



ASAN MEDICAL CENTER

"Endurance and sacrifice, not only by the donors and recipients, but also by the surgeon team, is what makes them shine."

—ABC News, March 2009



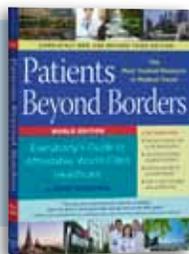
ARE YOU FASCINATED BY ASIAN CULTURE AND HISTORY? Are you working toward a black belt in taekwondo? Do you crave *kimchi*? Any or all of the above might put Seoul, South Korea, on your travel itinerary. An ancient imperial city encircled by mountains, destroyed and rebuilt through centuries of war, and now a major player in global politics and economics, Seoul is a bustling megalopolis where ancient palaces and temples rub shoulders with luxury hotels, local markets flourish alongside expensive department stores, and sidewalk food vendors compete with gourmet restaurants.

But sightseeing, shopping, and cuisine are not the only reasons to visit Seoul. If you want the most advanced and sophisticated medical care at a very reasonable cost, Asan Medical Center may well be your destination. Asan is Korea's largest healthcare complex, treating three million patients annually (including more than 5,000 international patients) and performing 57,000 surgeries. Asan's goal is "to care for life with unwavering SPIRIT: specialization, productivity, innovation, responsibility, internationality, total quality."

In 2009 the Korean government announced the "Medical Road to Korea" project, which aims to provide world-class healthcare at a fraction of the cost in other countries and to attract 200,000 overseas patients by 2013. In this edition of *Focus On*, the authors and editors of *Patients Beyond Borders* will help you find out how to take the Medical Road to Korea by including a visit to Asan Medical Center in your future travel plans. As they say in taekwondo, *Jun-bi . . . Shi-jak!* (Ready . . . Begin!)

CONTENTS

- » Introduction
- » About Asan Medical Center
- » Leading Specialties
- » Internationally Recognized Doctors
- » Technology and Innovation
- » Facilities
- » Signature Services
- » Packages and Procedures
- » Patient Stories
- » Patient and Visitor Guide
- » International Patient Resources



The *Patients Beyond Borders Focus On*™ series gives patients an in-depth look at the facilities and medical offerings of leading international hospitals and specialty centers.

Visit patientsbeyondborders.com for more information and additional patient resources.

FOCUS ON: ASAN MEDICAL CENTER



AS YOU MAY HAVE NOTICED, a healthcare revolution is underway. Western-style medicine is being driven, more and more, by technology. New, minimally invasive techniques, such as surgeries with no major incisions, are rapidly improving on—and displacing—older procedures. Someday doctors will likely take a backseat to instrumentation, and as in science fiction movies, your ills may well be diagnosed and treated with less human contact and error. Technological progress will steer medicine into future decades and, ultimately, bring healthcare costs down.

I have no doubt that Korea will be a major player in this medical future. Koreans have a passion for technology and instrumentation, and not just in cars and televisions (think Hyundai and Samsung). Seoul, for example, boasts the world's fastest broadband service, and the Metropolitan Government is constantly developing new community-oriented mobile applications. This techno-passion, together with a rising commitment to global healthcare, has put Korea at the forefront of medical technology.

As the largest healthcare complex in Korea, Asan Medical Center is a nucleus of that very technology. Conceived and sustained by the founder of the Hyundai corporations, Asan not only deploys the most up-to-date medical equipment and techniques for prevention, diagnosis, and treatment, but continues to aggressively invest in healthcare research and education.

And just as the mayor of Seoul feels it is his duty to narrow the digital divide by sharing new technologies with less fortunate cities all over the world, Asan's goal is to impact global healthcare. To this end, the center is working hard to make the Korean medical experience transparent and comfortable for Westerners—not only the millions of Americans and Canadians of Korean descent, but also people who have never looked fondly upon a bowl of *kimchi*. Fortunately for the medical traveler, Seoul is a convenient destination, with nonstop flights from many North American cities, and an exciting place to visit in its own right.

Thus, if you seek ultramodern, highly sophisticated medical care at a reasonable price, consider visiting Asan Medical Center in Seoul. And because the day of doctor-free healthcare has not yet arrived, you will have the added bonus of experiencing Asian culture combined with Korean hospitality.

Josef Woodman
North Carolina, US, 2012

PATIENTS BEYOND BORDERS®
FOCUS ON: ASAN MEDICAL CENTER

Copyright © 2012 Healthy Travel Media

All rights reserved. This publication may not be duplicated in any way, either in books, digital form, or any other medium, without the expressed written consent of the publisher, except in the form of brief excerpts or quotations for the purposes of review.

ISBN: 978-0-9843880-8-0

DESIGN SERVICES: *Anne Winslow*
DEVELOPMENTAL EDITING: *Valrie Gerard*
COPYEDITING: *Kate Johnson*
PROOFREADING: *Barbara Resch*
TYPESETTING: *Copperline Book Service*
EBOOK CONVERSION: *BW&A Books*
COMMUNICATIONS: *Judy Orchard*

Published by
Healthy Travel Media
PO Box 17057
Chapel Hill, North Carolina, US 27516
1 800 883.5740, US toll-free
+1 919 924.0636, International
info@patientsbeyondborders.com
patientsbeyondborders.com

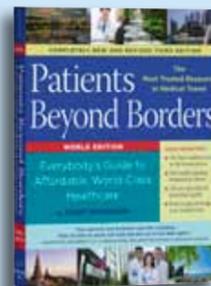
LIMITS OF LIABILITY AND DISCLAIMER OF WARRANTY
This publication is intended as a reference guide and should not be used as a substitute for advice from a medical professional. While the intent of *Patients Beyond Borders Focus On: Asan Medical Center* is to provide useful and informative data, neither the publisher nor any other party affiliated with this publication renders or recommends the use of specific hospitals, clinics, professional services, third-party agencies, or any other source cited throughout this publication.

Patients Beyond Borders Focus On: Asan Medical Center is a collaboration between Healthy Travel Media and Asan Medical Center. Special thanks to Irelle Kim and all the wonderful staff at Asan, whose efforts have made this publication possible.



★ Korea

The *Patients Beyond Borders*® series offers comprehensive information for patients considering medical tourism. Less about travel and all about healthcare choices, *Patients Beyond Borders* provides practical answers for the increasing number of healthcare consumers seeking access to the best, most affordable hospitals in the world.



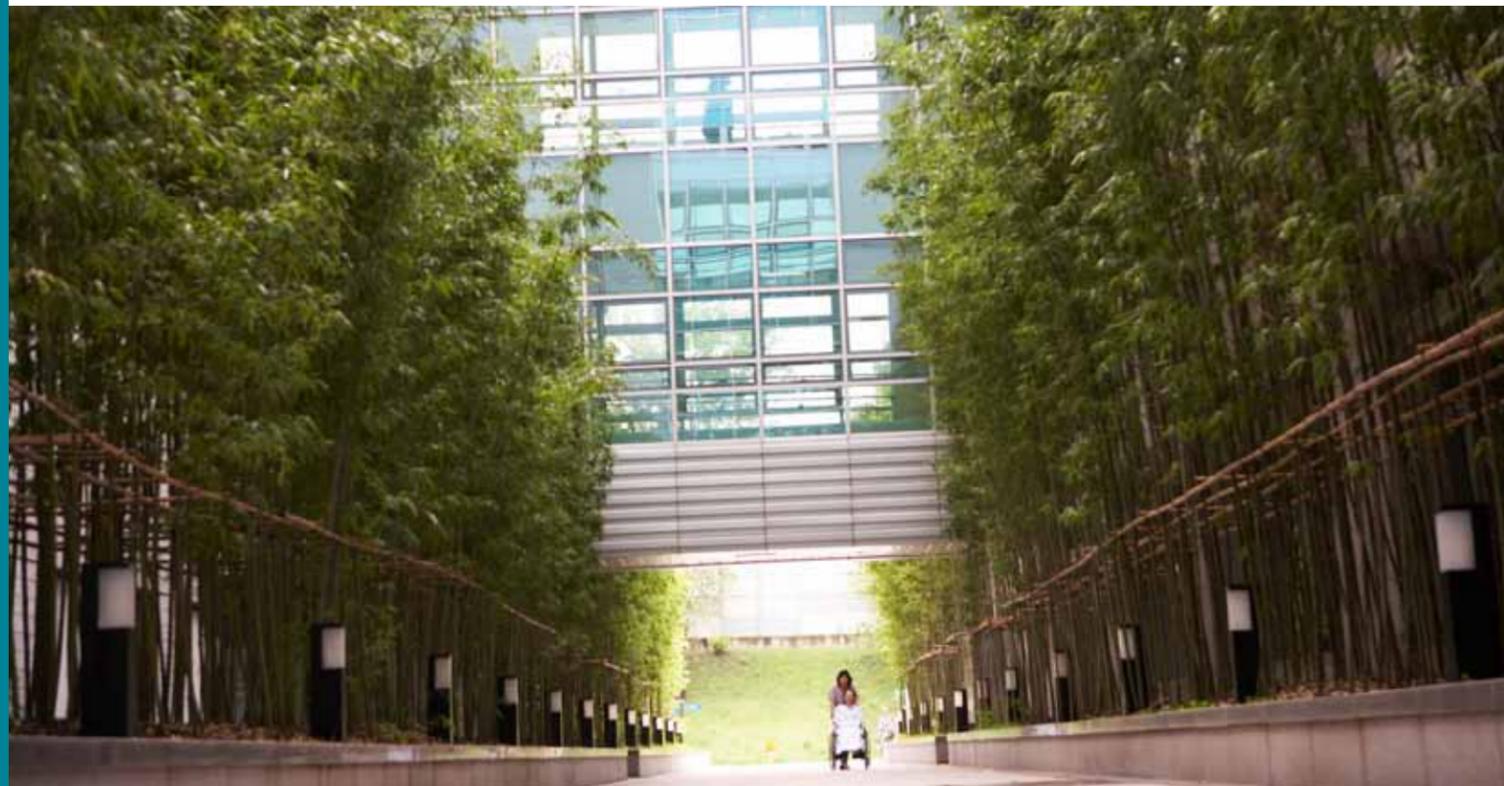
ABOUT ASAN MEDICAL CENTER

ASAN MEDICAL CENTER (AMC) IS TRULY A CITY WITHIN A CITY.

Seoul is the eighth-largest city in the world, with more than ten million inhabitants, and Asan is Korea's largest medical institution, with 1,600 physicians and surgeons, 3,100 nurses, 2,680 beds, and 67 operating rooms, occupying more than four million square feet (about 371,600 square meters). A typical day at AMC sees 2,500 inpatients and 10,000 outpatients treated.

Don't get the wrong impression—Asan is not a medical assembly line. Its stated mission is to look “beyond medicine, toward good health.” The institution's core values are generosity and compassion, and the staff strive to increase patient satisfaction through a multidisciplinary approach to healthcare, patient-oriented facilities, cooperative treatment systems, simplified administrative processes, reduced waiting times, and a counseling center that addresses even the most minor complaints.

The International Healthcare Center was opened in 1989 specifically to meet the medical needs of foreign patients, and the Office for International Affairs was established in 2009 to provide a wider variety of services. To world-class healthcare, add cutting-edge medical technology, doctors and staff members fluent in English (and other languages), door-to-door concierge service, restaurants offering Asian and Western cuisines, shops and salons, a park and an art gallery, even concerts, and the total is AMC.



The Medical Center's History

Chung Ju-Yung, also known as “Asan” (1915–2001), was the founder and first chairman of the Asan Foundation. Following the Korean War, Asan established the Hyundai Motor Company and a number of comparable global enterprises. He started the Asan Foundation based on the conviction that gains from business should be returned to society for the people's welfare; his mission was “to help the least privileged members of our society.”

Accordingly, the Asan Foundation has launched nonprofit programs in social welfare and scholarships, as well as medical facilities. Asan first opened hospitals in rural areas where modern medical resources were scarce. He established AMC in 1989, with the goal of building a world-class medical institution in Korea and “contributing to the healthy life of the local community, the nation, and humankind.”

Asan's vision has been fulfilled—today his eponymous medical center is one of Korea's top healthcare organizations and serves as the parent to seven regional hospitals. Throughout its history, AMC has contributed to patient care, research, and medical training, always maintaining a focus on the changing needs of patients.

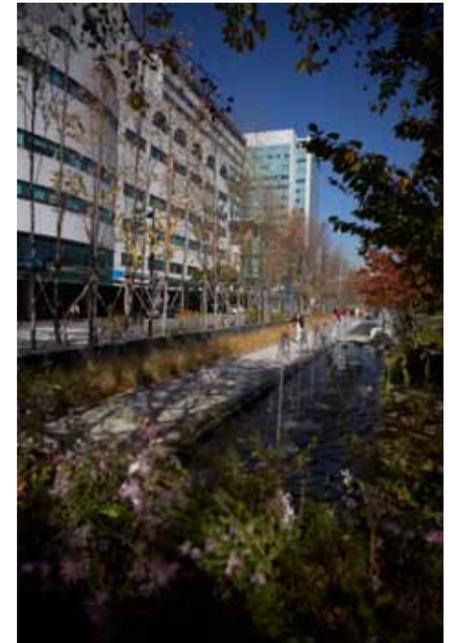
Environment, Medical Services, and Competitive Pricing

Overlooking the Han River in the Jamsil section of Seoul, Asan Medical Center is located near Seoul's Olympic Park and is easily accessible by car, bus, or subway. Step into the lobby and you immediately experience an ultramodern, spotless environment, warmed by an abundance of Korean friendliness and charm that permeates the entire center.

Patient care is provided in three main buildings (East, West, and New), and although many staff members speak English, you will most likely get started at the International Healthcare Center in the East Building, where you will find patient escort and translation services.

AMC offers the medical traveler several centers of excellence including the Organ Transplantation Center, the Asan Heart Institute, the Asan Cancer Center, the Digestive Disease Center, and the Health Screening and Promotion Center, as well as a full range of medical and dental specialties. Asan ranks first in Korea in the number of surgeries performed to treat 13 of the nation's top 30 diseases, and it is particularly renowned for cancer-related surgeries.

AMC's ranking in the quality of treatment is equally high. For example, its success rate for one-year survival of patients receiving a liver transplant is 96 percent, compared to the US average of 88 percent. In fact, many American physicians have worked with the center's liver transplant team to learn the advanced technology that enables AMC to achieve such a notable success rate. And in 2010, a liver transplant cost about us\$220,000–280,000 at Asan, compared to us\$523,400 in the US. In general, Asan's charges are 30–40 percent lower than average costs for comparable treatments in the US.



Collaborations and Affiliations

AMC collaborated with Partners Harvard Medical International (PHMI) in Boston, Massachusetts, from 1996 to 2011, exchanging medical technology and information with top international hospitals. More than 100 Asan physicians, nurses, administrators, pharmacists, and nutritionists have benefited from professional traineeships at PHMI-affiliated institutions.

The medical center's other global partnerships include Harvard's Dana-Farber Cancer Institute, the University of Wisconsin's Carbon Cancer Center, and Imperial College London. Several hundred physicians from all over the world have received training at Asan through its International Visiting Scholars Program.

To position itself at the forefront of medical technology, AMC collaborates with a number of biotech companies such as Crystal-Genomics, FutureChem, and Medipost. Other partnerships include global research-based biopharmaceutical companies to support development of new pharmaceuticals, vaccines, and diagnostics.

Awards and Achievements

Consistent pursuit of cutting-edge medical technology and devotion to patient-centered care has brought AMC many honors and awards. Perhaps its most prestigious honor is being named Korea's Most Admired Hospital for five consecutive years (2007–2011) by the Korea Management Association Consulting. The Ministry of Health, Welfare, and Family Affairs recognized Asan as a Highest Quality of Care Hospital in 2005 and 2007, and in 2009 granted it the Grand Award for Korean Medical Travel, as a hospital well prepared for international patients. In 2010 AMC was ranked number 1 in the Global Customer Satisfaction Competency Index for the third consecutive year, and also earned the top ranking in the National Customer Satisfaction Index in the division of general hospitals, with particularly high scores in customer-perceived value.

AMC's physicians have a long history of achievement as well. Over the past three years, Asan surgeons carried out their hundredth laparoscopic liver resection, three hundredth da Vinci robotically assisted cardiac surgery, four thousandth Gamma Knife surgery, and ten thousandth breast cancer surgery. They performed their three hundredth heart transplant in 2010 and three thousandth liver transplant in 2011, and they conduct more than 200 kidney transplants and 300 liver transplants annually. They achieved a world-record complete-recovery rate of 95 percent in 1,500 laparoscopic surgeries for stomach cancer. AMC's surgeons have also completed, and continue performing, successful half-match bone marrow transplants with a parent donor and a child recipient.



Management Team



President and CEO, Asan Medical Center:
SEONG-WOOK PARK, MD, PHD

Dr. Seong-Wook Park earned his MD and PhD at Seoul National University, with specialties in internal medicine and cardiology. He has served as a research fellow in cardiology at Baylor College of Medicine in Houston, Texas, and as a visiting physician at Washington Hospital Center in Washington, DC, and is currently a professor of medicine in cardiology at the University of Ulsan. He joined AMC when it was established in 1989 and has served as director of the Cardiac Catheterization Laboratory and as chief of the Division of Cardiology.

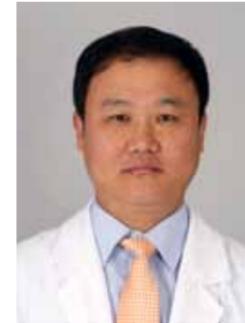
Dr. Park has been actively involved in AMC's management and administration since 2003 and consecutively served as executive director of Planning and Coordination and vice president and chief medical officer prior to becoming president and CEO in 2011.



Vice President and Chief Medical Officer:
SANG-DO LEE, MD, PHD

Appointed vice president and chief medical officer in 2011, Dr. Sang-Do Lee is also a professor of medicine in the Department of Pulmonology at the University of Ulsan and chairman for the Scientific Research Committee. Since joining AMC in 1995, he has led the medical center's public relations team, chaired the Department of Pulmonology, directed the Outpatient Services and Support Department as well as the Clinical Research Center for Chronic Obstructive Airway Disease, and served as executive director of both the Clinical Service Support Office and the Department of Planning and Coordination.

While at AMC, Dr. Lee developed a new treatment for chronic obstructive pulmonary disease and published his findings in the *American Journal of Respiratory and Critical Care Medicine* in 2005. Dr. Lee was elected the 2009–2010 editor in chief for the Korean Academy of Tuberculosis and Respiratory Diseases.



Vice President and Chief Education Officer:
BYUNG-SIK KIM, MD, PHD

Appointed chief education officer in 2009, Dr. Byung-Sik Kim oversees all education and training activities of physicians and staff across AMC. Dr. Kim has previously served as professor and administrative director of the Department of Surgery, deputy director for the departments of outpatient and inpatient support, and, most recently, chairman of the Department of Stomach Surgery. He is an active member of ten professional societies including the Korean Research Association for Gastric Cancer, Korean Society of Gastroenterology, International Gastric Cancer Association, and Japanese Gastric Cancer Association.



President, Asan Heart Institute:
SEUNG-JUNG PARK, MD, PHD

Appointed president of the Asan Heart Institute in 2009, Dr. Seung-Jung Park has played a decisive role in bringing the institute to worldwide prominence. He is a professor in the departments of cardiology and internal medicine at the University of Ulsan and an international expert on the use of stent operations in the treatment of cardiovascular diseases. Dr. Park earned his MD and completed his residency at Yonsei University College of Medicine in Seoul, Korea. He later served as a research associate in Baylor College of Medicine, Center for Experimental Therapeutics, in Texas.



President, AMC Children's Hospital:
HAN-WOOK YOO, MD, PHD

Dr. Han-Wook Yoo joined the University of Ulsan College of Medicine faculty at Asan in 1994, served as chairman of the Department of Pediatrics, and was appointed president of the Asan Children's Hospital at its opening in 2009. Trained at the College of Medicine and Children's Hospital at Seoul National University, he pursued postdoctoral training at Mount Sinai Medical Center in New York and was certified in clinical molecular genetics by the American Board of Medical Genetics.

Dr. Yoo has authored or coauthored more than 100 publications and has received awards for his research in medical genetics and pediatric endocrinology. His efforts as president have ensured the highest-quality, individually tailored medical services for children from birth through adolescence, making the Asan Children's Hospital a leading institution in Korea and abroad.

LEADING SPECIALTIES

AMC OFFERS A COMPREHENSIVE RANGE OF MEDICAL AND DENTAL DEPARTMENTS. In addition to the five centers of excellence featured below, specialties of particular interest to medical travelers include the Orthopedic Center, which boasts a 95 percent success rate for hip and knee replacements, and the Department of Infectious Diseases, which treats diseases caused by microorganisms (bacteria, viruses, parasites, and fungi). The Department of Dentistry performs oral and maxillofacial surgeries, and the Implant Center makes dental implants available to patients suffering from diseases that would otherwise interfere with this procedure. Asan's Department of Reproductive Medicine and the Infertility Clinic work together as world leaders in assisted reproductive technologies. The Department of Plastic Surgery and the Asan Aesthetic Center offer a broad range of reconstructive and cosmetic surgeries.



Organ Transplantation Center

Established in 1991, the Organ Transplantation Center performed Korea's first heart transplant and first simultaneous transplants of the kidney and pancreas, as well as the world's first modified right lobectomy and liver transplant, helping to make AMC a world leader in the field.

The 41 doctors at the center, overseen by director Dr. Sung-Gyu Lee, have performed 26 percent of Korea's 2,630 organ transplants including heart, pancreas, pancreatic islet, and living donor liver transplants. Their success is impressive: one-year survival rates are 96 percent for liver, 98 percent for kidney, 95 percent for heart, and 97.4 percent for pancreas. The center's work in organ transplantation has also substantially resolved difficulties faced by bone marrow donors.

Asan Heart Institute

Opened in 1989, the Asan Heart Institute (AHI) is now a world leader in heart disease treatment and research. The institute offers comprehensive, structured care from diagnosis and treatment through prevention and rehabilitation. The institute specializes in the latest technology and techniques including minimally invasive robotically assisted da Vinci surgery, hybrid operations, and stent-graft applications. Operating as an independent facility, AHI's emergency room and acute care unit are available 24 hours. Institute doctors have been innovators in left main coronary artery intervention, with a one-year survival rate of 98 percent. More than 120 international physicians attend AMC's Cardiology Training Program each year.



Asan Cancer Center

AMC established Korea's first multidisciplinary cancer clinic in 2006, with specialists in diagnosis, surgery, medical oncology, and radiation therapy collaborating to develop customized treatment plans for each patient. Opened in 2009, the Asan Cancer Center (ACC) carries on this multidisciplinary approach to curing disease and improving quality of life. A 2010 visitor survey showed 98 percent satisfaction with the center's collaborative, "one-stop" patient care.

ACC comprises 14 subcenters for treating lung, stomach, colon, breast, esophageal, urologic, and brain cancers. By 2007 Asan physicians had performed Korea's highest number of surgeries in eight of the nation's ten most common cancers. Their success rate in treating early gastrointestinal (GI)-tract cancers is impressive—the five-year survival rate for stomach cancer is 56.4 percent in Korea, compared to 24.7 percent in the US. Korea is one of the two leading countries (Japan is the other) that now successfully perform endoscopic submucosal dissection (ESD) in stomach and colon cancer. This treatment method shows a 90–98 percent success rate with very low incidences of complication and recurrence. Center physicians use ESD for most early-stage GI-tract cancer surgeries.

The center emphasizes international collaboration and maintains an academic exchange and personnel training program with the Dana-Farber Cancer Institute of Harvard Medical School.

Asan Digestive Disease Center

The Asan Digestive Disease Center (ADDC) offers holistic, patient-focused treatment for a comprehensive range of disorders. ADDC incorporates subcenters for liver disease, upper and lower GI diseases, endoscopy, and diseases of the pancreas and bile duct; specialists in gastroenterology, surgery, radiology, and pathology; and specialty clinics for patients with gastroesophageal reflux, Crohn's disease, and ulcerative colitis.

The center offers advanced screening technologies such as capsule endoscopy, upper GI endoscopy, and colonoscopy, and maintains the philosophy that low-cost screening leads to early detection and intervention, which results in high survival rates. The center also performs cutting-edge therapeutic procedures including endoscopic submucosal dissection (ESD) for GI cancers and other endoscopic ultrasound (EUS)-guided interventions. Treatment of individual patients is designed through discussion and collaboration with related departments, and close coordination with ACC provides efficient treatment of digestive cancers.



Health Screening and Promotion Center

Opened in 1990, AMC's Health Screening and Promotion Center (HSPC) provides convincing evidence that early detection and treatment enhance disease prevention and cure, leading to reduced healthcare cost and increased life expectancy and quality. HSPC offers individually tailored screenings for stroke, heart disease, and arteriosclerosis as well as many types of cancer (liver, kidney, pancreatic, stomach, colon, prostate, lung, thyroid, breast, ovarian, and uterine). The center is a top international program at Asan, receiving 950 international patients from 34 countries for health checkups in 2009.

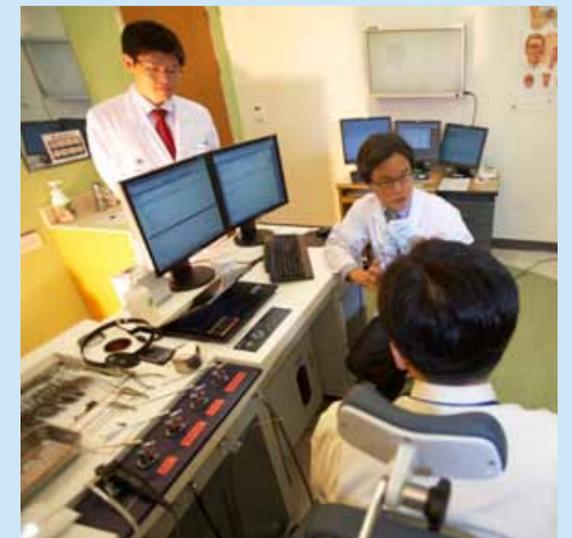
HSPC's 47 doctors include 13 gastroenterologists plus specialists in family medicine, endocrinology and metabolism, radiology, cardiology, obstetrics and gynecology, allergy and rheumatology, dentistry, neuropsychiatry, urology, pulmonology, and sports medicine. Center specialists are supported by almost 200 additional staff members, from nurses and radiology technicians to dietitians and personal trainers.



Specialties and Centers of Excellence

Asan offers the full range of medical specialties and several specialty centers including the following:

- Allergy
- Anesthesiology and pain medicine
- Biomedical engineering
- Breast and endocrine surgery
- Cardiology
- Clinical pharmacology
- Colorectal surgery
- Dentistry
- Dermatology
- Emergency medicine
- Endocrinology/metabolism
- Family medicine
- Gastric surgery
- Gastroenterology
- General surgery
- Hematology
- Hepatobiliary and pancreatic surgery
- Infectious diseases
- Intensive care
- Internal medicine
- Laboratory medicine
- Liver transplantation
- Nephrology
- Neurology
- Neurosurgery
- Nuclear medicine
- Obstetrics and gynecology
- Oncology
- Ophthalmology
- Orthopedic surgery
- Otolaryngology
- Pathology
- Plastic and reconstructive surgery
- Psychiatry
- Pulmonology
- Radiation oncology
- Radiology
- Rehabilitation medicine
- Rheumatology
- Thoracic and cardiovascular surgery
- Urology
- Vascular surgery
- AMC Children's Hospital
- AMC Referral Center
- Asan Cancer Center
- Asan Digestive Disease Center
- Asan Heart Institute
- Asthma Center
- Biliary Disease Center
- Cell Therapy Center
- Childhood Asthma Atopy Center
- Congenital Heart Disease Center
- Diabetes Center
- Fetal Treatment Center
- Health Screening and Promotion Center
- Implant Center
- Organ Transplantation Center
- Parkinson and Alzheimer Center
- Prostate Center
- Sports and Health Medicine Center
- Stroke Center



INTERNATIONALLY RECOGNIZED DOCTORS

AMC's IMPRESSIVE MEDICAL ACHIEVEMENTS reflect the excellence of its medical staff, and it is not surprising that a number of Asan physicians and surgeons have earned international recognition for developing and perfecting new techniques and approaches to treating health problems. Many of the center's top doctors have studied or practiced medicine in other countries, including the US. Conversely, AMC's internationally recognized doctors attract visitors to study and work from all over the globe. The following profiles present just a few of the world-renowned doctors at Asan.

**Director, Organ Transplantation Center and Liver Center:
SUNG-GYU LEE, MD, PHD**



Dr. Sung-Gyu Lee is chief of Hepatobiliary Surgery and Liver Transplantation, director of the Asan Liver Center and the Organ Transplantation Center, as well as professor in the Department of General Surgery. He leads the AMC liver transplant team and is the most recognized liver transplant surgeon in the world. In 2008 *ABC News* referred to AMC's liver transplant team as a "dream team," and in 2010 Dr. Lee led that team to a world record of 367 liver transplants with a 96 percent success rate.

Dr. Lee's specialties include adult living donor liver transplantation and surgeries for cancer of the liver and bile duct. He earned his MD and PhD at Seoul National University College of Medicine and was awarded fellowships at the Lahey Clinic and New England Deaconess Hospital, both in Boston. Prior to joining AMC, he served at a number of prestigious hospitals and medical schools in the US, Japan, and Germany, as well as Korea. He is currently a fellow of the American College of Surgeons and a diplomate of the Korean Board of General Surgery. He recently received the Asan Foundation's Medical Award for excellence in research and practice.

**President, Asan Heart Institute:
SEUNG-JUNG PARK, MD, PHD**



Currently serving as president of the Asan Heart Institute, Dr. Seung-Jung Park is an international expert on the use of stent operations in the treatment of cardiovascular diseases. Dr. Park was the first doctor in Korea to perform a stenting intervention for angina pectoris. In 2001 he developed a new angioplasty treatment protocol, inserting a drug-eluting stent into the narrowed artery to treat angina and myocardial infarction, significantly lowering the risk of relapse.

Dr. Park earned his MD at Yonsei University College of Medicine in Seoul, Korea. He is the first Korean to publish four papers in the prestigious *New England Journal of Medicine*, something achieved by fewer than ten people worldwide. He is the only medical scientist to have received both a Career Achievement Award (for contributing to coronary intervention) from Transcatheter Cardiovascular Therapeutics in the US, and the Ethica Award, the highest honor among the cardiovascular intervention academies of Europe.



**Cardiac Surgeon:
JAE-WON LEE, MD, PHD**

Dr. Jae-Won Lee, currently serving as director of the Asan Heart Institute, is also a professor in the Department of Thoracic and Cardiovascular Surgery at the University of Ulsan and the former chairman of cardiac surgery at AMC. He received his medical degree and PhD from the College of Medicine at Seoul National University and completed his

residency in thoracic and cardiovascular surgery at Seoul National University Hospital. He later served as a clinical fellow in the Department of Cardiac Surgery at the University of Toronto Hospital, Ontario, Canada.

Dr. Lee's areas of focus include minimally invasive cardiac surgery, off-pump coronary artery bypass grafting (OPCABG), minimally invasive direct CABG, valve repair, and the Maze procedure. An international authority on heart surgery, he has performed more than 300 da Vinci robotically assisted heart surgeries, more than 900 arrhythmia surgeries, and more than 1,400 valvuloplasties. He has published 30 articles in a variety of international medical journals. Dr. Lee received a top score on the Korean Medical Examination, is a member of seven professional societies, and received the Dr. Lillehei Merit Award for Excellence in Clinical Research.



**Chair, Department of Neurology:
JAE-YOUNG KOH, MD, PHD**

As chair and professor in Asan's Department of Neurology, Dr. Jae-Young Koh's clinical duties include care of stroke and dementia patients as well as general neurology patients. His research interests include mechanisms of neuronal cell death in acute brain injury such as stroke and epilepsy; roles of endogenous metals in neurological disorders such as Alzheimer's

disease and amyotrophic lateral sclerosis (ALS); and development of therapeutics based on his zinc hypothesis of neurological disorders.

Dr. Koh has published more than 120 articles in such prestigious journals as *Science*, *Nature*, *Neuron*, *PNAS*, and the *Journal of Neuroscience*. He earned his MD at Seoul National University College of Medicine and his PhD in neuroscience at Stanford University in Palo Alto, California. He subsequently completed his postdoctoral fellowship at the University of California, Irvine, and received clinical training at the University of Southern California in Los Angeles and the Neurology Clinic at Barnes Hospital of Washington University in St. Louis, Missouri. Dr. Koh has received several academic prizes including awards from Pfizer and the Asan Foundation.

RESEARCH AND INNOVATION

**Department of Endocrinology,
Diabetes Center**

**Min-Seon Kim, MD, PhD
and Ki-Up Lee, MD, PhD**

Coauthors of an article published in *Nature Neuroscience* on their discovery of FOXO1 and its potential role in the regulation of food intake and energy homeostasis

Department of Hematology

Kyoo-Hyung Lee, MD, PhD

Author of an article published in *Leukemia* on a treatment protocol for acute lymphoblastic leukemia that could raise the complete recovery rate by up to five times

**Department of Neurology,
Stroke Center**

Jong-Sung Kim, MD, PhD

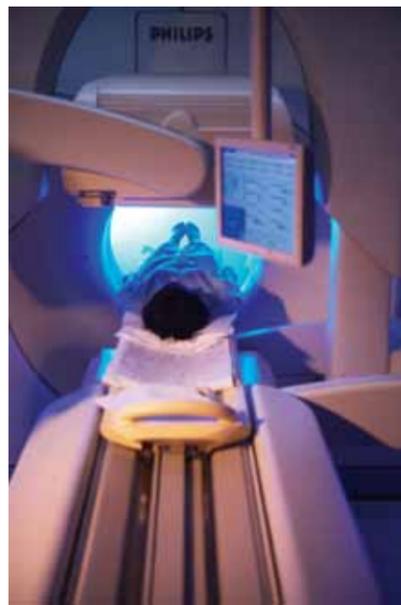
Author of *Intracranial Atherosclerosis*, published in 2008 and now the primary text on stroke development in cranial blood vessels

Department of Radiology

Ho-Young Song, MD, PhD

Developer of the world's first plastic stent for lacrimal duct (tear duct) blockage

SINCE OPENING IN 1989, AMC has remained committed to the pursuit of innovation. Asan's Comprehensive Antibiotic Control Program, Korea's first computerized clinical decision support system used to monitor antibiotic prescriptions, significantly lowered the use of antibiotics at AMC. The Institute for Innovative Cancer Research is developing next-generation anticancer drugs, nano-drug delivery systems, and new molecular imaging technologies. AMC routinely invests in leading-edge medical equipment, such as the da Vinci Surgical System, the Gamma Knife, state-of-the-art imaging systems, and an electronic records system. The Asan Heart Institute's Atrial Fibrillation Center recently introduced 3-D examination equipment (CARTO, EnSite) and cryoablative equipment.



Da Vinci Robotically Assisted Surgical System

Da Vinci is a robotically supported surgical system that enables doctors to perform surgeries more safely and quickly. Asan acquired its first da Vinci system in 2007 and an updated system in 2010.

More than 1,000 robotically assisted surgeries have been performed at AMC, including prostatectomies and mitral valve surgeries. Da Vinci's performance in tumor resection is about 14 times better than human performance. Surgery that normally takes four to five hours can be achieved in two. As only three to five incisions of 0.2–0.3 inches (five to eight millimeters) are made, bleeding is minimal, post-operative pain and risk of infection are reduced, and recovery is faster.



Gamma Knife

Gamma Knife radiosurgery is recognized worldwide as the preferred treatment for brain tumors, arteriovenous malformations, and brain dysfunctions such as trigeminal neuralgia. The Gamma Knife accurately focuses beams of high-intensity gamma radiation on one or more specific sites with minimal effect on the surrounding healthy tissue.

Since first introduced in Asia in 1990, Gamma Knife brain surgery has been performed on more than 5,000 patients. Frequently referred to as bloodless brain surgery, Gamma Knife surgery increases treatment accuracy while removing the physical trauma and the majority of risks associated with conventional surgery. AMC uses the cutting-edge Leksell Gamma Knife Perfexion model.

CyberKnife

Available at AMC since 2011, the CyberKnife is, like the Gamma Knife, a precisely targeted method of delivering therapeutic radiation. Its linear accelerator is mounted on a robotic arm and integrated with a guidance system that delivers instantaneous x-ray images. This unique combination of features makes the CyberKnife more flexible and able to treat tumors anywhere in the body. Its noninvasive approach increases accuracy, reduces damage to surrounding tissue, and speeds recovery times.

AMC's new CyberKnife Center provides radiosurgery facilities, therapy planning resources, treatment rooms, and a recovery area. As a part of the Radiosurgery Center, it offers a multidisciplinary approach joining the Asan Cancer Center and relevant departments to improve treatment results and maximize quality of care.

Diagnostic Imaging and Interventional Radiology

Medical imaging provides the analytical foundation for successful and rapid treatment of many health problems. Asan's Department of Radiology brings together imaging specialists in seven divisions, with access to the latest equipment including ten computerized tomography (CT), eight magnetic resonance imaging (MRI), and four positron emission tomography (PET) scanners. Angiography is used for the diagnosis and treatment of vascular diseases and liver cancer, and ultrasound for imaging the liver, gastrointestinal organs, thyroid, and breast.

The department is also a leader in interventional procedures using the latest techniques, such as percutaneous high-frequency radioablation under ultrasound induction, to treat hepatocellular carcinomas and thyroid lesions. Neurointerventional radiology uses minimally invasive, nonsurgical, and nondestructive methods to treat neurovascular and nervous system diseases.

Asan Medical Information System

Initiated in 1989, the Asan Medical Information System (AMIS) allows AMC to function as a filmless and paperless hospital. AMIS integrates electronic medical records, image archiving, computerized physician order entry, enterprise resource planning, and a data warehouse.

The system's electronic medical record includes a clinical summary information sheet for each patient, with a list of medical issues, operation history, medications, consultant memos, imaging data, laboratory information, and scheduling. Components of the system are available at any time to AMC's partner hospitals through a secure online system, e-AMIS.

The Clinical Decision Support System (CDSS) component of AMIS reviews prescriptions and treatment protocols to ensure patient safety and quality improvement. In operation since 1996, CDSS includes management systems for antimicrobials, parenteral nutrition orders, chemotherapy, drug interaction alerts, pregnancy alerts, and medication.



FACILITIES

ASAN'S MAIN BUILDINGS ARE ORGANIZED AROUND PATIENT CARE.

When the New Building opened in 2008 with expanded treatment areas and other patient-friendly amenities, the West Building became Korea's largest cancer center, and the East Building was dedicated to centers for other chronic adult diseases. To enable patients to receive examinations and treatments without having to move between buildings, many services are replicated; all three buildings, for example, have phlebotomy rooms. Other buildings on the AMC campus house the Asan Institute for Life Sciences and the Asan Education Research Center.



Inpatient Rooms

Asan offers five different types of rooms, from budget-conscious multibed units up to VIP suites. All rooms include:

- electronically adjustable beds
- personal nurse call system
- bedside, patient-controlled room light and TV
- individual cable TV including Korean, English, and foreign-language programming
- guest chair
- personal telephone for local and international calls

Private rooms appeal to many health travelers who want luxury and privacy at an affordable price. Rates for private rooms range from us\$400 to us\$500 per day. VIP rooms with a separate reception area for visitors and a small kitchen range from us\$600 to us\$1,700 per day.



Intensive Care

The focus of intensive care treatment is to maintain the patient's life and minimize damage to important organs. Achievement of these goals requires a specialized team of healthcare professionals, as well as state-of-the-art equipment.

Asan's intensive care unit (ICU) began with the hospital's establishment in 1989. The medical center now operates eight specialized units (MICU, PICU, SICU, NRICU, NSICU, CSICU, CCU, and NICU), comprising 170 beds and a staff of 400. Each specialized unit has a dedicated team of surgeons, physicians, nurses, pharmacists, nutritionists, medical technicians, and nursing assistants. Asan's ICU is the first in Korea to have professionally trained respiratory therapists. The Medical Alert Team, a mobile ICU, brings specialized care to patients in the safest environment for their particular needs.

Physical Medicine and Rehabilitation

AMC's Department of Rehabilitation Medicine employs a team of rehabilitation physicians, physical therapists, occupational therapists, speech language pathologists, rehabilitation nurses, and social workers to pursue its mission of "Power Rehabilitation." Advanced tests are utilized, such as motion analysis, electromyography, videofluoroscopic swallowing study, dynamic posturography, computerized neuropsychological testing, and musculoskeletal ultrasonography.

The department's specialized clinics include the Prosthesis and Orthosis Clinic, Foot Clinic, and Developmental Disorder Clinic. The Pain Clinic diagnoses and treats acute and chronic pain. The Lymphedema Clinic helps reduce problems during or after cancer treatment. The Neuromodulation Clinic provides treatment programs for brain lesions, tinnitus, and fibromyalgia. Asan's Sports and Health Medicine Center helps athletes of all ages recover from injury. The center also provides exercise programs for patients with high blood pressure, diabetes, and hyperlipidemia.

Emergency and Trauma Resources

Asan's Department of Emergency Medicine encompasses 180 healthcare professionals and technicians and a state-of-the-art facility, maximizing the efficiency of urgent medical treatment with a rapid, 100 percent digitally systemized examination and treatment protocol. Incoming emergency patients first go through the triage room, where specially trained doctors and nurses prioritize them according to the severity of their condition and their age and then transfer them to the pediatric emergency room, critical care, or fast-track sections. A specially designed emergency room is available for cancer patients with weakened immune systems. The Acute Care Unit was established in 2008 to provide round-the-clock immediate management of serious emergency patients.



SIGNATURE SERVICES



Director, International Healthcare Center:

Young-Tak Kim, MD, PhD

Appointed director of the International Healthcare Center in 2012, Dr. Kim also serves as director of the Asan Academic Institute, director of the Gynecologic Cancer Center, and chairman and professor in the Department of Obstetrics and Gynecology at the University of Ulsan. He brings extensive medical expertise to the position as well as an emphasis on delivering cutting-edge healthcare to patients from around the world.

Dr. Kim earned his medical degree and completed his residency at Yonsei University College of Medicine in Seoul, Korea. He later earned his doctorate at the same institution. Dr. Kim completed a fellowship in the Department of Pathology at Johns Hopkins University Hospital in Maryland and served as a visiting professor in the Department of Obstetrics and Gynecology at Ohio State University's James Cancer Hospital. A council member of the Asia Oceania Federation of Obstetricians and Gynecologists and chairman of the Scientific Committee for the Korean Society of Obstetrics and Gynecology, Dr. Kim is board certified as an obstetrician and gynecologist.



A CITY WITHIN A CITY, THE ASAN CAMPUS offers an array of services catering to a wide range of patient and visitor needs. As a medical traveler, you can take up residence and comfortably remain on the center's grounds for your entire stay, or you can venture out into the bustling world of Seoul.

International Healthcare Center and Office for International Affairs

Asan's International Healthcare Center (IHC) was opened in 1989 to meet the medical needs of expatriates, business people, and tourists. The Office for International Affairs was established in 2009 to meet the growing demands of global healthcare and medical travel. Together they create a foreigner-friendly, customer-centered system for medical care, helping international patients take full advantage of Asan's services, regardless of home country or language.

IHC staff include full-time physicians and nurses fluent in English and other languages. Fast-track medical exams with no waiting time are available to foreign visitors. IHC doctors review cases (medical records, images, and pathology slides can be sent ahead of time), discuss them with appropriate specialists, and provide a second opinion on treatment within 48 hours. A dual attending system between Asan specialists and IHC staff minimizes potential conflicts due to any language barrier or cultural differences. There is a hotline for patients who speak other languages.

Partnerships with a number of major foreign insurance companies, including Allianz, HTH Worldwide (Aetna), International SOS, Seven Corners, Vanbreda International, Global Assistance Partners, and Tricare, facilitate payment. AMC also partners with health travel planners to arrange travel and every aspect of your visit, aside from the medical treatment itself. Visas, airport transport, translators, appointment scheduling, accommodations, and sightseeing can all be provided.

Concierge Service

Asan offers door-to-door, in-hospital concierge service with English-, Japanese-, Chinese-, and Russian-speaking coordinators. The center's medical staff, especially registered nurses, volunteer to provide this service to international patients on their off-duty time. Patients are individually escorted and assisted through evaluation, admission, pre-op, surgery, and discharge. Because the staff members are thoroughly familiar with the Asan system, they provide accurate explanations of requirements and procedures.

Dining, Culture, and Additional Patient Services

Asan is not simply a place for medical examinations and treatments, but is also a cultural space that provides patients, visitors, and local residents with amenities for a higher quality of daily life. Its restaurants offer a variety of cuisines: Geumgangsang and Garam restaurants offer Korean food, the Sky Lounge has both Korean and Western cuisines, Nami Restaurant specializes in Japanese food, and Namgyeong Restaurant serves Chinese food. There is also a food court that offers both Korean and Western food, several take-out coffee and bakery shops, and Palazzo Del Freddo, which sells sandwiches and ice cream.

Various shops offer medical supplies, flowers, clothing and cosmetics, books and stationery, groceries, even eyeglasses. For ultimate convenience, Asan facilities include a pharmacy, barber shop and beauty salon, post office, and bank. The AMC library lends books and music CDs to patients and caregivers for free. There are Christian and Buddhist chapels, and a prayer room for Muslim patients and staff is under construction. The lobbies of the East and West buildings feature art galleries, which are peaceful places for patients and visitors to spend unscheduled time.



PACKAGES AND PROCEDURES



IF YOU FIND YOURSELF REQUIRING AN ADVANCED MEDICAL PROCEDURE—or if you want to be sure that you do not—Asan provides high-level treatment at 30–40 percent lower costs than treatment in the US. The savings will not only cover your travel expenses, but perhaps the cost of your next vacation as well, which your improved health will help you enjoy to the fullest!

Living Donor Liver Transplantation

Liver transplantation is an effective, life-saving procedure for patients with irreversible liver diseases. Because of the scarcity of deceased donor liver grafts, living donor liver transplantation (LDLT) has emerged as an alternative, especially in Asia, with comparable or superior outcomes.

Korea's first successful adult left-lobe and right-lobe LDLTs were performed at AMC in 1997, and the center carried out the world's first modified right-lobe graft in 1998. In 2000 Asan surgeons invented dual left-lobe LDLT to overcome graft-size insufficiency and minimize donor risk. Overall, 2,166 adult LDLTs were performed at Asan from 1997 to 2010, with no donor mortality. In 2010 the success rate for recipients was 96 percent, with an average of 2.5 days in the ICU and 19.7 days' total hospital stay. The average cost is us\$220,000–280,000, compared to us\$523,400 in the US.

Coronary Intervention and Coronary Artery Bypass Graft

Coronary intervention consists of stent implantation through a catheter to prop open the blocked or narrowed vessel. This technique is relatively noninvasive and cost-effective and has few complications. AMC performs around 2,000 interventions per year, with a 99 percent success rate in 2010, and an average of three or four days' total stay. The average cost is us\$16,000–22,000, compared to us\$40,000 in the US.

Coronary artery bypass grafting (CABG) revascularizes the distal part of the occluded coronary artery, using the patient's own vessel. AMC has 21 years of experience in this procedure, now averaging about 600 surgeries annually, and employs a minimally invasive approach with the da Vinci robotically assisted system. Conventionally, the surgery has been performed with a cardiopulmonary bypass pump, necessitating surgical cardiac arrest. Off-pump CABG is now being used to reduce complications. The success rate in 2009 was 98 percent, with an average of one or two days in the ICU and ten to fourteen days' total stay. The average cost is us\$33,000–45,000, compared to around us\$130,000 in the US.



Robotically Assisted Surgery for Prostate and Kidney Cancer

Da Vinci robotically assisted prostatectomy for prostate cancer reduces post-operative pain and speeds recovery. Total surgical duration is around three hours. AMC performs about 400 such surgeries per year, with a 99.5 percent success rate in 2009. No ICU stay is required, and the total stay is six days. The total cost is us\$22,000–32,000.

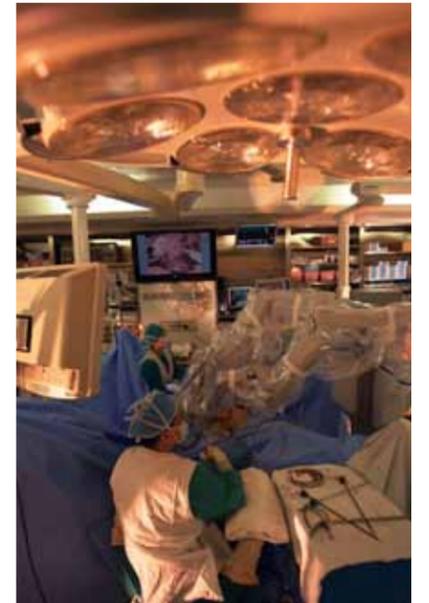
Da Vinci robotically assisted partial nephrectomy for kidney cancer enhances the accuracy of excising small tumors, speeds reconstruction, reduces blood loss, and minimizes post-operative loss of renal function. The center performs about 64 of these surgeries annually, with a 99.3 percent success rate in 2009. No ICU stay is required, and the total stay averages 5.5 days. The total cost is us\$20,000–27,500.

Minimally Invasive Colorectal Surgery

Asan's Department of Colorectal Surgery performs more than 1,600 colon cancer operations each year and offers three minimally invasive approaches depending on disease severity. Colonoscopic mucosal resection and submucosal dissection are new techniques for endoscopic removal of large colorectal polyps and early colorectal cancers. AMC performs more than 1,000 of these resections per year, with a 98 percent success rate in 2009. No ICU stay is required, and the total stay is three days. The total cost is us\$1,400–1,800.

Laparoscopic radical resection is minimally invasive with equivalent oncological outcomes. AMC averages around 400 laparoscopic surgeries annually, with a 95 percent success rate in 2009. No ICU stay is necessary, and the total stay is seven days. The total cost is us\$13,000–18,000.

Da Vinci robotically assisted rectal resection is a relatively new procedure that enables dissection in a narrow pelvis, preserves the pelvic nerve plexus and anal sphincter for better post-operative functioning, and promotes rapid recovery. The center performed ten of these surgeries in 2009 with 100 percent success, and around 100 in 2010. No ICU stay is necessary, and the total stay is seven days. The total cost is us\$16,500–18,000.



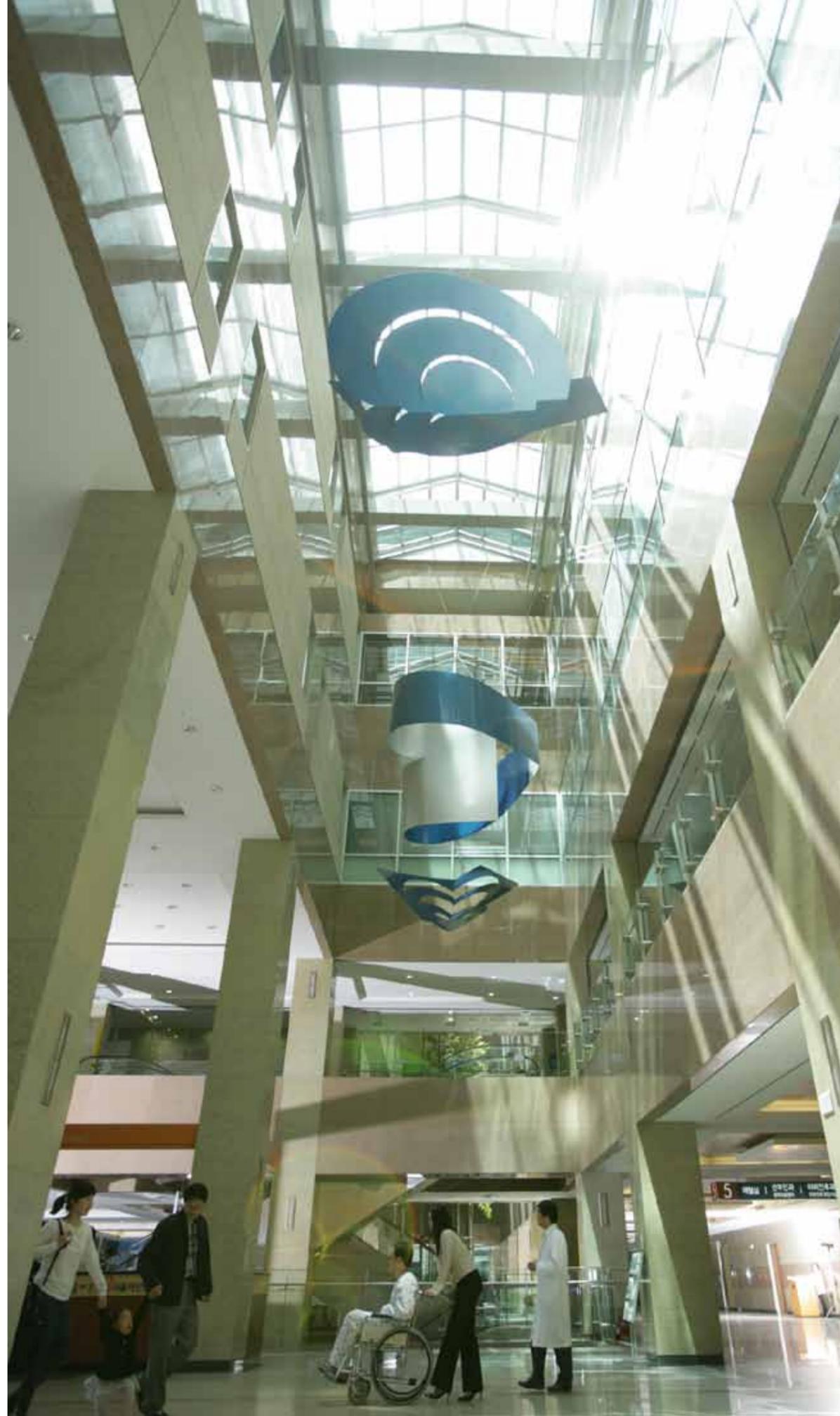
Health Screening Programs

Asan offers custom health screening programs arranged by professional coordinators. Specialized programs include the Cancer Program, which aims at early detection of digestive, lung, breast, ovarian, and other cancers. The cost is us\$2,310–2,800. The Lifestyle Disease Program is designed for individuals who have symptoms or risk factors related to living habits and family history. It focuses on potential problems of the heart and costs us\$2,400–3,180.

The Platinum Program is Asan's most comprehensive one-day general health examination, and costs us\$5,560–6,750. The Premium Program includes preliminary consultation with the patient's primary care doctor and is performed over two days with an overnight stay in a luxurious VIP room. The cost is us\$8,550–9,640.

The VVIP Program brings together Asan's top professors to organize a multispecialty, customized health screening based on medical history and lifestyle. After the screening, a designated nurse serves as a single point of contact for medical records, followup communication, and future appointments. VVIP screening patients receive year-round health support from the original specialty team, and it costs us\$17,100–19,280.

If a disease or abnormality is detected through any screening program, the patient is immediately referred to Asan's specialists for prompt professional care. Screening exams and consultations are given to an average of 150 clients daily. Coordinators stay in touch with patients after the program to provide ongoing systematic management for a healthy life.



CONTINUITY OF CARE—CRITICAL TO SUCCESS

Continuity of care can be a challenge for patients who travel for medical procedures. Excellent communication is critical to the success of your treatment—both with your hometown doctor and the Asan International Healthcare Center (IHC). The IHC staff includes full-time physicians and nurses who are fluent in English and Japanese.

Make sure you work with this clinic to fully coordinate your appointments and healthcare plan *before* you schedule your travel. Make sure, also, that you work with them to establish communication between your primary (local) doctor and your Asan medical team. Early communication with both parties can ensure better followup care after you return home.

Have Your Most Current Medical Records

Once you have established contact with the IHC, work with them to make sure your Asan physician will have access to your most current medical records including up-to-date laboratory tests, x-rays, or scans. Medical records are most often transmitted in two ways: as paper copies or disks by postal service, or as electronic documents via a secure online service.

Collaboration Among Doctors

Transferring your medical records may get your local doctor communicating directly with Asan's IHC for the first time. The next collaboration should occur after your treatment or surgery. Medical professionals from the IHC will work with you to make sure your local physician is notified of the details of the surgery and the aftercare protocol. Once you return home and are again under the care of your local physician, this collaboration and consultation should continue until you are released from care with a clean bill of health.

Complete Documentation

Too often, patients return home lacking the complete documentation their local physician needs to oversee ongoing care. The absence of information compromises the physician's effectiveness and threatens the patient's health. Make sure you work with Asan's IHC to get complete records before you return home. Also make sure to keep your local physician involved from the first day. Good continuity of care is essential for a successful outcome!

Taras S.,* Almaty, Kazakhstan

WHILE VISITING SEOUL IN JANUARY OF 2009, Taras's mother and 76-year-old father decided to have health screenings at Asan, based on the recommendation of their Korean translator and guide. The doctor evaluating Taras's father recommended an esophagogastroscope, and the test discovered a stomach tumor, which was confirmed by CT and PET scans. Taras and his mother are both doctors and, after learning the news, Taras immediately acquired a Korean visa and flew to Seoul to accompany his father for the surgery.

Before deciding to undergo surgery at Asan, the family had visited two other facilities. Because Taras's father had a comfortable relationship with his Asan physicians, Dr. Kap-Choong Kim and Dr. Min-Hee Ryu, the family chose to have the surgery there. They felt that their arrival, pre-treatment, and treatment at Asan were handled very well, and that the quality of the father's care exceeded their expectations. Although Taras's parents do not speak Korean or English, a translator assisted in communications with Asan's medical staff.

After his father returned home in February, Taras coordinated followup care. His father has had no complications or related problems since returning to Kazakhstan, and has been easily able to fill prescriptions.

The whole family is very happy that Taras's father had a checkup and treatment at Asan. Taras says, "AMC gave my father a second birth, and we are grateful to all of the doctors and nurses." The family plans to return to Asan if his father has health problems in the future. In the meantime, Taras adds, "We have highly recommended AMC to our neighbors in Kazakhstan, and three of them have already visited and thanked us."

**Patient's name changed by request*



Dmitriy S., Moscow, Russia

A LITTLE MORE THAN ONE YEAR AGO, Dmitriy discovered a lump on his neck, just below his ear. He first went to his local hospital, but the problem was difficult to diagnose, and he spent a great deal of time visiting a series of doctors in Moscow. Finally, the lump was diagnosed as a branchial cleft cyst. By then, the cyst was the size of an egg and very uncomfortable. He was advised that surgery was the only treatment and that a large incision would be necessary.

Dmitriy was 28 at the time, living in Moscow and working as a consultant for a large consulting company. He had always thought of himself as young and healthy, so the diagnosis was a shock. He decided to find out as much as he could about the treatment of branchial cleft cysts, and he researched treatment options in Europe. But surgery was the only option offered, and it was very expensive. Through the internet, he eventually found several articles that discussed alternative treatments, but none of his local doctors had experience with those methods.

After reading more articles, Dmitriy concluded that specialists at Asan had more experience in this field than anyone else, so he decided to travel to Seoul and consult Dr. Jong-Lyel Roh. His relatives were opposed to the trip, but his friends supported it. A local travel company communicated with the hospital and arranged for medical travel to Korea, booked a hotel in Seoul, and put him in contact with Asan's Russian coordinator.

The hospital's welcoming ambience surprised Dmitriy. He was warmly greeted, everything was well organized, and the latest technology was evident. After x-rays were taken, Dr. Roh immediately diagnosed his illness and offered him two alternative treatments. The first suggestion was surgery, but much different from the procedure performed in Europe, and the scar would not be visible. The second was an unexpected option to save money: injection with a special preparation.

Although Dr. Roh warned him that the chance of success was only 50 percent for each injection, Dmitriy decided on the nonsurgical treatment and received the first injection right away. The duration of treatment was 10 minutes; he was greatly surprised, having planned for a long treatment, that the time from registration to completion of his treatment was just 1 hour.

Dmitriy repeated his trip to Korea one month later to receive the second injection. He was warmly greeted by the Russian coordinator and Dr. Roh. One month after the second treatment, he was standing in front of the mirror and noticed that his cyst had shrunk. Three weeks later, it had completely disappeared, and he could not even feel it with his fingers. Two months after his second treatment, Dmitriy returned to Asan for followup, and Dr. Roh confirmed that he was totally healthy.

Dmitriy says, "I am extremely grateful to Dr. Roh, the Russian coordinator, and all of the doctors and nurses at Asan who helped with my treatment. I met with my local doctors in Russia, and they could not believe I had been cured without surgery." Most importantly, he comments, "At the moment, I feel great, and I want to thank the specialists at Asan for their top-quality work!"



PATIENT AND VISITOR GUIDE

KOREA AT A GLANCE

Language: Korean (English widely taught in schools)

Time Zone: GMT +9

Country Dialing Code: +82

Electricity: 220 V, 60 Hz, plug types C and F

Currency: Won (KRW)

Airports: Incheon International Airport and Gimpo International Airport, Seoul



KOREA IS A NATION OF CONTRASTS, with social customs grounded in ancient Confucianism, but with an insatiable appetite for technology and a hurry-up approach to life. Seoul, often dubbed “the new Tokyo,” is much cheaper than its southeast counterpart and one of Asia’s best-kept travel secrets.

Now purposefully reshaping itself from a modern conglomeration of concrete and steel into a softer, more tourist-friendly destination, the city is incorporating parks along the Han River, restoring imperial palaces, and reconnecting the remains of the ancient fortress wall that winds over the forested mountains encircling the city. As the old Korean proverb goes, “Even if you have to crawl on your knees, get yourself to Seoul!”

Accommodations

As you might expect from a city that functions as an economic powerhouse, Seoul offers a range of accommodations, from luxury hotels and resorts to local inns and small bed-and-breakfasts. You can directly contact the hotels described here, or you can have a travel planner or the Asan Office for International Affairs recommend and reserve accommodations for you.

Seoul Olympic Parktel

88 Bangi-dong, Songpa-gu

Seoul, KOREA 138-749

Tel: +82 2 410.2114

Web: parktel.co.kr/english/index.asp

Seoul Olympic Parktel, on the periphery of Olympic Park, is the nearest hotel to AMC. The luxurious facilities include Korean- and Western-style rooms, a business center and fitness club, and the Baekjegwan Restaurant serving traditional Korean food. The Parktel offers a 40 percent discount to AMC patients.

Sheraton Grande Walkerhill

San 21, Gwangjang-dong, Gwangjin-gu

Seoul, KOREA 143-708

Tel: +82 2 455.5000

Email: walkerhill@sk.com

Web: sheratonwalkerhill.co.kr/eng

The Sheraton Grande Walkerhill offers deluxe rooms in the main tower, as well as rooms in the elegant Aston House, the tranquil Douglas House, and the exclusive Walkerhill Villas nestled within lush forest on Acha Mountain. Facilities include a health club, casino, and golf range. Restaurants range from Asian (Korean, Japanese, and Chinese) to Western (fine dining, delicatessen, and pizza).

Lotte Hotel World

40-1 Jamsil-dong, Songpa-gu

Seoul, KOREA 138-220

Tel: +82 2 419.7000

Web: lottehotelworld.com

One of Seoul’s leading hotels, comfortable, elegant Lotte Hotel World is a little more than 1 mile (about 2 kilometers) from Olympic Park and about 10 minutes by taxi from AMC. The facilities include business and fitness centers, an indoor pool, and a restaurant. Asan patients receive a 40 percent discount.

History of Korea

According to ancient myth, Korea was founded by the god-king, Tangun, in 2333 BC. The Joseon Dynasty moved the capital from Gaegyeong to Hanseong about 600 years ago, ultimately leading to the establishment of modern-day Seoul.

During its 2,000 years of recorded history, Korea has experienced a series of invasions by neighboring countries. Most recently, Korea was divided at the end of World War II. With the former Soviet Union and the US unable to agree on implementation of a United Nations-mandated joint trusteeship, two separate governments eventually stabilized into the existing political entities of North and South Korea.

Now a liberal democracy and an economic powerhouse, South Korea achieved rapid economic growth in the 1960s, with industrialization and modernization efforts expanding in the 1980s and 1990s. Known as one of the Four Asian Tigers, South Korea is recognized as an industrialized, developed economy and is home to some of the world’s leading high-technology corporations including Samsung, Hyundai, and LG.

In 1996 South Korea joined the Organization for Economic Cooperation and Development, and in 2010 Seoul hosted the G20 Summit, a meeting at which top world leaders discuss the global economy. Today South Korea is the world’s fifteenth-largest economy and the US’ seventh-largest trading partner. The country hosted the Summer Olympics in 1988 and the World Cup Soccer Tournament in 2002.



WHAT IS A HEALTH TRAVEL PLANNER?

Health travel planners specialize in helping patients find medical treatment abroad. Although Asan's Office for International Affairs provides extensive support for international patients, the office partners with Ezmedicare to provide end-to-end concierge service for international patients. Ezmedicare offers assistance with visas, flight booking, airport transport, caregiver service, shopping, touring, and even legal services in case of a medical dispute.

Located in Seoul, Ezmedicare specialists are available to answer questions about overseas medical care and provide cost estimates. Additional services are available by fee through their extensive concierge program, which is customizable based on patient need.

Ezmedicare
6F, S Building
163-1 Samsung-dong, Gangnam-gu
Seoul, KOREA 135-090
Tel: +82 2 2059.1651
Email: info@ezmedicare.com
Web: ezmedicare.com

EzMedicare
Global Healthcare Provider



Local Attractions

The problem confronting tourists in Seoul is not finding interesting and entertaining things to see and do, but selecting from among the many opportunities. If this is your first visit, you may want to sign up for a Seoul City Bus Tour through the heart of Seoul. Then, get a taste of Korean history at the Gyeongbokgung Palace and the Jingwansa Temple. Visit the galleries at Insa-dong, where traditional Korean fine arts are on display, and take a break in a traditional teahouse. Or spend an evening in Itaewon, an ethnically diverse section known for its Western-style nightclubs and ethnic restaurants.

Lotte World. Ten minutes by taxi from Asan, Lotte World is “a world of magic and fantasy” and the Korean recreation complex most frequently visited by foreign tourists. Lotte World boasts Adventure, the world's largest indoor theme park, and Magic Island, an outdoor amusement park, as well as restaurants, shopping malls, a folk museum, sports facilities, and movie theaters. The World Carnival Parade and the Cosmos Circus Laser Show are both great ways to spend an evening.

Olympic Park. Created for the 1988 Seoul Olympics, Olympic Park offers historic sites, athletic facilities, sports stadiums, and a conservation-friendly forest. Seoul's residents come here to relax and unwind, and because it is only a 10-minute walk from Asan, you can easily do the same.

Enter through the Peace Gate, with its eternal Olympic flame, and stroll through the spacious gardens with one of the world's five best sculpture parks; engage in your favorite sport (skating, swimming, tennis, golf, and more); visit the Olympic Museum and Art Museum; or take in a concert. Be sure to check out the Mongchon Toseong Fortress, built between 18 BC

and AD 660, and the History Experience Park. The Eco-Park provides an unusual opportunity to view native wildlife in the center of the city. You can also hop on the Hodori Train for a less strenuous tour.

Seongnae Stream. Feeling the need for an extra dose of peace and tranquility? Take a stroll along the restored Seongnae Stream, flowing slowly through thick beds of grass, an oasis of calm in bustling Seoul. Separate walking/jogging and bike paths follow the stream past Hangari Pool and several impressive fountains, including a musical fountain. The paths also provide access to exercise facilities, cultural events, and performances. Seongnae Stream is close to Olympic Park, a 10-minute walk from Asan.

COEX Mall. As the largest underground shopping mall in Asia, COEX Mall offers everything you would expect and probably more. Shopping (more than 200 stores), entertainment (a 16-screen multiplex cinema), and fine dining are plentiful, but you can also indulge your craving for a Big Mac, a Starbucks coffee, or a Dunkin' donut. Visit the Aquarium, which houses 650 species of marine organisms, and the Kimchi Museum, featuring 187 varieties of *kimchi*, which will convince you that *kimchi* is great for dieting and overall health. Or just shop until you drop!

Dining. Seoul is a gourmand's delight, with cafés and restaurants to please every palate and fit every budget. Korean cuisine is largely based on rice, noodles, tofu, vegetables, fish, and meats. Traditional meals are noted for numerous side dishes, or *banchan*. AMC particularly recommends Ocean Star, offering a delectable feast of king crab, sushi platters, hot Chinese dishes, and desserts. The Nolboo duck restaurants (located in the Central City and the Jamsil district) feature barbecued smoked duck and sulfur duck roasted in mud, and were designated Best Korean Restaurant by the Seoul Metropolitan Government.



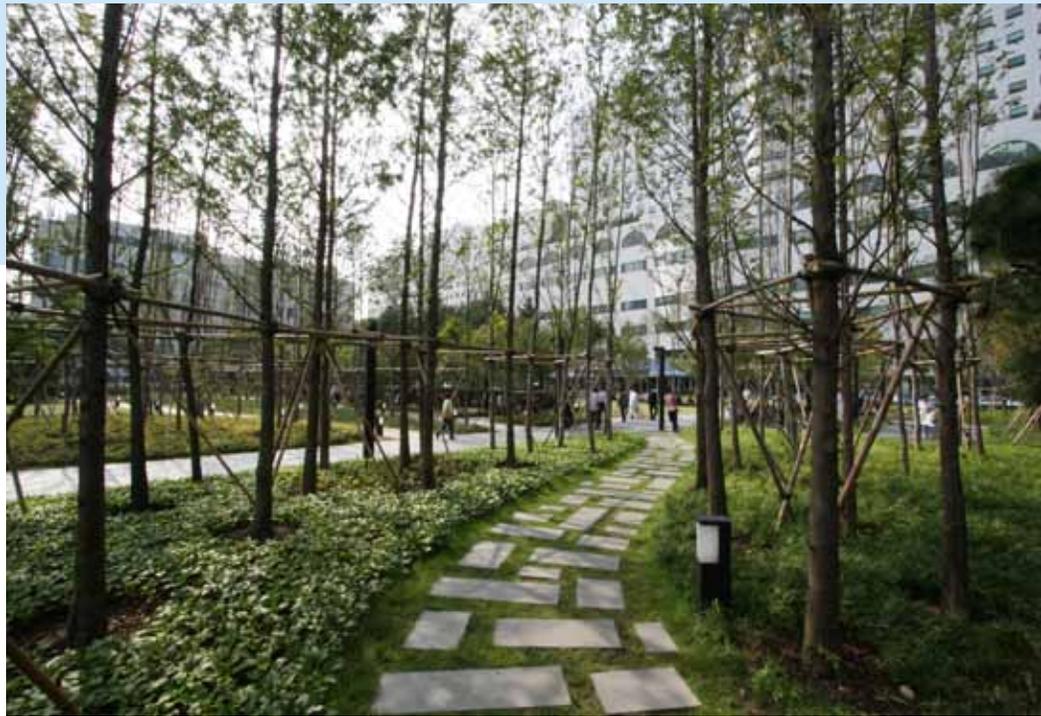
INTERNATIONAL PATIENT RESOURCES

KOREA HAS SET ITSELF THE GOAL OF ATTRACTING MEDICAL TOURISTS, and Asan Medical Center is at the forefront of the campaign. Asan offers the most advanced medical treatments and technology at affordable prices, and is constantly striving to provide the best patient-centered healthcare available anywhere.

Asan's International Healthcare Center can set up appointments with appropriate doctors and clinics, provide you with an interpreter, and help you arrange travel and accommodations in partnership with health travel planners. In short, a visit to Asan is as painless as any trip to the hospital can be, with the added incentive of touring, shopping, and eating in the ancient yet ultramodern, bustling yet tranquil, always friendly city of Seoul.

"The best all-around healthcare I have received anywhere."

—Jerry M., United States,
November 2009



CONTACT:

Asan Medical Center
Seoul, KOREA
eng.amc.seoul.kr
int@amc.seoul.kr, +82 2 3010.5001,
International Healthcare Center
aio@amc.seoul.kr, +82 2 3010.7942,
Office for International Affairs

Patients Beyond Borders
Chapel Hill, North Carolina, US
patientsbeyondborders.com
info@patientsbeyondborders.com
1 800 883.5740, US toll-free
+1 919 924.0636, International

ISBN: 978-0-9843880-8-0

US\$9.95

EUR€6.75

CAN\$10.25