

## 2. Overview of medical tourism in Korea

### Success Factors behind Korea's Growth

#### (1) Excellence in medical care & service

- **Top survival rate for cancer**

Survival rate of cancer patients in Korea ranked the top in the World in terms of five-year relative survival rate for most major cancers

- **Asia's best international medical journal publication**

- **State-of-the-art medical infrastructure**

Projects are in progress to export Medical IT to Saudi Arabia over next 10 years

According to a survey;

more than 63% chose Korea to pursue better medical services

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### Success Factors behind Korea's Growth (2) Easy **Accessibility**

- **In close proximity to major cities in Asia**

61 cities with over million population are located within 3.5 hours' distance by flight

- **Easy connections to other major cities**

Direct flights are available from major cities in North America and Europe



## 2. Overview of medical tourism in Korea

### Success Factors behind Korea's Growth (3) "Hallyu", Korean Wave

- **Influence of K-pop stars and standard of Korean Beauty**  
Growing recognition of expertise in the field of cosmetics
- **Abundant opportunities for cultural/touristic activities**  
49% of Japanese tourists choose Korea as medical tourism destination per its cultural attractions and cutting-edge medical technology and high quality medical services



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### Success Factors behind Korea's Growth (4) Strong support from government

- The government selected 'medical tourism' as one of the **new economic growth engines**
  
- **Legislative and administrative actions for medical tourism**
  - a. In 2009, legal ground was established to allow activities of promoting and attracting medical tourists
  - b. Other deregulations are in progress for medical tourism
  
- **Organizational support**
  - a. KTO established a department dedicated to the medical tourism sector
  - b. local governments and public organizations such as KHIDI cooperate to boost medical tourism

# **3. The next step:** **Creative Solutions**

### 3. The next step: Creative solutions

#### Problems to be solved

- **Competition among nations**

The optimistic future outlook on medical tourism is leading to an excessive boom and a growing competition among Asian countries

- **Side effects of excessive boom**

700+ entities overcrowded medical tourism business as a facilitator in the past 4 years (including minor agencies) and public concerns grew over the possible damage to the nature of medical service

- **Illegal activities**

Many unauthorized agencies are illegally attracting medical tourists; hospitals under-report the revenue from the medical tourist for tax avoidance

### 3. The next step: Creative solutions

#### Solutions(1) : Differentiation with **traditional medicine**

- Focus on Korean specialty: **Traditional Korean Medicine**

- **Potential for CAM**

Complementary and Alternative Medicine(CAM) is getting more attention due to the aging population and chronic diseases

- **High CAM usage in Korea**

Even with the state-of-the-art medical infrastructure available, **69% of Koreans** use CAM per its recognized excellence in traditional medicine

- **Unique value of Traditional Korean Medicine**

The uniqueness and effectiveness of traditional treatments (ex> remedies for skin care and or weight loss) would differentiate Korea from other destinations

### 3. The next step: Creative solutions

#### Solutions(2) : **On-line platform** for medical tourism

##### - **Information driven Medical Tourism**

KTO is working on an on-line platform to leverage ICT of Korea in promoting medical tourism so that the potential medical tourists and the medical providers can easily interact with one another

##### - **A platform for reliable information**

Provide legitimate information for credibility and transparency and undermine the foundation for illegal competitors

##### - **A platform for more than just information**

KTO plans to further develop the platform so that the tourists can book and pay for medical tour package with ease using the system

### 3. The next step: Creative solutions

## A new paradigm: **Medical Korean Wave 4.0**

- 1.0: Era of epidemic control
- 2.0: Era of disease cure
- 3.0: Era of prevention and management
- **4.0: Era of value-based health care**



**MEDICAL**  
**KOREAN WAVE**<sup>4.0</sup>  
Healthy Life Design

**KTO envisions Korea as a medical tourist destination improving the quality and efficiency of medical care that's value based**

*Thank you*