



NORTH AMERICAN
SPECIALTY HOSPITAL

North American Specialty Hospital
Center of Excellence in the Delivery of Healthcare

Prepared for:



March 27, 2018

Travel-for-Treatment in the **Past**

The Price was Often Right,

BUT

from a **Quality Standpoint,**

Medical Travel was Often a **Blind Leap....**



Travel-for-Treatment **NOW**

Five Patient-Centric Innovations Focused on Quality

NASH

1. *Near-Shore* Destination



2. U.S. Surgeons



3. Active U.S. Engagement



4. State-of-the-Art, Teaching Facility



5. Attached U.S. Hotel



*A Persistent Healthcare Problem: U.S. Companies face **Inconsistent Quality** and **Extremely High Price***



*An Innovative Healthcare Solution: **NASH** is the first **Center of Excellence** located outside of the U.S., thereby offering **U.S. Employers:***

Clinical Excellence



Substantial Savings

Exceptional Hospitality

NASH Offers a **Wide Array of Medical Specialties**, All Well-Positioned for Excellence in Quality and Cost Savings

NASH Focuses on **Medical Specialties** which are:

- Elective
- Brief in Duration
- Safe and Convenient for Travel
- High in U.S. Pricing
and
- Covered by Employers
and/or Payers

NASH is currently focused on:

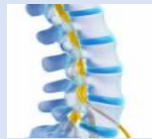


Orthopedics: Total Hip and Total Knee Replacements



Specialty Pharmacy: Harvoni, Humira, Enbrel, Orencia, et al.

NASH Medical Specialties will include:



Spine: Multi-Level Spinal Fusions with Instrumentation

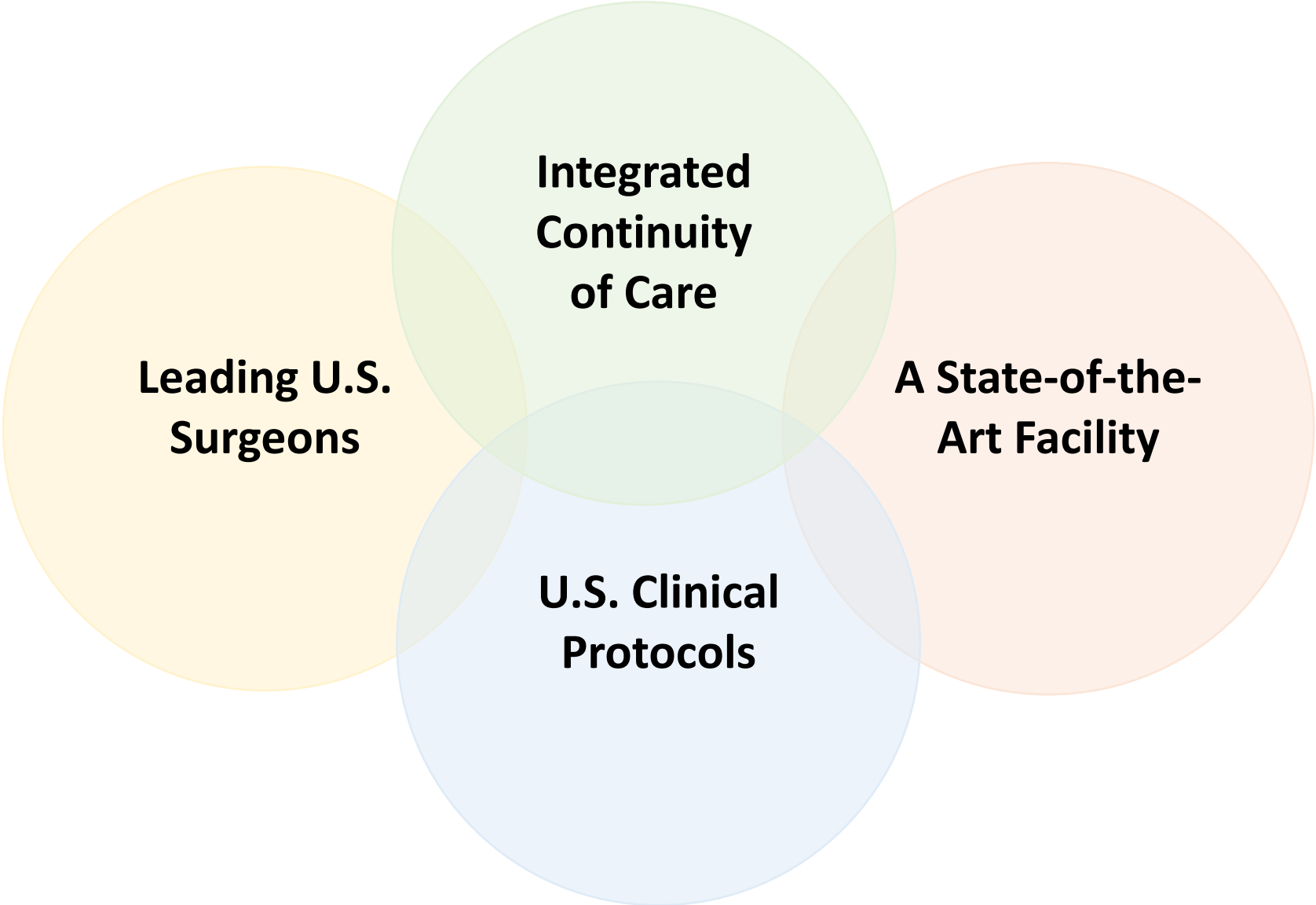


Surgical Oncology: Mastectomy, Laparoscopy, Laparotomy,
Prostatectomy, et al.



Cardiology: Angioplasty, Heart Valve Replacement, Ablation, et al.

NASH: Outcome-Based Clinical Excellence



The NASH Physician Advisory Committee (NPAC)

A bi-national team of dedicated, uniquely-experienced, U.S.-trained physicians provides direction on Physician Selection and Oversight, Patient Service Protocols, Pre and Post-Operative Clinical Pathways and all other medical decisions.

Chairman



Doug Dennis, MD

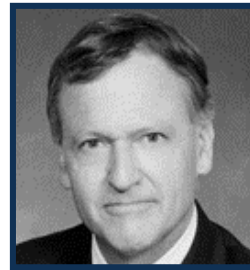
- Colorado Joint Replacement
- MD from Medical College of Ohio

Ex-Officio



Theodore Schlegel, MD

- Steadman Hawkins Clinic
- MD from University of Cincinnati



William A. Jiranek, MD

- Virginia Commonwealth University
- MD from University of Virginia



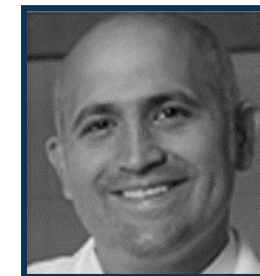
Daniel Ríos, MD

- MD from University of Monterrey, Mexico
- US Fellowships at Harvard Medical School



Dr. Mauricio Mejia, MD

- U.S. Anesthesia Partners
- MD from University of Colorado



Dr. Michael Bolognesi, MD

- Duke University Medical Center
- MD from Duke University

a Mini Case Study



and



Medical Travel had been a Blind Leap....

1. To a **Far-Away Place**
2. With an **Unknown Hospital**
3. With an **Unknown Physician**
4. With **Unknown Clinical Protocols**
5. Without **Malpractice Insurance Coverage**
6. Without **Continuity-of-Care**
7. Without **U.S. Supplies and Equipment**
8. Without **U.S. Concierge and Hospitality**

Today, for Ashley, NASH is...

1. Just **1 to 5 hours away** from U.S. airports
2. **JCI** accredited, **HSS** reviewed, **Leapfrog** evaluating
3. Staffed with **U.S. Physicians** from local U.S. hometowns
4. **U.S. Clinical Protocols** with **Anahuac Medical School** fellowship
5. Covered by **Arch Insurance Group**
6. Providing **Pre-Op and 90-Day Post-Op** in local U.S. hometowns
7. Equipped with **J&J Depuy, Zimmer Biomet, Medtronic**, and more
8. Attached to an all-inclusive **Sheraton Hotel**

**For Ashley, Quality is Now in Place,
and with Patient Savings of 100% and Employer Savings of 50%**

Interview Highlights

August 2017



Marcus Gagnon
Benefits and Wellness Manager
Ashley Furniture Industries

MTT: What prompted Ashley to adopt a medical travel program?

Gagnon: *We wanted to be sure we can offer affordable healthcare. It's getting harder and harder to do this in the U.S.*

MTT: To where are most of your patients traveling for treatment?

Gagnon: *Primarily to Costa Rica and to Cancun.*

MTT: How do you let your employees know about the program?

Gagnon: *We rely primarily on feedback from our traveling patients. Employees in the organization can now see and hear about the successful experiences of their co-workers.*

MTT: How is the program structured within your benefits platform?

Gagnon: *It's a carve-out.*

MTT: What are the savings to the employee? And to Ashley as the employer?

Gagnon: *The savings to the employee are quite significant, including a waiver of the entire patient-pay portion as well as a cost-sharing reward. Meanwhile, we at Ashley cut our costs nearly in half, even after covering the employee savings and the cost of travel.*

MTT: What is the patient feedback?

Gagnon: *Overwhelmingly positive. Most patients are willing to give a testimonial, and many go back for a second surgery.*

A Week in the Life of Catherine, a Recent Patient at NASH in Cancun from



City of Origin

Pre-Op:

In their city of origin, patients meet virtually with the NASH Director of Orthopedics about the diagnosis and the surgery.

Post-Op:

Back home in their city of origin, patients are monitored virtually by the clinical team at NASH and continue with the rehab regime that was assigned to them at NASH

Cancun

Day 1: Catherine travels to Cancun with her husband and checks into the Sheraton Hotel attached to the hospital.



Day 2: Catherine completes final medical exams on-site at the hospital and consults with her NASH U.S. surgeon.



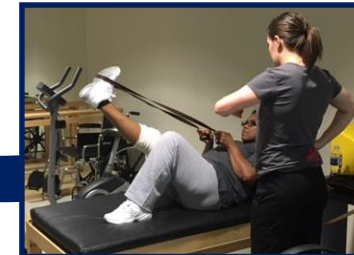
Day 3: Catherine undergoes surgery to replace her right knee. Her NASH U.S. surgeon pays a post-op visit, and 4 hours after surgery, Catherine is walking.



Day 8: Catherine can now head out for a tour, here on a visit to the Boardwalk in Cancun.



Days 4 to 7: Catherine stays in the hotel and undergoes PT each morning and afternoon.



Day 9: Catherine departs from Cancun with her husband Harry, heading home.

For More Information

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