Case study: The use of Telemedicine to facilitate medical tourism

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Telemedicine for Tourism

1. Teleconsultations (secure video conferencing)

2. Cloud-based health records:
   1. With patient consent
   2. Including images, lab results etc.
   3. Built on Blockchain (Q3 2018) – for authentication purposes

3. Remote monitoring
Challenges with **inbound** travelers

- Many “leads” but few “conversions to visits”
- Un-scheduled visits (doctors booked or out of country)
- Stacks of paper, disks and scribbled notes
- Wrong diagnosis
- Diagnostic testing that should have been done before travel (cultures taking 4-6 weeks etc.)
- Have a fixed budget; *actual costs exceed what was budgeted.*
- Would lose track of them once they left.
With 15 min tele-consultations

Conversion-to-travel doubled!
Challenges with **outbound** travelers

- Reasons for traveling **40% did not trust local diagnosis or treatment plan**
- Lose them when gone – no communication with patient or caregiver.
- Return with prescriptions not on local formulary
- With devices not locally supported
- Lack of follow-up upon
- Always over budget
- Physicians at home reluctant to care for patient = risk
2nd Opinions by “trusted specialist”

= 40% reduction in travel
• Limited "pre travel" preparation (diagnostic testing)
• Loss of “patient visibility” once abroad
• Unnecessary travel

Fragmented Care Continuum

• Very limited follow-up
• Reluctance of home based doctors to pick up case
• Devices and Prescriptions not available

• Puts patients at risk
• Wasting money
• Comprises the reputations of medical institutions
Using telemedicine for medical travel

• Reduces risk to patients and providers

• Improves experience of patients and caregivers

• Increase revenue (and reduces wasted money)
  • Conversion to travel (using teleconsultations)
  • Telecare & Second Opinions (avoiding travel)

• Not about the ”technology”
  • Workflows and processes
  • Scheduling
  • Communications
  • Planning and coordination
A Shakespeare play is about more than the letters of the alphabet.
A Mozart Symphony

is more than the notes on a scale.
Digitalization

Tele-Medicine

Medical Tourism
The Valiant Journey
Valiant required continual access to the full range (11) of high-quality radiology sub-specialists in order to best serve its patients needs.

Connects to remote specialists, on as needed basis
A new local clinic needed access to high quality diagnostic services. Contracted with Valiant Clinic.
Management saw the tremendous potential in Telemedicine!
Valiant Virtual
A step beyond medical tourism
Core Tenets of Valiant Virtual

1. To use advanced digital tools and services, to attract medical tourists to Dubai; and effectively manage their care across the care continuum.

2. To improve the continuum of care for patients traveling from the UAE to other countries for care – and upon their return home.

3. To use Second Opinions and Telecare to reduce the need to travel abroad.
Travelers from the UAE (out bound)

- **Pre-travel (from the UAE)**
  - Offer “trustable” second opinion *(will reduce medical travel)*
  - Tele-consult with host healthcare provider
  - Orient them with Valiant Medical Travel Process (MTP)
  - Established shared cloud based personal health record (with patient consent)
  - Tentative agreement of care plan

- **While abroad**
  - Establishment of diagnosis and treatment plan (agreed by AP and RF)
  - Referring physician continually reviews patients status (cloud record)
  - Attending physician seeks approval of any modifications to the pre-agreed care plan
  - Able to schedule teleconferences as required
  - Family is also able to be involved with patient consent

- **Prior to returning to the UAE**
  - Pre-discharge case review between remote clinical team and referring physician
  - Confirmation that prescribed medications are locally available (and devices supported)

- **Once they are back home in the UAE**
  - Integration of PHR with local health record system
  - Arrival teleconsultation with attending physician
  - Case close by referring physician, attending physician and patient.
Travelers to the UAE (in bound)

- Valiant develops relationships in target countries
  - Reputable agents / local clinics with diagnostic ability
  - Enable them for “telemedicine” service ability

- **Patient Pre-travel** (before they leave home)
  - Teleconsultation between patient and Valiant team (*increases conversions to travel*)
  - Establish on-line health record (with their consent)

- **While they are here**
  - Referring physician (and family) has continual access to patient record
  - Teleconferences can be scheduled as needed

- **Prior to returning to their home country**
  - Pre discharge teleconference with the referring physician (and family)
  - Review of medical record (made available to referring physician and patient)

- **Once they are home**
  - Integration of PHR with local health record system
  - Arrival teleconsultation with attending physician
  - Case close by referring physician, attending physician and patient.
No Bounds: Tele-Psychiatry

USA
U.K.
KSA
Portugal
France
Telemedicine extends Valiant’s virtual reach

- Tourism Management
- Psychology
- Dermatology
- Neurology
- Disease Management

World class care - as a medical tourism center of excellence
It also permits valiant to access the world of clinical and educational expertise

- Medical education
- Second Opinions
- Expert Consultations
- Surgery Support
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What about follow-up?
Patients will take Valiant home with them ...