA from the University of Texas at Austin.

## Contact Information

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# Biography – Panelist



**Renato Lenzi, M.D.**

Dr. Renato Lenzi, MD, FACP is the Medical Director of the International Center at M.D. Anderson Cancer Center.

The International Center coordinates access of all International patients referred to M.D. Anderson Cancer Center. As the Medical Director, Dr. Lenzi oversees clinical operations and initiatives that align with the institutional mission and participates in academic research and other programmatic initiatives, as they interface with the clinical operations of the Center. His primary responsibility is ensuring the delivery of high quality patient care in an efficient and effective manner.

In his capacity as the Medical Director, Dr. Lenzi partners and communicates with Department Chairs, Faculty, communicates with the Executive Medical Director, serves as a liaison to and from center and institution and drives center specific initiatives. He participates in discussions regarding budget and finance. He interfaces with foreign Embassies and Consulates on patient related issues.

Dr. Lenzi received his M.D. degree with honors from the Catholic University of the Sacred Heart Medical School, Rome, Italy and completed his Hematology and Medical Oncology Fellowships respectively at Mount Sinai Hospital, New York, NY and UT MD Anderson Cancer Center, Houston, TX. He is an Associate Professor in the Department of GI Medical Oncology at MD Anderson Cancer Center.

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# Biography – Panelist



**Cathy Easter**

Cathy Easter is the President and Chief Executive Officer of Houston Methodist Global Health Care Services. Throughout Cathy's 20 plus years with Houston Methodist, she has been responsible for numerous operational areas as well as corporate strategy and business development. She has key responsibilities of establishing global strategy for the organization, as well as leading international consulting and management projects. She provides oversight for the delivery of international patient services and education as well as global brand and business development. In addition to her global responsibilities, she is also currently leading strategic initiatives related to market share growth within the United States through regional business development and corporate partnerships.

She has been instrumental in expanding the footprint of Houston Methodist Global through its consulting and management services as well as establishing offices in Dubai and Riyadh, as well as a presence in Guatemala City, Tegucigalpa, and Guayaquil. Prior to joining Houston Methodist Global, Cathy served as Vice President of Operations & Business Development for Houston Methodist Hospital. She led the development of its Outpatient Center, one of the largest in the United States, and spearheaded the development of a patient-centered concept, "The Methodist Experience."

Cathy is passionate about health care access and played a fundamental role in establishing Houston Methodist's Community Benefits Program and continues to lead those efforts today. In 2004, she was named an "Up and Comer" by Modern Healthcare Magazine.

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# *Questions?*



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***Thank you for attending this session***