

Medical Tourism

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The Hype

Millions of patients are travelling to
_____ for orthopedic surgery



The Reality

There are thousands of patients travelling and they are almost uniformly uninsured.



Why did we Explore the Market?

1. To assess the opportunity
2. To understand this market segment
3. To develop our own internal model



How is this a Survival Tool?

- Typically, physicians take care of patients in a 20 mile radius
- They compete with each other at a local level-think more broadly
- Ask yourself if you can compete on a regional, national or international level in terms of cost & quality



What are the Steps?



1. Know your Costs

- Technical
- Professional
 - Surgeon
 - Assist
 - Anesthesia
 - Pathology
 - Physical Therapy
 - Hospitalist (Inpatient)
- Implants



2. Create a “Bundled Price”



3. Create a Subcontract Agreement

One person (entity) that handles the income and distributes the funds to the appropriate providers-ideally under MD or shared control



Our Experience

- A few dozen cases-inpatient and outpatient
- Careful patient selection
 - ASA I or II
 - BMI <35
 - Non-Smoker
 - Age <65



Why Bother?!

Look to the future...



- Bundled Pricing
- Accountable Care Organizations



COA + MediBid

COA is exploring a relationship with
MediBid

- MediBid – E Bay for Surgery
 - Online Bidding portal
 - Providers exposed to US & Canada patient base
 - Cash-paying patients select provider based on profiles & price



The Future

