



November 11-13, 2010

Ritz Carlton, Grand Cayman, Cayman Islands

Healthcare 20/20



MINISTRY OF
HEALTH, ENVIRONMENT,
YOUTH, SPORTS & CULTURE
CAYMAN ISLANDS GOVERNMENT

Envisioning the future

Creating a national vision for innovation, transformation
and delivery of sustainable quality healthcare
in the Cayman Islands





Message from Cayman Islands Premier, the Hon. McKeeva Bush

I offer my greetings and extend a warm welcome to all of you attending this critically important Healthcare 20/20 conference in our beautiful Cayman Islands.

The distinguished Minister of Health, the Hon Mark Scotland, his staff and his advisers have worked long and hard to stage this first-of-its-kind gathering here. They saw the need, grasped the opportunity and created this event. I extend a particular thanks to them for their foresight and energy.

We are both pleased and proud to have attracted such a distinguished group of experts, professionals and top-tier advisers in this dynamic and expanding field. We are confident that our speakers and panelists, our moderators, conference chairs and this extraordinary list of delegates -- drawn locally, regionally and internationally -- will create a tremendous collaborative atmosphere, built around a wealth of experience, both personal and professional.

We are particularly gratified that you have gathered to share with us the creation of a national healthcare policy for the Cayman Islands, an undertaking we hope will resonate for years to come with patients, medical practitioners and professionals, administrators and, most of all, with the public.

Thank you all; I know you will accept my best wishes and congratulations on this important occasion.

Sincerely,

The Hon McKeeva Bush, Premier of the Cayman Islands and Minister of Finance, Tourism and Development



Message from Cayman Islands Minister of Health, the Hon. Mark Scotland

In a fast-moving world, and in the face of a fast-changing healthcare industry, the importance of staying current and staying informed cannot be overstated.

As our needs continually evolve, so must our responses – and our responsibilities. This gathering seeks to address the needs of a dynamic population in an increasingly inter-connected world. It is neither sufficient nor practical nor, indeed, desirable to develop a national healthcare framework for the Cayman Islands in a

self-contained environment.

We must look outward, taking advantage of the experiences, the learning and the lessons of our partners and friends. They will help us chart the path, understanding the nuances and the necessities, and then we must distill that experience into an enduring, sustainable and responsive healthcare policy. We can neither accept -- nor afford -- anything less, and we look forward to creating a structure that will ensure our future.

Thank you all for your enthusiasm, your willing help and your presence, and thanks to all our speakers and sponsors for understanding what we seek to accomplish here. It is a tremendous moment for all of us.

Sincerely,

The Hon. Mark Scotland, Minister for Health, Environment, Youth, Sports and Culture, Cayman Islands

Thursday, November 11, 2010: 5:30 p.m. – 9:00 p.m.

- 4:30 p.m. Conference registration opens
- 5:30 p.m. - 6:00 p.m. **Welcome Reception**
- 6:00 p.m. **Welcome & Introductions:** Ms. Jennifer Ahearn, Chief Officer, Ministry of Health
- 6:05 p.m. **Opening Remarks:** Hon. McKeever Bush, Premier, Cayman Islands
- 6:15 p.m. **Remarks:** Hon. Mark Scotland, Minister of Health
- 6:20 p.m. **Remarks:** President, Cayman Islands Medical & Dental Society
- 6:25 p.m. **Opening Address:** Dr. Devi Shetty
A Global Assessment of the Healthcare industry: The past, the present and the future: challenges and opportunities for the Cayman Islands
- 7:30 p.m. **Closing Remarks:** Dr. Greg Hoeksema, Medical Director- Cayman Islands Health Services Authority
- 7:40 p.m. **Conference Sponsor Exhibit Opens**

Friday, November 12, 2010: 1:00 p.m. – 7:00 p.m.

- 8:00 a.m. – 9:00 a.m. Breakfast and presentation by Tenet Healthcare
- 9:00 a.m. – 10:00 a.m. Presentation by JohAli Medical
- 11:00 a.m. **Conference registration opens**
Conference Chair: Ms. Jennifer Ahearn, Chief Officer, Ministry of Health
- 1:00 p.m. **Remarks – Minister of Health, Hon. Mark Scotland**
- 1:05 p.m. **Can Personal Health Records/Electronic Medical Record (EMR) Systems Transform Health Care?**
Exploring the potential health benefits, savings and costs of a national EMR system
Presenter: Dale Sanders, Chief Information Officer, Cayman Islands Health Services Authority
- EMR in medical error reduction and enhancing patient care and treatment
 - Measuring national health-care statistics
 - Privacy & confidentiality
 - Implementation and costs
- 2:15 p.m. **Medical Tourism: Myth or Reality? Getting beyond the Hype**
“How many”, “From where”, “To where”, and the “How” of medical tourism
Presenter: Ms Renée-Marie Stephano, Esquire, President of the Medical Tourism Association, Editor-in-Chief of the Medical Tourism Magazine
- Genesis & drivers of medical tourism
 - Legal & ethical issues in medical tourism
 - Assessments or evaluations of medical tourism practices (including accreditation)
 - Impact of US economic downturn
 - The opportunities and pitfalls for the Cayman Islands
- 3:15 p.m. – 3:45 p.m. **Coffee Break**
Conference Chair: Mr. Canover Watson, H.S.A Board Chairman
- 3:45 p.m. **The impact of chronic non-communicable disease on workplace productivity and the corporate financial bottom line: Why Health Promotion and Health Prevention matters.**
Managing chronic diseases in the Cayman Islands -The urgency for a radical change in the way healthcare services are delivered from acute care to disease prevention and health promotion.
Presenters: Dr. Jean Marie Rwangabwoba, Pan American Health Organization
- Regional approaches and current trends
- Dr. Olayinka Adedayo, Internist – Cayman Islands Health Services Authority
- Developing an effective prevention and promotion strategy
 - Is legislation the answer?
- Dr Anna Matthews, Acting Medical Officer of Health of the Cayman Islands
- CAYHEALTH Initiative
- 5:00 p.m. **Panel Discussion: Managing Healthcare in Challenging Times & an Uncertain Future**
Providing affordable healthcare in an environment of increasing costs, aging population, limited resources and options for offshore referrals
- Managing the bottom line: Its impact on quality
 - Measuring healthcare quality
 - Accreditation
 - Offshore referrals: redirecting patients to lower cost countries

Friday, November 12 (continued)

Moderator: Wil Pineau, Chamber of Commerce CEO

Panelists:

- Lizzette Yearwood - CEO- Cayman Islands Health Services Authority
- Carole Appleyard - CINICO
- Bill Brown - Chrissie Tomlinson Memorial Hospital, CEO
- CIMDS representative
- Bruce John: HSA Charitable Trust, The Caring for Life Foundation
- Baptist Health Representative



Cocktail reception

Sponsored by the Cayman Islands Department of Tourism

Saturday, November 13, 2010: 8:00 a.m. – 4:00 p.m.

8:00 a.m. **Breakfast and conference registration opens**

Conference Chair: Dr. Delroy Jefferson, Acting Chief Medical Officer Cayman Islands Government

8:30 a.m. **Quality Care at What Cost?** The challenges of delivering cost-effective, quality care

Presenter: Ms Christine Goeschel, RN, MPA, MPS, ScD, Director, Patient Safety and Quality Initiatives, Johns Hopkins School of Medicine

- Defining quality
- Measuring health care cost, quality and outcomes
- The relationship between cost and quality
- The balancing act: costs, demand, employee satisfaction, productivity, compliance

9:30 a.m. **Health Insurance Reform:** Learning lessons from abroad: Putting the patient first: Is it time for overhaul of health insurance in the Cayman Islands?

Presenter: Mr. Mervyn Conolly, Superintendent – Health Insurance Commission

- The Cayman Islands Health Insurance Law
- Is the current system ailing?
- Investing in prevention and wellness
- Is it time for a national electronic health insurance eligibility and verification system
- Benefiting from the experience of others
- Pre-existing conditions

Conference Chair: Mr Scott Cummings, JD, Chairman – CINICO Board

11:00 a.m. **Medical Malpractice** The rising cost of medical malpractice insurance on healthcare delivery

Presenter: Mr. Simon Dickson, Attorney-at-Law – Mourant Ozannes

- Malpractice Liability and its impact on healthcare cost
- The Jamaican experience and alternatives
- The Impact of Malpractice Risk on Obstetric Care
- Who benefits?
- Is it time for reform
- Capping liability claims

12:00 – 1:00 p.m. **LUNCH**

1:00 p.m. - 2:00 p.m. **Medical Ethics: In Whose Interest?** Exploring the legal and ethical issues in the practice of medicine

Presenter: Ms Christine Goeschel, RN, MPA, MPS, ScD, Director, Patient Safety and Quality Initiatives, Johns Hopkins School of Medicine

- Legal and ethical issues in death and dying
- Decision making and informed consent
- Alternative medicines
- Euthanasia
- Medical errors and patient safety
- Preparing for court proceedings
- Organ donation

2:00 p.m. **Panel Discussion: Ethics, Quality of Care, Medical Malpractice & The Interest of the Patient: Striking the right balance**

Moderator: Dr. Greg Hoeksema, Medical Director, Cayman Islands Health Services Authority

Panelists:

- Mr Simon Dickson
- Dr. Zahida Anwar
- Patient representative: Suzy Soto
- Mrs Karen Clayton-Babb, Acting Chief Nursing Office
- Annikki R. Brown, Country Manager and Counsel, Generali Worldwide at IHS Ltd.
- Ms Christine Goeschel
- CIMDS Representative

3:00 p.m. – 3:30 p.m. **Final Conference Wrap Up**

Presenter: Dr. Delroy Jefferson, Acting Chief Medical Officer – Ministry of Health

- Issues of Note
- The Way Forward

3:30 p.m. **Conference Closing Remarks** – Hon. Mark Scotland, Minister of Health



Dr Olayinka Adedayo

Dr Olayinka Adedayo holds certifications from the American Board of Medical

Specialities in both internal medicine and infectious diseases.

He did his internal medicine residency program at the Bronx Lebanon Hospital, New York, in the Albert Einstein College of Medicine program, and the infectious diseases fellowship at Fletcher Allen Health Care, University of Vermont.

He is a member of the American Medical Association, American College of Physicians, Infectious Disease Society of America, International Society for Infectious Diseases and New York Academy of Science.

He graduated from the College of Medicine, University of Ilorin, Nigeria, and did an initial postgraduate program at the National Postgraduate College of Physicians in internal medicine, dermatology and venerology.

He previously worked as a primary health-care physician at the Community Health Center, Moline /Trinity Hospital, Rock Island, Illinois, with extensive experience in primary care of uninsured and Medicaid patients.

He also worked at Princess Margaret Hospital, Dominica, and was an associate professor of pre-clinical medicine at the Ross University Medical School.



Jennifer Ahern

Jennifer Ahern was appointed Permanent Secretary/Chief

Officer of the Ministry of Health, Environment, Youth, Sports and Culture in 2009. Her public-service career began in the Planning Department in 1997 as a long-range planner, followed in 2003 as Assistant Director (Operations and Administration) of

the Mosquito Research and Control Unit. Three years later, Ms Ahern was appointed Deputy Permanent Secretary in the Ministry of District Administration, Planning, Agriculture, and Housing.

Ms Ahern is a member of the American Institute of Certified Planners and has a bachelor of science in zoology, a masters of science in environmental planning and a masters of science in public policy and management. She is also a professionally qualified fitness instructor.

Her unique range of qualifications make Jennifer well-suited to manage the demands of a Ministry that has the responsibility for a healthy environment, an active population, and the nation's health as critical components of a sustainable future for the Cayman Islands.



Zahida Anwar, Staff Physician, Health Services Authority

The head of the Ethics Committee at the Health Services Authority (HSA), Dr Anwar, gained her M.B.B.Ch from Cardiff's Welsh National School of Medicine, University of Wales, in 1981, and her Diploma Fellowship from London's Royal College of Anaesthetists in 1990.

Principally responsible for the specialty of anaesthesia throughout the United Kingdom, the Royal College ensures the quality of patient care through the maintenance of standards in anaesthesia, pain management and intensive care.

With a speciality in anesthetics, Dr Anwar holds a 1994 certification from the Royal Homeopathic Hospital, London (UK) in acupuncture; is a Pediatric Advanced Life Support instructor at the HSA, and was named Doctor of the Year in 2008.

Her hobbies include health and fitness, swimming, art, painting,

ceramics and traveling. She speaks English, Urdu and some Spanish.



Carole Appleyard

E.MBA (Rotman School of Executive Programmes) University of Toronto

General Manager of CINICO, Government of the Cayman Islands-owned health insurance company.

Consultant to the Cayman Islands Health Services Authority
Consultant to the Cayman Islands Auditor General

Board Director, Cayman Islands Health Insurance Commission
Past private consultant, CEO and President of Carole Appleyard International Healthcare Consulting
Private-adviser consultancies for the Canadian and US healthcare systems

Key senior-management positions within community and teaching-hospital facilities

Ontario Hospital Association:
Developed and published the Ontario Hospital Registration Standards for use in all hospitals in Ontario

Projects:
Cayman Islands ICD-9 and CPT coding implementation (country coding initiative) for health insurance laws and regulations
Reduction of accounts receivables at the Cayman Islands Hospital by 40 percent

Direct Provider Network Build local and overseas facilities/providers
International patient programme design and implementation, senior-management posts within teaching hospitals

Lifetime Achievement Awards - International Youth Development



William K. Brown, LFACHE, BSF, M.Ed. MSHA, CEO Chrissie Tomlinson memorial Hospital

Employment
Carolinas Healthcare system (fourth-largest public healthcare system in the US): Charlotte, North Carolina 1986 -2006

During Mr. Brown's tenure with the Carolinas HealthCare System he held the following positions:

Administrator of county mental health services in Charlotte, North Carolina. The facility was the largest mental health facility for both inpatient, outpatient, and chronically mentally ill patients in the region (three years)

Vice President for Corporate Planning which included managed-care contracting and overall corporate-development activity (three years)

Administrator of the largest substance-abuse facility in Charlotte, North Carolina, and the region (three years)

Administrator of Carolinas Medical Center-Pineville: A very active medical-surgical facility in suburban Charlotte, North Carolina (10 years)

Prior to the Carolinas HealthCare system Mr. Brown held various positions in large tertiary-level medical centres and had exposure to medical-rehabilitation programmes.

Education
Bachelor of science, forestry: University of Georgia
Master of education: University of Georgia

Master of hospital and health administration: University of Alabama-Birmingham

Military Experience
Served in the US Navy as a surface line officer with the rank of Lieutenant



Hon. W. McKeeva Bush, OBE, JP
Premier, Minister for Financial Services, Tourism and

Development

First Elected Member for West Bay

McKeeva Bush has represented the district of West Bay in the Legislative Assembly continuously since 1984. He is the longest-serving member and is often referred to as the "Father of the House".

Mr. Bush has served on Executive Councils (renamed Cabinet in 2003) as the Member (Minister) for Health and Human Services between 1992 and 1994; as the Minister for Community Development, Sports, Women's and Youth Affairs and Culture between 1994 and 1997; as Minister for Tourism, Environment and Transport between 2000 and 2001; and as Leader of Government Business and Minister for Tourism, Environment, Development and Commerce between 2001 and 2005.

In November 2001 he was a founding member of the United Democratic Party.

A self-employed businessman, Mr Bush is married to Kerry. The couple has two children.



Karen Clayton-Babb, Acting Chief Nursing Officer

Karen Clayton-Babb completed her nursing training in Jamaica and Canada. The major part of her practice has been in primary health care and she now works as the Nurse Manager for primary health care services with the Cayman Islands Health Services Authority. She is pursuing a master of science degree in international primary health care.

Mervyn Conolly

Mervyn Conolly holds a bachelor of science in biology and a masters degree in health services administration.

The Director of the Department of Health Regulatory Services and Superintendent of Health Insurance since 2003, Mr Conolly is a qualified health services administrator with more than 25 years of experience in the health care industry. Prior to his current position with the Health Insurance Commission, he was Hospital Administrator, Director/CEO of the Cayman Islands Health Services for more than 14 years.

Mr. Conolly has served on several government boards and committees including the Civil Service Association, the Cooperative Credit Union Board, the Health Insurance Advisory Committee and the Health Services Authority Board.

He is a member of the Association of Inspectors General and a member of the American Hospital Association.



Scott A. Cummings, J.D

Scott A. Cummings, J.D. is the Dean and Chief Academic Officer of the International College of the Cayman Islands (ICCI). He holds a doctor of jurisprudence and a bachelor of arts, with a major in government, from the University of Texas. Mr. Cummings practiced law in Texas for 12 years and was a partner in a Fort Worth law firm that principally focused on insurance defense work, while his practice mainly consisted of commercial general liability, medical malpractice liability and insurance contractual coverage. Mr. Cummings has worked in the healthcare field for paramedical companies as a customer-service representative, private investigator and medical testing/collections officer.

Mr. Cummings is Chair of the ICCI's Program and Curriculum Review Committee, the Institutional Effectiveness Team and the Academic Grievance Council. His other memberships include the Kiwanis Club of Grand Cayman and the Knights of Columbus (3rd Degree).



Simon Dickson

Simon Dickson graduated from Durham University and was called to the Bar of England and Wales as a Harmsworth Scholar in 1998. He joined Mourant Ozannes in 2002. Mr Dickson's practice includes complex commercial litigation and defending professional negligence actions. He has received instructions from the Medical Protection Society since 2002. He is ranked by Chambers Global as the associate to watch in Dispute Resolution.



Christine Goeschel, RN, MPA, MPS, ScD

Ms. Goeschel is director of Patient Safety and Quality Initiatives, and Manager of Operations for The Johns Hopkins University Quality and Safety Research Group, is a clinical instructor in the Johns Hopkins School of Nursing and associate faculty in the Johns Hopkins Bloomberg School of Public Health.

An executive with more than 20 years of acute-care experience, Ms Goeschel has worked in both pediatric and adult critical care as an RN, chief nursing officer, chief operating officer and chief compliance officer.

In 2000, she created a non-profit division at the Michigan Health & Hospital Association, dedicated to quality and patient-safety improvement. A major project with ICUs across Michigan

was conducted in collaboration with Johns Hopkins patient-safety leader Dr. Peter Pronovost, yielding lead articles in The New England Journal of Medicine and The New Yorker magazine, and generating ongoing national and international projects.

Ms. Goeschel has served on a variety of state and national nursing and health care leadership boards, and was a national Patient Safety Leadership Fellow in 2003-2004. She holds a doctorate from the Health Systems Management at the Tulane School of Public Health and Tropical Medicine.



Dr. Greg Hoeksema

Dr. Greg Hoeksema has been Medical Director of the Cayman Islands Health Services Authority since November 2007. He is certified in both family and sports medicine. Before joining the authority, Dr. Hoeksema served in the US Navy for 22 years as a doctor and medical executive, leaving the service as Executive Officer (Chief Operating Officer) of the United States Naval Hospital in Yokosuka, Japan.

Dr. Hoeksema is a graduate of Pennsylvania State University. He is married to Mary-Theo and they have two sons, Connor and Reese.



Dr Delroy Jefferson, Acting Chief Medical Officer - Ministry of Health

Dr. Delroy Jefferson is a consultant anaesthesiologist and intensivist, coordinator of critical care and pain medicine at the Health Services Authority (HSA), and acting Chief Medical Officer of the Cayman Islands.

He earned a BSc with honours in biochemistry and physiology from the University of the West Indies, gaining both his primary and postgraduate medical training

and a doctorate of medicine in anaesthesia and critical care.

He followed his residency at the University Hospital of the West Indies with fellowships in anaesthesia, critical care and pain at McGill University, University of Cambridge and University of London, where he gained a masters degree in public policy and management. He is now completing a doctorate of business administration from the Swiss Management Institute.

Dr Jefferson is the former Medical Officer at Cayman Brac's Faith Hospital and Deputy Chair of the HSA Board. He is a member of the European Society of Anaesthesia, the Society of Critical Care Medicine, the National Association of EMS Educators and the International Policy Governance Association.



Bruce John

Centre Director
Wealth Management
for Scotiabank &

Trust (Cayman) Ltd., Mr John is responsible for managing the daily operations of Scotia Private Client Group, boasting 26 years of experience in private, corporate, commercial and retail-banking, and three years in the investment industry.

Mr John served in a number of senior-management positions with Scotiabank, and holds a bachelors of commerce degree. He is a member of the Canadian Securities Institute and Society of Trust and Estate Planners, a director of Rotary Sunrise and a Rotarian since 2004.

He serves on the Board of Advisers of the Caring For Life Foundation, which he founded in 2010 to raise money to improve the quality of healthcare for the people of the Cayman Islands through the purchase of medical equipment and plant, research, training and certification of medical staff.



**Dr Anna Matthews,
BSc., MB, BS, MSc.,
MPH**

Dr Anna Marleene P.

Matthews is the Cayman Islands' general practice coordinator, Acting Medical Officer of Health at the Health Services Authority (HSA) and the national focal point for chronic non-communicable diseases.

Dr. Matthews graduated from the University of Toronto with a B Sc. in physiology, and from the University of the West Indies (UWI), where she received her medical training and qualification, gaining her MSc. in family practice and an MPH.

She has lectured at the UWI in the Department of Community Health and Psychiatry, serving as course coordinator in the undergraduate programme, and as a tutor, course writer and preceptor in the post-graduate family-medicine programme. She was also partly responsible for initiating pre-hospital emergency training for medical technicians in Jamaica, and has worked as an emergency-room and family physician in Jamaica and in the Cayman Islands.

Dr Matthews, frequently published in the West Indian Medical Journal, has a special interest in chronic non-communicable diseases and helped create a pilot programme for surveillance of such diseases in the Cayman Islands. She has worked extensively in the area of diabetes mellitus, and is the coordinator of HSA public-education courses on patient empowerment.



Will Pineau

Wil Pineau has been
Chief Executive Officer
of the Cayman Islands

Chamber of Commerce since 1994. He is the Caribbean's only Certified Chamber of Commerce Executive and one of only 700

Chamber professionals worldwide to hold the designation. He has served on numerous public- and private-sector advisory boards and committees including Vision 2008, National Youth Commission, Public Sector Review, Investors In People, Scholarship Review, Chamber Pension Plan, St. Ignatius Catholic School and the negotiating team for the recent constitutional review. Mr. Pineau was appointed to the Constitutional Commission in December 2009. A journalist by profession, he is the President of Rotary Central of Grand Cayman.



**Dr. Jean Marie
Rwangabwoba**

A medical doctor
and epidemiologist,

Jean Marie Rwangabwoba joined the World Health Organisation in 2001 as technical adviser for disease prevention and control, for both communicable and non-communicable diseases.

At PAHO/WHO Jamaica, Dr. Rwangabwoba is responsible for disease prevention and control in general, and epidemic preparedness and response in particular, advising the Ministry of Health and other health-sector stakeholders in the design, implementation and evaluation of health promotion for both communicable and non-communicable disease programmes. His duties include development of policies, strategic plans, guidelines and capacity-building for such topics as food-based dietary guidelines, food labeling, chronic-disease management and promotion of healthy lifestyles, including population-wide physical activity and workplace programmes, and tobacco control.

Prior to his 2007 assignment to Jamaica, Dr. Rwangabwoba worked in Swaziland, southern Africa, assisting the Ministry of Health in the reorganisation

of the Health Statistics Unit in charge of data collection, data analysis and publication of disease trends. He also aided design and implementation of epidemiological research including an HIV seroprevalence survey, a world-health survey, a non-communicable disease risk-factor survey, a directly observed treatment short-course implementation survey and an assessment of multidrug-resistant tuberculosis patterns.



Dale Sanders

Dale Sanders has
served as chief
information officer

for the Cayman Islands Health Services Authority since Sept, 2009. Previously, he was chief information officer for Chicago's Northwestern University Medical Faculty Foundation associated with the Feinberg School of Medicine where, in fewer than three years, he led the turnaround of a severely ailing IT organisation, playing a critical role in completing implementation of Epic and Cerner electronic medical records for more than 5,000 clinicians and the MyChart Personal Health Record for more than 20,000 patients.

He was the strategist and visionary behind Northwestern's Enterprise Data Warehouse, which serves the analytic needs of more than 300 clinical-research and quality-improvement projects.

From 1997 through 2005, Mr Sanders was the Director of Medical Informatics for Intermountain Healthcare's largest care-delivery area, Salt Lake City, supporting 8,000 clinicians and 1 million patients, and was chief architect of Intermountain's Enterprise Data Warehouse, winner of five national awards for contributions to healthcare quality and innovation.

A Captain and CIO in the US Air Force between 1983 and 1989, Mr Sanders has held information-

technology leadership and consulting positions for a variety of organisations including the US National Security Agency.



J. Mark Scotland:
JP and Minister for
Health, Environment,
Youth, Sports, &

Culture

Recently returned as First Elected Member for the Bodden Town in Grand Cayman, the Honourable Mark Scotland is Minister with responsibility for Health, Environment, Youth, Sports, and Culture.

Minister Scotland attended the University of Miami where he received his bachelor's degree in civil engineering, returning to Cayman to work as a roads engineer for the Public Works Department. During his 15-year career with at the unit, Minister Scotland rose to Head of the Roads Section, prior to leaving government in 2004 to start his own civil-engineering consulting firm and road-construction company.

Minister Scotland is married to Cindy. They have three children.



Dr. Devi Shetty

Dr. Shetty, educated and trained at London's Guy's Hospital, is among India's leading

cardiac surgeons. In 2001, after finishing in London, he founded Narayana Hrudayalaya in Bangalore, Southwest India. The group today has more than 5,000 beds across various cities including Bangalore, Kolkata, Hyderabad and Jaipur with more under construction. New facilities are planned elsewhere, including Ahmedabad, Bhuvaneshwar, Siliguri and Mysore.

Dr. Shetty plans a 2,000-bed super-specialty tertiary hospital in the Cayman Islands, the Naryana

Cayman University Medical Centre, that will include a medical school, and assisted living for patients who are either uninsured or underinsured. With procedures priced at least 50% lower than the US, the new facility will offer low-cost tertiary healthcare to Caymanians.

Dr. Shetty was Mother Teresa's personal doctor during the latter part of her life, and has received numerous awards including the prestigious "Padma Sri" from the government of India in 2004 and the Schwab Foundation Award in 2005. Dr. Shetty is not only a renowned heart doctor, but is also an entrepreneur and philanthropist.



**Renée-Marie
Stephano**

Renée-Marie Stephano Esquire is founder and president of the first international non-profit Medical Tourism Association (MTA). She serves as general counsel for the MTA and is Editor-in-Chief of the Medical Tourism Magazine.

Ms. Stephano received her Juris Doctorate degree in law in Pennsylvania, and has a background in international marketing and health law. She opened her own law firm, spending six years serving as general counsel for a US national healthcare administrator, which became the first US healthcare administrator to implement medical tourism into both self-funded and fully insured US health plans.

In her MTA role, Ms. Stephano helps countries and hospitals create strategic marketing plans, attracting foreign patients and international insurance companies. She works with global health-care providers to maintain quality of care as they increase patient numbers and helps medical-travel facilitators establish best practices ensuring patient safety.



Canover Watson

Canover Watson was born in 1970 and graduated from Florida's Stetson

University, earning a B.B.A. and a masters in accounting.

He gained his Certified Public Accountant designation in 1993, and worked until 1996 for the McGladrey & Pullen accounting firm in Fort Lauderdale, Florida, before becoming Senior Accountant at British American Bank in Grand Cayman.

Joining Admiral Administration Ltd. in 1997, and promoted to General Manager in September 2002, Mr. Watson is now Managing Director of Admiral Financial Group, recognised as an award-winning administrator for service excellence by Institutional Investor Alpha Awards, HFM European Service Awards and ICFA Global Awards.

Mr. Watson serves on the Executive Committee of the Cayman Islands Fund Administrators Association, is Chairman of the Cayman Islands Health Services Authority, Director of the Cayman Islands Stock Exchange, past member of the Cayman Islands Immigration Board and recipient of the 2007 Young Caymanian Leadership Award.



**Mrs. Lizzette
Yearwood, CEO, Health
Services Authority**

Mrs. Lizzette Yearwood, a Registered Nurse, is

the Chief Executive Officer of the Cayman Islands Health Services Authority (HSA), responsible for day-to-day operations of Grand Cayman's Cayman Islands Hospital, Cayman Brac's Faith Hospital and Little Cayman's Health Centre, as well as George Town's dental and eye-care clinics.

In addition to her 16 years with the HSA, Mrs. Yearwood has a long experience in healthcare

settings overseas, and has gained international certifications in various areas of health-services management.

In 2000, she was awarded an Advanced Certificate in Quality Management by the Singapore Productivity Institute. She is certified by the American Society of Healthcare Risk Management, and gained a masters degree in health services management from the University of Minnesota in 2009.

Prior to her current appointment, Mrs. Yearwood served the HSA as Acting CEO, Deputy CEO and Director of Corporate & Clinical Affairs, with senior-management responsibility for laboratory, radiology, pharmacy, physiotherapy and health-information management.

Mrs. Yearwood is a native of Cayman Brac, and is married to Mr. Ian Yearwood; she has one daughter, Kelsey.

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CMS Cap Management Systems is a US-based, independent data-centric healthcare Management Services Organisation, offering solutions ranging from full-service management to a la carte TPA and ASP options tailored to individual clients.

Our management team has more than 100 years of combined experience and a strong track record of adapting to change. Our superior service helps clinical leadership organise around shared goals, focusing on enhanced quality and reduced costs.

The alignment of both clinical and financial incentives is our top priority. CMS takes a systematic approach to population health management through wellness and health promotion, and decision-making at the point of care. The company thanks the Cayman Islands Ministry of Health and the Health Services Authority for giving us the opportunity to appear at the Healthcare 20/20 conference.



The Cayman Islands Department of Tourism is charged with the development and management of all public-sector tourism-related activities. In keeping with this responsibility, the department develops a myriad of annual and multi-year objectives which are reflected in various marketing, promotions, training and product-development initiatives, that it implements both locally and/or overseas.

The Department of Tourism falls under the Ministry of Finance, Tourism and Development and works with public- and private-sector tourism partners in the interests of the Cayman Islands tourism product.



Since becoming a quasi-independent government department in 2002, the Health Services Authority is the chief provider of public health services in the Cayman Islands, mainly through the 124-bed Cayman Islands Hospital and the 18-bed Faith Hospital on Cayman Brac.

Services include accident and emergency, a critical-care unit, a pharmacy and laboratory, including a state-of-the-art forensic unit, and speciality services in surgery, gynaecology & obstetrics, paediatrics, internal medicine, dermatology, anaesthesiology, public health,

orthopaedics, psychology, cardiology, psychiatry, radiology, pathology, neurology, nephrology, ophthalmology, otolaryngology, periodontology, reconstructive surgery, maxillofacial surgery, and urology.

Five satellite health centres throughout Grand Cayman provide primary care across the island.



The Ministry of Health, Environment, Youth, Sports and Culture, under Minister, the Hon Mark Scotland, has organised "Healthcare 20/20" as the first step in designing a sustainable and enduring national healthcare policy for the Cayman Islands.

The Ministry has overall responsibility for oversight and regulation of healthcare services within the Cayman Islands. Health care is provided by both the Health Services Authority (HSA) (a Crown Corporation) and the private sector.



The Dallas, Texas-based Tenet Healthcare Corporation and its subsidiaries and affiliates own and operate 49 acute-care hospitals in 11 states and most of the hospitals are in California, Florida and Texas.

The hospitals range from small community facilities with basic care to major teaching and research hospitals, such as the nearly 500-bed Atlanta Medical Center. In addition to its acute-care operations, Tenet also runs specialty hospitals, skilled-nursing facilities, physician practices, outpatient 59 outpatient centers in 12 states with more than 13,000 licensed beds and 57,000 employees. centres and other health-care services that form regional networks around its main hospitals.



Founded in 1999, Tower is among the premier public relations and marketing agencies in the Cayman Islands combining sound strategic thinking with first class creativity to produce lucrative and powerful results. The marketing agency is a full-service marketing, advertising, public relations and internet-savvy firm with an exceptionally strong

core competency in specialized areas of market research, marketing consulting, speech and press writing and events production. Tower's team consists of multi-talented, forward thinkers who are multi-faceted designers, writers and marketing experts.

Tower has completed successful work in various sectors for a range of successful organizations from financial services to healthcare, public agencies to real estate, entertainment and tourism.

Tower has launched innovative and business savvy tools such as the Omnibus survey, a market research tool for businesses to most effectively position themselves in the marketplace, C-pay, an online payment tool, and the latest hit in online advertising, the llove.ky website.

Tower is an active participant in the community it serves and prides itself on several pro-bono projects given to not-for-profit organizations as a part of its company's objectives.

>> Major Sponsors

DR. DEVI SHETTY

OF NARYANA CAYMAN UNIVERSITY MEDICAL CENTRE

Dr. Devi Shetty, one of India's leading cardiac surgeons, trained and practiced at London's Guys Hospital. In 2001, he founded Narayana Hrudayalaya in Bangalore, Southwest India. Today, the organisation boasts more than 5,000 beds across Bangalore, Kolkata, Hyderabad and Jaipur. More facilities are being planned for Ahmedabad, Bhuvaneshwar, Siliguri and Mysore.

He has announced plans for a 2,000-bed super-specialty tertiary hospital in the Cayman Islands, the Naryana Cayman University Medical Centre, that will include a medical school, and assisted living to attract patients who are either uninsured or underinsured.

Dr Shetty was Mother Teresa's personal doctor during the latter part of her life, and has gained numerous awards including the prestigious "Padma Sri" from the government of India in 2004 and the Schwab Foundation Award in 2005.



Founded in 1995, CMN Inc., a Europ Assistance Company, is an international health-management company that assists insurance companies, government entities and their insured members to navigate the increasingly complex global-healthcare system with economic ease.

CMN has been working with the Cayman Islands for 10 years, currently supporting CINICO and several insurance companies. We're

an all-in-one cost-containment firm, claims TPA, case-management firm and an assistance company, giving our clients an integrated solution. With more than 200 staff in Toronto, Ft Lauderdale and Nassau, we have the expertise and resources to help manage both local and off-island health care, backed by the 6,000 employees and global network of Europ Assistance.

>> Conference Sponsors

Cayman Airways

National carrier Cayman Airways, a vital partner in the tourism and transport industries, has also established itself as a reliable social partner for the Cayman Islands, helping fund a range of community initiatives while itself providing evacuation services in the face of natural disasters.



Kansas City-based Cerner Corporation provides computer systems and information technology to Cayman's Health Services Authority and is a leading designer and manufacturer of software for applications ranging from records management to advanced document imaging.

Founded in 1979, Cerner also provides installation, training, and consultation for its products, which are used by more than 6,000 clients worldwide, including hospitals, physician groups, health maintenance organisations, laboratories, pharmacies and other health clinics.

With 11 offices in the United States and 11 more abroad, Cerner is consistently ranked among the US's leading information-technology providers. Forbes magazine ranked the company among America's 400 best big companies in 2006 and 2007.



Local incumbent telecommunications provider LIME has long been an outstanding example of corporate responsibility, contributing generously to social-improvement programmes throughout the Cayman Islands, from education to social welfare to sports and healthcare.



Florida based Johali Medical Inc (JMI) is a fully licensed wholesaler of pharmaceutical and medical supplies, including operating-room equipment, ambulatory pulse oxymeters, point-of-care diagnostic tests for cardiac enzymes; ECG monitors and ultrasound monitors.

Founded by Shabnam Alibhai, former Chief Pharmacist for the Cayman Islands government, JMI sells mainly to hospitals, clinics, disaster-management committees and pharmacies in the Caribbean and elsewhere.

Session Sponsors



Baptist Health is a \$2 billion organisation comprising seven hospitals and a score of outpatient facilities with an outstanding reputation for medical and service excellence.

Serving more than 1 million patients annually from some 100 countries, including 12,000 people from Latin America and the Caribbean, Baptist Health boasts more than 13,500 employees and 2,000 physicians in virtually all specialties, many multi-lingual and many with national and international reputations.

The network's International Center in Miami is one of the largest hospital-based international programs in America, while the quality of clinical care ranks among the best in the nation, according to the US government.



CBCA is one of the US's top national employee benefit-management organisations. A full-service health-benefits company and nationally licensed TPA, CBCA lists healthcare- claims management, member-services and network management, human-resource management and commercial-financial management among its core services.

Operating from centers across the US, the company combines electronic processing, integrated service applications and web-based information and reporting tools to create single-source healthcare-benefit plan management.

The company provides a range of supplemental services including

flexible-spending accounts, health-reimbursement accounts for high-deductible health plans, pharmacy-benefits management, care management, short-term disability, stop-loss coverage, and subrogation options.



Founded in 1892, the UK-based non-profit Medical Protection Society (MPS) is a leading provider of comprehensive professional indemnity and expert advice to doctors, dentists and health professionals. Their expertise covers clinical negligence claims, complaints, medical-council inquiries, disciplinary procedures, inquests, fatal-accident inquiries, courts martial and criminal investigations, including murder and manslaughter.

The MPS is now the largest organisation of its type in the world, offering legal and ethical help to more than 250,000 members in 35 countries.



The Pan-American Health Organisation (PAHO), headquartered in Washington, D.C., boasts more than 100 years of experience improving health and living standards throughout the Americas. Part of the World Health Organization, PAHO counts the 35 countries of the Americas as members, and has scientific and technical experts in 27 country offices and nine scientific centers.

The organisation's essential mission is to strengthen national and local health systems, promoting primary healthcare strategies and efficiency in the use of scarce resources, collaborating with ministries of health, other government and international agencies, NGOs, universities, social security departments, community groups and others.

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MINISTRY OF
HEALTH, ENVIRONMENT,
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CAYMAN ISLANDS GOVERNMENT

The following companies and organizations will be taking part in the Healthcare 20/20 Marketplace for the three days of the conference. **Please take some time to visit their booths.**

The HSA

Tenet Healthcare

JohAli Medical

Cap Management Systems

CBCA

The Medical Tourism Association

Innovative Imaging and Services

First Place Consulting

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