

Border Health / Medical Tourism

A conference about health care services for Americans in Mexico
Conferencia sobre oferta de servicios de salud en México para Norteamericanos

Conference Partners:



INSTITUTE OF
THE AMERICAS

*Promoting public policies for
development, trade and
investment, good governance,
and regional integration*

Monday, April 19, 2010

At the Institute of the Americas, an independent non-profit organization located
on campus at the University of California, San Diego (UCSD)

Preliminary AGENDA

8:00-9:00 am

Registration and continental breakfast

9:00 am

Opening

Ambassador **Jeffrey Davidow**, President, Institute of
the Americas

9:15 – 11:00

**Access to health care services for Americans
in Baja California, Mexico**

Assessment of what is available, the quality of those services, and what is needed to encourage more people to cross the border for health services (infrastructure, transportation, skilled professionals, information services, insurance, and payment mechanisms, security). Analysis of existing government regulation and private-sector requirements currently in place on both sides of the border and the principal concerns of both government and industry.

Panelists TBA

Moderator TBA

11:00 – 11:20

Coffee break / networking

11:20 -13:00

Assuming some form of health reform in the U.S., what could it mean for providers in Baja California? Is portability likely in the future?

Analysis of proposed health care reform and whether any portion of the proposal could potentially open a window of opportunity for cross-border health. Would portability be desirable from the point of view of medical or private insurers operating in California? Is portability feasible? Attainable? What are the political roadblocks? How could it work and how to begin the task of making portability possible? What is the future of Medicare coverage in Mexico?

Panelists TBA

Moderator TBA

13:00 – 14:30

Lunch break

Lunch is not included in the conference. There are two options within walking distance from the Institute: the Ventanas cafeteria at UCSD or the restaurant at Estancia La Jolla Hotel & Spa, across the street on Torrey Pines Rd.

14:30 – 15:30

Retired baby boomers: The facts

What has been the experience for baby boomers retiring in Baja California and their access to medical care? What services are available to and who provides those services currently? The session will provide an assessment of the demand and plans for the future, including forecasts.

Panelists TBA
Moderator TBA

15:30 – 16:30

Corporate wellness programs and alternative medicine

Alternative medicine in Baja California is available and a growing number of people are seeking alternative treatments, from non-threatening conditions to cures for terminal diseases. At the same time, there is a growing trend, on the part of insurers and large employers, to include wellness programs in their offerings. What role will or could Baja California providers play?

Panelists TBA
Moderator TBA

16:30 – 17:00

Summary and recommendations (action items)

17:00 – 18:30

Networking reception

18:30 (proposed, not confirmed)

Tequila Talk with Governor José Guadalupe Osuna Millán

Keynote presentation on The Governments' Plans for Medical Tourism in the State of Baja California