

DRAFT

Hotels to Healthcare (H2H): A Case for Innovative Prontocare as a Franchise Model in Medical Travel for Lodging Operations

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Introduction

The Coronavirus Pandemic has changed so many aspects of our lives. Healthcare is no exception. The associated economic hardships dictate a brand-new approach as consumers can no longer afford the very high premium costs in addition to high out of pocket costs. Most affected adversely are a small business, medium-sized businesses, middle-class hard-working Americans who are struggling to make ends meet. The Prontocare model is ready to serve the Hotel and Hospitality industry employees and visitors where consumers find satisfaction in quality customer service and personalized healthcare at affordable prices.

The Prontocare Franchise model could be a formidable solution to the healthcare escalating costs, exacerbated by the COVID-19 pandemic which overwhelmed the healthcare system along with the associated economic crisis which resulted in delayed access of patients to healthcare that created the need for alternative care sites.

Prontocare has onsite clinics as well as virtual clinics in collaboration with hotels and the hospitality industry. Prontocare can be a solution as hospitals will certainly reach bed capacity with the expected surge in Coronavirus cases in the upcoming fall and winter season. Thus, low and medium risk patients could be safely utilized by hotels and the hospitality industry as a reasonable choice because of the lack of a safe space and concern of infecting others once tested positive for Coronavirus. The Prontocare model can benefit hotel and hospitality employees as well as their clients. Prontocare can increase the profitability of the hospitality industry making up for the lost revenue resulting from the marked decrease in the travel industry, serving the clients in a safe environment and protecting the community from further spread of coronavirus from low-risk patients who have no symptoms of fever, cough or shortness of breath but tested positive for coronavirus, it is a win-win model for everyone.

Pronto Care and Medical Tourists and Medical Travelers to Hotels

Think about the peace of mind a domestic and the international traveler with a preexisting medical condition will have if you have a Prontocare clinic at your hotel or resort. It can be on the same property and could also tie into your current spa and

wellness efforts for example, or nearby (with valet transportation provided as a service to hotel guests). This can be a competitive advantage for a hotel.

A mixed-use concept, Hospitality Bridging Health or H2H creates a new and innovative business model for entrepreneurs to fulfill the unmet needs of certain cautious tourists, medical travelers and their families in a hygienic, complementary and friendly environment that provides quality accommodations, upscale treatments and state-of-the-art wellness centers for any needed medical assistance while traveling. With our society aging, the idea of "hotels bridging health care," or H2H, is gaining ground. See Figure 1 below.

Figure 1 Prontocare in Action in Tampa, Florida



As part of the broader field of medical tourism, which links medical facilities to hotels and/or spas, H2H strategically connects hotels and hospitals to create a total customer experience.

High treatment prices and an ineffective healthcare system in the USA have encouraged outbound medical travel and dissuaded many foreign patients from considering it as a medical travel destination. An innovative, self-insured employee healthcare model developed by Harris Rosen, the founder of [Rosen Hotels & Resorts](#) in Florida, has the potential to flip this on its head with RosenCare® (DeMicco and Pizam, 2019)

Relevance of the RosenCare® Model to US medical tourism flows

The RosenCare® model and the Rosen method of hospital billing spreads throughout not only the US hospitality and tourism industries but also other industries, inbound medical tourism to the US will increase and outbound medical tourism will decrease. They provide the following reasons:

- The costs of medical services in the US will decrease. As a result, the US will be more competitive for inbound medical tourists, who will come for advanced medical procedures and treatments such as: coronary disease, cancer, cerebrovascular disorders, etc. It will also be more attractive to international tourists who seek cosmetic and dental surgeries.
- When inbound medical tourism to the US reaches significant levels, more hotels will be interested in building accommodation facilities on hospital campuses that cater specifically to international visitors and their families. At present, there are already some examples of top brand hotels built on hospital campuses, e.g. [Hilton/Baptist Hospital; Cleveland Clinic/Rosewood Hotel](#) (Hospital Hotels, 2018).
- It is also possible that either Harris Rosen or some other hotel owners will eventually decide to extend the RosenCare® model to their onsite guests, especially for non-complex or selective treatments.
- At present, the majority of US healthcare organizations provide healthcare services to their own employees through insurance companies that have specific programs tailor-made to the healthcare industry. If the RosenCare® model is adopted in hospital groups, these organizations will incur significant employee healthcare savings that can be used to reduce the fees for medical services to medical tourists (DeMicco and Pizam, 2019).

Medical tourism is a way for hotels and resorts with these complimentary medical facilities to differentiate themselves from their competitors and provide a competitive advantage in the Lodging marketplace. In the recent economic downturns, hotels associated with health care facilities also appeared to be recession proof (DeMicco, 2017).

The Advantages of Prontocare

1. Prontocare offers hassle-free healthcare compared with traditional Insurance has been failing for many years with rising premiums and out of pocket costs to consumers.
2. More focus on Wellness and disease prevention especially when it comes to chronic disease management which consumes 85 percent of total healthcare cost
3. Saves money for patients, employers, and businesses while delivering better care for less cost.
4. There are no copayments, deductibles, and hidden out of pocket cost.
5. Makes all appropriate referrals to subspecialists for discounted cash pricing through a transparent mechanism so as there no hidden cost to consumers or employers.

6. Pronto Care will connect guests with all needs (pharmacy, labs, diagnostics, and more at great savings to help patients and advocate for them. (Figure 1).

Figure 1

PRONTOCARE
— AFFORDABLE QUALITY HEALTHCARE —

ARE YOU LOOKING FOR AFFORDABLE QUALITY HEALTHCARE?
SAVINGS YOU CAN GET.

TRADITIONAL INSURANCE	OUR AFFORDABLE QUALITY HEALTH CARE PROGRAM	NET SAVING PER YEAR
\$18,240.00 PER YEAR (COUPLE)	ONLY \$3,240.00 PER YEAR	\$15,000.00 PER YEAR
\$7,800.00 PER YEAR (SINGLE)	ONLY \$1,620.00 PER YEAR	\$6,180.00 PER YEAR

PRICE COMPARISON

■ TRADITIONAL INSURANCE
■ PRONTOCARE AFFORDABLE QUALITY HEALTHCARE PROGRAM

MON - FRI 9:00 AM -5:00 PM SAT - BY APPOINTMENTS
TEL: (352) 592-4938 INFO@PRONTOCARE.CO
2204 ASHLEY OAKS CIRCLE SUITE 102 | WESLEY CHAPEL, FL 33544

PRONTOCARE
— AFFORDABLE QUALITY HEALTHCARE —

ARE YOU LOOKING FOR AFFORDABLE QUALITY HEALTHCARE?
CHOOSE A PLAN THAT FITS YOUR BUDGET.

20 - 30 YEARS OLD	31 - 40 YEARS OLD	41 - 65 YEARS OLD	66 - 100 YEARS OLD
\$50.00/MONTH	\$100.00/MONTH	\$150.00/MONTH	\$75.00/MONTH

10% OFF ANNUAL ENROLLMENT

ADVANTAGES OF ENROLLING IN OUR PLAN

- NO INSURANCE HASSLE (DENIALS, PRE-AUTHORIZATIONS, ADDITIONAL STRESS) ON PATIENTS
- NO DENIAL FOR COVERAGE FOR ANY PRE-EXISTING CONDITIONS
- NO CO-PAYMENTS APPLY TO THE COST FOR SERVICES
- NO REFERRALS NECESSARY
- NO PRE-AUTHORIZATION REQUIRED
- NO DENIAL OF PAYMENT FOR TESTS AND SERVICES COVERED UNDER THE PLAN
- FAST AND EASY ACCESS FOR APPOINTMENTS WITHIN 24 HOURS
- KEEPING YOU HEALTHY, AWAY FROM HOSPITAL ER VISITS AND COSTLY ADMISSIONS
- YOU CAN ENROLL IN OUR PROGRAM AT ANYTIME OF THE YEAR ON 24/7 BASIS
- SPECIAL OFFERS AVAILABLE FOR SNOWBIRDS
- AND MUCH MORE

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Prontocare is a comprehensive direct primary care offering Affordable Quality Healthcare Program with membership for individuals, families, and businesses that provides a convenient, cost-effective solution for those looking to get more out of their primary care coverage. Same-day appointments or next-day appointments based on the medical need.

<https://www.youtube.com/watch?v=avliFBfKr2I>

Healthcare is going to continue to be driven by consumerism with the current impact of social media that makes patients (consumers) more educated about choices in healthcare including Concierge Medicine.

<https://www.youtube.com/watch?v=yrdjFD33tPM>

This trend has only been accelerated with COVID-19 and with the uncertainty about the future of the Affordable Care Act will make ProntoCare a very attractive choice for consumers and businesses. And Hotels and resorts may wish to form a strategic alliance for travelers who may seek out select a hotel as it has the medical and

healthcare reassurances while they venture out on their travel journey. In addition, Hotels and businesses that have an association with Prontocare may can also offer this medical, wellness and health service for their employees and management.

<https://www.youtube.com/watch?v=yrdjFD33tPM>



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Authors

Adel Eldin, MD, FACC, FACP, MBA, GGA has been serving Florida over the past 22 years as he is Founder, CEO of Quality Affordable Healthcare, Prontocare, www.prontocare.co and serves as a Board -Certified Cardiologist/Entrepreneur, a global health expert

Dr. Eldin is an entrepreneur who has been working on solutions for the health care crisis not only with Prontocare but, also founded Florida Medical Tourism in the Spring of 2012 as a Global Hub for Medical and Wellness Tourism to help ease the global health care access and serve the growing needs always putting the patient first. He speaks locally and internationally with putting emphasis on “bringing the heart back into Medicine”.

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