

HEALTHY LIVING & RETIREMENT **EDITION**



MEDICAL TRAVEL

INTERNATIONAL BUSINESS SUMMIT

CENTRAL PACIFIC • COSTA RICA • APRIL 24-26, 2013

EXCLUSIVE!

**COSTA RICA, THE BEST
PLACE TO RETIRE**

**What you really
need to know about
Health Tourism it's
here in Costa Rica**



PROMED

WELCOME TO COSTA RICA

Medical Travel International Business Summit



Did You Know?

The Spanish name of this small but attractive beach means “horseshoe”, which refers to the shape of the bay.

Just two hours away from San Jose, you will find this tiny but welcoming beach called Heradura, located on the Central Pacific Coast of Costa Rica. Which will be hosting the 4th Medical Travel Summit.

This year PROMED decided to show you the many attractions that Costa Rica has to offer, by throwing this event in one of the best hotels of the area, filled with luxury and an inviting atmosphere. And the fact that this beautiful beach is surrounded by spectacular views.

Los Sueños Ocean & Golf Resort is a luxury resort hotel nestled between the



warm waters of the Pacific and 1,100-acre of rainforest, offering a relaxing and calm environment surrounded by breathtaking views.

Their oceanfront accommodations have a stunning 360° panoramic views of the ocean, mountains and their immaculate gardens which hold an 18-hole championship golf course. It also features six restaurants and lounges, a casino and a deluxe Rainforest Spa & Retreat,

that will revitalize you. With 11,900 sq feet of versatile space, this memorable vacation resort awaits you, whether you prefer gliding from tree to tree on a canopy tour or sitting back and relax along the beautiful palm-lined free-form pool.

PROMED



HEALTHY LIVING & RETIREMENT

Medical Travel International Business Summit

Costa Rica is one of the leading countries in Medical Tourism and Health in the region, with a health system ranked above the United States and 4th in Latin America.

There's no doubt why Costa Rica will be hosting for the fourth time the most important Medical Tourism and Health summit in Latin America.

The Medical Travel Summit is an innovative approach to doing business and networking, by providing participants an easygoing environment to do business and creating opportunities to establish new enterprises.

Consistent with the theme of this year - Healthy Living & Retirement- PROMED has assembled a collection of speakers that will share their expertise and a group of top Latin American companies in the industry.

Why Medical Tourism?
Nowadays more than fifty million of Americans do



not have medical insurance or this doesn't cover all of their needs. Therefore Health Tourism has become a unique solution to a growing issue, which are health problems to those with or without medical and dental insurance.

Insurance and Self-Insurance companies are recognizing the high quality of medical and dental care in many countries of the region. Creating an opportunity for Costa Rica and the rest of Latin American countries to establish as a world class Medical Tourism destination.

PROMED
The Council for the International Promotion of Costa Rica Medicine. It's a non-

profit organization that coordinates the efforts carried out to ensure the quality of services provided by the private health industry in Costa Rica.

Developes regulatory standards and promotes the certification of service providers with the support of international bodies and the training of local certifiers

A Seal of Quality that stands for accredited services under international standards like: JCI, AAAASF, AAAHC, CAMTS, among others.



PROMED

SCHEDULE AT A GLANCE

TUESDAY, APR. 23

4:00 pm. - 8:00 pm. Registration open

WEDNESDAY, APR. 24

9:00 am. - 8:00 pm. Registration open

3:00 pm. - 6:00 pm. Workshops

6:00 pm. - 9:00 pm. Pre-Conference Dinner for Buyers and Sponsors only "A virtual tour to health-care in Latin America"

THURSDAY, APR. 25

8:30 am. - 9:00 am. Opening act and Medical Tourism award ceremony

9:00 am. - 12:10 pm. Keynote Sessions

12:10 pm. - 1:45 pm. Networking Lunch

12:10 pm. - 1:45 pm. Meeting of the Latin American Network of Medical Tourism

2:00 pm. - 5:00 pm. Pre-Schedule Business Meetings for Buyers and Sponsors only

2:00 pm. - 5:00 pm. Workshops

3:15 pm. - 3:45 pm. Coffee break

5:00 pm. - 7:00 pm. Opening Cocktail in front of the ocean

7:00 pm. Shuttle (every 30 minutes)

FRIDAY, APR. 26

9:00 am. - 12:10 pm. Keynote Sessions

10:20 am - 10:50 am. Coffee break

12:10 pm. - 1:45 pm. Closing Networking Lunch

2:00 pm. - 7:00 pm. Optional tour to medical and dental facilities in San Jose

2:00 pm. - 5:00 pm. Medical Tourism training program

8:00 pm. - 9:00 pm. Closing Activity

SATURDAY, APR. 27

Additional post conference activities:
• Golf, Fishing, Boat tours, Manuel Antonio National Park tour, Poas Volcano tour and Tortuga Island tour.



TUESDAY,
APR. 23th

4:00 pm. - 8:00 pm. Registration Open Terrace

WEDNESDAY,
APR. 24th

9:00 am. - 8:00 pm. Registration Open Terrace

3:00 pm. - 6:00 pm. Workshops:
Medical Tourism Marketing Salon Playa Escondida
1 y 2

6:00 pm. - 9:00 pm. Pre-Conference Dinner for Buyers and
Sponsors Only “A virtual tour to health-
care in Latin America” Salon Herradura

THURSDAY,
APR. 25th

8:30 am. - 9:00 am. Opening act and Medical Tourism Awards
Ceremony.

9:00 am. - 12:10 pm Keynote Sessions:

9:00 am. - 9:40 am. The Costa Rican Healthcare System.
Dr. Luis Bernardo Sáenz Delgado,
Costa Rican Social Security Fund Salon Herradura

9:40 am. -10:10 am Coffee Break Exhibition Area

10:10 am. -10:50 am Medical Tourism: A Development Oppor-
tunity for Latin America.
Jose Maria Figueres Olsen,
Former President of the Republic of Costa
Rica Salon Herradura

10:50 am - 11:30 am Transplant Tourism and Medical Tourism Salon Herradura

11:30 am -12:10 pm Business Climate in Costa Rica for Medical
Tourism and Retirement Living Investments
C.I.N.D.E. Salon Herradura

12:10 pm. - 1:45 pm Networking Lunch Exhibition Area

2:00 pm. - 5:00 pm. Pre-Shedule Business Meetings for Buyers
and Sponsors Only Salon Herradura

2:00 pm. - 5:00 pm. Workshops:

2:00 pm. - 5:00 pm. How to Plan a Retirement Community
under the American Standards Salon Playa Escondida
1 y 2

3:15 pm. - 3:45 pm. Coffee Break Exhibition Area

2:00 pm. - 5:00 pm. Costa Rica for Retirement:
Answers to buyers concerns Salon Playa Escondida
1 y 2

5:00 pm. - 7:00 pm. Opening Cocktail in front of the Ocean

7:00 pm. Shuttle(Every 30minutes)

FRIDAY,
APR. 26th

9:00 am. - 12:10 pm. Keynote Sessions: Salon Herradura

9:00 am. - 9:40 am. Medical Tourism Opportunities in the Eu-
ropean Market.
Dr. Juan del Llano Señarís Salon Herradura

9:40 am. -10:20 am. SPA and Corporate Wellness. Salon Herradura

10:20 am - 10:50 am. Coffee Break Exhibition Area

10:50 am - 11:30 am. Innovative Procedures for Medical Travellers Salon Herradura

11:30 am - 12:10 pm. Medical Travel: The US Perspective Salon Herradura

12:10 pm. - 1:45 pm. Closing Networking Lunch Exhibition Area

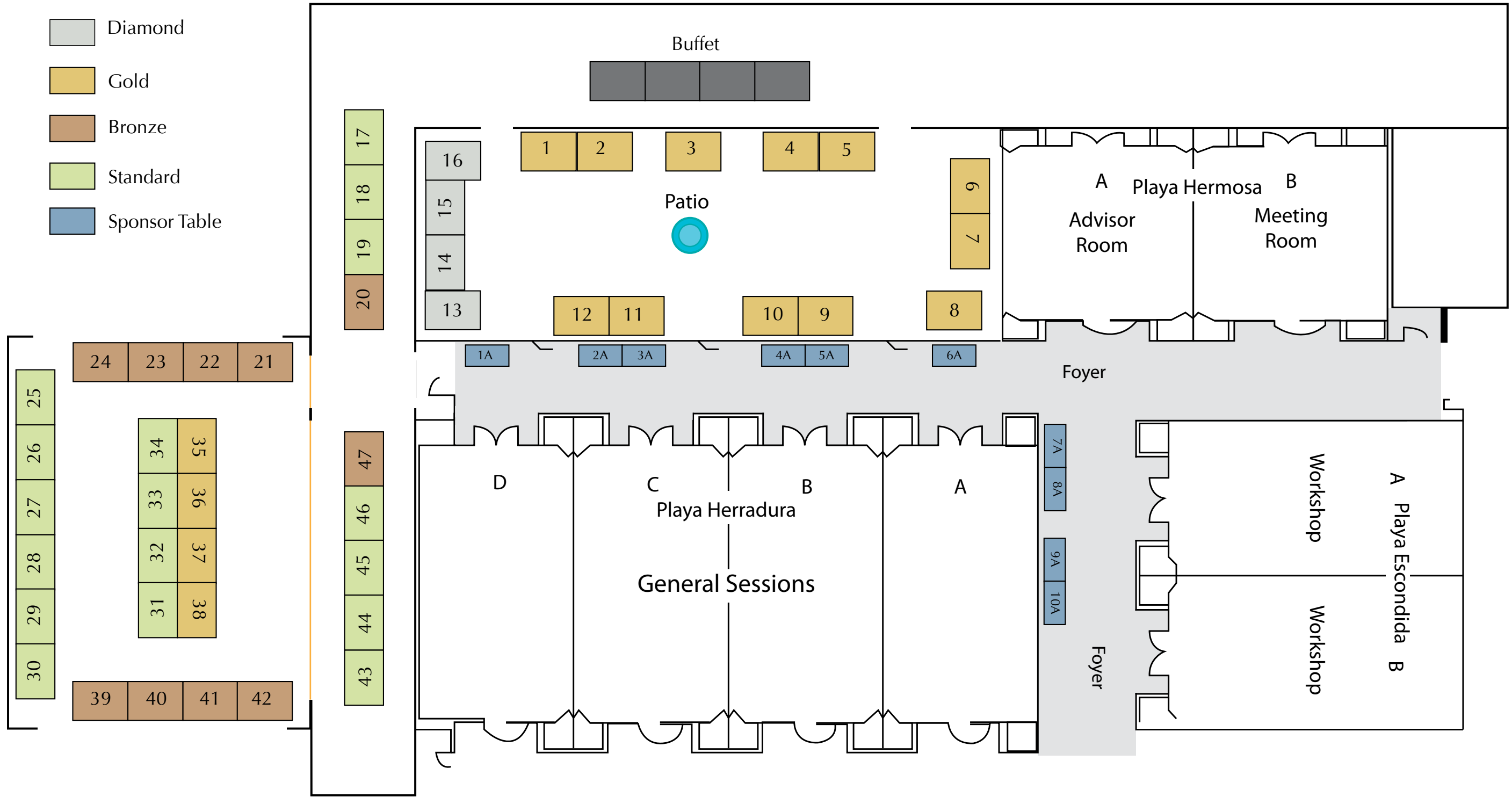
2:00 pm. - 7:00 pm. Optional Tour to Medical and Dental
Facilities in San Jose.

2:00 pm. - 5:00 pm. Medical Tourism training program:
1. International Patients Department.
2. Creating Medical Tourism Packages.
3. Quality and Accreditation. Salon Playa Escondida
1 y 2

8:00 pm. - 9:00 pm. Closing Activity



THIS YEAR DISPLAY
Medical Travel International Business Summit



AN EXCEPTIONAL PLACE TO LIVE... LONGER

A unique paradise



Costa Rica is a unique tropical retirement paradise, which offers inexpensive living and retirement, affordable first-world medical care, the opportunity to start over, gentle breezes, lots of great outdoor sports, every imaginable activity to stay busy and happy.

Stunning scenery with sun-soaked, beautiful beaches and spectacular mountains. Add to all this, a peaceful nation with political stability and year round spring-like weather in the Central Valley, the friendly people who love Americans and it is easy to see, why Costa Rica has become tops on the list of expatriate and Baby Boomer havens. More Americans live here per capita than any other country outside of the United States.

Recently, the Costa Rica Association of Residents estimated of more than 50,000 North Americans living in the country, many of them prefer the coasts but also the Central area is attractive where the climate is cooler and more services are available.

An industry of National interest

Not surprisingly, in April 2010, the Government of the Republic of Costa Rica declared

the “Baby Boomers” and “Retirement Industry Cluster” of national interest, committing to support any initiative fostering this rising sector of the economy: continuing care retirement communities, aging services networks, assisted living projects, nursing homes.

The benefits of opening Costa Rica to retirees extend beyond the retirees themselves. The Government estimated that attracting 10,000 retirees each year could bring \$340 million annually to the country, generate 40,000 jobs and indirectly benefit 30,000 other businesses. And the gain extends beyond the dollar signs; retirees settling in Costa Rica bring their professional expertise and that will help push development in the country forward.

The great majority of people deciding to retire overseas are active people who look for things to do. That’s why Costa Rica is planning to include them in countrywide initiatives, in issues of research and development and ways in which they can collaborate with small- or medium-sized businesses. Undoubtedly, this is an enormous opportunity for developing countries.

“We have all the advantages – health, climate, natural beauty, peace,” the former Minister of Competitiveness, Jorge Woodbridge said. “If we don’t take advantage of them, it would be a shame”

Costa Rica has it all

Aging people in the First World, the crisis of the Health Systems, rising costs of living are among the reasons why an increasing number of people are deciding to retire overseas. And Costa Rica is one of their best choices. Applying for residency status is easy by only demonstrating to be beneficiary a US\$1,000 pension outside the country. Costa Rica has all the makings of a retirement

destination: comfortable climates, top-notch health services, close proximity to the United States and Canada, and a stable democracy. While the country has been successful at marketing itself as an eco-friendly destination and a go-to place for medical tourism, the retiree population represents the next market for Costa Rican tourism and medical services industry. An estimated 7,918 Americans turn 60 years old daily, according to 2006 United States census statistics. They represent the age group with the greatest purchasing power and the group that spends the most on health care. Lake Arenal, in the north central part of Costa Rica; Miramar, in the Central Pacific province of Puntarenas; Cartago, East of San José; and Rincón de la Vieja, in the Northern Pacific province of Guanacaste; are among the locations viewed as possible destinations for retirement communities, or clusters.

Plans are well under way to develop senior living communities, which include two very ambitious residential communities already conceptualized. Costa Rica looks forward to welcoming more than 1200 active independent living residents who can enjoy the proximity to the international Liberia airport and world – renowned beaches like Coco and Papagayo in the North Pacific.

The Healthiest, Happiest country

Don’t forget, Costa Rica has been declared the greenest and happiest country in the world twice, according to a new list that ranks nations by combining measures of their ecological footprint with the happiness of their citizens.

This is the result of the Happy Planet Index (HPI), calculated by the New Economics Foundation (NEF). The United States features in the 114th slot in the table. Costa Ricans top the list because they report the highest life satisfaction in the world; they live slightly longer than Americans, yet have an ecological footprint that is less than a quarter the size. The country only narrowly fails to achieve the goal of what NEF calls “one-planet living”: consuming its fair share of the Earth’s natural resources. The report says the differences between nations show that it is possible to live long, happy lives with much smaller ecological footprints than the highest-consuming nations.

As Nicholas Kristof recently pointed out in his column on The New York Times “...What sets Costa Rica apart is its remarkable decision in 1949 to dissolve its



armed forces and invest instead in education. Increased schooling created a more stable society, less prone to the conflicts that have raged elsewhere in Central America. Education also boosted the economy, enabling the country to become a major exporter of computer chips and improving English-language skills so as to attract American eco-tourists”

And again ...“In Costa Rica, rising education levels also fostered impressive gender equality so that it ranks higher than the United States in the World Economic Forum gender gap index. This allows Costa Rica to use its female population more productively than is true in most of the region. Likewise, education nurtured improvements in health care, with life expectancy now about the same as in the United States — a bit longer in some data sets, a bit shorter in others. Rising education levels also led the country to preserve its lush environment as an economic asset. Costa Rica is an ecological pioneer, introducing a carbon tax in 1997”

It’s the cost

There’s a great deal about Costa Rica that makes it an attractive retirement destination, but one of the most convincing factors is the cost.

Health services, home care and the general cost of living are less in Central America than in most places in the U.S. While it’s important to note that government-provided Medicare insurance doesn’t extend to U.S. residents living abroad, with Costa Rican prices, savings last longer. For people living on a fixed income, each day buys them less and less quality of life in the U.S. Not to mention that home care is becoming tremendously more expensive.

Retirement communities in Costa Rica are planning to offer monthly fees not exceeding the US\$2,500 including services like: housing; health-related

services; dining services; limited transportation; social outings; housekeeping; laundry services; fitness programs; on-site medical clinics; beauty salons; recreational programs and clubs.

Come and see...

As the cost of healthcare increases, the economy weakens, and the American population continues to age, Costa Rica’s amazing healthcare system, promises of longevity, retirement incentives, and exotic allure will start to become a common topic when discussing the American family’s healthcare needs and solutions. The remaining fact is that:

Costa Rica is a place where people live healthier, happier and....longer. Come and see it!

WELLBEING IT’S IN OUR NATURE...

PROMED gives a new meaning to retirement





Diamond Sponsorship

Diamond Sponsorship

Investment: US \$ 40.000,00
Status: Major Congress Sponsor

- ✧ Recognition with logo as the major sponsor in all congress marketing materials.
- ✧ Two page advertisement within the conference program and brochure.
- ✧ Logo on all attendee ID Cards/ Congress Badges.
- ✧ Participation in Pre-Conference Dinner exclusive for Buyers and sponsors
- ✧ Logo on the cover of the program of the congress.
- ✧ Brand presence at the conference press.
- ✧ Fifteen event tickets
- ✧ Introduction as the major sponsor, placement in the brochure and “Folder-Bagas” delivered to every attendee
- ✧ Private meetings during the congress (Pre-scheduled)
- ✧ Participation in the business conference
- ✧ Major sponsor of the congress status on the background screens of keynotes
- ✧ Three stands in the Congress exhibition area (includes all meals for 6 people)
- ✧ Logo and banner (flash) listed as Diamond Sponsor on the congress website.
- ✧ Exclusive sponsor of the Coffee Breaks



Platinum Sponsorship

Platinum Sponsorship

Investment: US \$ 15.000,00
Status: Platinum Sponsor

- ✧ Participation in Pre-Conference Dinner exclusive for Buyers and sponsors
- ✧ Two page advertisement within the conference program and brochure.
- ✧ Logo on all attendee ID Cards/ Congress Badges.
- ✧ Logo on the background screens of keynotes
- ✧ Brand presence at the conference press.
- ✧ One stand in the Congress exhibition area (includes all meals for 6 people)
- ✧ Ten event tickets
- ✧ Logo and banner (flash) listed as Platinum Sponsor on the congress website.
- ✧ Private meetings during the congress (Pre-scheduled)
- ✧ Participation in the business conference
- ✧ Recognition with logo as Platinum Sponsor in all congress marketing materials.
- ✧ Exclusive sponsor of the Coffee Breaks
- ✧ Introduction as platinum sponsor, placement in the brochure and “Folder-Bagas” delivered to every attendee

www.themedicatravelsummit.com



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Gold Sponsorship

Gold Sponsorship

Member
Investment: US \$ 5.000,00
Non Member
Investment US \$ 6.500,00

- ❖ One stand in the Congress exhibition area (includes all meals for 2 persons)
- ❖ Recognition with logo as Gold Sponsor in all congress marketing materials.
- ❖ Quarter of a page advertisement within the conference program and brochure.
- ❖ Six event tickets
- ❖ Meetings with pre-scheduled events (Exclusive for PROMED Seal)
- ❖ Logo on the backgroud screens of keynotes
- ❖ Logo and banner (flash) listed as Gold Sponsor on the congress website
- ❖ Participation in Pre-Conference Dinner exclusive for Buyers and sponsors

Hospital Gold Sponsorship

Member
Investment: US \$ 5.000,00
Non Member
Investment US \$ 6.500,00

- ❖ Recognition with logo as Gold Sponsor in all congress marketing materials.
- ❖ Logo on the backgroud screens of keynotes
- ❖ Quarter of a page advertisement within the conference program and brochure.
- ❖ Six event tickets
- ❖ Intruduction as Sponsor, placement in the brochure and “Folder-Bags” delivered to every attendee.
- ❖ One stand in the Congress exhibition area (includes all meals for 2 persons)
- ❖ Meetings with pre-scheduled events (Exclusive for PROMED Seal)
- ❖ Participation in Pre-Conference Dinner exclusive for Buyers and sponsors

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Bronze Sponsorship

Bronze Sponsorship

Member
Investment: US \$ 2.500,00
Non Member
Investment US \$ 3.500,00

- ❖ One stand in the Congress exhibition area (includes all meals for 2 persons)
- ❖ Recognition with logo as Bronze Sponsor in all congress marketing materials.
- ❖ Logo on the backgroud screens of keynotes
- ❖ Three event tickets
- ❖ Meetings with pre-scheduled events (Exclusive for PROMED Seal)
- ❖ Logo and banner (flash) listed as Bronze Sponsor on the congress website
- ❖ Quarter of a page advertisement within the conference program and brochure.



Standard Sponsorship

Standard Sponsorship

Member
Investment: US \$ 1.000,00
Non Member
Investment US \$ 2.000,00

- ❖ Logo on the backgroud screens of keynotes
- ❖ Recognition with logo as Sponsor in all congress marketing materials.
- ❖ Two event tickets
- ❖ One eight of a page advertisement within the conference program and brochure.
- ❖ Meetings with pre-scheduled appointments (Exclusive for PROMED Seal)

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Exhibition Stand

Exhibition Stand

Member

Investment: US \$ 1.200,00

Non Member

Investment US \$ 2.000,00



- ❖ One stand in the Congress exhibition area 2.5 mts x 2.5 mts
- ❖ Stand furniture includes one table and two chairs.
- ❖ One eight of a page advertisement within the conference program and brochure
- ❖ Two event tickets (Includes all meals for 2 persons)
- ❖ Input power: 220 v.
- ❖ Logo on the background screens of all keynotes.
- ❖ Recognition with logo in all congress marketing material.



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Other Sponsorships

Coffee Break Sponsor

- ❖ Investment US \$ 1.500,00
- ❖ Access to The Medical Travel Summit
- ❖ Company material exhibition on the screens during the coffee break

Inaguration Cocktail Sponsor

- ❖ Investment US \$ 3.000,00
- ❖ Two tickets for The Medical Travel Summit
- ❖ Brand presence with banners and promotional material during the event

Lunch Sponsor

- ❖ Investment US \$ 3.000,00
- ❖ Two tickets for The Medical Travel Summit
- ❖ Brand presence with banners and promotional material during the event

Welcome to the Inaguration

- ❖ Investment US \$ 1.500,00
- ❖ Notepad and pen with the logo and business card
- ❖ Access to The Medical Travel Summit

Welcome To the Room

- ❖ Investment US \$ 1.500,00
- ❖ Access to The Medical Travel Summit
- ❖ Product or advertising material in all the buyers room

Costum Ribbon Badges

- ❖ Investment US \$ 2.500,00
- ❖ Accsses to The Medical Travel Summit

Welcome to: Bag with logo

- ❖ Investment US \$ 3.000,00
- ❖ Access to The Medical Travel Summit

Inclusion of advertising on Welcoming Bag

- ❖ Investment US \$ 1.250,00

Botteled water with the company logo

- ❖ Investment US \$ 1.000,00
- ❖ Access to The Medical Travel Summit



NOVEMBER | 18

Registrant Information

First Name: _____ Last Name: _____
Organization: _____ Personal: ☐ Yes ☐ No
Type: _____
Address: _____
City: _____ State: _____ Zip: _____
Country: _____ Phone: _____ Mobil: _____
E-mail: _____ Website: _____

Payment Information

Invoice Name: _____
Financial Contact: _____ Phone: _____
Fax: _____ E-mail: _____
Address: _____
City: _____ State: _____ Zip: _____
Country: _____

Registrant Profile

Type of participation: ☐ Company ☐ Personal
☐ Hospital ☐ Clinic ☐ Recovery center ☐ Insurer ☐ Dental Clinic ☐ Self-insured company
☐ Medical Facilitator ☐ Physician ☐ Hotel ☐ Other Indicate: _____
Why are you interested in this congress? _____

Investment

<input type="checkbox"/> Individual admission fee for members \$400	Amount: _____	Total engaged: \$ _____
<input type="checkbox"/> Individual admission fee for non members \$500	Amount: _____	
	Date: _____	Signature: _____

- When submitting this form, 100% of the registration fee must be paid
- Send a copy of the deposit or transfer to info@promedcostarica.com or info@promedresources.org
- Deposit at Banco Nacional de Costa Rica:

Checking Account No.: 100-02-080-602116-2 Client Account No.: 15108010026021164
Beneficiary: PROMED CONGRESOS. Corporate ID Numbre: 3-002-573796
Currency: Dólares Swift: BNCRCRSJ Address: San Jose, Costa Rica

Note: Please write the **NAME OF REGISTRANT** in the Subject section on the deposit slip

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