

TRAVEL AND HOSPITALITY

## XOJet capitalizes on recent trends with healthcare partnership

August 3, 2016



*XOJet Citation X*

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Private aviation company XOJet is helping its clients to feel better.

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XOJet has partnered with Summus, a private healthcare referral network connecting clients with leading physicians, to bring its clients quick access to world-class medicinal service. While private aviation and healthcare might seem distinct, the overlapping ultra-high-net-worth clients will provide each group with enhanced access to a receptive group of consumers.

"Summus is the ideal partner for us because we both focus on providing high-touch service for our clients," said Bradley Stewart, CEO of XOJet. "Now, both XOJet and Summus clients have access to highly-personalized private jet travel and healthcare."

### Traveling well

Recent years have seen wellness emerge as a booming market among affluent classes. Since private aviation is exclusively the domain of the affluent, it follows that many of them are concerned with health, providing the partnership a positive outlook.

Summus provides personalized, on demand medical expertise for its members. Its reach is international, and medical experts are also available via video or voice chat for consultation on preventative care, diagnoses, health management, surgery consideration and treatment recommendations.



*XOJet plane*

"Our shared commitment to providing exceptional value coupled with high-touch service make Summus and XOJet natural partners," said Julian Flannery, CEO of Summus, in a statement. "Summus was founded to support fast access to the best medical expertise in a highly-personalized manner.

"Our member families have the peace of mind that comes with having intelligent, trusted advisors on their side and a handpicked network of more than 2,000 leading physicians at their fingertips," he continued. "We are thrilled to partner with XOJet to provide our service to their clients."

Under the terms, members of XOJet's Preferred Access and Elite Access programs will have access to Summus' platform for remote consultations with the network's physicians. Additionally, XOJet clients will be able to purchase memberships to Summus at preferred partner rates.



*XOJet interior of Challenger 300*

Summus clients will receive reciprocal benefits. Those enlisted in the network will receive discounted rates on the jetliner's Challenger 300 and Citation X airplanes.

The overlap in target market, as well as the necessity that advanced healthcare often requires, suggests the partnership will benefit both brands.

### **Two hearts are better than one**

Private jet companies often leverage partnerships to make their brand name visible to specific affluent subsets.

For example, private aviation company XOJet is partnering with Jazz Aspen Snowmass to offer its private-air concierge access service, likely in an attempt to increase visibility in a younger market.

The concierge access service allows Jazz Aspen Snowmass National Council and Board members to fly to and from Aspen year-round for exclusive prices for any JAS music event or festival. Getting the attention of affluent tastemakers surrounding an event populated by a younger generation can appeal to both sets of demographics and increase visibility of XOJet.

Brands in adjacent sectors have also responded to increased concern for health and wellness through partnerships.

In November, Mandarin Oriental Bodrum in Turkey began helping its guests lead a more holistic lifestyle with the introduction of the Mayo Clinic Healthy Living Program.

Since Jan. 8, 2016, guests have been able to book services that combine the medical knowledge of the Mayo Clinic with the treatments available at the hotel's spa. The first collaboration of its kind for the Mayo Clinic, this partnership goes beyond relaxation to actually promote health within participants ([see story](#)).

"Dedicated service and care for our clients both on and off the ground is what XOJet is all about," Mr. Stewart said. "This new alliance with Summus, along with many exciting announcements we have coming up, are to help improve our clients' lives."