**CABC - Medical Travel Executive Summary** 

**Vision**

Canadians have confidence that they can easily and affordably use the AZ healthcare community to augment their Canadian providers and services.

**Problems to solve**

1. **Fear, Uncertainty and feeling ‘Stuck’.** Canadians often feel uncertain, fearful, or "stuck, regarding their symptoms, the medical services they need, and the urgency that applies. And this can then elevate to more fear, uncertainty and suffering (and unnecessary costs in some situations). This often bleeds over to negatively affect other family members and friends.
2. **“Adjacent Services” Logistics.** While health systems in AZ are willing to do procedures and surgeries, and take Canadians' self-pay payments, they are not particularly excited about being good at the needs adjacent to the procedures and surgeries they perform. See "Adjacent Services" below.
3. **“Watchful Waiting” may not be practical.** Often the highest quality healthcare starts with the intentional choice of "Watchful Waiting" (wait and see) for a safe time period. Usually fear, lack of access to appropriate medical knowledge, or inability to gather relevant data (like imaging and lab results) blocks the Watchful Waiting option.
4. **Stricter Rules for Canadian Doctors.** Canadian doctors have strict rules preventing them from ordering specialized wellness labs and diagnostics without symptoms or suspicion of disease. US doctors do not have these restrictions in a self-pay situation, and this testing when communicated well can lead to needed peace of mind.

**Adjacent Services include**

1. **Quarterback-style physician coordination and communication** with patient and family at each step to alleviate uncertainty and concerns about being or getting "stuck” or paying more than is proper. Coordination with:
	1. Canadian providers and resources. Low or no cost, but uncertainty of speed and possibility of bottlenecks at each step. Easy to get "stuck" and lose momentum.
	2. AZ providers and resources. Immediate and certain. Full costs always pre-determined and known (no surprise bills). But can still be unaffordable.
2. **Centralizing data.** Assembling complete information and data in one place. Proper use of a centralized electronic health record is required to ensure privacy.
3. **Complete Care Plan, Next steps and Pricing.** Determine the first and next steps for additional diagnostic testing and relevant specialist consultation (and knowing the fair pricing is important).
4. **Navigating around urgency and delay of care risks.** Determining the desired reasonable outcome(s), and whether intervention is worth it or needed, and the necessary timing of such. (understanding the relevant urgency of action and effects of delay are important factors).

 **Key Strategies**

1. **Target Market**. Canadians who feel they or a loved one are "stuck" regarding understanding next steps, diagnosis, care plans or prognosis for their health issues.
2. **Focus on Logistics, Centralized Data and Communication**. Provide free virtual meeting to outline how to get started using AZ and Canadian resources to create initial momentum and end the feeling of being "stuck". Expert medical coordination of diagnostic plans, care plans, treatment coordination. Management of logistics and communication.
3. **Utilize both Canadian and AZ resources**. Optimize for required and relevant expertise, urgency, closeness to home support, and cost needs of Canadian patient.