Excerpt from CHAPTER 18: Case Study: Providing the Comforts of Home for Patients and Families of Geisinger Medical Center

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Providing the Comforts of Home for Patients and Families of Geisinger Medical Center

With the current increase in wellbeing tourism, many hotels and resorts feature unique facilities and services that cater to people who travel to a different place to proactively pursue activities that maintain or enhance their personal health and wellbeing, and who are seeking unique, authentic or location-based experiences/therapies not available at home.

Medical tourism is served by a smaller number of hotels cater to people who travel to a different place to receive treatment for a disease, an ailment, or a condition or to undergo a cosmetic procedure; and who are seeking lower cost of care, higher quality of care, better access to care or different care than what they could receive at home.

One such medical tourism related hotel is the focus of this presentation. In partnership with the Geisinger Health System and Shaner Hotels, The Pine Barn Inn is the premier full-service hotel in the Danville, PA area, and recently was awarded the 2015 Certificate of Excellence by TripAdvisor.com.

Owned by the Geisinger Health System and operated by Shaner Hotels, the Pine Barn Inn is a 99-room hotel and meeting center conveniently located immediately in front of Geisinger Medical Center, just a short walk from the hospital’s main entrance. The Inn serves as host to visiting physicians and continuing professional development attendees. The Pine Barn Inn and its hospitality staff are attentive to the pre- and post-procedure needs of Geisinger Medical Center patients and their families. Free parking, and complimentary shuttle transportation is available from the Inn to the hospital main entrance. Special dietary needs are easily accommodated and flexible check-in and check-out times are available to minimize any inconvenience to patient guests and their families.

Partnering with Geisinger, The Pine Barn Inn participates in the Geisinger Center of Excellence Program. This program is available on a contract basis, with major corporations such as Lowe’s, Walmart, Jet Blue and McKesson, and provides special pricing and availabilities for cardiac and spinal procedures for member company associates.

The hotel’s close proximity to the center - not only within comfortable walking distance, but also via complimentary hotel shuttle to the main entrance, upon demand - is a key feature in the hotel’s relationship with the facility.

While other medical travel hotel facilities may have small clinics connected to their facility, our Danville location is the closest hospitality facility to the largest and most full service teaching medical and trauma center in Central Pennsylvania. Throughout its existence, the Pine Barn Inn has provided warm, comforting hospitality to patient families and to recovering patients who have been discharged, but for whom follow up care is still needed.

In providing unique hospitality services to Geisinger patients, their friends and families, and visiting medical personnel, the Pine Barn Inn focuses on three specific areas: Accommodations and Services, Rates, and Food & Beverage Dietary Considerations.