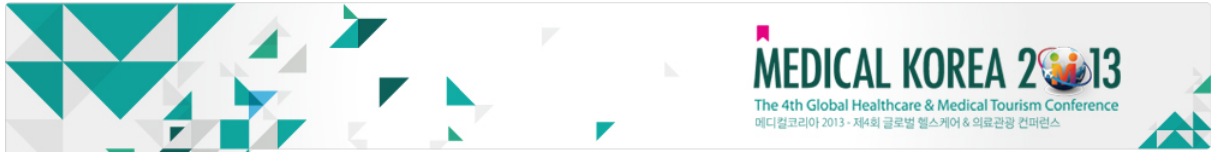


April 9-11, 2013- COEX- SEOUL-KOREA



-REPORT-

Medical Korea 2013 has been a feature of rewarding and beneficial programs including sessions such as 'Healthcare Demands & Cooperative Strategies of Emerging Markets', 'Overseas Expansion for Hospitals and Cooperation Plans' and 'Current Trends & Outlook for Patient-Centered Care' which will allow us to evaluate various marketing strategies used in the global healthcare industry.

This event has been served as a great opportunity not only to enhance cooperative relations but also to promote a better understanding and to help the strengthen and extend person-to-person network to make it a meaningful, unforgettable and beneficial experience for each and every one.

Lastly, Medical Korea 2013 has been provide us with valuable programs so that we can all grow together and take a great leap forward in the healthcare industry.

As industrialized country, Korea with its highly educated academicians, staffs and cultural based hospitality behaviour give him a giant input and leverage of its competitiveness throughout the world wide health tourism sector in particular in its region.

Although 10 hours of journey with airline seems to be hard to charm of medical tourist of Korea, we can pave the way of charming of them with soft landing strategy to Turkey with thermal water & spa wellness facilities.

Thank you for all organisation responsables and Korean people for their great hospitality.

Best Regards

Sait CERİTOGLU

Foreign Relations Representative of Health Tourism Association Of Turkey

- Day 1. April 9 Tuesday Program Details-

Opening Ceremony

10:00-11:00 **Opening Performance(K-tiger)**

Opening Address

Kyung-hwa Ko, President, Korea Health Industry Development Institute, Republic of Korea

Welcome Address

Young Chin, Minister of Health and Welfare, Republic of Korea

Congratulatory Addresses

1. Abdullah Abdulaziz M. Al Rabeeah Minister of Health, Kingdom of Saudi Arabia
2. Ahn Hong Joon Member of National Assembly, Chairman of the Foreign Affairs and Unification Committee, Republic of Korea
3. Oh Jae Sae Member of National Assembly, Chairman of health and welfare committee, Republic of Korea
4. Jung Hee-Won President & CEO of Seoul National University Hospital, The president of Korea International Medical Association(KIMA), Republic of Korea

Session 1. Keynote Speech International Cooperation on Global Healthcare

11:00-11:50 **International Cooperation on Global Healthcare**

International Cooperation to promote Nation's Health & Welfare
(Win-Win Strategies on Providing Medical Service, Implementing Medical System)

International Collaboration in Global Healthcare

Josef Woodman, CEO, Patients Beyond Borders, USA

Global Healthcare Cooperation for the Better World

Kim Kwang Tae, Chairman & President, Daerim Saint Mary's Hospital, Korea

11:50-14:00 Lunch

Session 2. Healthcare Demands & Cooperative Strategies of Emerging Markets

Seeking solutions to responding to the healthcare demands from CIS, etc.

Healthcare strategy of Ministry of health in Kingdom of Saudi Arabia

Mohammed Zamakhshary, Assistant Deputy Minister for Planning & Training Ministry of Health, Kingdom of Saudi Arabia

14:00-15:30

Challenges regarding referring Patients to Korean Hospitals

Ali Obaid Al Ali, Director of Health Regulation Health Authority - Abu Dhabi(HAAD), United Arab Emirates

Opportunities for development of Chinese medical market

Chun Zhao, Executive Vice-chairman, Private Hospital Management Branch of Chinese Hospital Association
China

15:30-15:50 Coffee break

<Special Forum > Healthcare Delivery Models in other Continents (World Korean Medical Organization)

14:30~16:00 **Challenges for Obama Care**
Chul-Soo Hyun, President, World Korean Medical Organization, USA

Healthcare in Brazil : A healthy public/private mix?
Chang Dong Kim, Vice President , World Korean Medical Organization, Brazil

Access to health care in Australia
Alice Unah Lee, President, Korean Australian Medical Society(KAMS), Australia

Healthcare System in Singapore : Low Cost High Effectiveness
Jongmoon Kim, Consultant, Rehabilitation Medicine, Tan Tock Seng Hospital, Singapore

15:50-18:30 **Business Meeting**

Session 3. Global Insurance Companies' Strategic Solution for Responding Global Healthcare Trend

15:50-17:20 Sharing analyses & approaches on global healthcare from the view of the Insurers

Globalization of Health Care: A Global Insurer's View
Hui Wang, Chief Representative, United Healthcare Insurance Company Beijing Representative Office, China

Opportunities in a Dynamic Global Healthcare Market
Howard Gough, Managing Director, Asia Pacific region (APAC), Cigna Global Health Benefits (CGHB), China

Value Multiplication in High-end Health Insurance in China
Judy Lim, Business Development Director, Singapore Office, MSH International, Singapore

- Day 2. April 10 Wednesday Program Details-

Time	Subjects & Speakers
Session 4. Overseas Expansion for Hospitals and Cooperation Plan	
09:30-11:35	<ul style="list-style-type: none">- Emerging Market's Healthcare Industry Modernization Scale & Possibility of Overseas Hospital Expansion(OHE)- Presentation of Korean OHE Business Cases- Plans for Exporting Medical Human Resources to Overseas <p>Overseas Business Development Medical Tourism Harinder Singh Sidhu, Senior General Manager, Corporate Development, Apollo Hospitals Group, India</p> <p>Strategic plans for medical center and human resources training Fahmi Mohammed Al-Senani, Chairman, King Fahad Medical City(KFMC) Kingdom of Saudi Arabia</p> <p>BAVARIA - A better state of Health Robert Gerl, CEO, Head Office, BAVARIA-International Health Association e.V., Germany</p> <p>The Exploration for developments of medical retirement service industry in China and Korean Jing Hu, Vice-general manager, Aging&Healthy estate department, Bonzer group, China</p>

11:35-13:30 Lunch

Session 5. Current Trends & Outlook of Patient-Centered Care

13:30-15:10 To Provide Personalized Service to Foreign Patients;
1) Evaluation on Hospitals' Intl Standards, Necessity & Related Cases regarding Induction of Hospital Accreditation
2) Overseas Patients Care in Advanced System

Driving Quality Health Services

Sebastien Audette, Chief Executive Officer, Accreditation Canada International (ACI), Canada

Future trends in patient-centered healthcare delivery: Perspectives from the United States

Andrew N. Garman, Professor, Health Systems Management, Rush University, USA

Healthcare accreditation: a strategy to promote safety and quality

David Greenfield, Senior Research Fellow, Australian Institute of Health Innovation, University of New South Wales, Australia

Health Care Quality evaluation of KOREA

Yoon Kim, Health Insurance Review and Assessment Service, Head of Research Planning, Republic of Korea

15:10-15:20 Break

Session 6. Global leading Cardiology

Korea's Intl Reputation in Cardiac Surgery & Case Study Presentation

Moderator : Byung-Chul Chang, Director, Severance Cardiovascular Hospital/Dept. Thoracic & Cardiovascular Surgery, Yonsei University Health System

Panelist :

15:20-16:20 **Cardiovascular Medicine in Korea; final destination for quality care**
Chang Byung-Chul M.D., Professor of Cardiovascular Surgery Yonsei University Health System, Republic of Korea

Excellence in cardiovascular internal intervention

Park Kyung Woo, Executive Director, International Healthcare Center, Seoul National University Hospital, Republic of Korea

Clinical diagnosis and treatment for cardiovascular disease

Park Jinsik, Vice President and Chief Strategy Officer, Department of Strategy and Planning, Sejong General Hospital, Republic of Korea

16:20-16:40 Coffee Break

Session 7. International Aesthetic Plastic Surgery Trends & Future of South Korea

16:40-17:40 - Aesthetic Plastic Surgery Trends From Major Countries
- Introduction of Korea's Aesthetic Plastic Surgery & the Market Future
- Role of Aesthetic Plastic Surgery in Global Markets

Moderator : Jin-Suk Byun, Director, Plastic Surgery, Korean Society for aesthetic Plastic Surgery, Korea

Panelist :

Introduction of international medical volunteer service of members of the Korean Society for Aesthetic Plastic Surgery

Hwang Somin, Internal Affairs Committee, Korean Society of Aesthetic Plastic Surgery, Republic of Korea

Clinical Application of Stem Cells in Plastic Surgery

Jae Ho Jeong, President, Oblige Plastic Surgery, Korea

Why Korean Plastic Surgery?

Choi Hang-Seok, Director, Department of Breast Surgery, JK Plastic Surgery Center, Republic of Korea

- Day 3. April 11 Thursday Program Details-

Time	Subjects & Speakers
Session 8. Vision of Integrative Medicine in Global Healthcare Industry	
09:30-12:00	Moderator : Chun Sae-il, President of CHAUM, Republic of Korea Panelist : Differentiation in the treatment of infertility in Oriental Medicine Kang Myung-ja, Director of the hospital, Mediflower Oriental Hospital, Republic of Korea Convergence of Korean Traditional Healing Culture and Integrative Medicine for Wellness care Kang Seung Wan, Assistant professor, College of Nursing, Seoul National University, Republic of Korea Educate, Heal and Transform through Integrative Medicine Patricia Lebensohn, Director Integrative Medicine in Residency Program, Professor, Family and Community Medicine, Arizona Center for Integrative Medicine, University of Arizona, USA The development of Chinese integrative medicine Chunling Bao, Associate Physician, Associate chief physician, MD, Master Tutor, Acumoxa Department, Shanghai University of T.C.M, China Integrative Medicine, Clinical Art Therapy, and Medical Tourism Kim SunHyun, Professor, Clinical Art Therapy, CHA Medical University, Republic of Korea
12:00-13:30	Lunch
15:00-17:40	Business Meeting

Special Session. Global Healthcare Complex in Jeju

13:00-14:30 TBA

Jeju Healthcare Town Project

Wonkyun Boo, General Director, Jeju Free International City Development Center(JDC), Republic of Korea

Health Tourism in Turkey

Dursun Aydin, Head of tourism Department, Health Ministry of Turkey, Turkey

Health Tourism Market Potential of Turkey

Sait Ceritoglu, Foreign Relations Representative, Health Tourism Association of Turkey, Turkey

Josef Woodman

CEO, Patients Beyond Borders, USA



Presentation Summary: Through most of the twentieth century the practice of quality healthcare was largely dominated by western Europe and the United States, where the lion's share of research, innovation, quality assurance, regulations and Standard setting occurred. With the rise of large economies over the past 40 years has come a vast improvement in healthcare science and delivery, particularly in North, South and Southeast Asia. Today, as many nations such as Singapore, Japan, South Korea, Taiwan, Brazil, India, and Thailand have become healthcare leaders, arising need for regional and worldwide collaboration to help drive forward industry standards, patients' rights and consumer expectations.

Objectives: This session help its audience better understand the drivers and dynamics of globalized healthcare, and the need for greater worldwide collaboration, including:

The rise of worldwide quality of patient care and corresponding need for adoption of worldwide quality standards.

The contribution of telecommunications, telemedicine and other technologies to the globalization of healthcare.

The role of hospitals and provider Networks in forging collaboration across borders.

Kwang Tae Kim

President International Hospital Federation(IHF), President of Daerim St. Mary's Hospital, Republic of Korea



Presentation Summary

In this presentation, the urgent need of global cooperation in healthcare will be stressed. Healthcare is globalizing rapidly. Medical tourism, medical outsourcing, hospital export is not rare. Lots of healthcare professionals are moving across national boundaries. And countries have similar healthcare problems. The globalized healthcare needs global cooperation and the role of global cooperatives such as IHF needs to be extended.

Chul-Soo Hyun

President
World Korean Medical Organization, USA



Presentation Summary:

The health care system in the United States is in the spotlight as the patient protection and affordable care act (obama care) has been passed by the congress in 2010. The healthcare in the U.S faces many challenging issues. Growing numbers of Americans are uninsured, and healthcare costs are steadily rising. The U.S spends more on health care than any other nation. As percentage GDP, health care spending has increased to 17.6% in 2010. By 2017, the U.S will be spending about 13.000USD per person.

The current healthcare delivery systems in the U.S will be reviewed. As the important features of Obama care are explained, we will go over the potential challenges facing this health care reform.

Chang Dong Kim

Vice President
World Korean Medical Organization, Brazil



Presentaion Summary:

The issues aims at the elucidation of both current brazilian healthcare system: public and private. Their similarities, differences and complementarities.

In one hand, we have the public healthcare system, which since the constitution of 1988, serves every citizen at no charge. In the other, we have the private healthcare that covers %30 of the brazilian population. However , due to the fact that the public service is insufficient in front of the heavy number of needy people, this system is immature and unable to rich the so desired outcome. Therefore, it allows the private healthcare system to servet he patients of the public healthcare system, passing on the funds of the government.

There are already plenty of foreign investment at brazilian healthcare, mainly in hospitalar systems, but exclusively at the private one.

In this enviroment of a healthcare system in development stage. We can find oportunities for another kinds of investments.

Hui Wang

Chief Representative

United HealthCare Insurance Company Beijing Representative Office, China



Presentation Summary:

The presentation takes a very high level view of the current global situation, and suggests the systematic ways in which global health insurers can help local health care systems through analyzing and implementing 6 fundamental requirements of healthcare delivery.

Judy Lim

Business Development Director

Singapore Office, MSH International, Singapore



Presentation Summary

In today's emerging healthcare economies, we can see 3 distinct players in healthcare trends- the consumer , the payer(whether an insurane company or corporation) and the healthcare provider.

The consumer rising in affluence places a higher demand on the quality of the medical outcome he/she is receiving and expects greater medical innovation and technological advances with each passing year.

The healthcare provider is bound to provide high quality medical outcomes using the latest and most advanced medical technology, coupled with highly trained nursing services and fees often capped; for affordability. Despite rising medical inflation year-on-year, the payer is expected to enhance their products and services with cost-effective offerings, an extensive global medical network and provide outstanding consumer services with a smile.

As the largest and most established service provider in China for high-end health insurance, MSH International is well-experienced and wearing the hat of the third-party administrator to value 'multiply' to our industry partners by becoming an integral and indispensable support system to the whole consumer-payer-healthcare provider equation.

We want to share with you our journey to success as the leading service provider in China.

Harinder Singh Sidhu

Senior General Manager
Corporate Development, Apollo Hospitals Group, India



Presentation Summary:

Healthcare is a global need, but serviced by hospitals and other healthcare providers locally. With the globalisation and the travel becoming easy, all hospitals with a certain standard of quality and clinical outcomes, irrespective of their location, are in a position to provide services to patients from across the world. The healthcare delivery provider capable of offering high quality medical benefits needs to communicate that benefit to the international market with an effective sales and marketing strategy. Apollo Hospitals Group has been a pioneer in these strategies and is now a preferred destination for patients from world over. Apollo Hospitals treats a large number of international patients coming to India from more than 100 countries.

Robert Gerl

CEO
Head Office, BAVARIA?International Health Association e.V., Germany



As healthcare is getting more and more international today the network, Bavaria clinics collaborate closely with approximately 250 companies in the pharmaceutical and medical technology sector. This ensures that medical innovations and knowledge immediately deliver benefits to patients. Moreover, the entire cycle of care is represented in Bavaria. Approximately 300 prevention and rehabilitation from an efficient network of healthcare.

Its outstanding healthcare offers make Bavaria one of the most renowned destinations for foreign patients worldwide. Physicians and scientists from many countries in the world come to Bavaria to undergo their further and continuing training . This also leads to frequent requests for consulting and implementation of international healthcare projects. With the newly founded Bavaria- International Health Association an operative member platform has recently been established for the international health in Bavaria. This association will amongst others help to support the cooperation agreements (mous) of the free state of bavaria with its worldwide partners.

Chun Zhao

Executive Vice Chairman , Private Hospital Management Branch of Chinese Hospital Association

Presentation Summary;

Introduce private hospital development policy, development status and opportunities for investment and cooperation . In the 12th five-year Plan, reform of the medicare system proposed, to the year 2015 , beds of private hospitals and number of the patients will be 20% of the amounts.

- 1- Current development situation of chinese private hospital**
- 2- Policy support for the private hospital in next few years.**
- 3- Forecasting the investment and cooperation opportunities in china and how todo.**



JingHu

Vice-general manager
Aging & Healthy estate department, Bonzer group

Presentation Summary;

According to industry development in china, we integrate international profession information and share succesful experiences in china. Base on the needs of Chinese estate agency, we want to bring in and localized international aged service system and build korean style of provision for the aged and health maintainment basement. The basement is aimed to build a korea place for aged servicing and health maintain for korean who live in china and chinese family getting together during vacation, older people experience both chinese and korean culture multiplaces.

- 1.Current situation of chinese aged service industry policy elaborating developing future in china
2. How to develop aged service program in china?

Development of aged service industry chain in china(medical, aged service).

China-Korea company cooperation in aged service industry core concepts for cooperation of chinese korean company on aged service (opportunity,cooperation mode, points of focus).

3. Forecasting of Investment

The current situation of trade between china and korea basis for china and korea cooperation attraction for korean older people coming to china(culture, entertainment,diet) Chinese focus on korea medical and specialty of aged service(medical, healthcare, healthmaintainment).



Andrew N. Garman

Professor
Health Systems Management, Rush
University, USA

Presentation Summary:

How is the patient-centered care likely to evolve in the coming ? In this thought-provoking presentation, Andrew Garman, Co- author of the book, The future of Healthcare: Global Trends Worth Watching, will analyze a number of emerging trends that may foretell what the future of patient centered care may look like in the years to come, as well as how the definition of world class care may evolve accordingly. He will also describe the ways in which U.S providers are responding to these trends, including how they are collaborating domestically as well as partnering internationally in the pursuit of highest quality care.

David Greenfield

Senior Research Fellow
Australian Institute of Health Innovation, University of New South Wales, Australia



Presentation Summary:

Over the last thirty years healthcare accreditation programs have been adopted in many countries. For many governments and healthcare organisations they have been a key strategy by which the improvements in safety and quality of care have been driven. Additionally, accreditation programs are used to reassure consumers that care standards and outcomes are continually being focused upon. While we know much about accreditation programs,we have more to learn and significant challenge to face. This presentation is an opportunity to consider these issues. We will examine the commonalities between purposes and evolution of accrediaion programs. The uptake of accreditation programs across the globe will be noted. The evidence base for accreditation programs will be reviewed, noting the gaps and opportunities for improvements.We will conclude by reflecting upon questions: what price do you put on safety and quality and what future do you envisage for your organisation?



Jae Ho Jeong

President

Oblige Plastic Surgery, Republic of Korea

Presentation Summary:

We are already living in an era of stem cell therapy. Most people do not realize it but some doctors working at the cutting edge of medical science know and feel that intimately. Various kinds of adult stem cells are being applied such as bone marrow stem cells (BMSC), cord blood stem cells, adipose stem cells (ASC), etc. During last decades, BMSC have been studied extensively and there are some fruits. However, limited number and painful harvesting of BMSC have handicapped clinical application of stem cells.

Fortunately, during the last decade of 20th century, we discovered a new type of adult stem cells from fat tissue ASC. The most attractive part of ASC is abundance of cells. ASC could be easily harvested from various fat tissue from any part of the body. Especially, the cells could be gained from aesthetic body contouring surgery.

Now, adipose stem cells are applied for facial rejuvenation, breast augmentation and treatment of chronic difficult wounds. ASC also can be applied for degenerative arthritis and other orthopedic purposes. They are also under scientific clinical study for the treatment of major critical diseases such as cerebral stroke, diabetes, spinal injuries. The cells also can be banked many for future utilization.

In this presentation, we are going to show you recent clinical experience of using adipose stem cell and also discuss about therapeutic potential of ASC.



Hang Seok Choi

Director

Department of Breast Surgery, JK Plastic
Surgery Center, Republic of Korea

Presentation Summary:

Korea's long history of beauty and its importance within its society have created many thriving industries such as cosmetics, fashion and plastic surgery. The international society of aesthetic plastic surgeons reported that Korea number one in the world in surgeries performed per capital in 2011. High demand for plastic surgery in Korea produced a highly competitive market. This competition built an industry of superior quality, unique services, and specialized surgeons using advanced surgical systems. Korea is on the cutting edge of plastic surgery and is using the world's first government approved stem cell product for the advancement of cosmetic surgery, anti-aging, and the treatment of severe burn scars. People from all over the world come to Korea to experience the superior quality of Korea.

As Korea opened its doors to medical tourism in 2009, Korean plastic surgery quickly adapted to the challenges of a global market and has become a leader in medical tourism. With customized services such as one stop service, multinational staff, exclusive hotels, limousine service, medical spa, skin esthetics, cosmetics, and city tours. This presentation will go over why the world is coming to Korea for plastic surgery.



Myung-ja Kang

Director of the hospital
Mediflower Oriental Hospital,
Mooddeerraattoorr Republic of Korea

Presentation Summary:

Oriental Medicinal guideline for pregnancy to ensure healthy and natural pregnancy. I don't believe in infertility. There is only difficulty. Oriental medicine treatment helps women to get pregnant in a natural , risk-free way.



Seung Wan Kang

Assistant professor
College of Nursing, Seoul National
University, Republic of Korea

Presentation Summary:

Balancing high quality medical care with low cost has been a challenge to many countries. Innovation, effectiveness and medical tourism are some of the ways to deliver First World health care delivery with Third World cost. Medical tourism is in a way a model of globalization which has a great impact on health economics unlike other forms of globalisation in other industry, Health Care Globalization is a challenges.

In my presentation, I will show global views on health care delivery challenges and connecting the past with the present with a deeper look at possible impact on the future. Health and medical tourism is a growing economic initiative with many asian countries competing to be leaders in this aspect. Studies of successful programs and recommendations with different approach will be presented.



Chunling Bao

Associate Physician, Associate chief
physician, MD, Master Tutor, Acumoxa
Department, China

Traditional Chinese medicine, TCM dynamically study human physiology and pathology and the relationship to the nature, under the guidance of Yin-Yang and Five –elements theory. TCM is one of the most effective way to prevent and treat disease with overall concept. TCM has complete theory and

practice system, that evolved parallel to the conventional medicine system. How to prevent disease and how to keep in good health, five thousand years ago. TCM put forward the strategy. Under the principle of dialectical treatment, TCM adjusts the balance of Ying-yang to make the body recover with acupuncture, moxibustion, tui-na, qi-gong, diet.

TCM widely used in life and hospital in China. With the promotion of TCM, wish TCM would benefit people in the whole world.



SunHyun Kim

Professor
Clinical Art Therapy, Graduate school of Integrative Medicine, CHA University,
Korean Academy of Clinical Art Therapy,
BESETO CAT (Beijing, Seoul, Tokyo
Association of Clinical Art Therapy), Republic of Korea

Presentation Summary:

As the medicine focuses both on physical health and on mental health, we may find we need to look closer on our patient needs. One of the needs is to understand the rising trend of integrative medicine which connects Eastern medicine and Western medicine.

Clinical Art Therapy is one of the integrative medicines. Art with medical treatment can help patient to be emotionally stable and support to overcome their problems.

Clinical art therapy also can promote medical tourism. And it can be a gateway to integrative medicine.



Ihl-Bohng Choi

Hospital Director, WE Hotel / Cheju Halla
Seopwipo Hospital, Republic of Korea

Presentation Summary:

Providing a new paradigm on integrative medicine, with the example of Meditel WE.

Completing a wellness promoting model that can enhance the competitiveness of tourism in Korea by addressing health and tourism concerns simultaneously.

The shift in the 21st century healthcare paradigm from treatment to prevention and rehabilitation and the need to establish a new business model for stable medical tourism.

Generating high benefits by completing a U-health system for Meditel WE and leading the stay-type medical tourism industry.



Wonkyun Boo

General Director
Jeju Healthcare Town project, Jeju Free
International City Development
Center(JDC), Republic of Korea

Presentation Summary;

In this session, Jeju Healthcare Town project for building an international city and medical infrastructure will be presented. Jeju is seeking ways to successfully complete its Healthcare Town project by linking Korea's world –Class technology with Jeju's natural tourism resource.



Dursun Aydin

Head of tourism department
Health Ministry of Turkey, Turkey

Presentation Summary:

Health tourism potential of Turkey and Health Infrastructure, City Hospitals with PPP(Public-Private Partnership) Model of Which construction has begun and Healthcare Free Zone for Health Tourism by the Ministry of Health of Turkey.



Sait Ceritoglu

Foreign Relations Representative, Health
Tourism Association of Turkey, Turkey

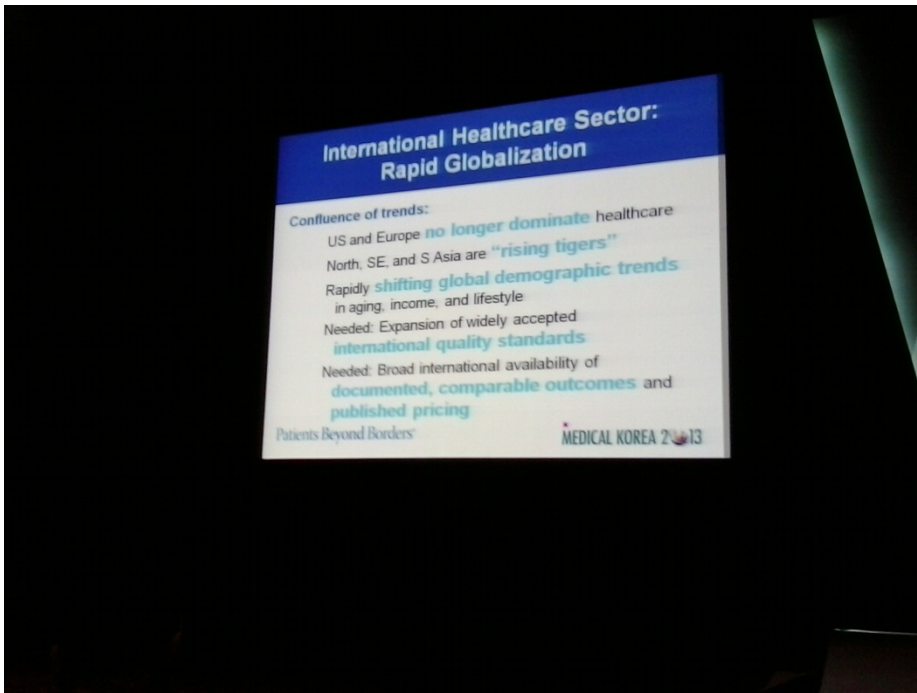
Presentation Summary:

Place Of Turkey in World Health Tourism Sector and Its Competitiveness.

-Photograph Gallery-

Perspectives From Congress Saloon Area





Consumer Model: Transparent Pricing Bumrungrad International Hospital

Form Size: A, A, A

Bumrungrad International REALCOST Information

Procedure: Heart bypass surgery

REALCOST estimate: REALCOST estimates are based on the actual invoice patients paid upon leaving the hospital. They include surgical fees, doctor's fees, medicine, lab tests, room fees... the total bill for the incident of care.

BASED ON ICD-9 Code: I25.21 (Chest I2)

CURRENCY: Thai Baht

USD US Dollar

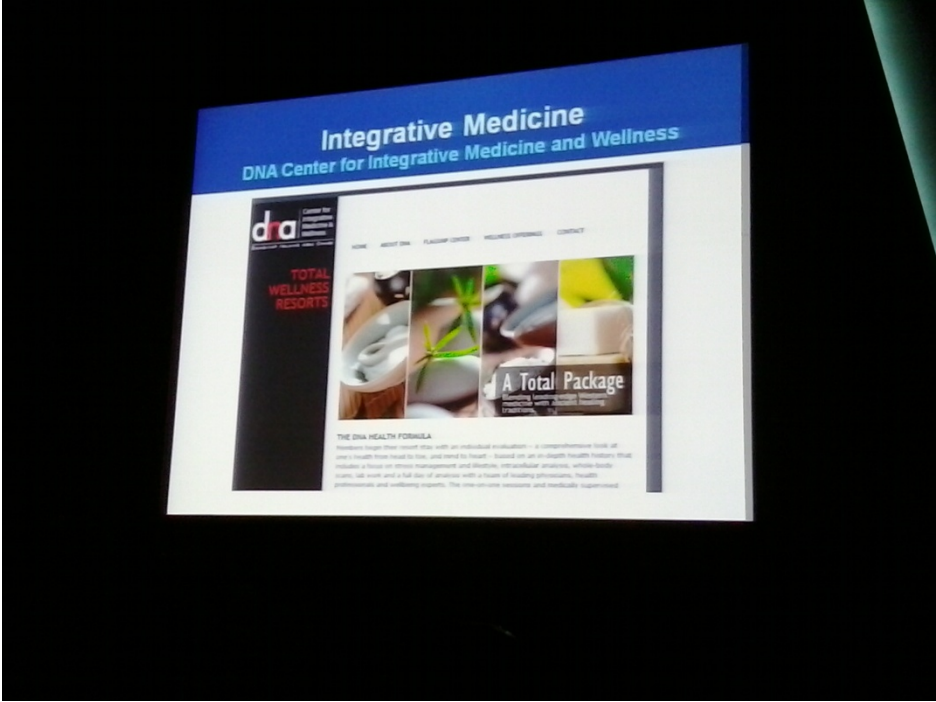
Median: THB 1,107,214 (USD 25,120)
Half of cases cost more, half cost less.

Low: THB 848,276 (USD 20,910)
Only about 1 in 4 cases cost less than this.

High: THB 1,321,942 (USD 41,300)
Only about 1 in 4 cases cost more than this.

On the Horizon: Healthcare Integration

More than diagnosis and clinical treatment:
Growing emphasis on **wellness, prevention, and complementary medicine**
Korea already well-recognized for **integrated East-West** healthcare models
Korea positioned for **wellness, anti-aging, retirement, and spa-oriented** collaboration opportunities



The Best Path: Global Collaboration or Competition?

Competitive collaboration drives change more rapidly:

LG, Hyundai, and Kia **compete for the global consumer**

Top healthcare providers **compete for the global patient** (Asan, Severance, Wooidul, St. Mary's, Inha, Jaseng)

Patients Beyond Borders

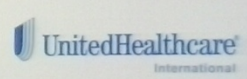
MEDICAL KOREA 2013

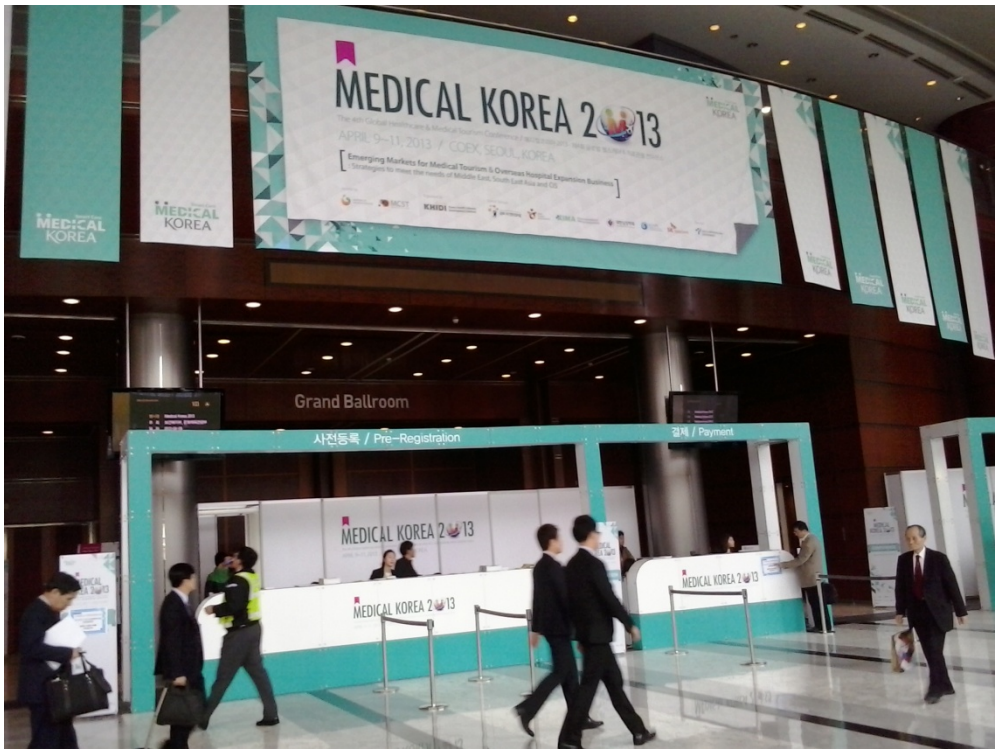


Globalization of Health Care: A Global Insurer's View

April, 2013

Gloria Wang
UnitedHealthcare China





Perspectives From Some Korean Hospitals







Perspectives From Medical Residences





INPATIENT & OUTPATIENT DATA PURSUIT CENTER



PATIENT ACCEPTANCE AREA OF A HOSPITAL

PERSPECTIVES FROM JE-JU HEALTHCARE ISLAND





Prepared & Reduced By Sait CERITOGU