

Korea Agenda Descriptions~

09:00am to 09:10am Introduction - Dr. Kyungwon Jang, Director General, KHIDI

09:10am to 10:00am Introduction to Medical Tourism – Medical Tourism 101, Renee Stephano, President of MTA

This comprehensive workshop on Medical Tourism will provide an overview starting with a beginner's perspective on what Medical Tourism is, how it works and why it is one of the Top Ten Trends today, according to US World & News Report. We will explain why patients are traveling to different regions of the world, and headed for countries with a reputation and track record for excellent, high quality medical care. We will also provide information as to the specific types of medical procedures they are traveling for and share some of these patient experiences of receiving healthcare abroad as a medical traveler. At the macro-level, the workshop will provide a general overview of the medical tourism industry, take a look at its past, present and future potential for exponential growth. You will be provided with information as to why Medical Tourism is a high growth niche and over the next decade, is poised to grow into a multibillion dollar industry globally.

10:00am to 10:30am Affiliation with Korean Physicians Abroad, Dr. Benard Park, Memorial Sloan Kettering Cancer Center (President of KAMA)

This workshop will cover the opportunities, value added services and benefits of Korean Hospitals and Doctors partnering, affiliating and collaborating with Korean Physicians working abroad. We will discuss how and why developing relationships with overseas Korean Physicians are necessary in order to create an increase in patient referrals to leading Korean healthcare facilities. Because of the clinical complexities of medical travel, issues such as pre- and post- care procedures, medical information transfer, and continuity of care are top of mind for potential patients. Managing and implementing proper Pre-Care, After Care and Continuation of Care plans for international patients is one of the most important

aspects and necessary attributes of medical tourism. Pre-Care procedures assist potential patients in deciding to pursue and realizing medical tourism options; while having an aftercare network in place is critical to a successful medical tourism program in any country. Whether serving an elective, uninsured or underinsured, and insured market, these affiliations are instrumental to providing a patient referral system and building a medical tourism pipeline.

10:30am to 10:50am Networking Break

10:50am to 12:10pm Introduction to Legal Issues & Medical Tourism, Mr. Doohee Han, KHIDI ; Mr. Richard Jun, Lee Tran & Liang

This workshop will focus on the current legal issues in medical tourism from both a patient and healthcare service provider perspective. The objective will be to provide workshop participants with a working knowledge of a) how a patient perceives areas of potential legal implications (eg. patient safety, in-country legal framework), b) what a Korean healthcare provider needs to address prior to attracting a medical tourism market, and c) current global health legal constraints. One objective will be for the workshop participants to obtain an understanding of the medical tourism legal framework, identify legal resources available, and address potential legal FAQs. Secondly, an overview of Korea's legal practices for medical tourism will be presented and shared with workshop participants.

12:10pm to 01:30pm Lunch

01:30pm to 03:00pm Strategic Marketing Plan Targeting the US, Russia and China Market, David Vequist, President, Center for Medical Tourism Research; Dr. Bongsik Woo, CEO, Docs Medical Korea

In implementing any medical tourism marketing program, a targeted focus on potential markets is both a first-step to developing a program and necessary criteria for success. In this workshop, participants will be provided with information as to how to effectively conduct market analyses and research to attract medical travelers from a specific region; matching market profile to Korean

healthcare services and the competitive landscape for these high qualities, cost-effective medical procedures. Whether a healthcare provider is interested in pursuing emerging and growing markets or focused on implementing a niche strategy, the development of a marketing plan is central to implementing a medical tourism program.

Track 1 (for healthcare providers)

03:20pm to 04:20pm Introduction to Medical Tourism Marketing, Alex Piper, CEO of One World Global Healthcare Solutions; Dr. James McCormick, CEO of Premiere Medical Travel Consulting

This workshop introduces and provides an overview to medical tourism marketing. Specifically, marketing techniques on how to set up a program in-house to market medical tourism will be shared with participants. This marketing workshop will explain how a hospital, physician group, and individual physician practice can market themselves to an international patient base for their specialty procedures. Participants will be provided with recommendations, case examples of successful marketing techniques, and a how-to process for developing an effective marketing program which successfully attracts medical tourism patients, insurance company providers and employers.

04:20pm to 05:50pm Case Studies - How to Run A World-class International Patient Department, Rosanna Moreno, Texas Medical Center; Mr. James Lee, Wooridul Hospital

Setting up an international patient care (IPC) department for inbound patients is a first step to developing and executing a comprehensive medical tourism program for any Korean healthcare provider. The requirements are many, from clinical, to administrative, to a cultural understanding of the international patient base that is then infused into the healthcare center and hospital. While a comprehensive marketing plan is important in detailing the necessary actions that will be required to strategically attract a regional and/or global base of patients from around the world, it is the IPC department that will be delivering on the perceived promise of

high quality healthcare and medical services from a particular healthcare center and hospital. Workshop participants will be provided with information on how to set up an IPC department, as well as examples and best practices from leading medical tourism providers on successful programs operating in different regions of the world .

05:50pm to 06:00pm Closing, Dr. Kyungwon Jang, Director General, KHIDI

Track 2 (for facilitators)

03:20pm to 04:20pm Introduction to Medical Tourism Facilitation, Brad Cook, Hospital Clinica Biblica

Medical Tourism facilitators (MTF) are a key factor in shaping a patient's perspective and experience of receiving health care services beyond borders from an international healthcare provider. Medical Tourism Facilitators, also referred to as Medical Travel Facilitators, serve in the role of guiding a patient through a comprehensive process of decisions from the point when they are considering healthcare abroad, to researching potential providers, defining the many decisions that are included in receiving high quality care in another country, and selecting a specific healthcare service provider of choice there. These MTFs begin working with a potential patient from inception, educating the patient on country destinations, hospital and healthcare service provider options, surgical procedures, clinical outcomes, travel arrangements, companion issues and ancillary issues such as post-procedure travel packages and tourism options. They handle details associated with pre- and post clinical care as well as the continuum of care process. Information about the importance of transparency, and benefits of obtaining the MTF certification program launched and implemented by the

Medical Tourism Association will be provided as well. The Medical Tourism Association certification program is intended to provide best practice guidelines about specific MTFs that operate transparently based on program guidelines, aim for best practices with respect to patients engaging in cross border healthcare.

04:20pm to 05:50pm Case Studies - Successful Marketing Strategies of Global Leading Medical Tourism Facilitators, Tom O'Hara, CEO, Surgical Trip; JP Bos, The Wellness Travel Company

Developing an effective marketing plan which targets a specific geographical region, clinical specialties, patient profiles is only a first step to successfully implementing an MTF initiative. This workshop will provide information on key success factors, competitive strategies, and best practices in developing a medical facilitation initiative. Panelists will also provide information on current practices, issues involved, and challenges in creating an on-going successful MTF business.

05:50pm to 06:00pm Closing, Mr. Youngho Lee, Director, KHIDI

Day 2. Conference #1 (Apr. 14th, Wednesday)

Session 1 Opening Ceremony – Exhibition closed

09:00am to 09:20am Opening Show (Sand Animation)

09:20am to 09:25am Opening Remarks, Dr. Bupwan Kim, President, KHIDI

09:25am to 09:30am Welcome Remarks, Ms. Jaehee Jeon, Minister, Korea Health Ministry

09:30am to 09:35am Welcome Remarks, TBD, KTO

09:35am to 09:45am Congratulatory Remarks & Introduction, Ms. Renee Stephano, President, MTA

09:45am to 10:15am Key Note 1: Trend of Globalization of Healthcare, Dr. David Morgan, OECD

10:15am to 10:30am Networking Break

Session 2 Worldwide Development in Global Healthcare Industry – Exhibition closed

10:30am to 11:00am, Korean Healthcare Global Project, TBD, Ministry of Health / KHIDI

11:00am to 12:00pm Case Studies - Global Healthcare Development in the World,

This workshop will present a view from the top, that of government ministry departments tasked with global healthcare development. Many governments in all regions throughout the world are building capacities and promoting Medical Tourism as an economic and health platform. In developing healthcare clusters, these government ministry leaders are working with their hospital networks on a countrywide initiative to promote the country's high quality healthcare capabilities and where applicable, welcoming investment into expanding their nation's healthcare infrastructure. This panel will discuss what specific measures their respective countries are implementing to promote their country and what other countries who are interested in promoting their country must do to successfully increase and grow a national medical tourism initiative.

12:00pm to 01:15pm Networking Luncheon – Exhibition Open (Remainder of the Day)

Session 3. Critical Issues in Medical Tourism

01:15pm to 02:00pm International Accreditation on Hospital, TBD, Korea, TBD, Accreditation Canada

This workshop will provide participants with an overview of international accreditation options and the various standards involved with each type of

accreditation. In medical tourism, international accreditation is a key factor for patients seeking healthcare overseas. Those who seek healthcare internationally will look for low cost and high quality of care based upon international accreditation standards. These standards include High level of staff qualifications, certification of the hospitals and the operational processes as well as constant quality control which determine positive patient outcomes. Therefore, in pursuing an international patient base, provider networks need to give serious consideration to implementing international accreditation standards in order to compete globally

2:00 pm to 2:45pm Legal Issues in Medical Tourism, Scott Edelstein, Squire, Sanders, and Dempsey

This workshop will explore issues involved in international medical care relevant to medical tourism. While legal issues involved in medical tourism share some common understanding with telemedicine, there are many specific legal issues such as jurisdiction issues, patient waivers, complications, insurance coverage and legal resolution options that are involved. Participants will be provided with an understanding of the legal framework for medical tourism during this workshop overview.

2:45 pm to 3:15 pm- Aftercare and the Continuation of Care to Traveling Patients, Jean Forbes, Homewatch

Two of the more significant concerns for all medical travellers are the After Care and Continuation of Care plan options. This workshop will address specific after care and continuum of care concerns for international patients engaged in medical tourism services. Panelists will provide their expertise, discuss the importance of this process and share information on the elements that need to be in place to ensure a proper, seamless transition and continuation of care servicing between the foreign provider and the domestic provider from a patient-focused care point of view. This workshop will also talk about creating a business in continuity of care, franchising, and exporting those services overseas.

3:15 pm to 3:30 pm Coffee Networking Break

Session 4. Medical Tourism & Insurance

3:30pm to 4:15pm The integration of Medical Tourism into Health Insurance Plans, Jeff Carter , Patients Without Borders; Tom O'hara, Surgical Trip

This workshop will provide an overview on integrating medical tourism options into health insurance plans. Panelists will discuss and present their expertise on the subject; provide examples such as Blue Cross – Blue Shield; and view from the insurance industry in considering medical tourism. Workshop participants will begin to understand how to begin tapping into this B2B market between insurance plans and healthcare providers involved in medical tourism.

4:15 pm to 5:00 pm Providing Health Coverage to Expatriates for Multinational Employers, Ori Karev, UnitedHealth International, TBD, (CIGNA, Aetna)

In today's global economy, a multinational corporation has to address health benefits coverage for their employee base around the world. This workshop will provide information on how large insurers provide coverage and the steps involved in developing a core provider network in countries and regions of the world. The panelists will discuss how this is conducted, what they look for in establishing and managing a provider network, and evaluation metrics involved in measuring the provider network's efficacy.

5:00 pm to 5:45 pm- Integrating International Healthcare Options within Domestic Health Insurance Plans and Policies: Giving an Insured the option to go global for their healthcare, Laila Al Jassmi, Dubai Health Authority, TBD, One of Humana, Cigna , Ori Karev, UnitedHealth International

This workshop explores an emerging trend among leading insurance agencies in providing an option for medical tourism services abroad as part of a healthcare policy. Panelists from within the insurance industry and government ministries will provide their perspectives on global/domestic integration of provider services.

Best practices, challenges and benefits for these health insurance optional policy opportunities will be presented as well.

5:45pm to 6:00pm Closing

Day 3. Conference #2 (Apr. 15th, Thursday)

Session 1 Opening & Keynote – Exhibition closed

09:00am to 09:10am- Introduction- Dr. Kyungwon Jang- Director General, KHIDI

09:10am to 09:40am, Keynote 2. The Prospects of the Medical Tourism Industry

9:40am to 10:10am, Keynote 3. TBD

10:10 am to 10:40 am, Key note 4. Tele-Medicine & Medical Tourism, University of Miami

In the emerging healthcare niche of medical tourism, legal perspectives, rules & regulations are being developed into a global legal framework as that for telemedicine. Given the common nature of medical tourism and telemedicine, legal precedence that has been established serves both arenas in addressing clinical care issues and protocols. This workshop will provide an overview of the challenges, issues and common practices involved in telemedicine and medical tourism.

10:40pm to 11:00pm, Networking Break– Exhibition Open (Remainder of the Day)

Session 2 Expanding Medical Tourism Market

11:00am to 11:45am, Wellness Tourism, TBD, Korea Tourism Organization, TDB, One of Spa Industry

Korea's development of its spa industry will be presented at this workshop. Panelists will discuss the spa industry's focus on prevention, pampering, and

emerging markets of indigenous medicine practices, medi-spas, and menu of integrative services available in country. This workshop is aimed at presenting an overview of the latest trends, developments, and best practices in Korea's spa industry.

11:45am to 12:30pm, (Integrative) Medicine ~ Traditional Korean Medicine, TBD, Jaseng Oriental Hospital, TBD, East West Neo Medical Center

Leading Asian countries with traditional Asian medicine practices to compliment allopathic services include China, India, and Korea. In this workshop, panelists will discuss their integrative medicine program in traditional Korean medicine practices; provide an overview of clinical care, research studies, and community outreach in practice today. Information about each hospital's program will be provided and the development process involved in establishing this program in-house will be shared with workshop participants as well.

12:30pm to 01:45pm- Networking Luncheon

Session 3. Infrastructure Deployment and Investment for Global Healthcare

1:45 pm to 2:30pm, Establishing Successful Medical Cities and Complex, Rosanna Moreno, Texas Medical Center, Robert Gerl, TBD, Busan City

Private – public partnerships (PPP) around the development of healthcare clusters internationally has resulted in healthcare providers putting their competition aside to promote the region first, bringing together ministries of health, ministries of tourism, economic development organizations, hospitals, clinics, hotels, and tour operators to develop a regional and/or national plan to promote their city, region and/or country. These organizations evolve as a working cluster ~ setting qualifications for membership, standards of quality, and become accountable for the quality of healthcare for international patients. While the challenges are many, collaboration trumping competition enables a region and/or country to maximize their assets in branding and promoting their area and specialties as a whole.

2:30 pm to 3:15 pm, Investment in Hospital Management and Hospital Affiliation Programs, Dr. Rick Van Pelt, Partners Harvard Medical International

In today's global society, with the healthcare sector involved in globalizing and commoditizing, the provision of healthcare services crosses many boundaries. This workshop will explore the development, investment and management of hospital affiliation programs inclusive of research collaborations, clinical care joint-ventures; and teaching programs. Participants will be engaged in understanding the issues involved in shaping cross-border alliances and the value-added benefits and contributions these investments in hospital management and hospital affiliation programs can bring to a healthcare provider.

3:15 pm to 3:30 pm, Coffee Networking Break

3:30pm to 4:15pm, Partnerships and Opportunities between the Middle East and Asia; Understanding the Middle Eastern Patient and Health Insurance, Dr. Prem Jagyasi, Dubai Health Authority

This workshop will provide an overview of the Middle East as a region engaged in medical tourism. Comparatively, as a model; some countries in the Middle East have the challenge of providing high-quality hospitals to meet the demand of healthcare by the local population. As a result, thousands of patients are leaving each year spending billions of US dollars in top hospitals around the world, outside of the Middle Eastern region. Other locations in the Middle East such as Jordan and the United Arab Emirates (Dubai) have invested a significant amount in high quality healthcare and developing centers of excellence to meet their countries healthcare service demands. Cross-collaboration in medical tourism between the Middle East and Asia has been increasing in recent years. Panelists will be provided an update on current and future prospects between these two regions.

4:15 pm to 5:00 pm, Public Private Partnerships and Hospital Development in Asia, Todd Fitz, HOK Consulting

A Comprehensive Approach to Enabling Success in Medical Tourism” – Medical tourism, while in its infancy, is continuing to evolve rapidly. The drivers of success today may not be sufficient to ensuring success over the long term. This presentation will discuss a comprehensive approach to creating a platform for long term success, integrating lessons learned by leading organizations around the world.

5:00 pm to 5:45 pm-Sustainability and Social Responsibility in Healthcare Development & Design ~ Global Implications of the Growth of Medical Tourism Programs, Cagri Kanver, HOK Consulting

This workshop will discuss the importance of healthcare development & design from an environmentally conscious, sustainable and socially responsible perspective. Workshop participants will better understand the issues involved in building green for a comprehensive local and medical tourism market. Best practices and site examples will be shared by HOK Consulting as well as the development & design process involved in setting up a sustainable and socially responsible program within a healthcare provider setting.

5:45pm to 6:00pm, Closing, TBD, KHIDI or MTA

6:00pm to 6:30pm, Cocktail Reception

6:30pm to 8:00pm, Gala Dinner