

Marketing Kit

by SIMNSA, the largest and most comprehensive Medical campus and Hospital in all of Northern Baja Mexico!



Created by:

Christina Suggett SIMNSA Health Care

YOUR HEALTH COMES FIRST



In the face of a dynamic and challenging health care environment, SIMNSA continues to be the leader in cross border health care coverage. My commitment to our clients, brokers, employees and members is to continue to find ways to set us apart from everyone else.

A handwritten signature in black ink, appearing to read "Frank Carrillo".

-Frank Carrillo, President.

OUR STRATEGY IS BUILT ON 4 PRINCIPLES:

- Quality
- Accessibility
- Affordability
- Cultural Sensitivity

About Us

Sistemas Medicos Nacionales, S.A. de C.V. (SIMNSA) is a comprehensive health care service plan that was designed to provide quality healthcare for the growing U.S. workforce whose preference is to receive their healthcare coverage in Mexico. **SIMNSA** is one of the leading Health Maintenance Organization (HMO) programs in Northern Mexico, and was the first Mexican HMO to be licensed as a health care service plan by the State of California. Our network extends through the border cities of Tijuana, Tecate and Mexicali.

Practical and accessible healthcare

At SIMNSA we took a realistic look at how healthcare needs differed when a border was crossed. Could care be acquired by employees and their families at home in Mexico, while also protecting them from emergencies in the U.S? We believed it could be obtained. And so we set a high goal to bring quality and cost-effective healthcare to both the employer and their cross-border workforce. All plans are ACA compliant that meet Minimum Value and provide Essential Health Benefits.

A step above the rest

Our plan has been providing quality health care for over 30 years! We are licensed by the State of California since January of 2000, and continue to meet all the regulations and standards that are required of licensed Health Maintenance Organizations. We have administrative offices on both sides of the border, and have the most innovate, technologically advanced delivery system in Northern Baja Mexico. Our medical campus provides all services in one location just steps from the California-Mexico border.

HIPAA compliant

Our entire IT infrastructure has servers and desktop user virtualization using cloud technology. All healthcare data is centrally stored at a SSAE 16 compliant, SOC 1, 2,& 3 audited facility. All employees and providers conduct annual HIPAA compliance training to assure that all patient confidentiality and records are secure and safe.

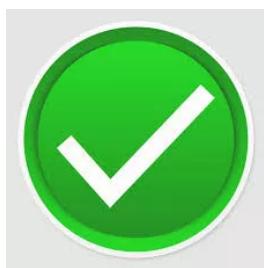


OUR CROSS-BORDER HEALTH CARE IS BUILT ON 4 PRINCIPLES



QUALITY

Quality is ensured by the careful selection of participating providers and the operation of its "Quality Assurance Programs". All participating physicians are good standing members with the National College of Physicians. Specialists must be "Board Certified" and comply with other requirements such as continuing education and "Peer Review" programs. Hospitals are selected for their distinguished service to their community and must belong to the National Hospital Association.



AFFORDABILITY

At SIMNSA, our goal is not only to make cross border healthcare practical, but affordable for both employers and their workforce. There are no deductibles, no co-insurance and most services are covered 100% with no copayment!

Offering our health services in Mexico has been a key to reducing the cost of medical services.

ACCESSIBILITY

Access to quality healthcare is made easy with:

- Over 500 physicians along the U.S.-Mexico Border
- Two SIMNSA owned state of the art medical clinics in close proximity to the U.S. border
- Emergency and urgent care services worldwide
- SIMNSA Hospital Internacional, our state-of-the-art hospital
- Interlab, one of the most modern and technologically advanced laboratories in Mexico
- New technology that allows physicians access to patient medical records online, 24 hours a day
- Some of the most secure patient privacy software available



CULTURAL SENSITIVITY

SIMNSA is a Mexican healthcare company. It may not seem like a point of differentiation, but it allowed us to bring a culturally sensitive viewpoint to the creation of a realistic healthcare program. This isn't an attempt to force clients into ridged molds, but to create a catered solution to this very unique employee/employer relationship.



**This Health Plan may be limited in benefits, rights and remedies under U.S. Federal
and State Law.**

Este Plan de Salud puede tener limitaciones en sus beneficios, derechos y resoluciones bajo las
leyes federales estatales de Los Estados Unidos.



All SIMNSA rates include ACA taxes and applicable fees to include but not limited to; PCORI Fees, Transitional Reinsurance Program Fees, Risk Adjustment Program Fees, Annual Health Insurance Industry Fees and any other required mandated fees.

All SIMNSA Plans provide Minimum Essential Coverage and meet Minimum Value Standards.



Listen to what our members have to say!

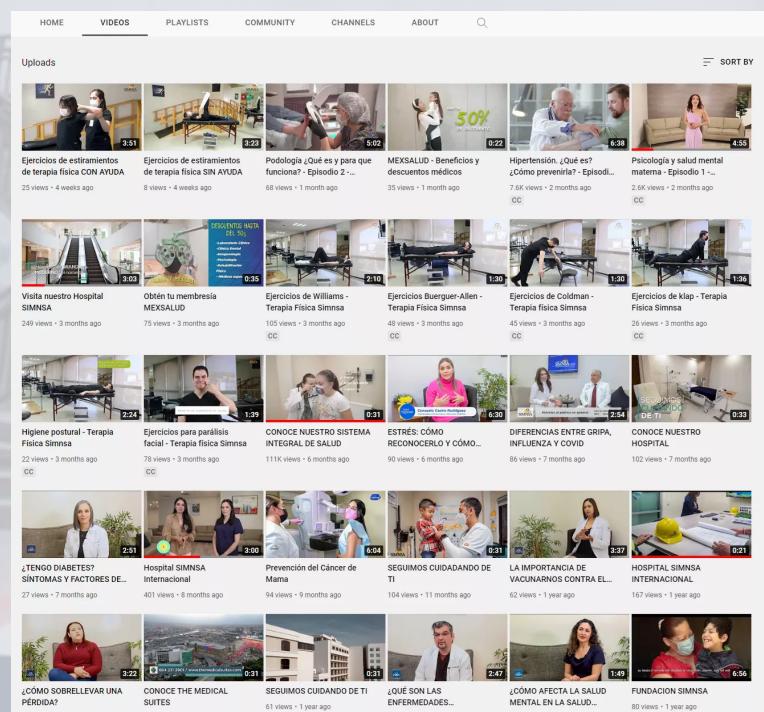




Visit our YouTube Channel online for all the latest news and videos!



Click on the image below to go directly to our YouTube channel -



REDEFINING MEDICINE AROUND YOU



INTEGRATED HEALTH SYSTEM

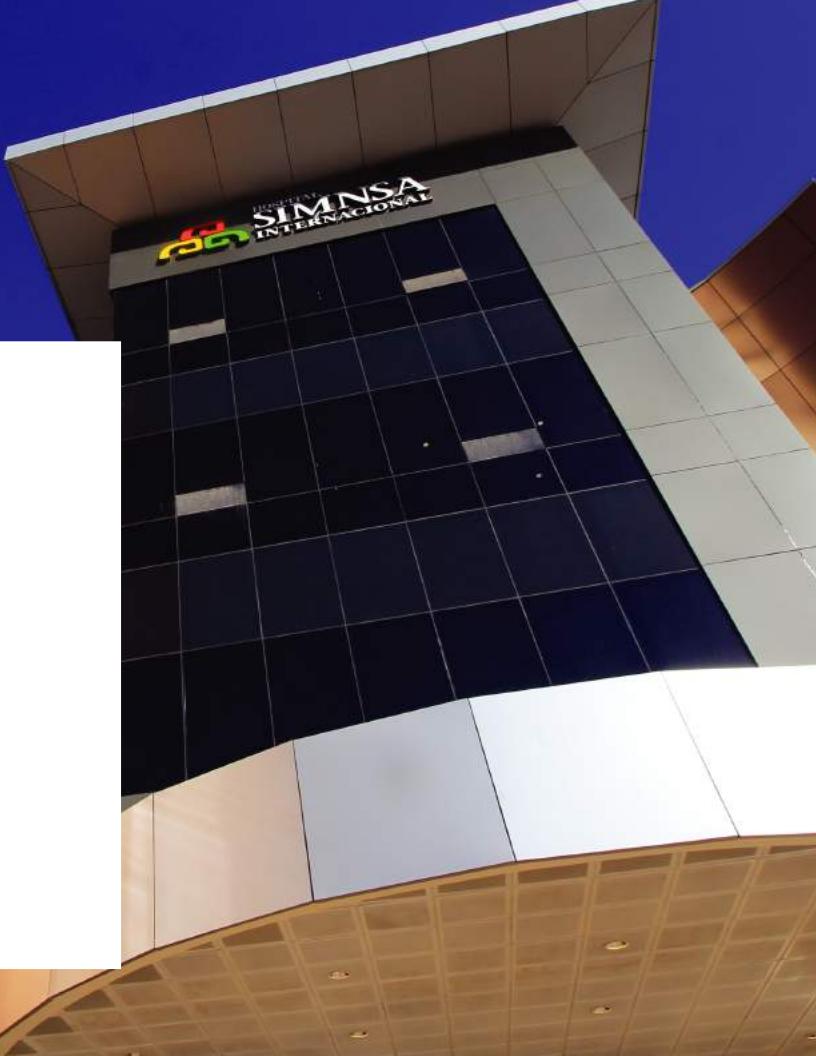
SIMNSA

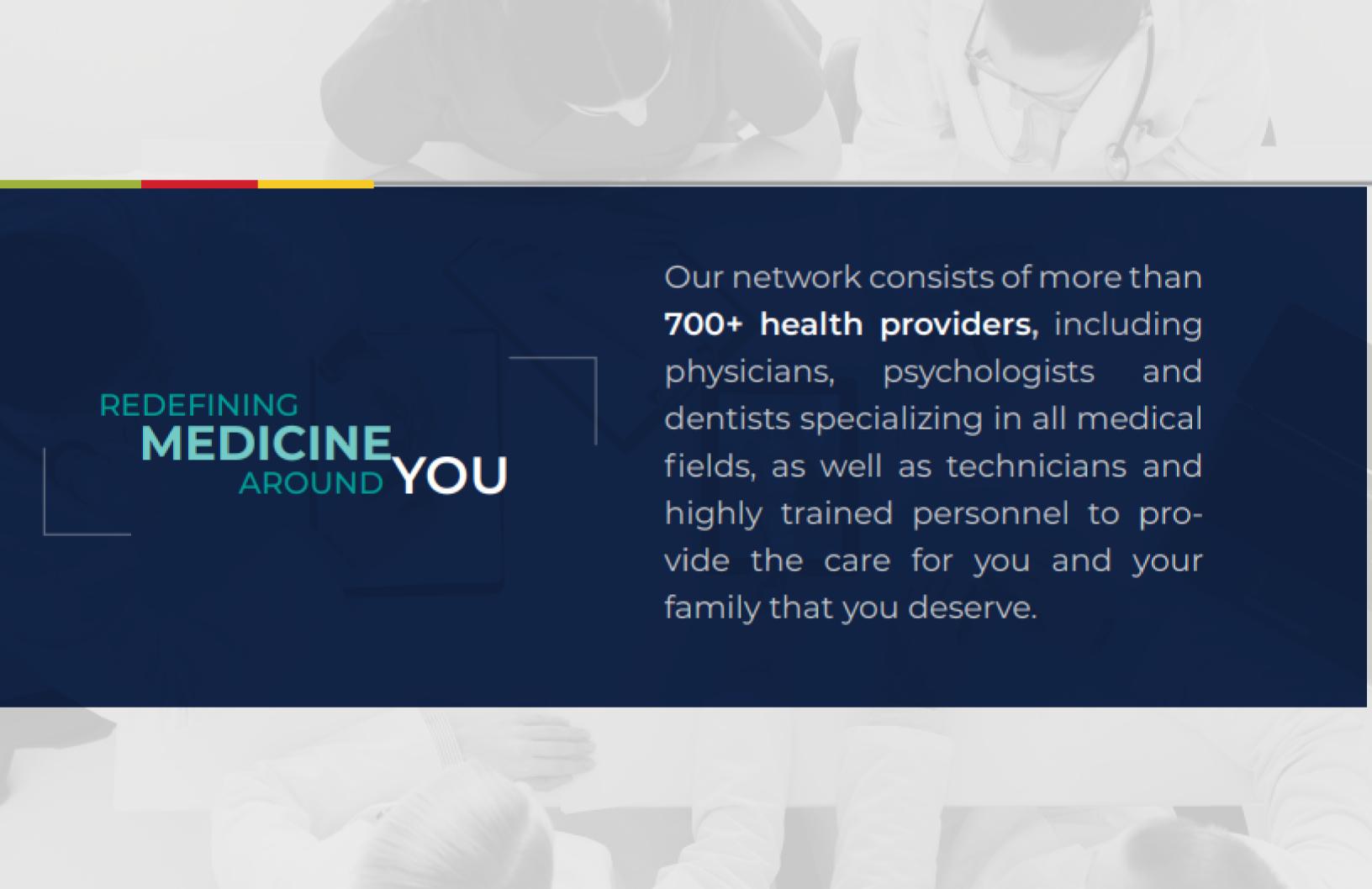


REDEFINING MEDICINE AROUND YOU

We have a unique Integrated Health System, which provides a range of interconnected services designed specifically around each patient.

This system allows us to provide our patients the best possible service, in a timely and efficient manner.





REDEFINING
MEDICINE
AROUND **YOU**

Our network consists of more than **700+ health providers**, including physicians, psychologists and dentists specializing in all medical fields, as well as technicians and highly trained personnel to provide the care for you and your family that you deserve.

When you enter our secure system, a record is automatically created in our custom designed electronic database, which both the patient and treating physicians can access from any electronic device.

In this record you will find your medical history, including results of imaging and laboratory studies.

This system is designed around the patient, combining a series of disciplines and experience that can become crucial in treatment including early detection.



At **SIMNSA** we know that time is key and that dynamic cohesion of various specialties is of the utmost importance for a hospital, therefore, we have all the services in one place for the comfort of our patients.



ALL
SERVICES
IN ONE
PLACE

With **more than 25 years of experience in the medical industry and patient care**, as well as comfortable facilities and state-of-the-art equipment, we are ready to welcome you and provide you with the best medical attention.



As part of our, Integrated Health System, we have many support areas inside of our installations, some of them are:

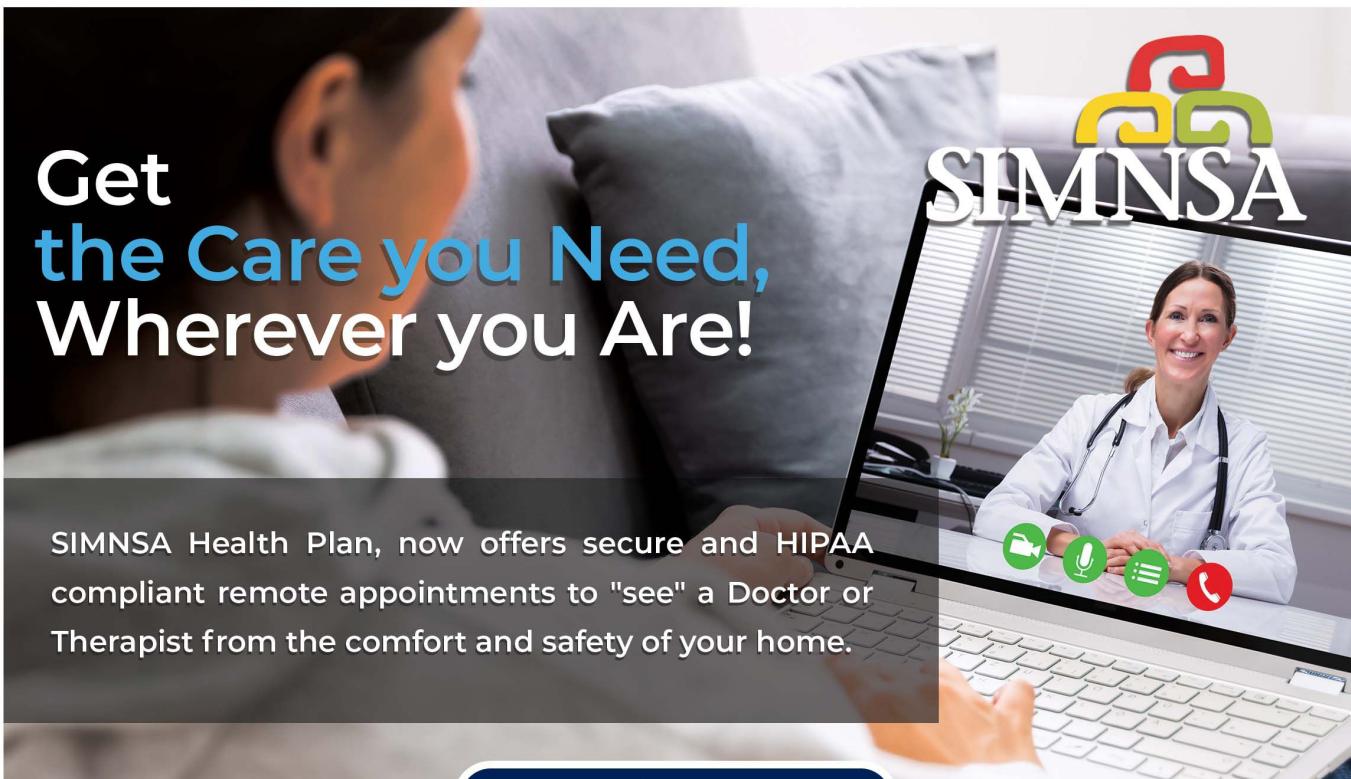
Imaging. This area supports our physicians in the diagnosis of our patients, by being able to study structures inside the body, with the help of radiologic technology.

We have a specialized team prepared for the procedure of simple and special studies. Some of our tests includes: Magnetic Resonance Imaging (MRI), Computed Tomography, Ultrasounds, Tomosynthesis mammography, Digital X Rays, and others.



Interlab. We are a Clinic Analysis and Microbiologic Laboratory with 16 years of experience, being a fundamental area of SIMNSA. Our goal is to offer clinic support to the PCP at all times, forming an adequate Integral Diagnosis Service and help prevent diseases or their treatment. We have highly qualified wide range of studies, using state of the art technology, guaranteeing a high-quality level of service.





Get the Care you Need, Wherever you Are!

SIMNSA Health Plan, now offers secure and HIPAA compliant remote appointments to "see" a Doctor or Therapist from the comfort and safety of your home.

SIMNSA

How it Works?



SIGN IN AT
TELEMEDICINE.SIMNSA.COM



SELECT A DOCTOR/BOOK
AN APPOINTMENT



PAY YOUR CO-PAYMENT.



START YOUR
CONSULTATION

Benefits of Telehealth:



Comprehensive Integrated Medical Approach

Every time you use Telehealth with SIMNSA, you'll connect with a Doctor who can see your health history and update in real time for a better diagnosis and to treat your health concern.



For SIMNSA and MexSalud Members

SIMNSA and MexSalud Members now have more convenient and flexible ways to access care with digital tools that put your Health first!



Quality of Care

Our highly certified Doctors and Staff on our medical team will ensure that you receive the best quality of medical care



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telemedicine.simnsa.com



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Monday to Friday 7:00am to 7:00pm | Saturday 7:00am to 6:00pm | Sunday 8:00am to 2:00pm

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www.simnsa.com



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[/TuSaludEsPrimero](https://www.youtube.com/TuSaludEsPrimero)

The SIMNSA Advantage



Licensed by the Department of Managed Healthcare

A fully licensed Cross Border Mexican HMO Medical and Dental Plan

All plans are ACA compliant and meet Minimum Value requirements and provide essential health benefits.

1095 B forms are provided annually

Emergency and Urgent Care services are available worldwide with a small copay

SENTRI pass reimbursement program

No appointments necessary, walk-ins are welcome without appointment

Our Plan follows safety and confidentiality standards from both the USA and Mexico

Clinics are open 7 days a week and until midnight during the week

"One stop" medical clinic where all services can be rendered on one campus location

Extensive network of over 500+ providers in Tijuana, Mexicali and Tecate

Massage therapy and acupuncture are covered benefits

Hospital SIMNSA Internacional is now open with the most advanced treatments in medicine with plenty of secure parking on campus

MORE ADVANTAGES !



EBILL

Clients have the option to receive their monthly billing statement electronically through their email.



DEDICATED ACCOUNT REP SUPPORT

We are a solid, trusted, accountable partner who has excellent customer service at the forefront of our operations.



ELECTRONIC ELIGIBILITY FILE FEED

Many employers send their pre-formatted electronic file feed data directly into our eligibility system. An easy and safe way to send all the data and changes either weekly or monthly.



BILINGUAL ENROLLMENT SUPPORT

We can provide onsite enrollment support and conduct healthfairs or informational meetings at the employers location.

OUR CLIENTS

Over 700 clients choose SIMNSA Health Care for their medical and dental benefits. We pride ourselves on being the leader in cross border health care coverage.



BAE SYSTEMS



Key Personnel

Founder-Chairman of the board- Frank Carrillo
Chief Executive Officer- Christina Suggett



Meet Our team



Breanna Montalbo
Chief Operations Officer
bmontalbo@simnsa.com



Carola Franco
Sales & Marketing Director
cfranco@simnsa.com



Carlos Yidonoy
General Counsel
cyidonoy@simnsa.com



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