



Ministerial Statement

**Senator Lynne A. Woolridge, J.P.
THE JUNIOR MINISTER OF HEALTH AND SENIORS,**

ON:

**The 6th World Medical Tourism & Global Healthcare Congress
November 2-6, 2013**

December 4th, 2013

Madam President,

I am pleased to inform this Chamber of the Minister of Health and Seniors' attendance at the 6th World Medical Tourism & Global Healthcare Congress, and the 4th Global Ministerial Summit, held in Las Vegas, Nevada, from November 2 to November 6, 2013, which was attended along with Minister Shawn Crockwell.

As the conference focused on Tourism and Healthcare, the Minister attended those sessions that were appropriate for her area of responsibility. The cost of the registration was underwritten by the conference organizers, in recognition and appreciation of the attendance of the PS and the previous Minister, in Miami, Florida last year.

On November 3, following welcome and opening remarks by the President of the Medical Tourism Association, Ms. Renee-Marie Stephano, Minister Gordon-Pamplin attended the 2nd Caribbean & Island Ministerial Summit, commencing with a session on Defining the roles and responsibilities for Ministries and other

Government Agencies, presented by Trinidad and Tobago, followed by Industry Standards for Spa and Wellness Entities, presented by the Ministry of Foreign Trade, Belize.

The 4th Global Ministerial Summit commenced with the keynote presentation by Darko Lovic of the World Economic Forum on the topic of Sustainable Health Systems: Visions, Strategies and Critical Uncertainties, which focused on establishing healthcare systems that provide timely treatments, transparency and good health outcomes.

Some of the ensuing plenary sessions included Regional Collaboration: An Analysis of the EU Directive on Cross-Border Healthcare, Building Partnerships to help African Patients manage and cope with the Special challenges that cancer presents.

Each of the sessions allowed roundtable discussions in smaller groups to determine opportunities, challenges and solutions.

One of the highlights of the conference was the amazing Exhibition Hall, which housed exhibits from every sphere of medical products, from snooze beds equipped for office environments, through to a bicycle that was capable of blending smoothies, and there were country exhibits from across the globe for those areas offering medical tourism product.

Each day started with keynote presentations, and the highlight of day 2 was the presentation by the Chief Medical Officer and VP, Verizon Enterprise Solutions.

The keynote speaker for day 3, who was advertised as a Culture Evangelist, was Jon Wolske of the Zappos Corporation. While his identity did not sound appealing, upon listening to his presentation of Building a Culture of Service, the audience was treated to a most compelling presentation, as he spoke of the attitude of excellence in the employees of Zappos, and how their investment in

service culture enhanced the corporation's ability to experience exponential growth in sales.

The Minister had the privilege of presenting, along with Wolf Kirsten, President and CEO, International Health Consulting on the topic of International Health Improvement Strategy – Foreign Minister's Perspective on improving Corporate Health. The presentations were well received, and the Minister's speech focused on the challenges that we experience in a Bermuda context, and both were followed by good discussion and audience interaction.

One of the more interesting sessions focused on the Roles and Responsibilities of Physicians in Patients' Decisions about Unproven Stem Cell Therapies. It was interesting to note that the idea of Stem Cell Therapies is being spoken of as 'emerging procedures', however the very stringent protocols around ethics was a hot topic of discussion.

Madam President, with the news of the imminent closure of the Lamb-Foggo Urgent Care Centre, the Minister took advantage of the opportunity to make contacts to look for alternative solutions for the UCC during the many plenary sessions.

Some excellent ideas were advanced, and many contacts were made which enabled her to bring back information with which the BHB could work in order to enhance their ability to diversify Bermuda's health care offerings and to offer a different model for the UCC., and a contact with providers of Medical Health Records Systems that will be the next major expenditure that will have to be undertaken.

Madam President, the overall experience resulted in a full three days of engagement, sharing of ideas and absorbing issues that were relevant to Bermuda.

The final act of being invited to a Bermuda-specific meeting with the president of the MTA, who had in fact been to Bermuda before, allowed both Ministers the ability to see how the MTA could replicate the conference on a smaller scale, held here in Bermuda that would enhance our reputation in an area that has global implications.

Thank you, **Madam President**