

SIIA ENDEAVORS



MAY CONNECT FROM ANYWHERE (CFA) EVENTS

Medical Travel Seminar - May 5

Featuring Colombia, a World-class Medical Destination

ProColombia is the entity in charge of promoting international tourism, foreign direct investment, non-traditional exports and the Country Brand of Colombia. It is committed with the promotion of Colombia as a medical destination.

Colombia has been placed as

- 1st country in Latin America
- 10th place worldwide in the ranking of the medical tourism
- 2nd Place worldwide with lower costs associated with medical tourism
- 24 Colombian clinics and hospitals are included among the 58th best in Latin America
- 22nd best health system in the world according to the World Health Organization (WHO).

Last year Colombia marked 16 years of uninterrupted work in the development of Colombia's unique health accreditation system that the Colombian Institute of Technical Standards (Icontec) has been responsible for implementing in the country's Health Care System.

In its continuous search for excellence, the Joint Commission International has already recognized five Colombian institutions for their maximum quality in the services provided.

Colombian medical institutions have also obtained other international accreditations like CARF - Commission on Accreditation for Rehabilitation Facilities, New Palex, Temos International, PlaneTree, among others.

The 5 clinics accredited by the (JCI), recognized for their top quality services in medical specialties such as oncology, cardiology, fertility, bariatric surgery, ophthalmic surgeries, and comprehensive medical examinations are committed to working with international insurance companies assuring high quality

standards, technology and infrastructure, knowledge, warm services and innovation, thus giving patients a well-rounded option to treat different types of procedures and obtain satisfactory results.

Centro Médico Imbanaco, located in Cali; Fundación Cardioinfantil, in Bogotá; Hospital Pablo Tobón Uribe, in Medellín; Hospital Universitario Fundación Santa Fé de Bogotá; and FCV institutions-Hospital Internacional de Colombia and Instituto Cardiovascular, are committed to providing the best care to international patients.

Colombia today is the perfect and emerging medical destination that offers integral care for many of the complex medical procedures supported by service quality, state-of-the-art technology, flight connectivity and competitive prices.

With a population close to 50 million people, Colombia has a well-developed health care system with experienced professionals capable of performing highly complex medical procedures, with an exceptional care for every patient focusing on the quality of life.

Current times have called for major adjustments, thus making sure we make all effort to best handle the pandemic with the use of technologies at the point-of-care, creating a mobile app (CoronApp) that uses artificial intelligence to actively search for contacts with positive cases, early detection in affected areas and providing alerts about nearby people with a positive diagnosis for COVID-19.

With this and many other initiatives, Colombia has managed to be the first country in the world to adopt the Tourist Biosafety Seal, Certified Check-in, created by the Ministry of Trade, Industry, and Tourism and endorsed by the World Tourism Organization, which makes Colombia a medical destination ready to receive visitors following strict safety measures.

Cost: Free to both SIIA members and non-members

Advocacy in Action - May 11, 2021

With a new Administration and new Congress in Washington, DC, 2021 promises to be a very active year with regard to legislative/regulatory developments affecting the companies involved in the self-insurance/captive insurance marketplace. To keep members informed about what they need to know, SIIA's government relations team will be holding a monthly webinar series from January through June.

Direct Contracting Forum - May 18-20, 2021

There has been increasing attention in recent years about emerging opportunities for self-insured health plans (payers) and medical centers (providers) to work together in the form of provider direct contracting arrangements.

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To help encourage the growth of this market segment, SIIA is pleased to offer this unique educational event that has been designed to provide both payers and providers with practical guidance on how to navigate each stage in the “life cycle” of direct provider contracting arrangements.

Each of the component educational sessions will incorporate both payer/employer and provider perspectives along with real world case study examples. The live format will also encourage audience interaction.

For those organizations interested in entering this market segment, as well those already in it that want to “up their games,” this is simply a must attend event.

Date: Thursday, May 27, 2021

Time: 5:00 p.m. to 6:30 p.m. EDT

Cost: This is a free event for SIIA members only.

For more information including webinar details and registration on all CFA events please visit www.siaa.org. ■

Networking Happy Hour - May 27

The casual “happy hour” format will start with an interactive trivia contest and then will prompt participants to rotate among small group video chat rooms to maximize connection opportunities. Following the conclusion of each event, an attendee list with complete contact information will be provided to all participants to facilitate easy follow-ups for anyone you connect with live.

