



Korean Healthcare System Present & Future

**Medical Road
to Korea**



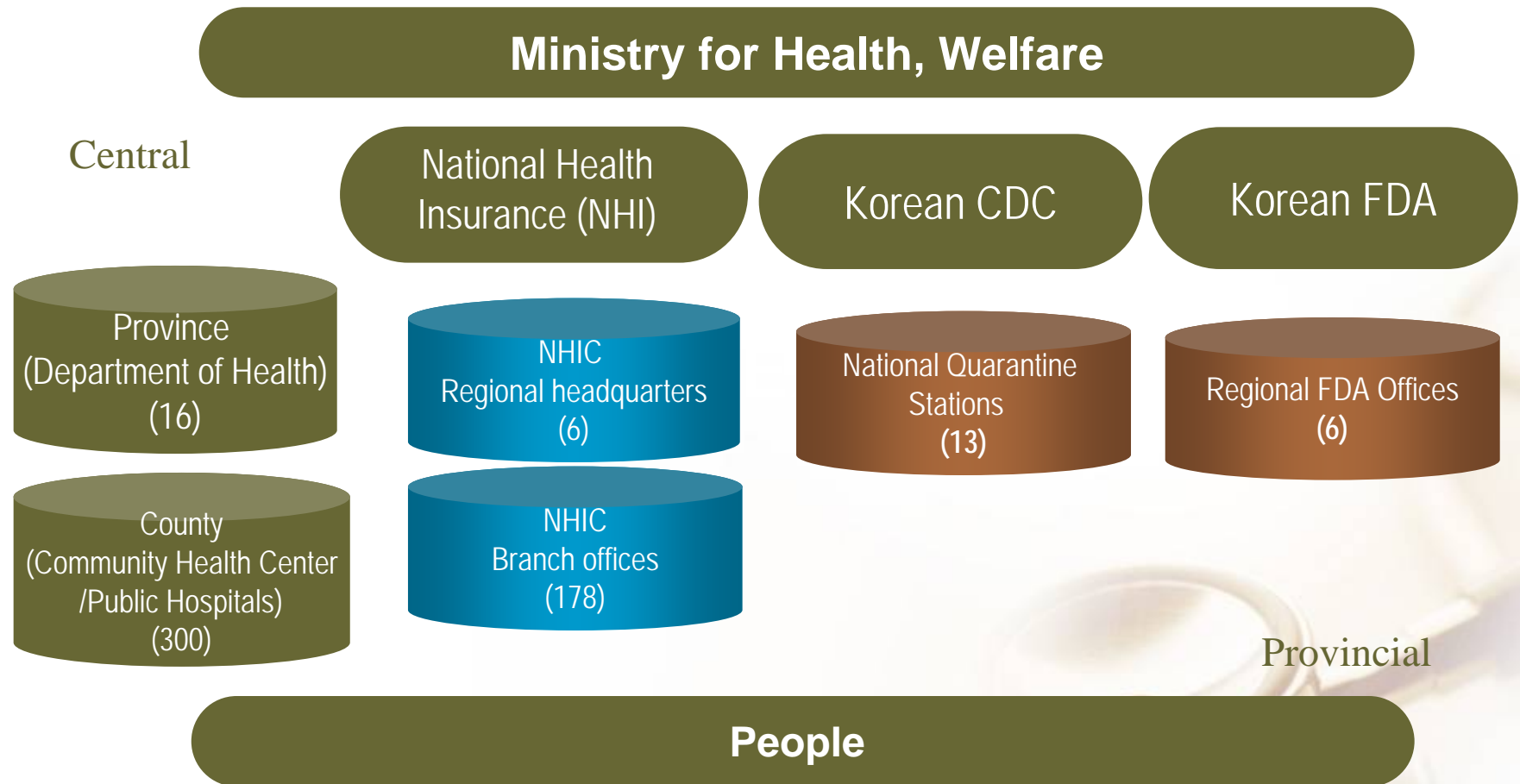
1. Overview

- Overview of Korea's Healthcare system

2. Korean Healthcare Services

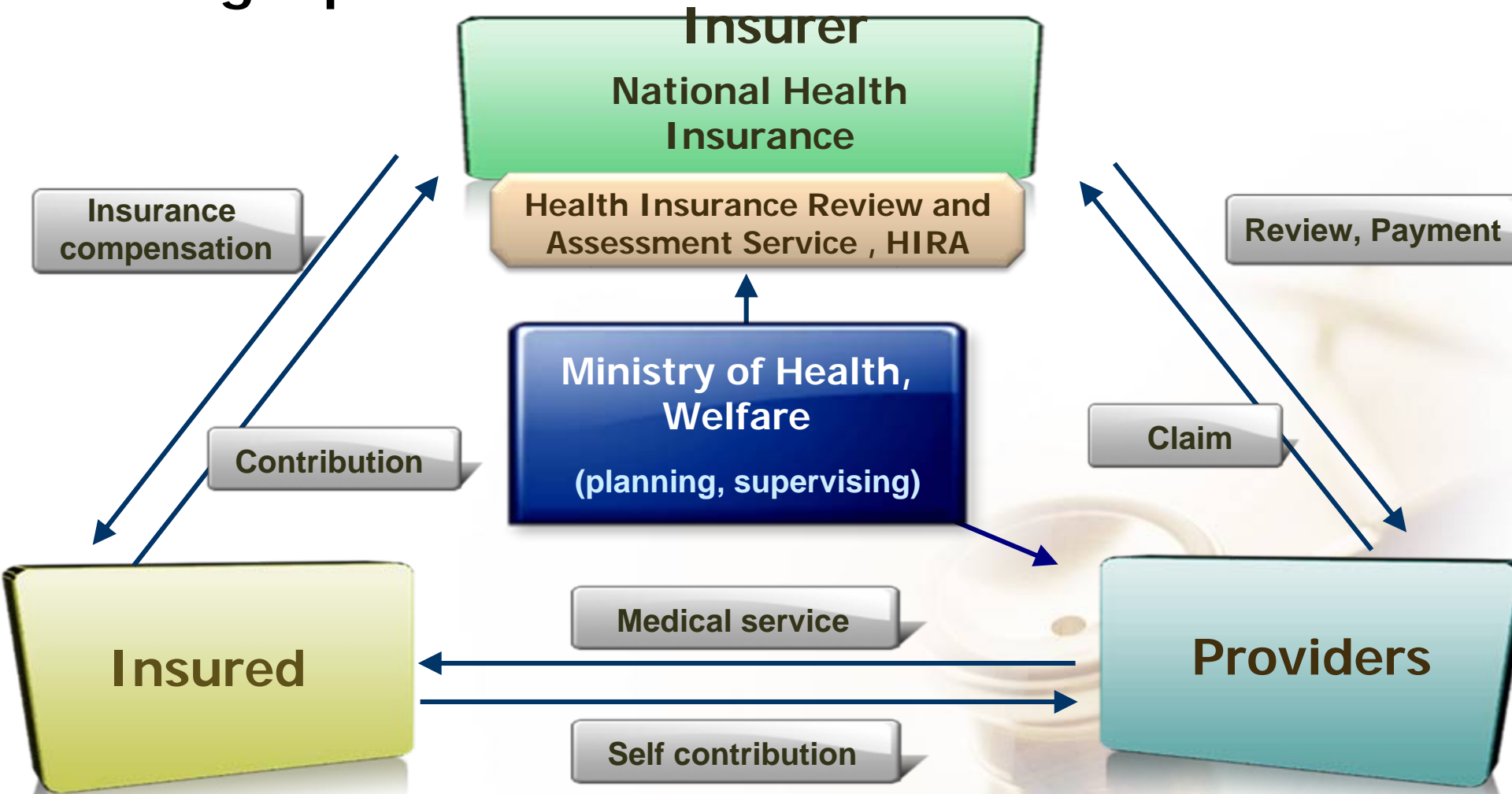
- The Strength of Korean Healthcare Services

3. National Strategy to Develop Medical Travel



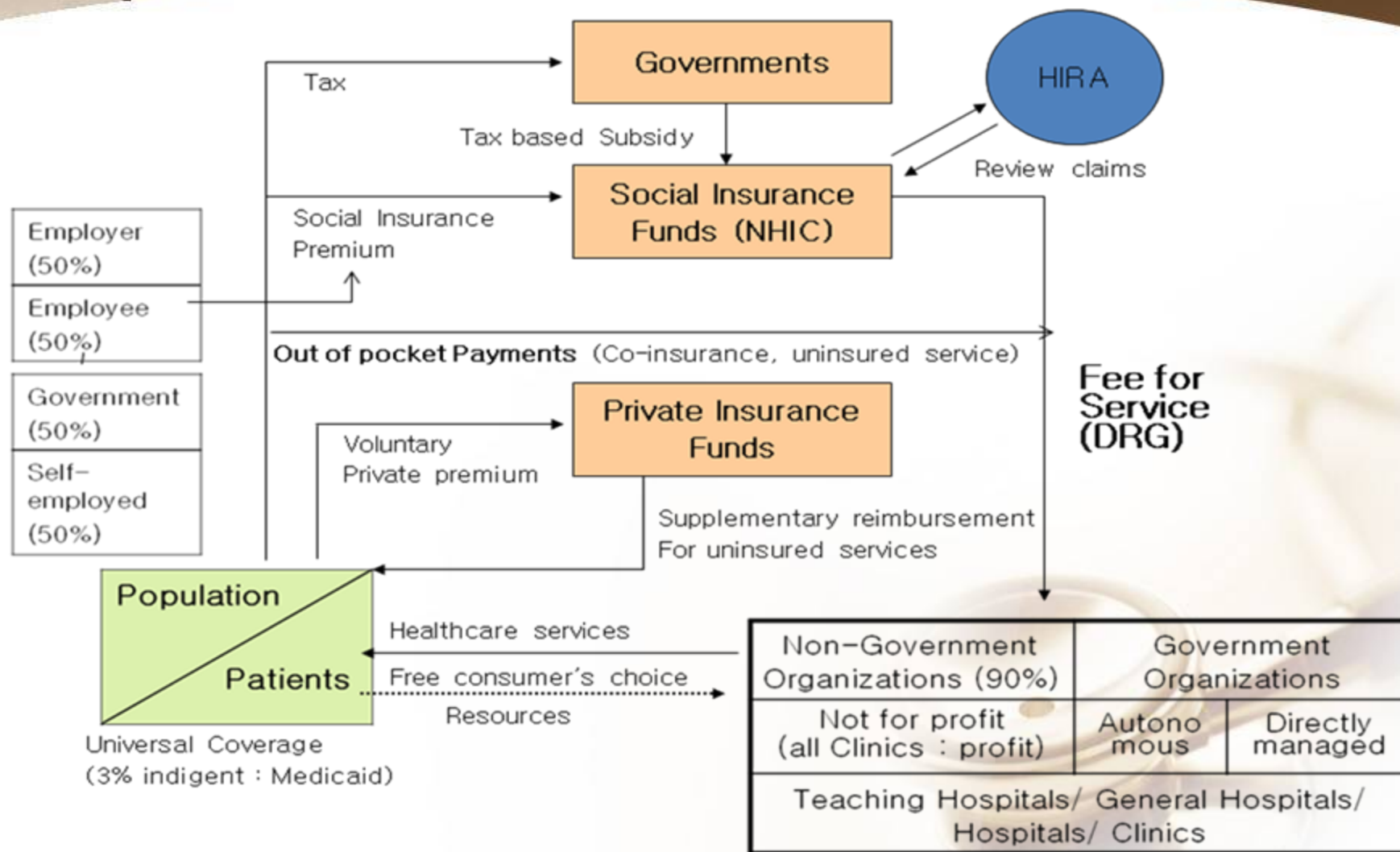
Korea Healthcare Overview

The single public insurer





Overview of Korea's Healthcare



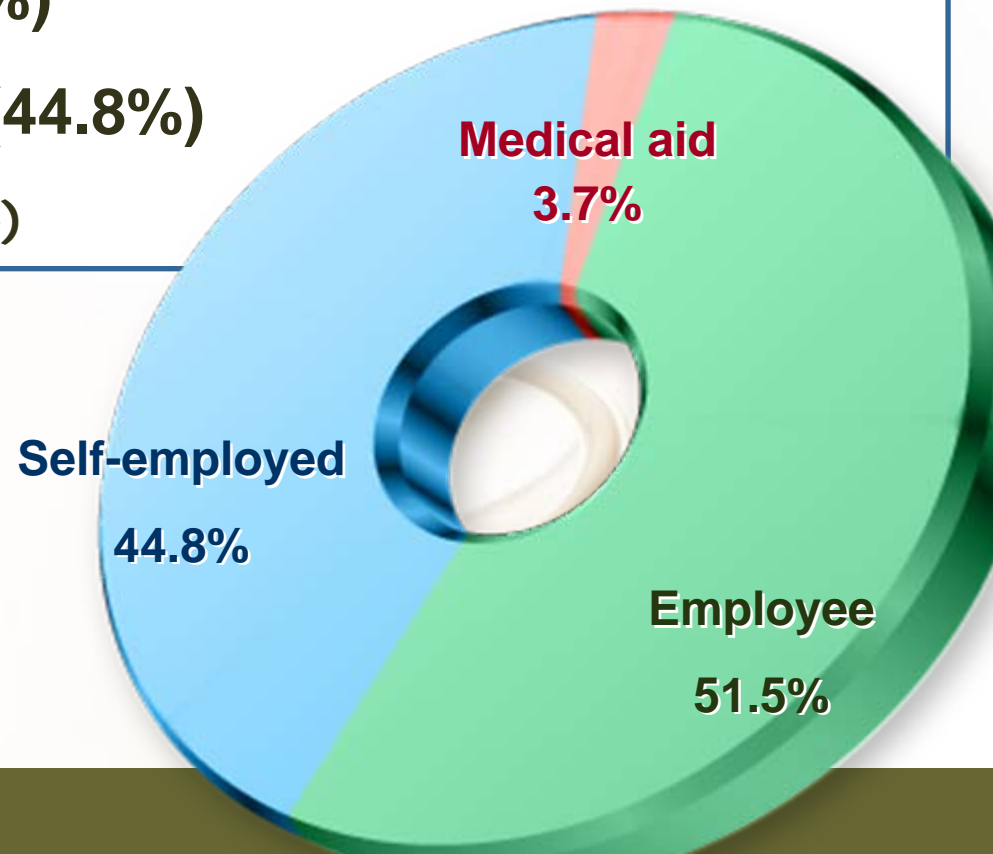


Universal health insurance

96.3% of the whole population (48 mil. persons)

- **Employee insured (51.5%)**
- **Self-employed insured (44.8%)**

Medical Aid : 3.7% (low income)



Total Expenditure on Health-to-GDP Ratio

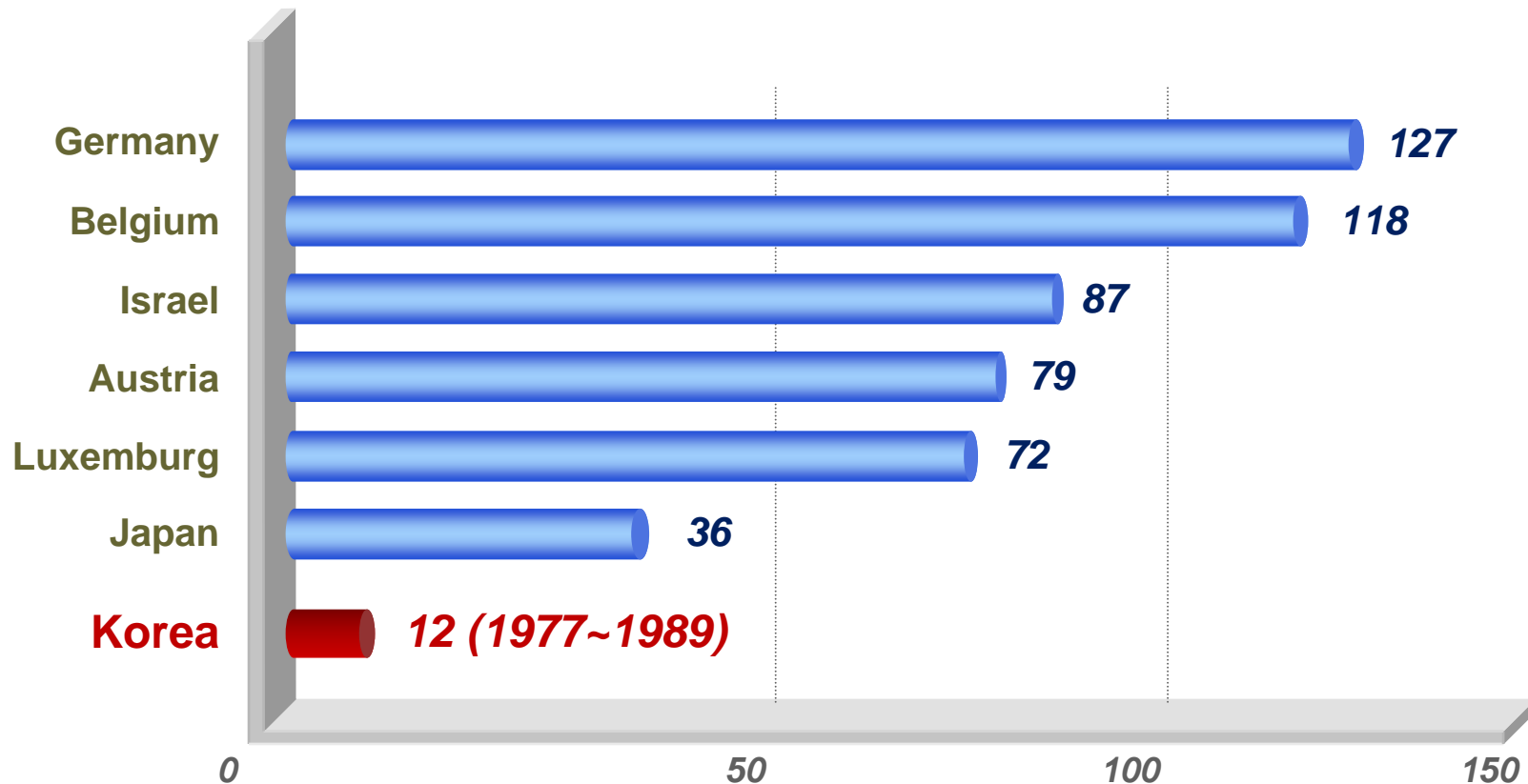
OECD Average.	Korea	USA	Swiss	Japan
8.9	6.8	16.0	10.8	8.1

* OECD Health Data 2009, OECD

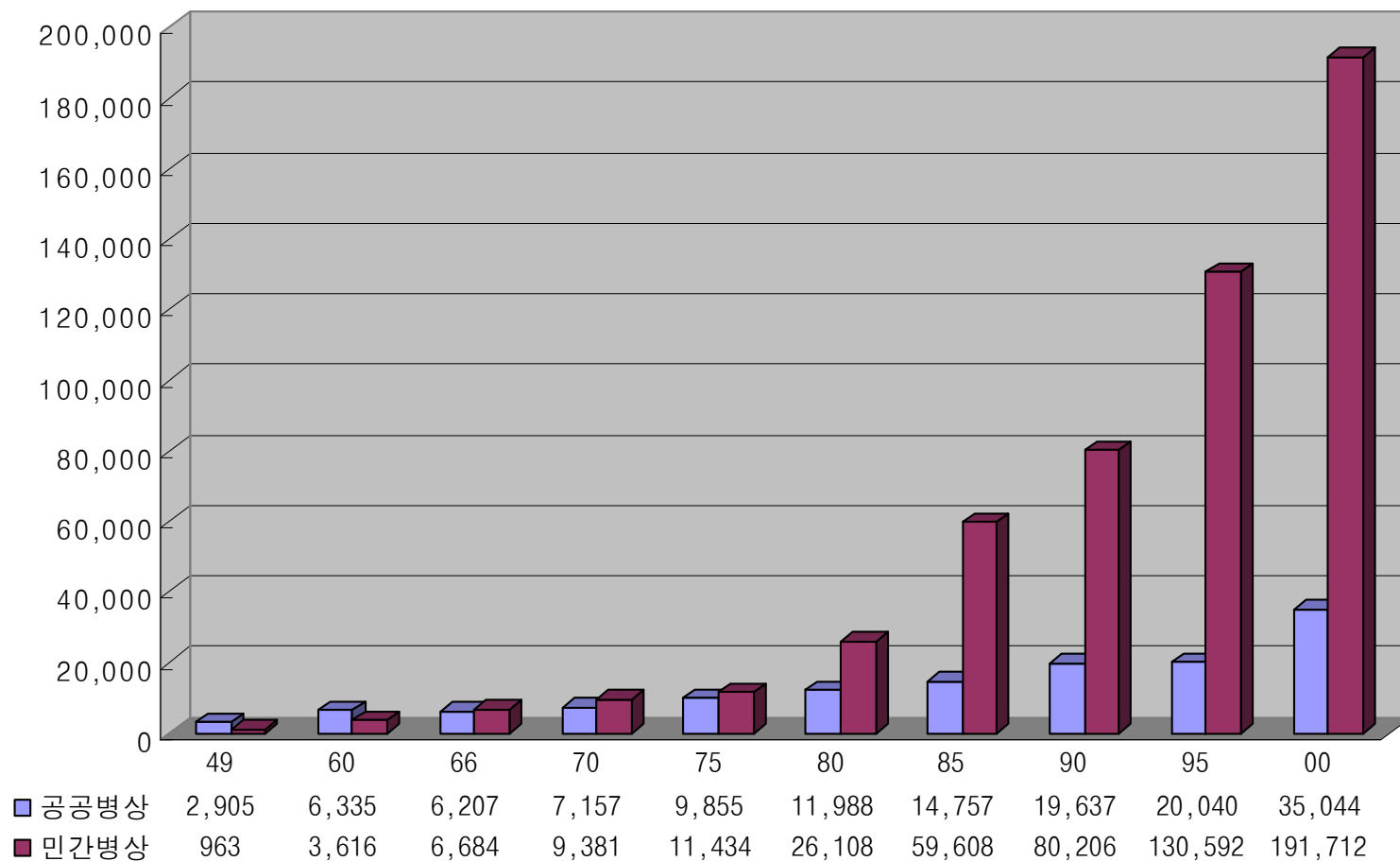


Overview of Korea's Healthcare

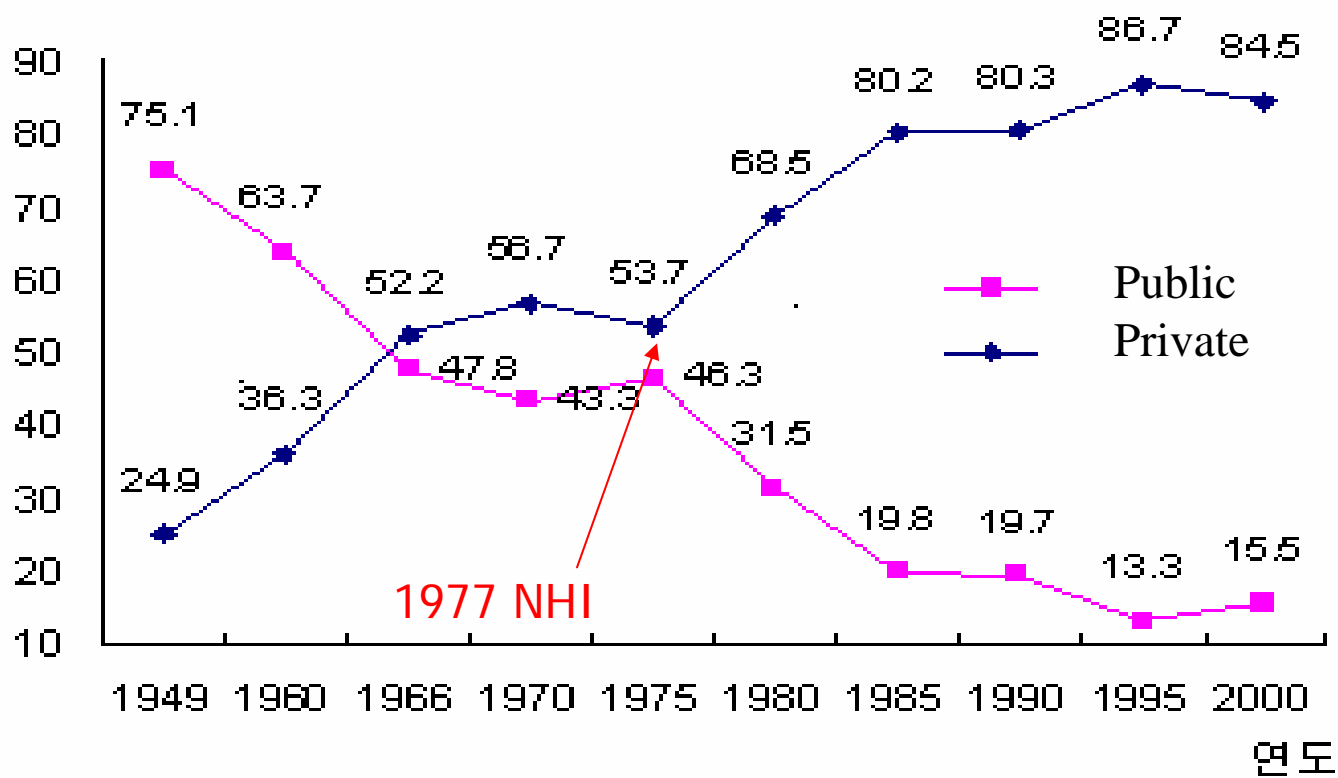
Universality took only 12 years !



Public vs Private Hospital Beds

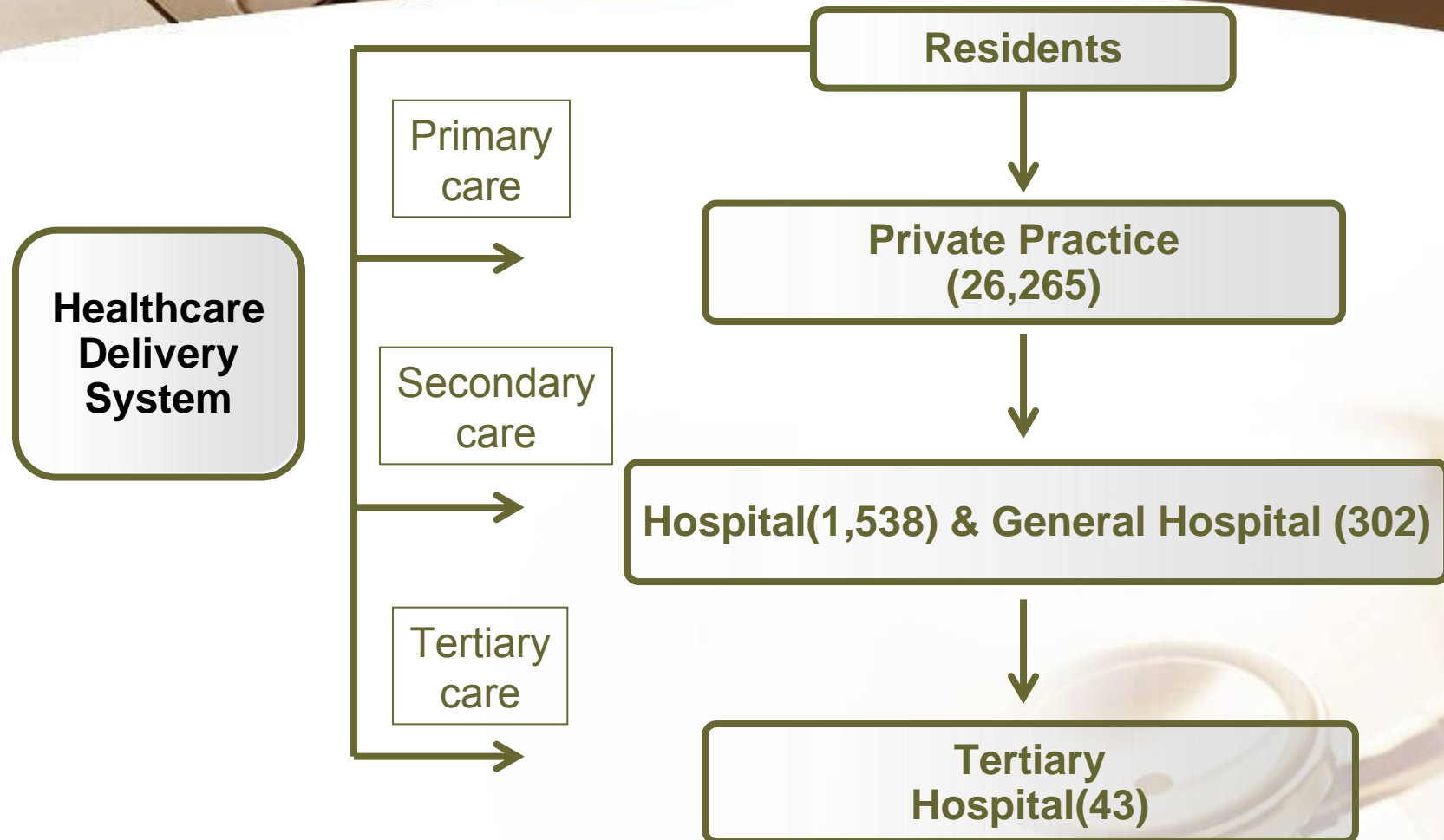


Korean Hospital Enlargement Change





Overview of Korea's Healthcare



- Equity of access to healthcare services, High level of consumer's choice



□ Advanced Healthcare System

- **efficiency and equity.**
 - The whole population is covered by the national health insurance scheme.
 - Foreign expatriates are covered by the national insurance
 - Very short waiting time
- National Hospital Evaluation Program in place
 - Service quality of hospitals is managed by the government

医療レーザー脱毛

ワキ脱毛 8,000円
導入設備手配 約4万円

ビキニ 18,000円
ビキニの合計 約63万円

デパース・顔のうぶ毛 約11万円

リライズ 8,000円

ビキニ 18,000円

まずは毛から。

祝
ワキ毛ボーシ、スネ毛ゴーシ
とまではいなくても
隠れちゃいますよ、そのチウチウ、
ブラソレ品よりほろかに安く
永久脱毛ができる時代になりました。

最新技術
最新の設備
最新の技術
最新の設備
最新の技術
最新の設備

永久脱毛を悩めるあなたは
毎日お金を捨ててゐる？
ムダ毛の自己処理にかかる時間を1日10分と
すると、365日で3650分＝約60時間。もし
この時間を仕事に使ったとしたら、時給1000
円として1時間で6万円、10時間で60万円と
60万円以上！ 永久脱毛をすれば、こんな無駄
な費用と時間のムダは3ヶ月で済みます。

日本で一番安い 料金を目指しました。

両ワキ1回 8,000円
Vライン1回 8,000円
両ヒップ、両ヒザ1回 18,000円
両ヒップ、両ヒザ1回 36,000円

カウンセリングは無料です。
他の部位も格安で施術いたします。



□ Health care Resources

- Large pool of healthcare providers (2008)

- 52,283 Medical Institutions (450,119 beds)
 - 160 Public hospitals (13% of total hospitals)

Total	Tertiary H.	G. H.	Hos.	Clinics	Dental	TKM
52,283	44	261	1,639	26,141	13,339	10,859

- High portion of specialists, accounting for 62 percent of total number 57,000 of doctors (91,000 persons)
 - * Ph. D out of Researchers in Hospital (56%)



Korean Healthcare Services

- High number of diagnostic devices in use (2006)*
 - # of CT Scanner / 1 million population: 33.7 (UK 7.6, US 33.9)
 - # of MRI / 1 million population: 13.6 (UK 5.6, Canada 6.2, US 26.5)
- The most advanced technology in place
 - Paperless hospitals have become the standard with PACS and EMR(EHR)
 - State-of-the-art radio-therapeutic devices such as Proton Therapy, Cyberknife, Gammaknife and Tomotherapy for cancer treatment
 - Leading Asia in Robotic Surgery



Korean Healthcare Services

□ Proton Therapy Center



- Installed in only 29 hospitals worldwide
- \$15,000~20,000 in Korea vs \$60,000~75,000 in USA

□ Radio-Surgery - Cybe-Knife/Gamma Knife



- Getting popular in Korea
- Same procedure, lower price
- Cyber-knife:
\$18,000~20,000 in Korea vs \$38,000~55,000 in USA



The Strength of Korean Healthcare

1. High Quality Performance

2. Affordable Prices

3. Easy Accessibility

4. IT Power Korea

✓ The Survey on Patients abroad



The Strength of Korean Healthcare

- **World-class healthcare services provided**
 - Level of medical technology in Korea is 80~90% of that in the US
 - Some specialties are recognized as the top class in the world
 - Oncology, Cardiovascular disease, Plastic Surgery, Dentistry, Alternative Medicine, etc.
 - Even US doctors come to Korea for training in such specialties as Living Donor Liver Transplantation and Robotic Surgery

The Strength of Korean Healthcare

➤ Five Year Survival Rate of Cancer Patients

(unit: %)

	Korea (1995-2001)*	USA (1995-2001)**
Stomach	47.3	23.2
Liver	13.1	9.7
Cervix	79.8	73.3
Colon/Rectum	58.0	64.1

* The National Cancer Control Program

** The Surveillance, Epidemiology and End Results (SEER)

The Strength of Korean Healthcare

➤ Robotic Surgery

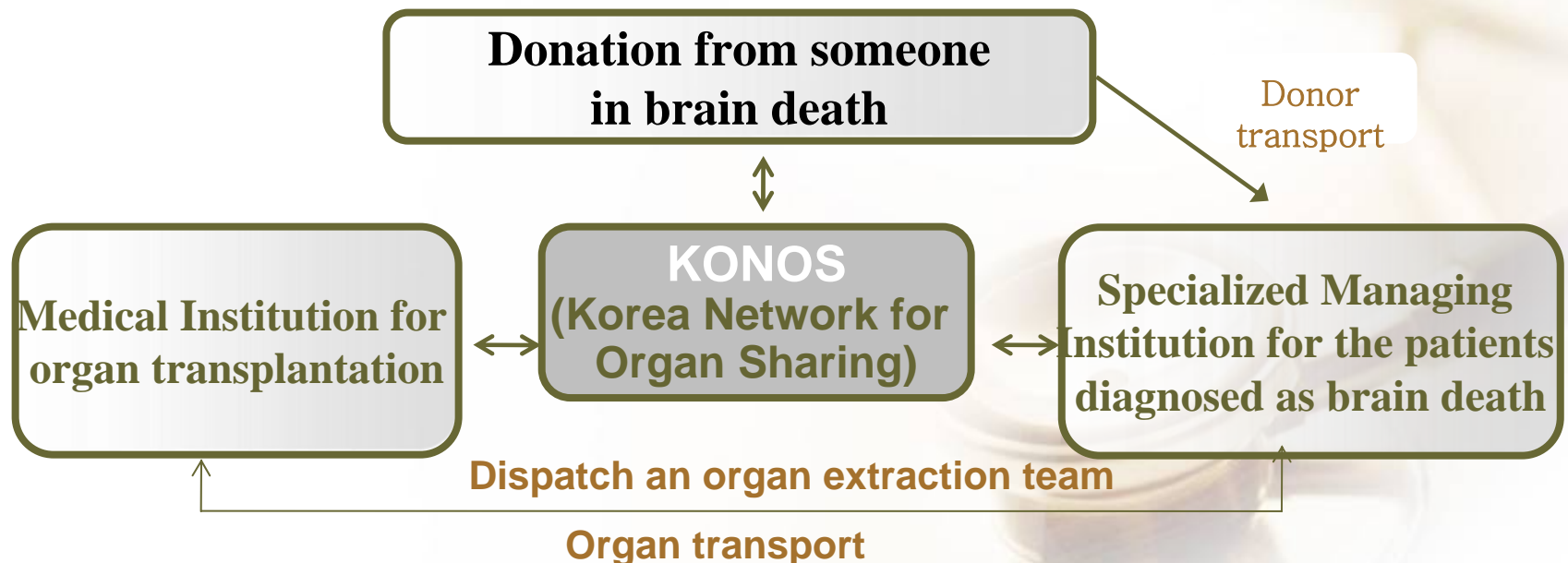
- Total 26 da Vinci Surgical Systems in place
- 1 leading hospital equipped with 5 da Vinci
→ more than 2,000 cases done



The Strength of Korean Healthcare

➤ Organ Transplantation

- Number of Organ Transplantation Cases in 2008
 - 1,515 Cases from Living Donor
 - : Kidney, Liver, Pancreas, Bone-Marrow
 - 2,284 Cases for Brain Death Donor Cases (9 organs)



The Strength of Korean Healthcare

Affordable Prices

- Compatible with the quality of care provided
- About 25-30% of the cost in the USA.
- Advanced Technology but appropriate price

Relative Price	Korea	Thailand	Japan	Singapore	USA
	100	66	149	105	338

Surgery	USA	Korea	Percentage
Heart Bypass	\$144,000	\$24,000	17%
Heart Valve Replacement	\$170,000	\$36,000	21%
Hip Replacement	\$43,000	\$16,450	38%
Knee Replacement	\$50,000	\$17,800	35.6%
Spinal Fusion	\$100,000	\$17,350	17%

The background of the slide features a close-up, slightly blurred image of a stethoscope. The stethoscope is positioned diagonally, with its chest piece in the lower right and its tubing extending towards the upper left. The lighting is soft, highlighting the metallic and rubber components of the device.

The Strength of Korean Healthcare

■ Easy Accessibility for Foreigner

- Direct Flights from North America and Europe
 - “Excellent medical care is **only 10 hours away instead of 10 month waiting**” – Mr. Wayne Hansen, VP of Sun Medical Group, Canada
 - Direct flight from Dubai,
- Huge market within 8 hour flight distance – China, Japan, Russia, East Europe, Southeast Asia
- Short waiting time



The Strength of Korean Healthcare

■ IT Power Korea

- Paperless, Chartless, Filmless, Slipless Hospital
- EMR(Electronic Medical Record) & EHR(Electronic Health Record)
- Intensive Promotion of U-Healthcare
 - Complete Supply of EDI to Community Health Centers
 - Working on the U-Healthcare project for remote healthcare service

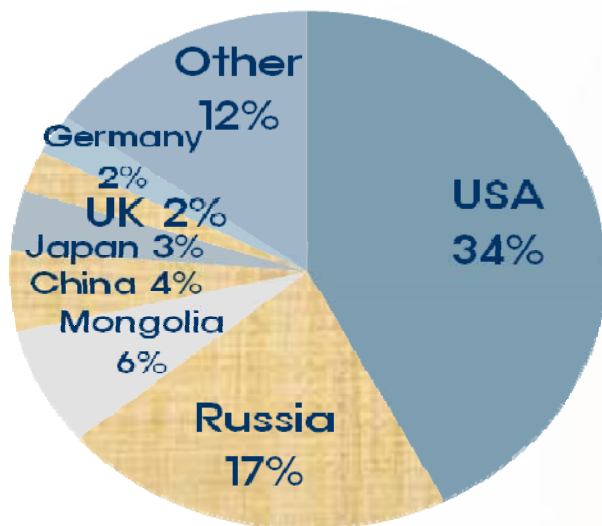
The Strength of Korean Healthcare

✓ Why patients travel to Korea?

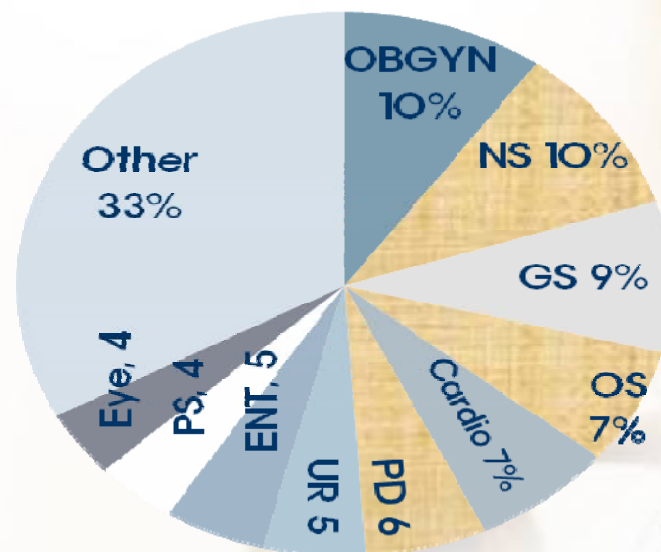
< Survey for 627 in-patients from overseas in 2008 >

- For high-end procedures not available or affordable in their home country
- For cosmetic procedures and Traditional Korean Medicine

Nationality



Specialty

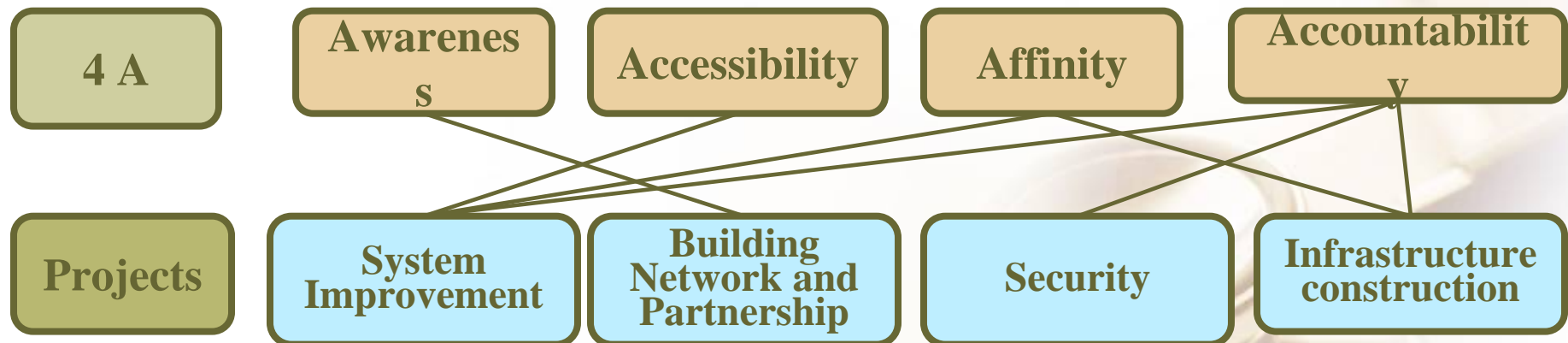


National Strategy for Medical Travel

■ Vision

- **Global Healthcare** is one of the 17 Korea's next growth engines
- Positioning Korea as the **Heart of Global Healthcare**

❖ National Plans



Wrap up : Medical Road to Korea

- Korea is an ideal destination of medical travel providing high consumer satisfaction.
- Government is actively supporting
- Korea is emerging as a Leading Country in Medicine



Rapid increase of Healthcare Burden

- Aging society:
10% of Old population takes
30% of whole Healthcare burden

year	2008	2009	2010	2011	2012	2013	2014	2015
의료비	68.2	77.6	87.9	99.5	112.6	127.6	144.5	163.8
NHI	28	33	38	44.4	51.5	59.7	69.2	80.2

- Long Term Care Insurance System,
 - introduced in July 2008
 - In-home services (bath, nurse), Institutional services and necessary devices for over 65 year old people and patients with senile diseases even below 65 years old

A close-up, warm-toned photograph of a stethoscope resting on a white surface, likely a doctor's coat. The stethoscope is silver and black. The background is softly blurred, showing more of the white surface and the stethoscope's tubing. A horizontal brown bar is positioned above the text.

Thank You !