



Telemedicine (E-Health): Business case for the international traveler medical assistance provider, the insurance company, the assistance company and the end-user

David Hernández Avilés

HVM Medical Services, Spain

Abstract:

Health expenses are quickly rising all over the world both at the state and private levels. Today, Health expenses already represent the 10% of the world's PIB. According to OMS more than 100 million people go into extreme poverty every year because of high Health expenses. We need to find new ways and tools to bring less expensive medical services to the general population. One of the best options to bring average costs down while maintaining high levels of quality reaching out to a larger % of patients is Telemedicine. Telemedicine achieves great cost savings and immediacy to having medical assistance. It is the best financial model to maintain profits for the professional providers while decreasing costs for the patient. How can Telemedicine be best applied to the segment of international travelers?

According to OMS (World Tourism Organization), in 2018 there were 1.400M tourist arrivals in the world. The average medical assistance ratio for travelers abroad is 1.5%. This means 21.000.000 patients. The average medical cost per case is 200 euros. Therefore, the business potential for medical assistance in the tourist sector is 4.200.000.000 euros. Today, this massive piece of business is today channeled through international assistance companies who act as intermediaries and buy medical assistance services from local providers. Most medical assistance services are classified into three main categories: House calls, outpatient visits and Inpatient (Hospitalization) services. House calls represent 60% of the total number of services. At least, 35% of this business is suitable to be done with Telemedicine which would decrease the costs by 50%.

Telemedicine should be the solution in the future for



almost 5.000.000 tourists looking for medical assistance around the world.

Biography:

DAVID is a Sales and Marketing Manager en HVM Medical Services Madrid, Madrid, Spain. Top notch professional executive with more than 20 years of experience as Managing Director/CEO of several insurance companies such as ERV (Munich-Re), Metropolitan Life and CHUBB. Strong business achievements in the areas of growth (Tripled the benefits and doubled the size of ERV in Spain), International business expansion (Opened new markets in LATAM, Russia, China and US) and Profit oriented organizations. Great team motivator and strong supporter of innovation.

Publication of speakers:

1. Pennington, Jeffrey, Richard Socher, and Christopher D. Manning. "Glove: Global vectors for word representation." Proceedings of the 2014 conference on empirical methods in natural language processing (EMNLP). 2014.
2. Peters, Matthew E., et al. "Deep contextualized word representations." arXiv preprint arXiv:1802.05365 (2018).

[Webinar on Health and Medical Tourism | July 28, 2020 | Dubai, UAE](#)

Citation: David Hernández Avilés, Webinar on Health and Medical Tourism; Medical Tourism 2020; July 28, 2020; Dubai, UAE