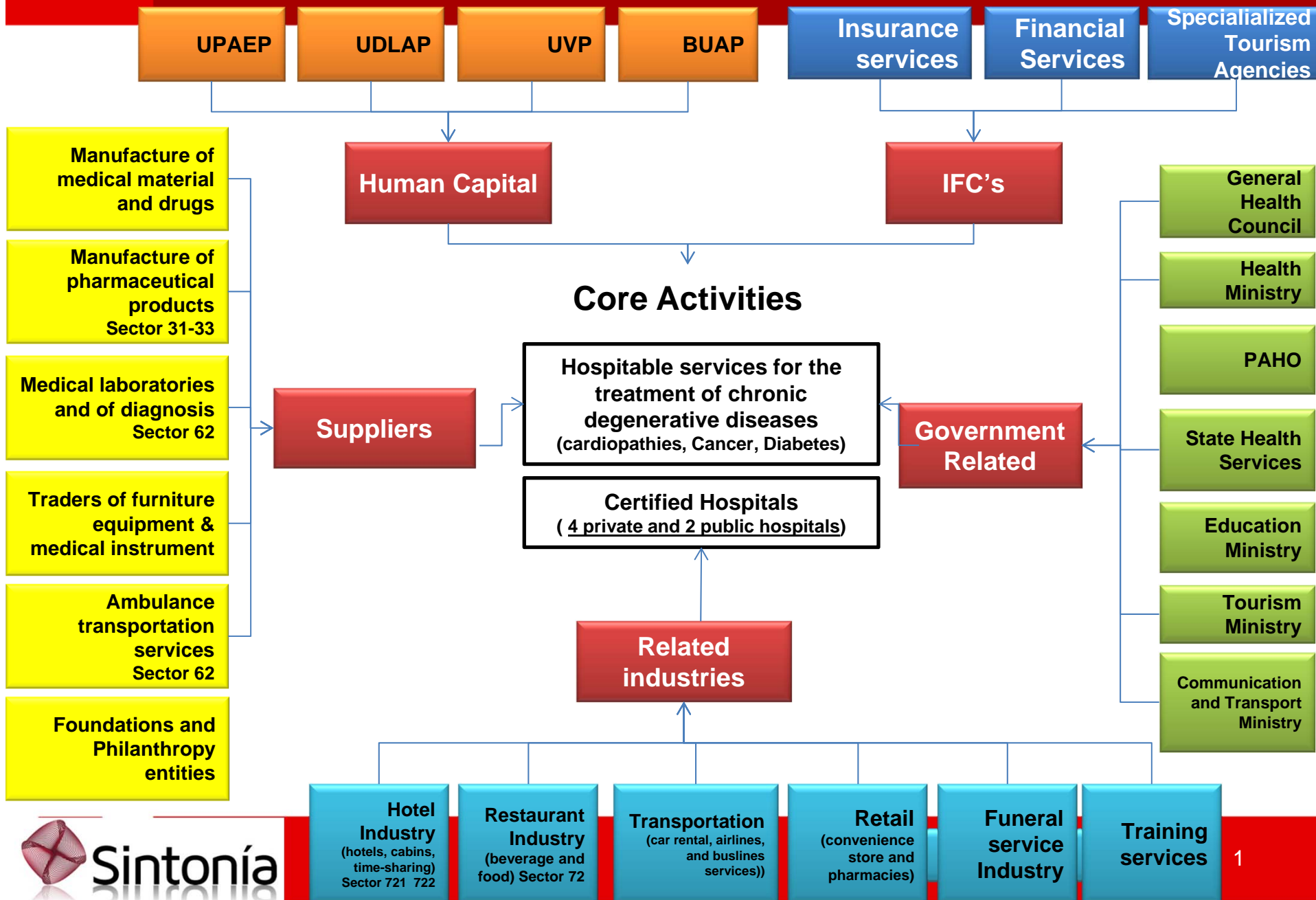
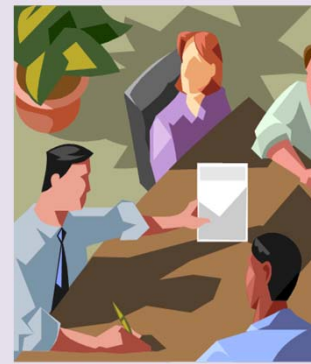


Medical Tourism Cluster Map



Medical Tourism Shared Value Projects



1. Support Community Health Centers in poor locations through public-private agreements

2. Medical Innovation and Excellence Center

3. Create with private and public hospitals, a Group Purchasing Organization

4. Transform the “State Board of Health”, into a “Citizens’ Board of Health”.

5. Promote International Accreditation for public and private hospitals (JCI).

Health Cluster Recommendations

- 1) Acting as a Local Cluster
- 2) Serve almost exclusively the local market
- 3) Presence in neighboring regions (Tlaxcala, Veracruz, Tabasco, Chiapas, etc)
- 4) Specialized in strong clusters
- 5) Identify Strengths (where are we going to compete?)
- 6) Build on the state's existing and emerging clusters in the state rather than new ones
- 7) Emphasize the **human service**

Health Feedback to Michael Porter

- It is elementary that the authorities change to coordinate, promote changes to the legal framework to encourage investment and collaboration...
- It is important that people be concerned not only for his company...

The Purpose of Business

- There is an opportunity to **transform thinking and practice** about the role of the corporation in society
- Shared value gives rise **to far broader approaches** to economic value creation
- Shared value thinking will drive the next wave of **innovation, productivity growth, and economic growth**
- Businesses **acting as businesses**, not as charitable givers, are arguably the most powerful force for addressing many of the pressing issues facing our society
- A transformation of business practice around shared value will give **purpose** to the corporation and represents our best chance to **legitimize business again**