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**INTERNATIONAL  
TRAVEL  
INSURANCE  
CONFERENCE**

# Americas 2011



**INTERNATIONAL TRAVEL INSURANCE CONFERENCE | Americas**  
**21-23 FEBRUARY 2011 | LOEWS HOTEL | MIAMI BEACH | FLORIDA**



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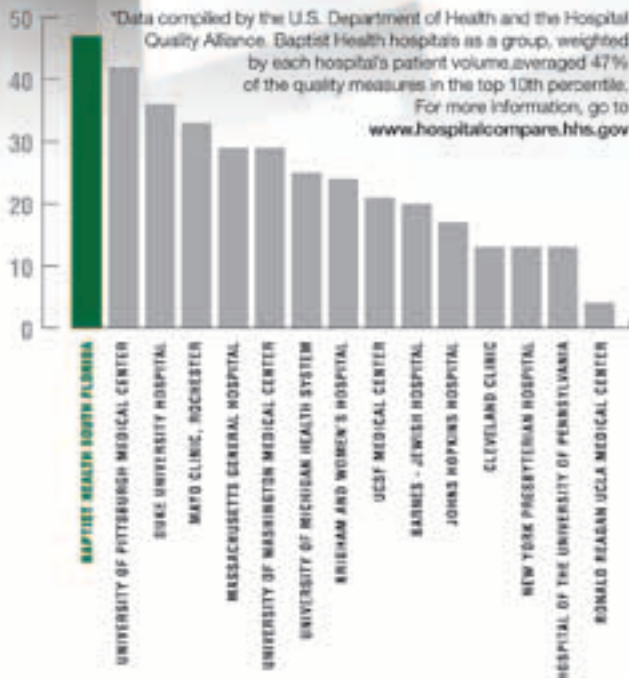
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\*Data compiled by the U.S. Department of Health and the Hospital Quality Alliance. Baptist Health hospitals as a group, weighted by each hospital's patient volume, averaged 47% of the quality measures in the top 10th percentile. For more information, go to [www.hospitalcompare.hhs.gov](http://www.hospitalcompare.hhs.gov)



Baptist Health's hospitals as a group are among the best in the country, according to a national government survey of hospital quality measures. "We scored better than all the hospitals in the **U.S. News & World Report's Honor Roll**.

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## Welcome

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## Dear Delegate,



**Ian Cameron,  
Chairman -  
International  
Travel Insurance  
Conference (ITIC)**

Welcome to Miami and the first ITIC 'Americas' conference. Although this is not the first time ITIC has been held in the US, this year is the first time that we have tailored the agenda to cover topics specific to North and South America and the Caribbean.

As always, the agenda includes the hottest topics in the travel insurance market today. From US healthcare reform, to the impact of new uniform licensing rules on the sale of travel insurance in the US, through to what's happening in the Latin American market with regards to both inbound and outbound travellers.

Of course, an ITIC conference is not only about the agenda, and as always the networking opportunities will be many. I look forward to spending time with you all over the next few days.

Best regards,

Ian Cameron

## Brief Agenda 2011

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### DAY 1 - Monday 21st February

- 
- 11:00 ■ **Registration opens**  
(Networking buffet commences 12:30)

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  - 14:00 - 15:30 ■ Panel session:  
**Healthcare reform**

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  - 16:00 - 17:30 ■ Panel session:  
**Medical tourism**

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  - 17:30 - 19:30 ■ **Welcome cocktails**  
*sponsored by Baptist Health International Center of Miami*

### DAY 2 - Tuesday 22nd February

- 
- 09:30 - 11:00 ■ Panel session:  
**Growth of the Latin American market -  
in and outbound travellers**

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  - 11:30 - 13:00 ■ Panel session:  
**Insurance sales & distribution**

---

  - 14:30 - 16:00 ■ Panel session:  
**Mistakes, mishaps & consequences: Indemnification**

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  - 16:30 - 17:00 ■ Forecasting the future economic state

### DAY 3 - Wednesday 23rd February

- 
- 10:00 - 11:30 ■ Panel session:  
**Hospital cost containment**

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  - 12:00 - 13:00 ■ Panel session:  
**Air ambulance repatriation -  
unique challenges in the Caribbean, Mexico and Latin America**

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  - 13:30 - 17:00 ■ **Miami City Tour**  
*sponsored by GMMI*

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  - 19:00 - late ■ **Farewell Dinner**  
(full details on page 22)

Travel Insurance	Air Ambulance	General	Function



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POINTS OF INTEREST

- 1 Miami Beach Marina
- 2 Ziff Jewish Museum
- 3 Art Deco Welcome Center
- 4 The Wolfsonian - FIU
- 5 Miami Beach Police
- 6 U.S. Post Office
- 7 Lincoln Theater
- 8 New World Symphony
- 9 Art Center South Florida
- 10 Miami City Ballet
- 11 Colony Theater
- 12 Miami Beach City Hall
- 13 Jackie Gleason Theater
- 14 Miami Beach Convention Center
- 15 Botanical Gardens
- 16 Holocaust Memorial
- 17 Chamber of Commerce
- 18 Bass Museum
- 19 Movie Theater

RESTAURANTS

- 1 La Marea
- 2 Altamar
- 3 Barton G
- 4 Blue Door
- 5 Casa Tua
- 6 China Grill
- 7 Escopazzo
- 8 Grazie
- 9 Joe's Stone Crab
- 10 Mark's South Beach
- 11 Mr. Chu's
- 12 Nemo
- 13 Nobu / Ago
- 14 Ola
- 15 Osteria del Teatro
- 16 Joe Allen
- 17 Prime One Twelve
- 18 Smith and Wollensky
- 19 Social
- 20 Sushi Samba Dromo
- 21 Tantra
- 22 Touch
- 23 Vix
- 24 Wish
- 25 Novecento
- 26 O Aslan Grill
- 27 Quinn's
- 28 Table 8
- 29 Setai / The Grill
- 30 Tuscan Steak

- ART DECO HISTORIC DISTRICT
- SOUTH BEACH LOCAL
- PUBLIC PARKING
- STARBUCKS COFFEE
- WALGREENS 24HR PHARMACY



## Agenda 2011 - DAY 1 - Monday 21st February

11:00 onward - (Networking buffet commences 12:30)

### Registration & networking buffet



**Panellist:**  
**Alex Sanchez**  
 Vice President -  
 American Association of  
 Medical Audit



**Panellist:**  
**Ralph Lawson**  
 CFO - Baptist Health  
 International Centre  
 of Miami



**Panellist:**  
**Griselle Chernys**  
 CEO - Payerfusion  
 Corporation

14:00 - 15:30

### Panel session: Healthcare reform

This session looks at how the reforms to the US healthcare system proposed by the Obama administration will affect and change the healthcare system. What will be the impact on foreign payers and on medical tourism, both in and outbound? What effects will it have on cost containment and cost shifting?

15:30 - 16:00

### Coffee & refreshments



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Bristol, BS1 5AX, UK

## Agenda 2011 - DAY 1 - Monday 21st February



**Panellist:**  
**Lisa Beichl**  
 President & CEO -  
 Transparent Borders LLC



**Panellist:**  
**Jim Krampen**  
 Co-Founder, Principal  
 & Executive Officer -  
 Seven Corners



**Panellist:**  
**Mike Torino**  
 VP Business  
 Development - Costa  
 Rica M.D

16:00 - 17:30

### Panel session: **Medical tourism**

Crossing borders into South America or the Caribbean for medical treatment – what are the myths and what is the reality? What are the medical infrastructures like? How competent are the surgeons in these regions? We also look at the latest policies available for the medical tourist.



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17:30 - 19:30

### Welcome cocktails

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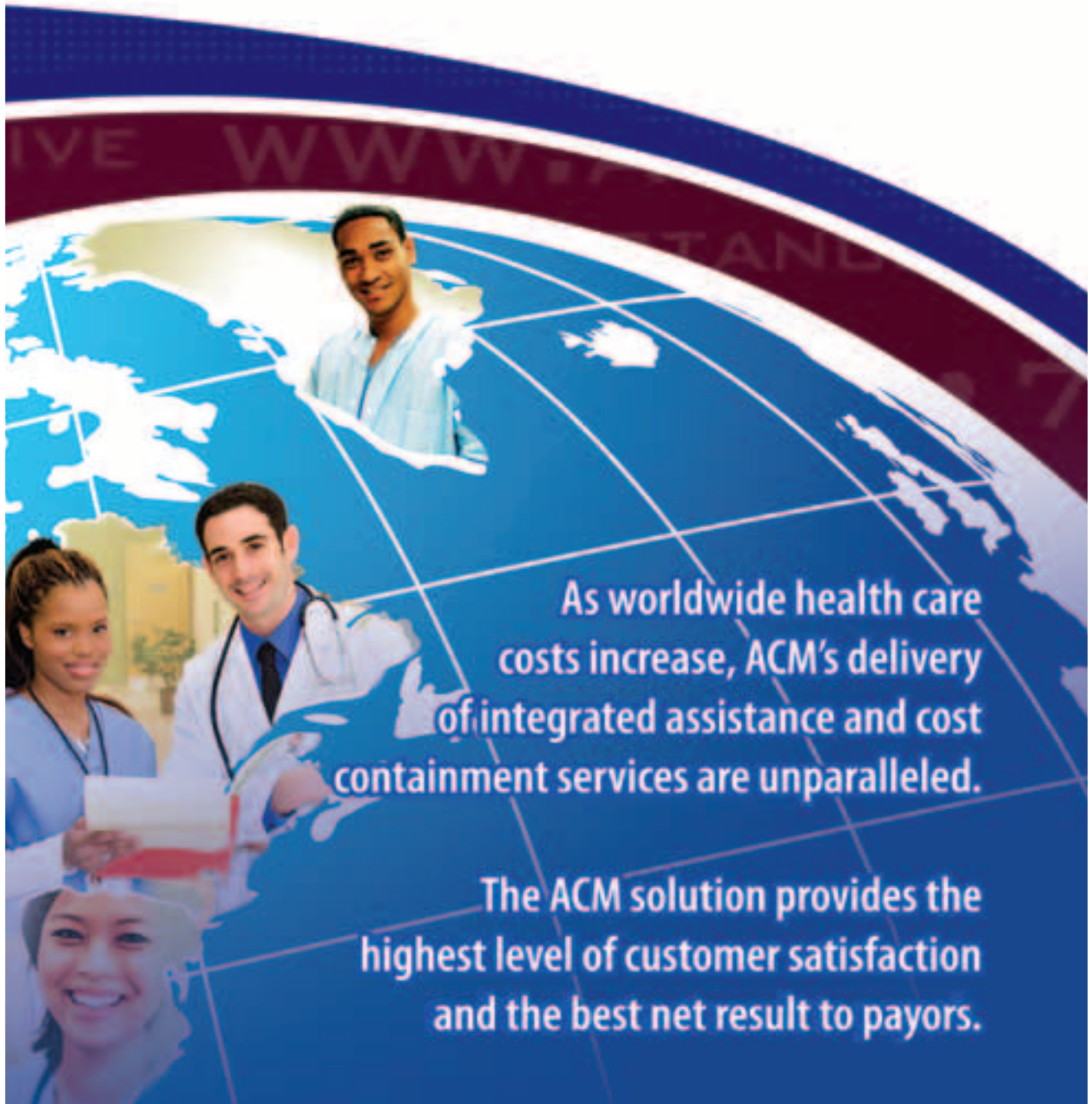
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## Agenda 2011 - DAY 2 - Tuesday 22nd February



**Panellist:**  
Ignacio Márquez  
International Operations  
Director - Assist-Card

09:30 - 11:00

### Panel Session: **Growth of the Latin American market - in and outbound travellers**

The Latin American market is a huge and extremely diverse area, both culturally and politically. How easy or difficult is it to sell and manage travel and health insurance across Latin America? Here we look at the diversity of products sold, managed and operated in Latin America.



**Panellist:**  
Eugenio Chinchilla  
Head of Corporate  
Development -  
Redbridge Group



**Panellist:**  
Robb Suchecki  
Vice President of  
Healthcare Operations  
- PanAmerican Life  
Insurance

11:00 - 11:30

### Coffee & refreshments



**Panellist:**  
Jack L. Zemp  
CPCU, Deputy General  
Counsel USA - Mondial  
Assistance

11:30 - 13:00

### Panel session: **Insurance sales and distribution**

The passing of recent legislation allowing uniform licensing requirements for the sale of travel insurance across all the states in the US is promising to revolutionise and galvanise sales of the product. Our panel analyse what the impact might be.



**Panellist:**  
John Fielding  
Of Counsel - Steptoe and  
Johnson LLP

13:00 - 14:30

### Lunch

Travel Insurance	Air Ambulance	General	Function



## Exhibition Plan 2011

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### Exhibitors

Booth 1

**Air Ambulance Professionals**

Booth 2

**Drum Cussac**

Booth 3

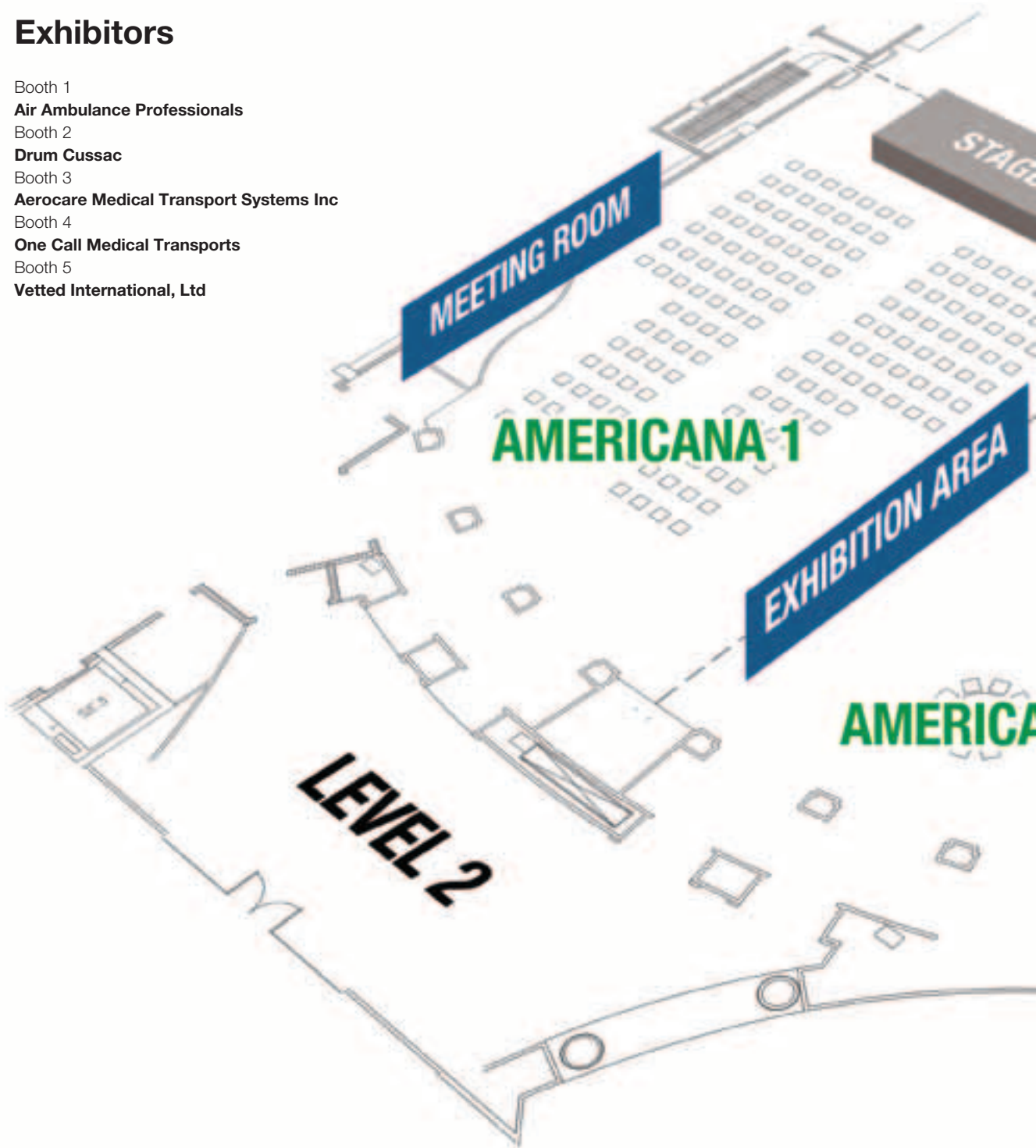
**Aerocare Medical Transport Systems Inc**

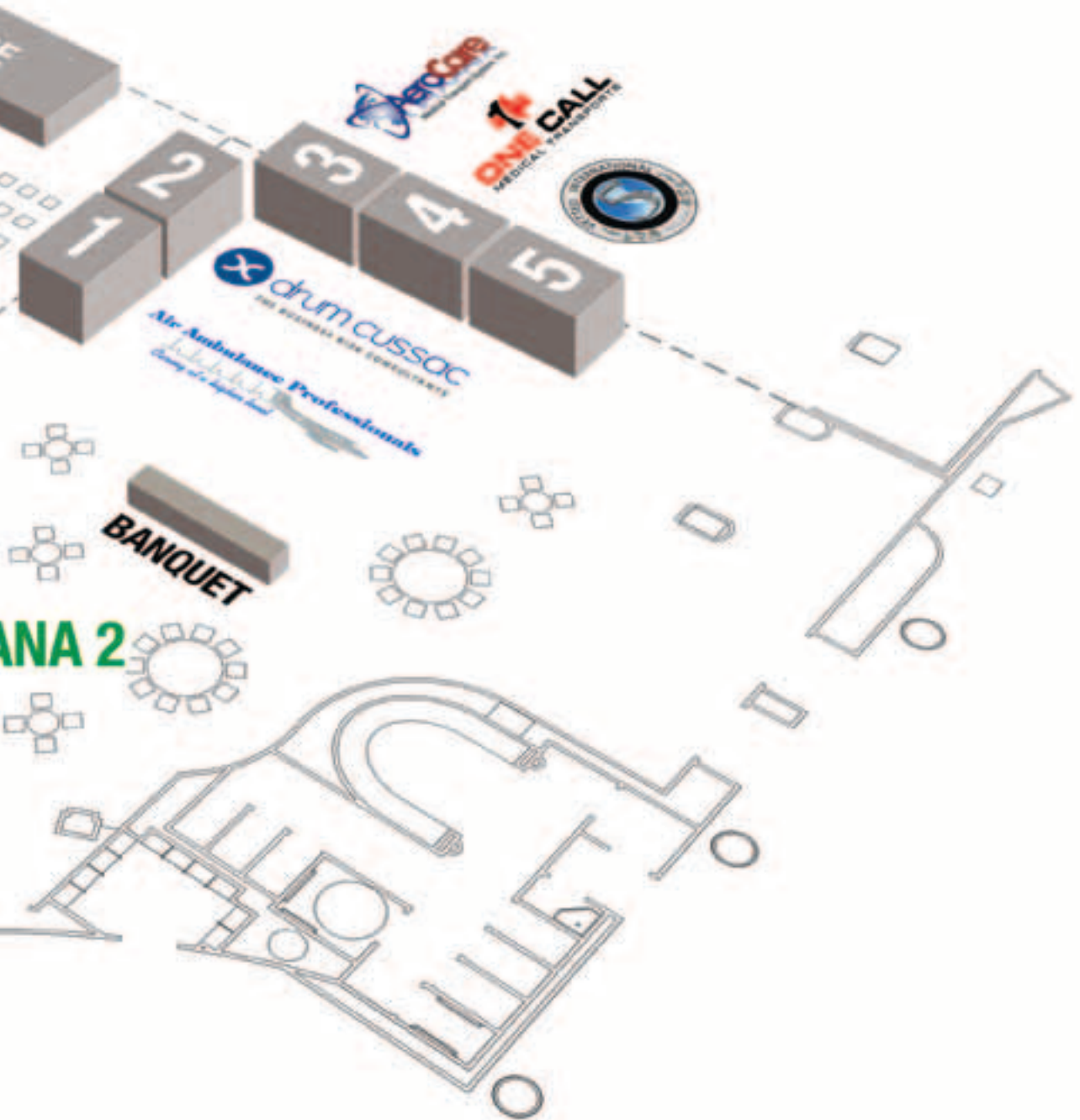
Booth 4

**One Call Medical Transports**

Booth 5

**Vetted International, Ltd**







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## Agenda 2011 - DAY 2 - Tuesday 22nd February



**Panellist:**  
Tom Hudson  
Senior VP & General  
Counsel - Medex



**Panellist:**  
Dick Atkins  
Legal Counsel -  
International Recoveries



**Panellist:**  
Donald Grauel -  
L.E. Goldsborough &  
Son, Inc.

14:30 - 16:00

Panel session:

### Mistakes, mishaps & consequences: Indemnification

Our panel of lawyers discuss what happens when a medical assistance case goes wrong. Credentialing, insurance, indemnification and contractual provisions – do they protect fairly? Or do they fail to protect the assistance company and their service providers and vendors?

16:00 - 16:30 Exhibition area

### Coffee & refreshments



Aron Gampel  
VP & Deputy Chief  
Economist - Scotiabank

16:30 - 17:00

### Forecasting the future economic state

Here, an economist looks into his crystal ball, and gives us his forecasts for the international economic outlook for the near future.

Travel Insurance

Air Ambulance

General

Function



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Meetings Networking Seminars Discussions

**3rd Asia Pacific  
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## Miami City Tour - Wednesday 23rd February

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# Miami City Tour

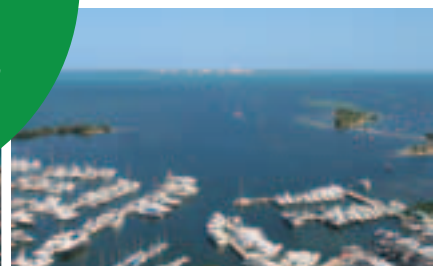
The coach will depart  
from The Loews Hotel at:

## 13:30

Please note, this coach tour is for registered delegates only, additional guests/spouse should be booked in advance and paid for (unless the spouse registration has been booked). Each conference attendee will be given a ticket for this event at registration, this must be presented when boarding the coach. There are limited seats available on the coach.



Miami City Tour  
featuring:  
Downtown Miami  
South Beach  
Coconut Grove  
Coral Gables  
Little Havana  
The Design district  
The Art Deco  
district



## Agenda 2011 - DAY 3 - Wednesday 23rd February



**Panellist:**  
Milan Korcok - ITIJ  
North American  
Correspondent



**Panellist:**  
Dr Jose Quesada,  
Director of Finance &  
Operations - UHealth  
International



**Panellist:**  
Sandro Bacchelli, MD,  
International Patient  
Care - Clinique Soliel,  
Hollywood

10:00 - 11:30

### Panel session: **Hospital cost containment: Do doctors really understand travel insurance?**

Like most insurance products, travel insurance comes with caveats and clauses, but do doctors and hospitals actually understand what a policy is, and does and doesn't cover? Do insurers actually produce policies that are fit for purpose? Our panel discuss.

11:30 - 12:00 Exhibition area

### Coffee & refreshments



**Panellist:**  
Anne Rodenburg  
International Relations  
Manager - USMX Airlink  
Air Ambulance



**Panellist:**  
Jacob Bercovici  
General Manager - Aero  
Jet Air Ambulance



**Panellist:**  
Alejandro Sanchis  
Network Provider  
Manager - HAA/AXA  
Assistance

12:00 - 13:00

### Panel session: **Air ambulance repatriation: Unique challenges in the Caribbean, Mexico and Latin America**

Operating air ambulance flights can be difficult at the best of times, but some parts of the Caribbean and Latin America can throw up some unique challenges for the operator. Our panel share some of their experiences.



13:30 - 17:00

### Miami City Tour - Sponsored by GMMI

19:00 - late

### Farewell dinner (full details on page 22)

## Thanks to the Committee



### Tom Hudson General Counsel, MEDEX Assistance

Tom Hudson is a 1971 graduate of the University of Virginia. He received his law degree from the University of Baltimore. After 20 years of practising law, Tom became the president of MEDEX Assistance Corporation in 1994. Today, Tom sits on MEDEX's Board and acts as General

Counsel. In 1998, he formed American Clinics International, which operates the FirstMed Center in Budapest. In addition to his MEDEX and American Clinic work, Tom is a founder of MediTRAVEL Insurance, LLC, which provides various coverage for medical travellers.



### Laura Hilton Director of Global Health & Safety Resources, HTH Worldwide

Laura is the architect of HTH's contracted physician and hospital network, which spans 185 countries. She is also responsible for HTH's Global Health and Safety member tools and databases, available online and via mobile and

iPhone apps. Laura has nearly 20 years of experience in international assistance operations and provider contracting. Prior to joining HTH in 1999, Laura managed the international provider relations department at MEDEX Assistance.



### Martha Turnbull Head of Auto, Property & Travel Claims, RBC Insurance

As a head of auto, travel and property claims, Martha has responsibility for auto loss and damage and property claims, as well as emergency travel and medical assistance, provider contracting, and claims operations across Canada. Martha has over 16 years of travel assistance, case management and claims experience.

As knowledge of case management and other clinical issues are key to successful risk management in the travel insurance industry, Martha maintains a clinical position as a staff nurse in the Emergency Department at The Credit Valley Hospital. Martha is the past president of the Travel Health Insurance Association.



### David Ewing Vice President of International Business Development, Skyservice Air Ambulance

David Ewing has been active within the air ambulance and travel insurance industry for over 25 years, his current position is vice president of international business development with Skyservice Air Ambulance based in Montreal, Quebec, Canada. His experience includes working for another international air ambulance provider and

as a firefighter/MICP. David is active with the Travel Health Insurance Association of Canada, serving as its annual conference co-chairman; and is also an active member of the United States Travel Insurance Association (USTIA)'s air ambulance committee, as well as an active member of the National Business Travel Association Canada.



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## Yohandra Fuentes

### Corporate Director of International Insurance Development, Baptist Health South Florida

Throughout her fifteen-year career at Baptist Health South Florida, Yohandra has held several leadership roles, where she acquired experience in the international insurance and government relations sectors. Currently, she holds a leading role as the corporate director of international insurance development and revenue management services. In this role,

Yohandra has the overall responsibilities for the patient services division and the business development of international insurance, government relations, negotiations, and contractual agreements. During her years in leadership, she has been recognised for her exceptional skills in management, customer service, staff development, training, and team building.



## Nicole Schickler

### Vice President of Strategic Partnerships, Mondial Assistance Canada

Nicole joined Mondial Assistance Canada in 1993 and has worked in a variety of capacities within Mondial Assistance Canada's operations, including call centre manager, director of quality assurance and director of client services. As VP of Strategic Partnerships, Nicole maintains responsibility for the client services area, as well as the management of all strategic

relationships and contracts that are fundamental to the growth and support of assistance services, including cost containment suppliers, air ambulance providers, ground transportation services and hotel physician contracts. Nicole is certified with the Canadian National Quality Institute and is a member of the Travel Health Insurance Association.



## Ignacio Márquez

### International Operations Director, Assist-Card

Ignacio Márquez joined Assist-Card International, a leading travel insurance multinational in 2004, and is presently the international operations director. Altogether, he has 20 years' experience in the trade, in which he started working at the age of 21. His division manages around 150,000 medical claims a

year, around the globe, through a network of 49 alarm centres, of which 25 are wholly owned. He is presently based in Buenos Aires, his home town, where Assist-Card has one of its four Regional Operations Headquarters, the remainder being located in Madrid, Miami and Bogotá.



## Eugenio Chinchilla

### Head of Corporate Development, Redbridge Group

Eugenio Chinchilla heads corporate development for Redbridge Group. Mr Chinchilla has 20 years of experience in domestic and international health insurance operations including executive management positions with

Aetna Global Benefits, the international division of Aetna; Hygeia Corporation, an international managed care organisation acquired by UnitedHealthcare Group International; and Humana Healthcare Plans.





INTERNATIONAL  
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# Americas

# FAREWELL DINNER

Wednesday 23rd February | 19:00 - late | Nikki Beach Club

**BBQ dinner  
 at Nikki Beach  
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**18:50 - 19:00**  
 Transfer to Nikki Beach  
**19:00 - 20:30**  
 BBQ dinner at Nikki Beach VIP Garden  
**20:30 - 22:00**  
 At leisure with open bar and DJ  
**22:00/23:00/00:00**  
 Return transfer to the hotel or walk back through South Beach

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