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FOR IMMEDIATE RELEASE

ECONOMY COULD LEAD TO BOOM IN MEDICAL TOURISM:

Experts from Cancer Facility Can Speak to Growing Trend

WHAT: "Medical Travel Today," a leading industry online newsletter, recently predicted that the global economic downturn will fuel medical travel as individuals, employers and health plans seek out the highest quality, cost-efficient venues for medical care.

A report this year by the Deloitte Center for Health Solutions, a research arm of the accounting firm Deloitte LLP, says that 750,000 Americans traveled abroad for medical care in 2007 and that 6 million will by 2010. Some U.S. insurance companies — including Aetna and UnitedHealthcare — reportedly are considering paying for patients to go overseas for care.

WHO: **Dr. Francisco Contreras** is a cancer surgeon recognized as an expert in combining conventional and alternative therapies. As the President and Chairman of the internationally acclaimed Oasis of Hope Hospital in Playas de Tijuana, Mexico, Contreras oversees the treatment of 800 cancer patients annually.

Daniel E. Kennedy is the chief executive officer of Oasis of Hope and the co-author of "Fighting Cancer 20 Different Ways", "Dismantling Cancer" and the forthcoming book, "Hope, Medicine & Healing" with Contreras.

WHEN: By appointment

DETAILS: Oasis of Hope, a member of the American Hospital Association, has treated more than 100,000 patients from 55 countries -- 60 percent with cancer. The five-year survival rate is 40 percent, higher than in the United States, even though many of the patients come to the hospital as a last resort.

NOTE: To schedule an interview with Kennedy or Contreras, contact Steve Yount at steve@alarryross.com or 972-267-1111.

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