

Medical Tourism?

Vacation + medical services + leisure,

fun and relaxation =

Wellness

Healthcare

Global Trend

**“First World Care at
Competitive Prices”**

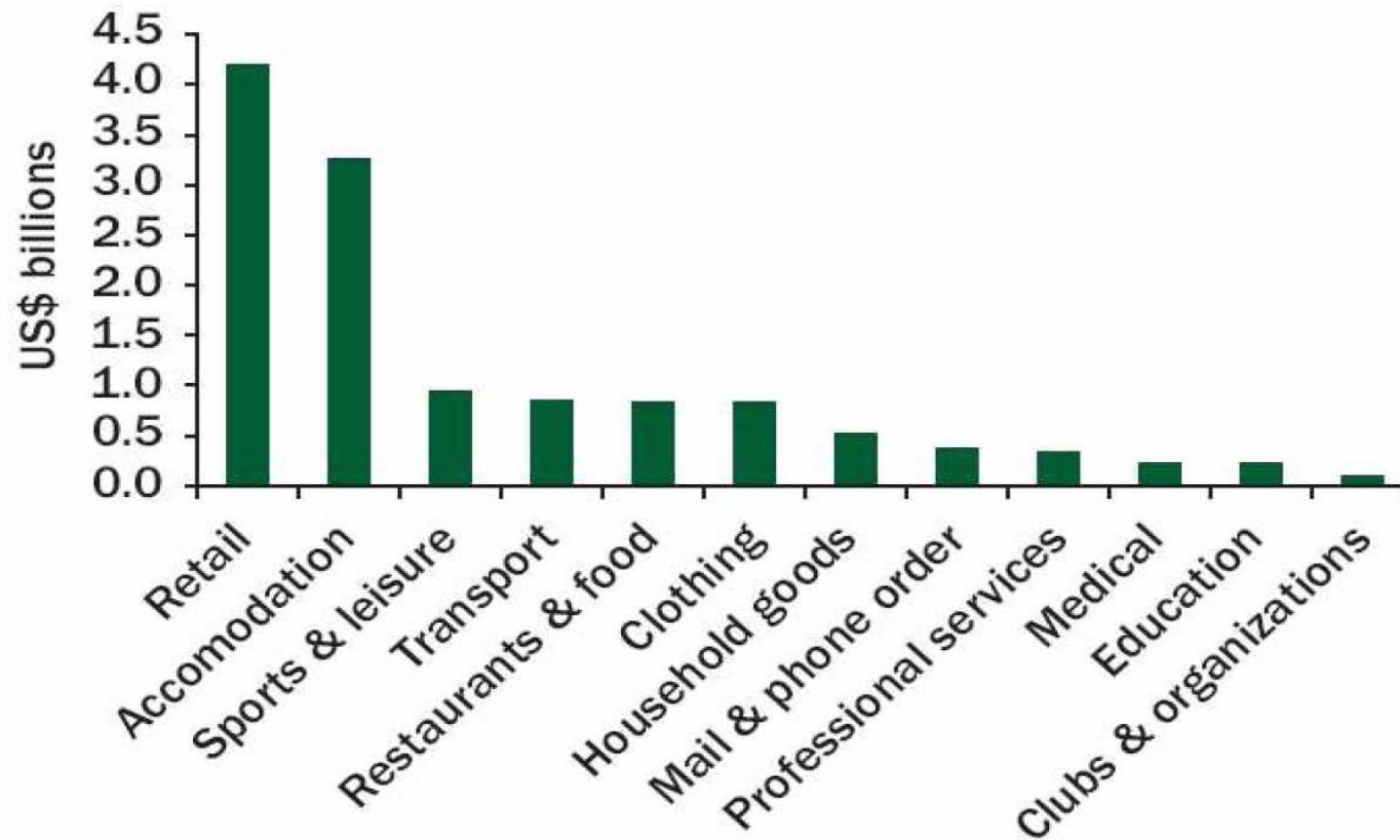
Value of the Prize

- Tourism involves more than just tourists
- Medical Tourism involves more than medical treatment

Tourism in Asia

- Where do travelers to Asia spend their money?
- What do they spend it on?
 - How do their spending patterns change by country?

Where Do Travelers Spend Their Money?



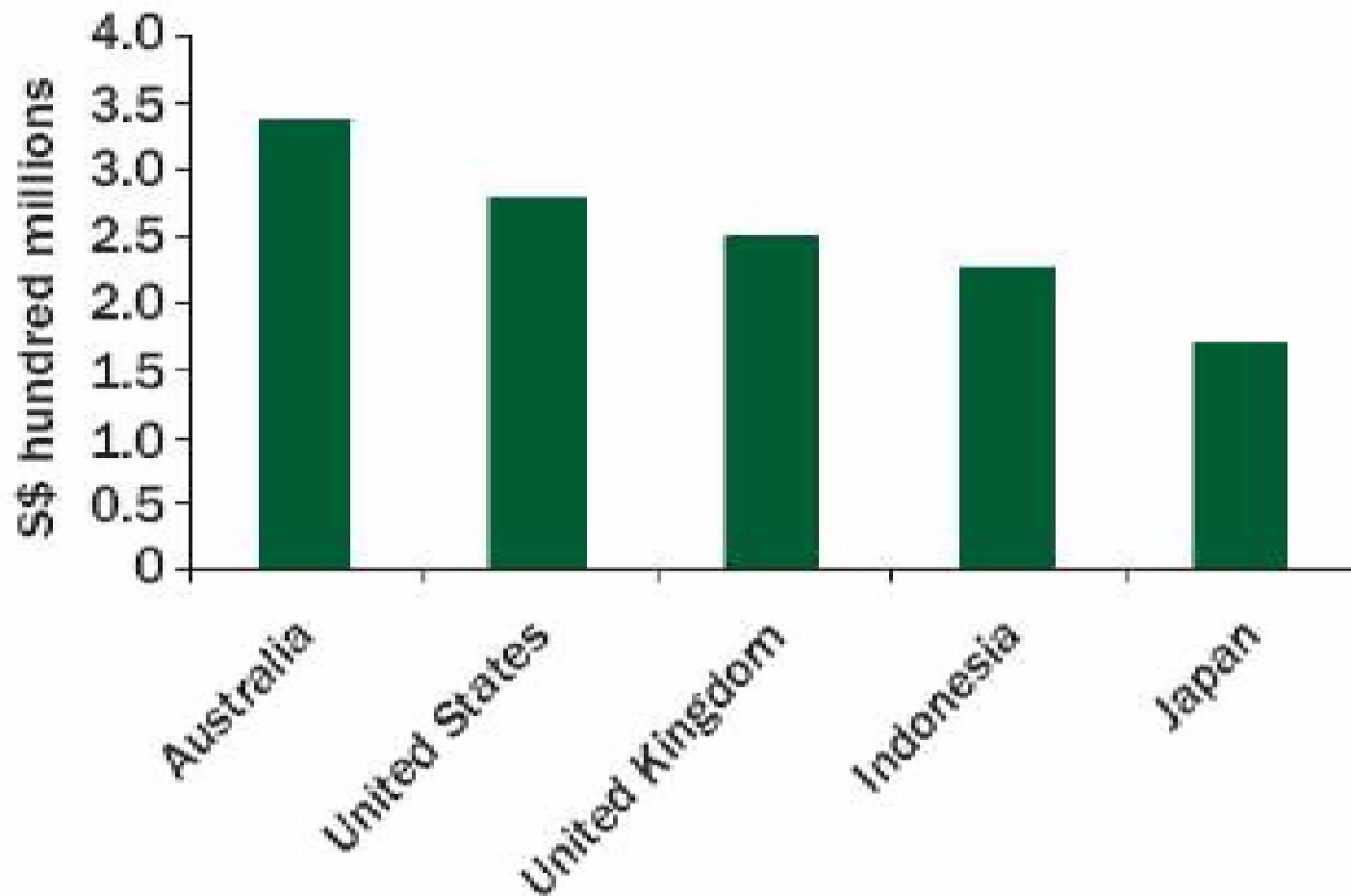
Data from Visa

A Look At Asia

- **Singapore**
 - 2003: US \$6.9 Billion (6.1 million visitors)
 - Medical tourism spend US\$500 million
 - By 2012: 1 million foreign patients per year & \$2.6 billion spend

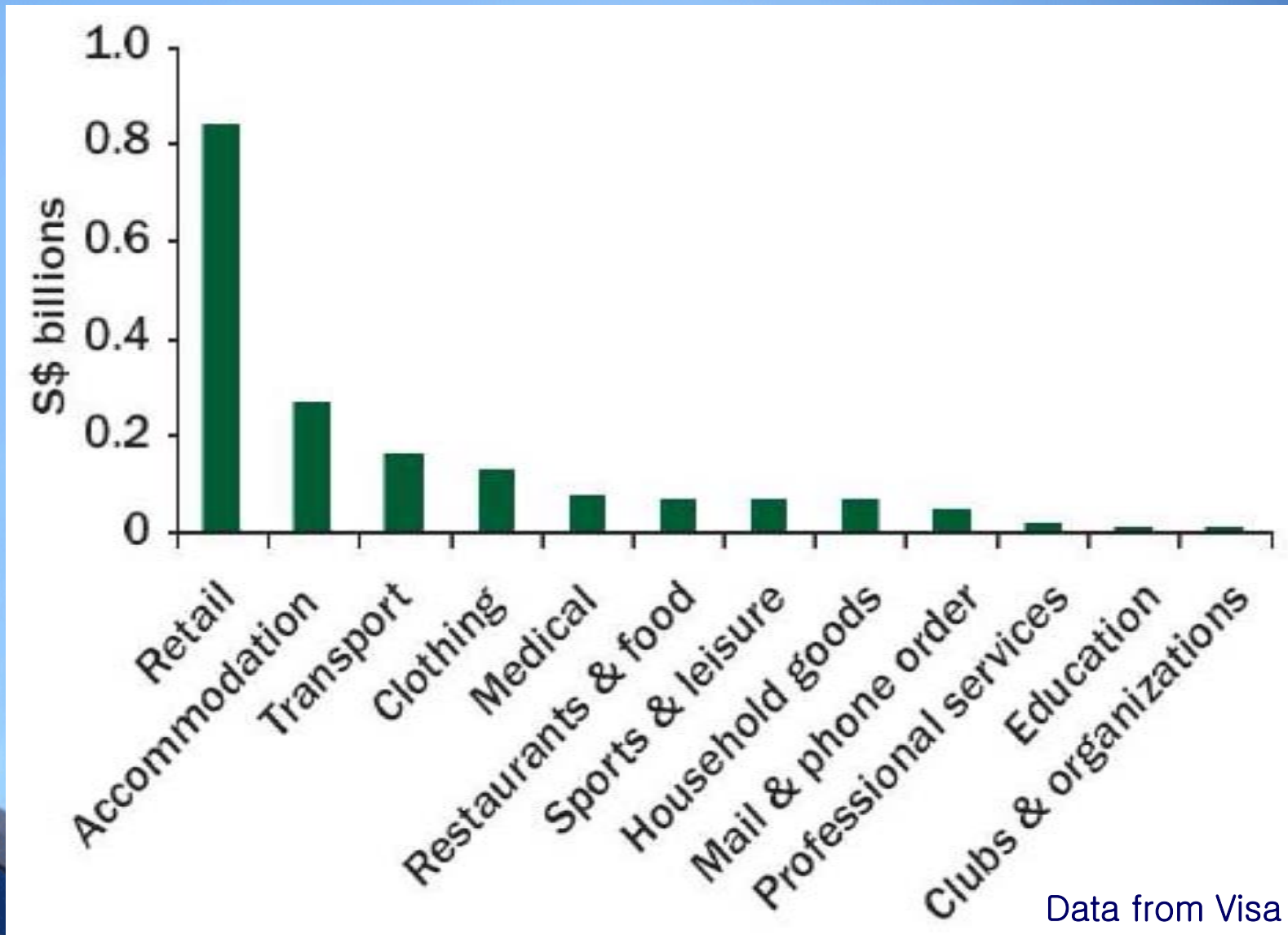


Top Visitors In Singapore



Data from Visa

What Visitors Purchasing?

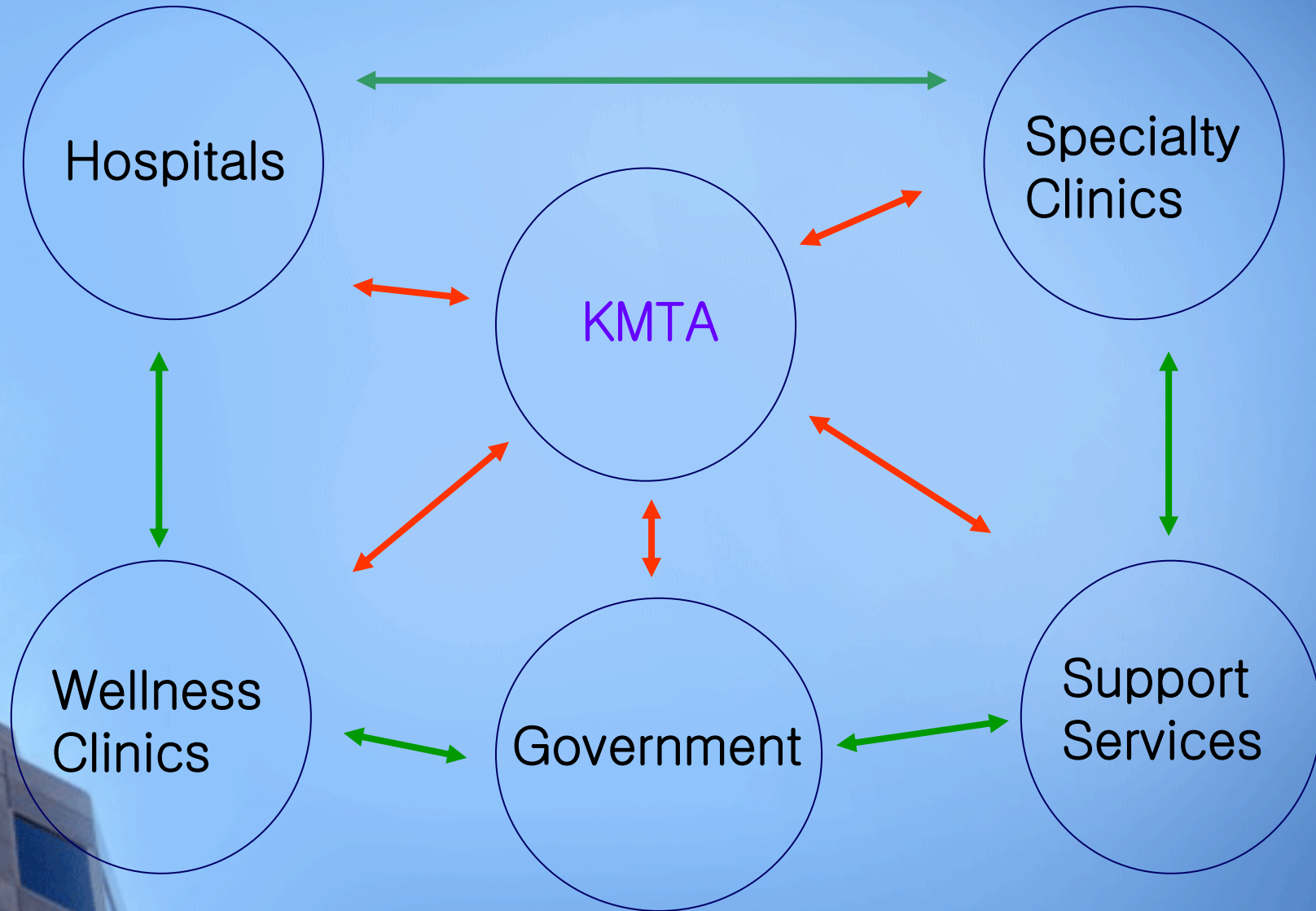


Data from Visa

Opportunity

- **Wellness clinics**
- **Support services**
- **Education**
- Specialty clinics
- Hospitals
- Government

Framework



Claiming the Prize

- Quick “test and learn” marketing approach
→ Classes
- Increased efficiency and relevance
- Segmentation = Targeted value proposition

Business Plan

Long Time



Short Time



Korea Must Have

- Develop uniqueness
- Education for special forces
- Cooperation not just compete
- Distinguish Korean Medical Tourism from other countries



“Medical in Tourism and Tourism in Medical”