

International Patient Program

Suzanne Pfister
Vice President, External Affairs



Dignity Health™

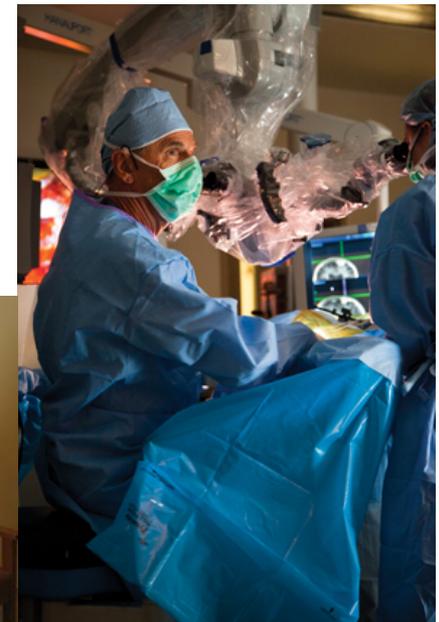
St. Joseph's Hospital and Medical Center

- 1st hospital in Phoenix – 118 years of service
- Destination hospital for selected quaternary clinical services
 - Home to Barrow Neurological Institute
- Long-standing focus on innovation and technology
- Balanced by patient safety and spiritual care



Barrow Neurological Institute

- Barrow is known throughout the world for providing cutting-edge neurosurgical treatment
- Top 10 in the world for treating the most brain and spine diseases, disorders and injuries
- 11 fully equipped operating rooms with state of the art technology that are ready to handle cases from the simplest to the most complex 24/7
- Largest Neurosurgery Residency Program as well as the largest Neurosurgical Intensive Care Unit in North America



Barrow International Patients June 1, 2012 to May 30, 2013 (57 total)

- Argentina
- Belize
- Brazil
- Canada (9)
- China
- Columbia
- Denmark
- Germany
- Greece



- Israel (5)
- Kuwait (5)
- Mexico (19)
- Nepal
- Qatar
- Saudi Arabia
- Singapore
- United Kingdom

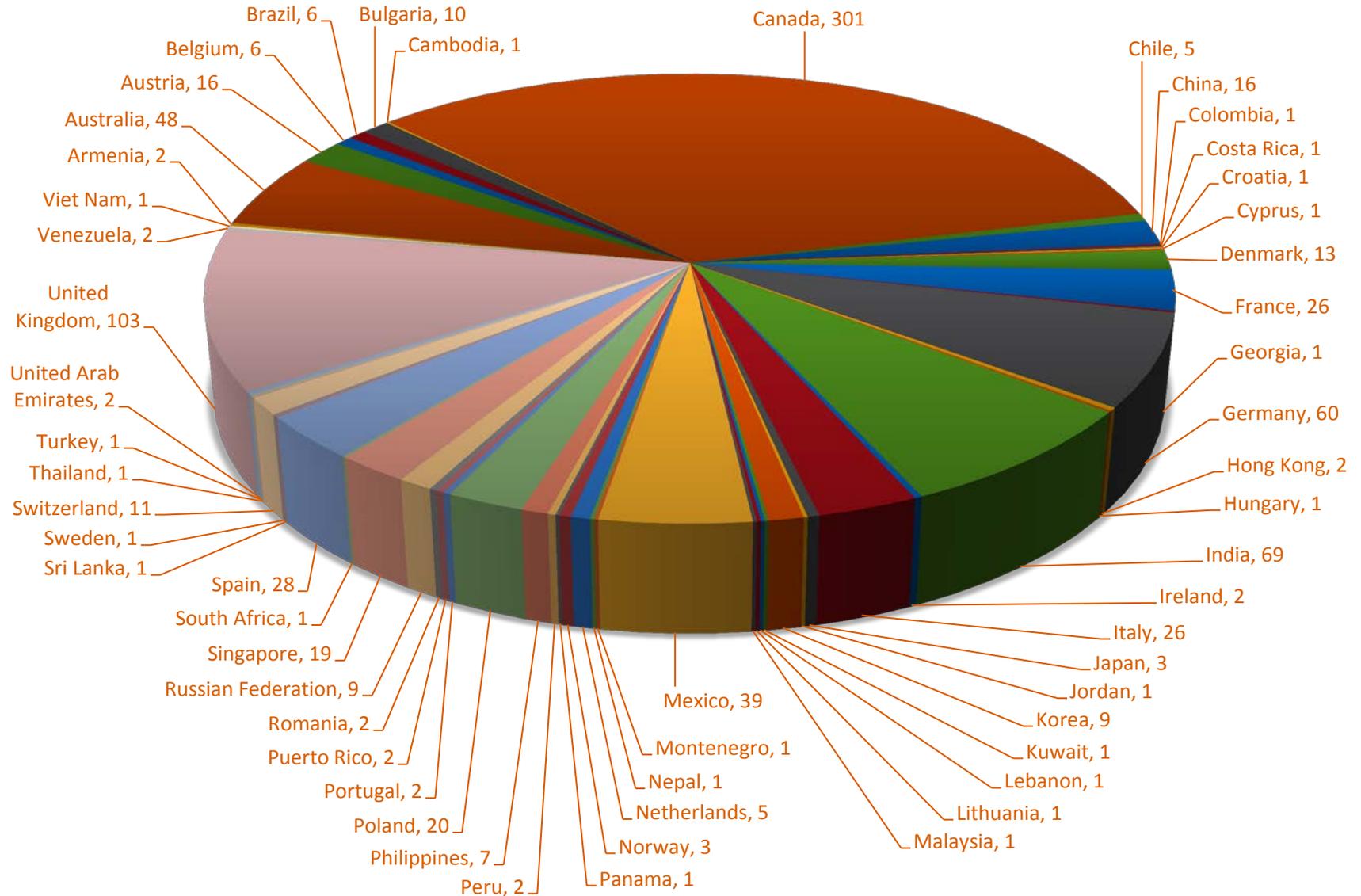
How Patients/Physicians Find Out About Barrow

- 50 year reputation of the organization
- International Symposia (hosted events and speakers around the world)
- Extensive academic publications
- Physician referrals and consultations
- Contracts with international insurers
- Google Adwords
- “Earned Media”



FY12 International Media Coverage

Barrow Neurological Institute Global – Does not include 4,593 hits from the U.S.



Concierge Services

- Medical consultations and second opinions
- Schedule clinic appointments and diagnostic tests
- Make hotel or lodging arrangements
- Assist with hospital admission and insurance verification
- Assist with financial estimates and payments
- Communicate with hospital physicians before and after your stay



What Could Help Promote Medical Tourism

- Facilitate trade missions to other countries
- Incorporate our information into your business recruitment materials
- Use us as ambassadors
- Help us with packaging local infrastructure and amenities to create the best patient experience
 - “Curb appeal” of surrounding community
 - Coordination with other business entities

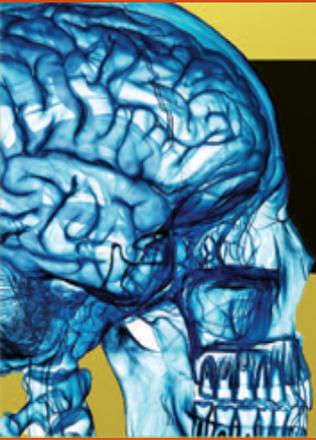


BARROW50.ORG

50 YEARS OF BRINGING GREAT MINDS TOGETHER

BARROW NEUROLOGICAL INSTITUTE®

PHOENIX, ARIZONA



Thank You