

The Puerto Rico Chamber of Commerce and the University of Miami School of Business Administration present the...

UNIVERSITY OF MIAMI SCHOOL of BUSINESS ADMINISTRATION

PUERTO RICO CONFERENCE 2012 Economic Transformation in Health

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Wellness: A BRAND and a STRATEGY for PR

Eduardo M. Arroyo

Arroyo & Associates Leadership – Strategy - Execution

24 Years, 3 Questions and NO known answer. Puerto Rico

- 1. Where do we want to be in 5 to 10 years?
- 2. What is our STRATEGY(ies) to get there?
- 3. What are we planning to do to EXECUTE that strategy?



Why WELLNESS as a STRATEGY and a BRAND?

• Why not?

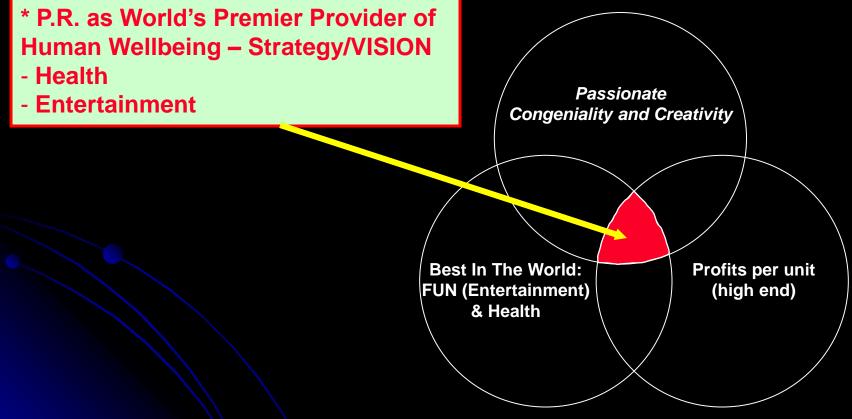
- We need one, we are 20 years late.
- All our debate has been STRUCTURAL not STRATEGIC

· It FITS

Have not heard any other reasonable one.



Puerto Rican Industry Hedgehog Concept DRAFT*



• Eduardo M. Arroyo & Associates

(787) 529-0454

A Brand and a Strategy for Puerto Rico

Wellness

HEALTH		ENTERTAINMENT				
Prevention	Educación		Sports		Ecological	
Diagnostic	Manufacturing Biotechnology		Culture		Shopping	
Treatment	Research Nanotechnology		Arts		Gastronomy	
Post-Treatment	Development		Education		Casinos	
Real State	Clinical Studies		Real State		Resort - SPA	
Homes for elderly	Lodging		L e defe e		Religion	
Organic Agriculture	Entertainment		Lodging		Kengion	

IMPORT (Tourism): Spectators, participants, students and EXPORT: Talent, events, knowledge Strategic Board: Brand, Publicity, Marketing, Business Knowledge IT, Sales, "Brokerage", "Q.A.", Future

Reactions during last 18 months?

Should pursue right away

- CCPR
- PRMA
- SHRM
- Strategic Team Todo PR por PR
- Dozens of recognized executives from all industries

Cannot be done now

- a well known economic development agency Guarantee?
- a very well known elected official Not till CRIME issue solved



What needs to get done?



Select a founding board

- 1. Create a Corporation, WELLNESS Puerto Rico.
- 2. Expand the strategy.
- 3. Create the Brokerage Portal.
 - Initially a planning site for visitors
 - Promote organic growth of service providers around core concept into an ordered multidimensional WELLNESS NETWORK.
- 4. Prioritize aids and support to members of the WELLNESS NETWORK.
- 5. Support, educate, and filter non concorming WELLNESS NETWORK players.
- 6. Prioritize legislation to favor WELLNESS NETWORK.
- 7. Focus advertisement on the WELLNESS NETWORK.



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THANKYOU! HAUKJONI



Management Consultants Leadership, Strategy and Execution