

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

UNIVERSITY OF MIAMI SCHOOL of BUSINESS ADMINISTRATION





Economic Transformation in Health

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Conrad San Juan Condado Plaza

Wellness: A BRAND and a STRATEGY for PR

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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*

* P.R. as World's Premier Provider of Human Wellbeing – Strategy/VISION - Health **Passionate Entertainment** Congeniality and Creativity **Profits per unit Best In The World: FUN (Entertainment)** (high end) & Health

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A Brand and a Strategy for Puerto Rico

Wellness

HEALTH

ENTERTAINMENT

Prevention

Diagnostic

Treatment

Post-Treatment

Real State

Homes for elderly

Organic Agriculture Educación

Manufacturing Biotechnology

Research Nanotechnology

Development

Clinical Studies

Lodging

Entertainment

Sports

Culture

Arts

Education

Real State

Lodging

Ecological

Shopping

Gastronomy

Casinos

Resort - SPA

Religion

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.





THANK YOU! THANK YOU!



