



Medical Journeys:

# Opportunities for Israel and her people

## A Fact Finding Mission

Presented by:

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## Background

# Mendel Zilberberg



Mendel Zilberberg

### Introduction

Mendel Zilberberg is a U.S. attorney, entrepreneur, and visionary who, throughout his career, has sought unique opportunities to create and further both business and humanitarian needs. During his research into the international nurse recruiting industry, and his subsequent founding of One World United, Inc., Zilberberg identified a burgeoning opportunity in the medical journeys arena, one with the potential to help scores of patients around the world. His research into medical journeys has brought him to Israel, in the hope of developing a hard-core understanding of Israelis' medical needs today as can be met by the advantages of the growing medical journeys industry.

### Business Entrepreneur

Mendel Zilberberg has been practicing law at his own New York law firm, Mendel Zilberberg & Associates, P.C., since 1994. A general commercial practice, Zilberberg's firm specializes in commercial and residential real estate, investment management and investment syndication. The attorney peer review board Martindale-Hubbell has recognized Zilberberg's track record in law and his professional standing within the U.S. legal community. This independent and highly acclaimed review board has recognized Mendel's excellence in law by awarding him an AV rating, the highest rating possible. After founding his own law practice, Zilberberg proceeded to create the Brookwood Title Agency LLC, KSF Capital Group LLC, and most recently, One World United, Inc. Since 2003, Zilberberg has been a shareholder of, and has served on, the Board of Directors of The Park Avenue Bank, where he sits on the credit and audit committees and chairs the compliance committee.

### Community Work

Throughout all of his business ventures, Mendel Zilberberg continues to donate his time and expertise to the community:

#### **Jewish Humanitarian Foundation International (JHFI)**

Since 2004, Zilberberg has served as co-director of JHFI. JHFI is the U.S. partner in the Ashdod Medical Center project which is headed by Refuah Ve'Yeshua, the sponsoring organization in Israel.



## History



**One World United Inc.**

Because patient care is a universal language

### **One World United, Inc.**

In 2006, Mendel Zilberberg founded One World United, Inc. a U.S. based recruiting company charged with the mission of bringing qualified, exceptional nursing talent to the U.S. to address and help alleviate the severe nursing shortage in the U.S. Identifying community and business needs is not new to Zilberberg, however. One World United, Inc. (OWU) is just the latest in a long, outstanding career in business and humanitarian causes. As a visionary, Zilberberg has a unique talent, enabling him to not only see opportunities, but to make them happen. OWU, for example, has been growing and gaining ground at a surprisingly fast pace. Under Zilberberg's direction, OWU's management has strategically positioned itself within India. OWU's success in cultivating strong alliances within India's government and elite nursing schools and hospitals is a direct result of the research OWU has performed, to understand and address the market's issues and the problems facing current nursing recruiters

### **OWU's Mission**

One World United, Inc. is committed to providing properly trained foreign nurses to United State-based health care providers to alleviate the growing nursing shortage crisis in the United States. One World United harnesses the global supply of registered nurses by carefully screening applicants and providing a proven curriculum of clinical and cultural training which helps ensure that the nurses immigrating to the United States become long-term, highly valued members of our health care clients' organizations.

### **OWU Focuses on India for Nursing Recruiting**

In the United States, both government and quasi-government reports detail how the nursing shortage is a national dilemma. Projections for the not-too-distant future estimate that the current number of vacant nursing positions – over 140,000 – will rise to 800,000. India, meanwhile, has an abundance of highly skilled nurses and future nurses in training. Furthermore, India's population is large enough to address the American shortage without jeopardizing India's healthcare system. India's educational system ensures a significant number of nurses are fluent in English – a major requirement for working in U.S. healthcare facilities.

In early 2006, One World United joined forces with GS3 India PLC, a local company, to recruit nurses. The two companies were a natural fit with one another. GS3 India would recruit, train and work with the Indian nurses. OWU, which already had many signed letters of intent from healthcare facilities interested in hiring hundreds of nurses, would arrange for the nurses' employment and sponsorship in the U.S.



Significant research had been done to ascertain the best way to ensure that GS3/OWU's nurses would be the "gold standard" of nurse recruits. It became readily apparent that in addition to training nurses for their certifications and arranging jobs/sponsorships, it would be the job of OWU/GS3 to coach the nurses in several key areas: cultural differences, American life, American medical methodologies and practices, and expectations in the American workforce. The training would integrate the shared insight and experiences of other Indian professionals who had already immigrated to the United States. OWU/GS3 created a program that would restore the credibility of recruiting companies, give nurses the skills and training necessary to transition to the United States, and place nurses where they were needed – all while taking a very humanistic approach to the entire recruitment and placement process.

### **An Overview of OWU's Programs in India**

All nurses entering GS3's programs in India would benefit from a multitude of programs, including:

- ⦿ GS3 Proprietary NCLEX Review Course Training (nurses train to be proficient in U.S. clinical techniques and common practices.)
- ⦿ GS3 Proprietary IELTS Training (nurses refine their language skills)
- ⦿ Advanced Language Coaching (nurses learn regional dialects, idiomatic expressions, medical terminology, and common, everyday phrases)
- ⦿ Cultural Training (nurses learn the differences between the Indian and United States' cultures, and what to expect in everyday life in the U.S. – professionally, socially, and with families and communities)
- ⦿ Career Counseling (nurses receive assistance with presentation skills and mapping out career goals)



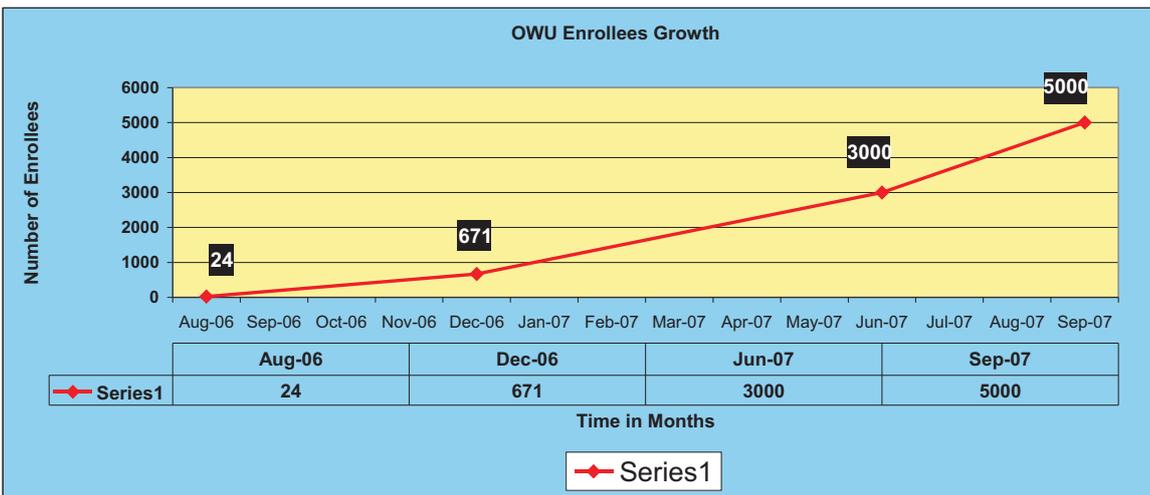
GS3 Training Session in India

## Success in India

Unlike its competitors and predecessors, OWU has become part of the nursing school system in India. In just a few months, OWU developed relationships with India's top nursing schools and colleges, created a presence on those campuses, and held training sessions for thousands of highly skilled student nurses and nurses. In the last few months of 2006, enrollment in OWU's program quickly grew from 24 to 671 students/nurses. By June 2007, total enrollment climbed to 3,000. By September 2007, more than 2,000 additional students/nurses are expected to sign with GS3, bringing total enrollment to over 5,000. OWU has succeeded in establishing the infrastructure for an ongoing, stable supply of registered nurses (RNs) to U.S. hospitals and healthcare facilities. In a survey GS3 conducted in India (in which 400 nursing students participated), an overwhelming 97% of those surveyed wanted to work abroad, with a significant number (more than 2/3) specifically citing the U.S. as the destination country of choice. A virtually untapped supply of nurses exists in India and the majority of the nurses are not just qualified but eager to go to the U.S. OWU is the only organization that has truly been able to create a viable, stable pipeline into this market. These factors, combined with a weak set of competitors, leaves OWU with a significant competitive advantage to fashion itself as a TOP recruiter of highly skilled, English-speaking, foreign nurses who are eager to work in the U.S.

## OWU Enrollees Growth

Aug-06	Dec-06	Jun-07	Sep-07	Sep-08
24	671	3000	5000	10000





## From Nurse Recruiting to Medical Journeys One World United

### A Natural Fit with Indian Hospitals

Aside from the GS3 mandate to properly train Indian nurses to succeed, GS3, in conjunction with OWU, has undertaken a broad sweeping and comprehensive program to raise the awareness and appreciation of Indian nurses, promote their education, and help the state of India's health care in general. A press conference for OWU was called by Image Hospital in Hyderabad. On June 12th 2007, hospital administrators formally signed with OWU to integrate GS3's NCLEX program into their hospitals.

What about GS3's program appeals to India's hospitals? Why integrate a program which will attract many skilled nurses to leave India? For the hospital, their nurses receive additional training – at no expense to the hospital or the nurse. The nurses do not have to travel to review courses –this is another recruitment tool GS3 employs. In addition, the hospital gains insight into how many nurses are planning to leave, and when... information that they would otherwise not know. GS3 has successfully demonstrated that this knowledge allows the hospitals to better manage attrition and retention, and improve staff efficiency.



Formal signing between Image Hospital and OWU, June 12, 2007

### The Indian Government



Meeting with Government Nursing Colleges and Hospitals & GS3 India, led by Secretary of Health & Family Welfare of Tamil Nadu, Mr. Subburaj I.A.S.

The Indian government recognizes the benefits One World United offers immigrating Indian nurses and India's medical and educational facilities. Accordingly, officials such as Secretary to Government, Department of Health & Family Welfare Mr. Subburaj I.A.S. (of the Tamil Nadu Government, a state with 70 million people) have made a point of supporting OWU's efforts.

The significance of this historic meeting is two-fold. The number of enrollees in the nursing training program will increase significantly. Perhaps more importantly, however, this initiative from the Tamil Nadu government serves as an approval of OWU/GS3's program. The Secretary then

suggested that OWU meets with the Indian government on a federal level and offered to make the appropriate introductions to the Federal Departments of Health and Education. When the Secretary attended a press conference later that same evening, he once again very publicly reported – and enthusiastically endorsed – the future collaboration of OWU and the Indian government. It is the breadth of OWU's program which has enabled OWU and GS3 to make this quantum leap in relations with the state and federal governments of India.

## The Need for Medical Journeys

In May 2007, the head administrators from one of the Indian hospitals with which OWU is developing educational and training programs for nurses introduced OWU to the growing demand for medical journeys, and Indian's efforts to ramp up and become a major player one day. Before understanding what India has to offer the medical journeys industry, and the thousands of patients who travel abroad each year for medical treatment, it helps to understand the need for medical journeys.

**Medical Journeys is the travel from one's home country to obtain medical treatment abroad.**

Patients travel abroad for medical treatments which are:

1. Not available at home
2. Less expensive
3. Faster to obtain

Each patient's needs and reasons for undertaking medical journeys (or traveling abroad for medical treatment) is different, but there are generalities which can be made on a country by country basis, or even based on a discrete group of people within a country. Accordingly, each country and population segment must be researched individually, to see if medical journeys is a viable option. The United States, for example, is a country in which many of the citizens face:

1. Extremely expensive healthcare.
2. Health insurance that doesn't cover all procedures.
3. The inability to obtain treatments which are otherwise available abroad but are prohibited in the U.S. (by The Food and Drug Administration, the governing regulatory body).
4. Exceedingly long waits for select procedures (such as organ transplants), even when those treatments are available.

With the rising and already expensive cost of healthcare, millions of Americans often find themselves unable to pay for costly, but necessary, surgeries... at least in the United States. In addition, there are many instances in which health insurance does not cover specific procedures such as plastic surgery and dental work. Many families are forced to take out additional loans or mortgage their homes. In fact, when the bankruptcy laws in the United States were recently rewritten, it was reported in 2005, based on a Harvard study, that medical bills were a contributing factor in approximately 50% of the two million people who filed for personal bankruptcy annually. Many patients can, and often do, go broke from paying for procedures they can't afford. In some cases, patients even die, just from waiting for a procedure (such as a transplant).

## India as a New Destination for Medical Journeys



Costa Rica, Singapore and many other countries are at the forefront of medical journeys. Despite the fact that India has well-trained doctors and nurses, and many hospitals that could receive and treat U.S. patients as well as any U.S. hospital could (if not better in many cases!), India is not a dominant player in medical journeys. It is difficult to understand this, considering that many of today's best procedures, such as hip resurfacing, were developed in India. Hip resurfacing alone is widely accepted outside the U.S. as being more effective than hip replacement (especially for younger people). Similarly, the success rates of complex cardiac surgery performed in India often exceed the success rates in the U.S.

Article in Hindu paper, June 13, 2007.  
Discusses ties between Image Hospitals and GSI



## The New OWU Subsidiary

At a recent event honoring nurses for going above and beyond the call of duty, Secretary Mr. Subburaj I.A.S. introduced the latest OWU/GS3 initiative. A newly created OWU subsidiary, BestMed Journeys, will establish an Indian-based medical journeys program that will be operational by the end of 2007. OWU expects that the medical journeys program, like GS3, will provide a comprehensive end-to-end program that will allow foreign individuals and organizations to avail themselves of the high quality, relatively low cost medical care available in India.



Indian nurses receive scholarships and awards from OWU for outstanding performance in nursing

Through its new subsidiary, OWU will seek to bring India to the forefront of medical journeys. By focusing on and helping develop medical journeys in India, BestMed Journeys will promote Indian healthcare and nursing while giving many nurses in GS3's nurse recruitment program the opportunity to be exposed to American patients before the nurses ever arrive in the United States. The two subsidiaries will work together, as well, to promote common goals in their related and often inter-dependent industries. During the process, as India becomes a more dominant player in medical journeys, Americans will become more comfortable with the concept of being treated by Indian nurses, increasing the demand and success of Indian nurses in the U.S. Medical journeys is a natural synergy with the OWU/GS3 nurse recruiting program in India.

"The time for the world to recognize the talent, education and diligence of India, especially in the medical arena, has arrived. Through the nurses we train to go abroad, and the programs we're developing to help make India a major competitor in the medical journeys industry, demand for Indian medical services will grow... in ways that will only benefit India, her people, and the patients who need everything India has to offer."

**Mendel Zilberberg**  
Founder and CEO, One World United



# What Brings OWU to Israel

## Organ Transplants – A Specialty Need

The range of modern, top-notch, procedures currently available in India is impressive. From “minor surgeries” (i.e. plastic surgery, including breast augmentation or reduction, face lifts, tummy tucks) and dental work to fertility treatments and life saving surgeries (such as transplants, cardiac surgery and neurosurgery), medical quality, capability and experience exists in India – in abundance. Indian hospitals offer these procedures at a much lower cost, without sacrificing quality. In most cases, India's medical care is far above what is offered by other countries, including many western nations.

Costs aside, what India has to offer in terms of organ transplants, is invaluable. The Indian hospitals OWU has researched thus far have given OWU reason to believe that they enjoy high success rates for transplants including kidney, liver and lungs, and that the wait time is reasonable. To prevent black market sales of organs, the Indian government screens recipients. OWU will only work with accredited hospitals which are reputable and have procedures in place to prevent the use of black market organs.

## Researching the Needs of Israelis

Though Israel has some of the world's best medical facilities and medical staff, Israel has one of the lowest organ donation rates in the world. The hope and aim of OWU today is to begin the research into Israel's medical system, including the gaps and roadblocks which may impede segments of the population from receiving certain procedures, including transplants.

## Are there cost issues with healthcare in Israel as in the U.S.?

This and many more questions need to be researched and answered, to enable OWU to explore what opportunities may be developed between Israel and India, to help Israeli citizens with their medical needs. Finding the answers is why Mendel Zilberberg seeks information.

## In Support of Israel

Part of being the founder and CEO of any business is being able to guide that business in directions which will benefit people or causes. Israel has long been near and dear to the heart of the American Jewish community and Mendel Zilberberg. Mendel Zilberberg has developed many ties with Israel, personally and professionally. He is a co-director of the Jewish Humanitarian Foundation International (JHFI), the U.S. partner in the Ashdod Medical Center project which is headed by Refuah Ve'Yeshu, the sponsoring organization in Israel.

Bringing the benefits of medical journeys to Israel is a natural move, given his recent undertakings in India. If there is a way to help Israel and her people, through One World United's efforts in India, then Mendel Zilberberg aims to find it.

*Shalom and Toda Raba.*

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