

2016/17 KNOWLEDGE SHARING PROGRAM WITH Costa Rica

Korea Development Institute

**Enhancing Capacities of Healthcare Industry
in Costa Rica for Strengthening Globalization
and Fostering Regional Economy**

**Jongyearn Lee
Professor**

KDI School of Public Policy and Management

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Introduction

- Highlights of CR's healthcare industry

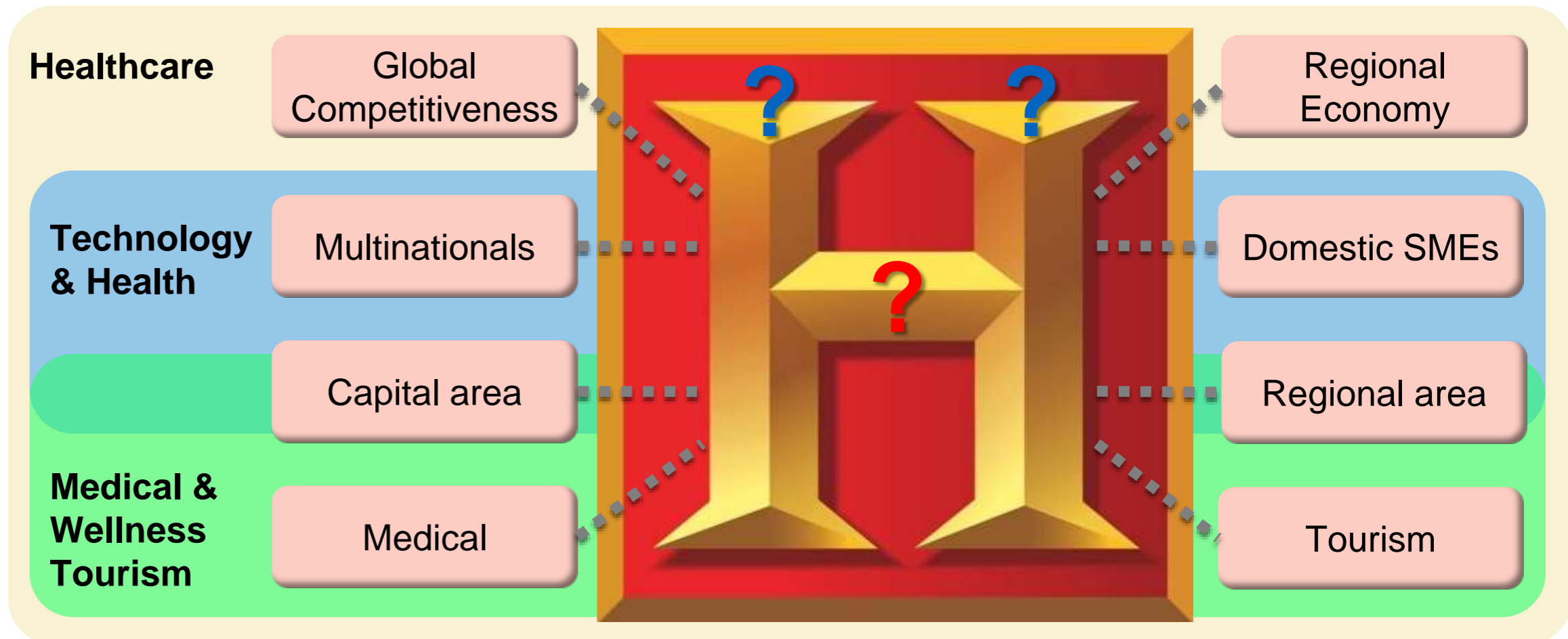
	Technology & Health	Medical & Wellness Tourism
Facts	<ul style="list-style-type: none"> • 2nd largest exporter in LATAM • 7th supplier to the US • No.1 export product (23%, USD 2.2bil, 2015) • Life science = 4% of GDP 	<ul style="list-style-type: none"> • 9,774 medical tourists (0.4%, 2005) • 48,000 medical tourists, USD 338mil, 83% from US (PROMED, 2011)
Strength	<ul style="list-style-type: none"> • Skilled workforce (No.1 Edu. Sys. in LATAM) • Language • Location • Competitive tax incentives (0% income tax for true ROI) • Safety/Political stability 	<ul style="list-style-type: none"> • International recognition • Top healthcare system • Value for money (30-50% of US) • Renowned tourism destination
Challenges	<ul style="list-style-type: none"> • Low VA products & outsourcing • Mismatch b/w skilled labor supply and production structure needs • Weak domestic SMEs • Gap b/w capital and regional areas • Bureaucracy/Red tapes 	<ul style="list-style-type: none"> • Lack of (collaborative) public policy • Lack of international marketing plan

Introduction

- Healthcare industry is an important sector in CR's economy
 - ✦ Many multinational companies and spontaneous growth in medical & wellness tourism
- CR needs global competitiveness and regional development in this sector
- Focus on **technology & health** and **medical & wellness tourism**



Challenges in CR's Healthcare Industry



- (**horizontal**) How to link the segmented domains?
- (**vertical**) How to narrow the gaps to achieve balanced development?

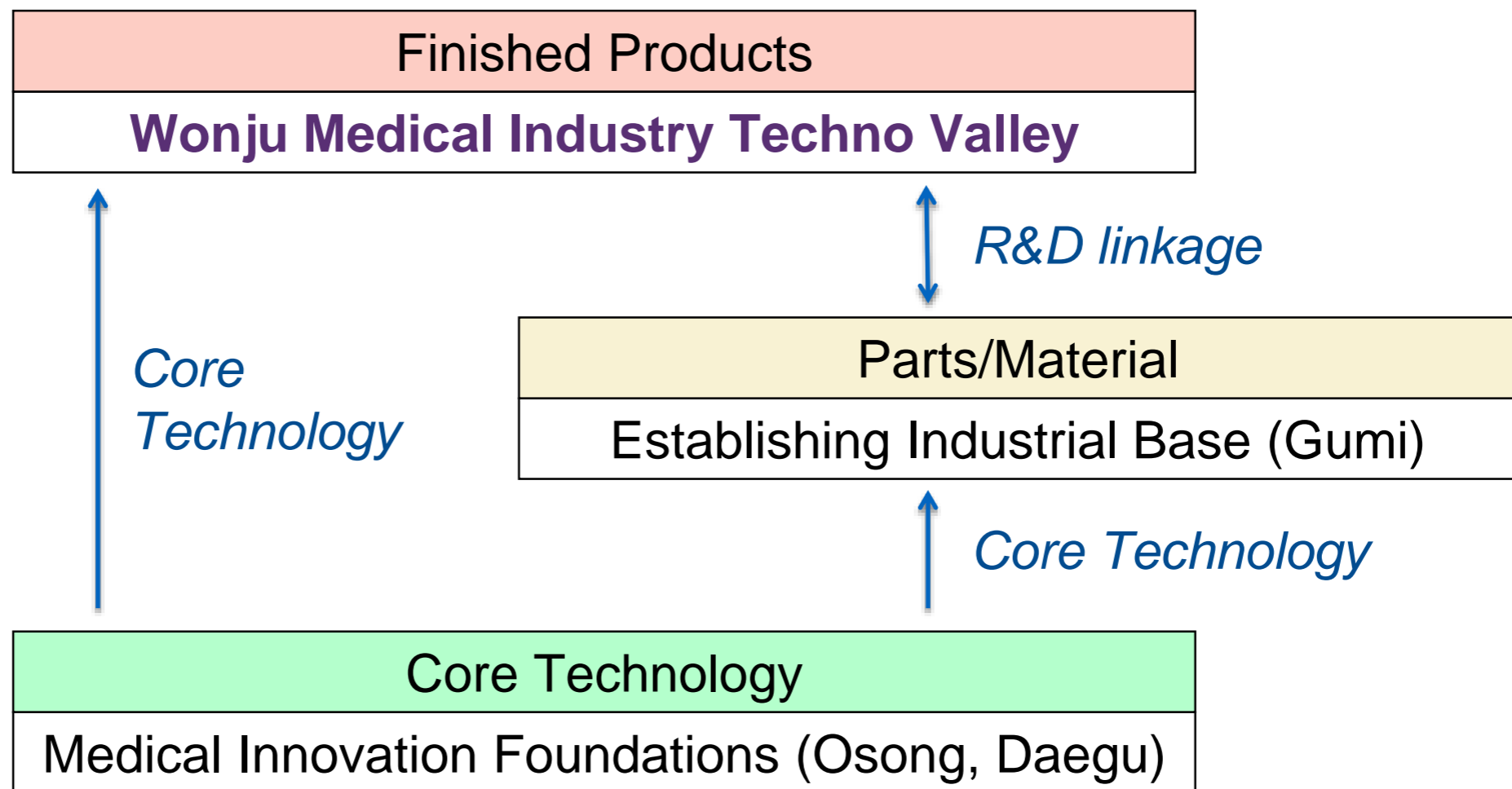
PART I



Technology & Health

Korean Experience I: Technology & Health

- Korea's plan for linking clusters in medical industry



Korean Experience I: Technology & Health

[CASE 1] Wonju Medical Industry Techno Valley

- Ecosystem for sustainable “one-stop support”



Korean Experience I: Technology & Health

[CASE 1] Wonju Medical Industry Techno Valley

Stage	Entrepreneurial	Collectivity	Formalization	Elaboration
Highlights	Led by local university	Rule setting for managing incubating center and agency	Establishing foundation and dividing labor b/w city government and university	Forming collaborative network
Proximity	Geographical proximity b/w research institute and government	Geographical proximity b/w companies and research institute	Organizational proximity b/w companies, government and research institute	Stable innovative synergy
Structuring	Building research infrastructure	Commercialization and expanding tenant companies	Establishing supporting agencies	Enlarging network and diversification
Mediation	Informal leadership	Intra-organizational hierarchy of authority	Contract and link to committee	Networking to form rules and canon
Collective strategy	Agglomerate, confederate (informal)	Confederate (formal)	Conjugate	Organic

Korean Experience I: Technology & Health

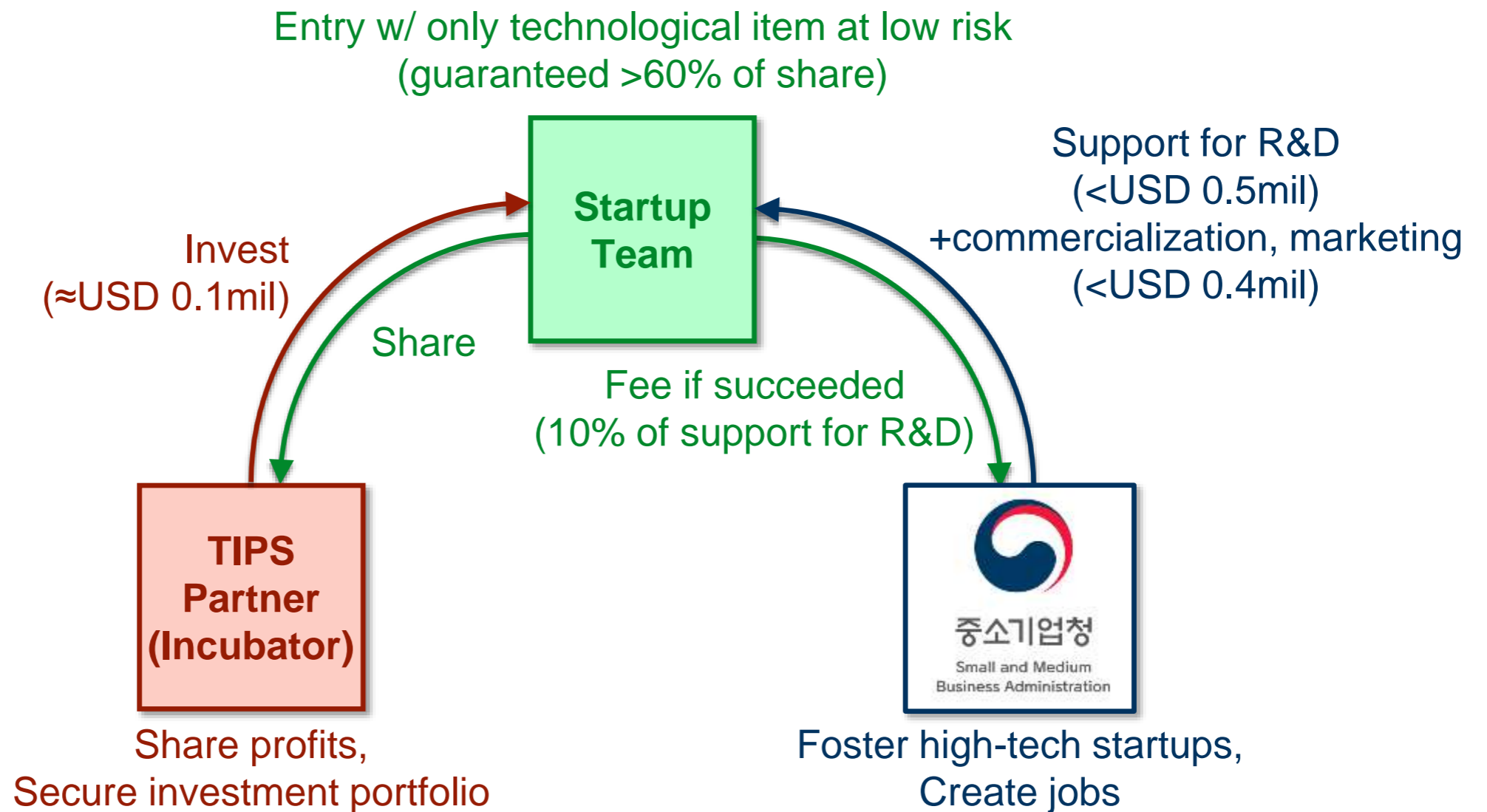
[CASE 1] Wonju Medical Industry Techno Valley

- **Seven Success Factors**
 - ✓ **Collaboration between research institute and local government**
 - ✓ **Consistent support independent to change of leadership (local government)**
 - ✓ **Full-blown support from central government**
 - ✓ **On-time supply of facilities to new/potential tenant companies**
 - ✓ **Overcoming opposition of residents**
 - ✓ **Steady expansion of production base**
 - ✓ **Easy access to qualified labor force**

Korean Experience I: Technology & Health

[CASE 2] Tech Incubator Program for Startup (TIPS)

- Structure to utilize private's creativity and efficiency

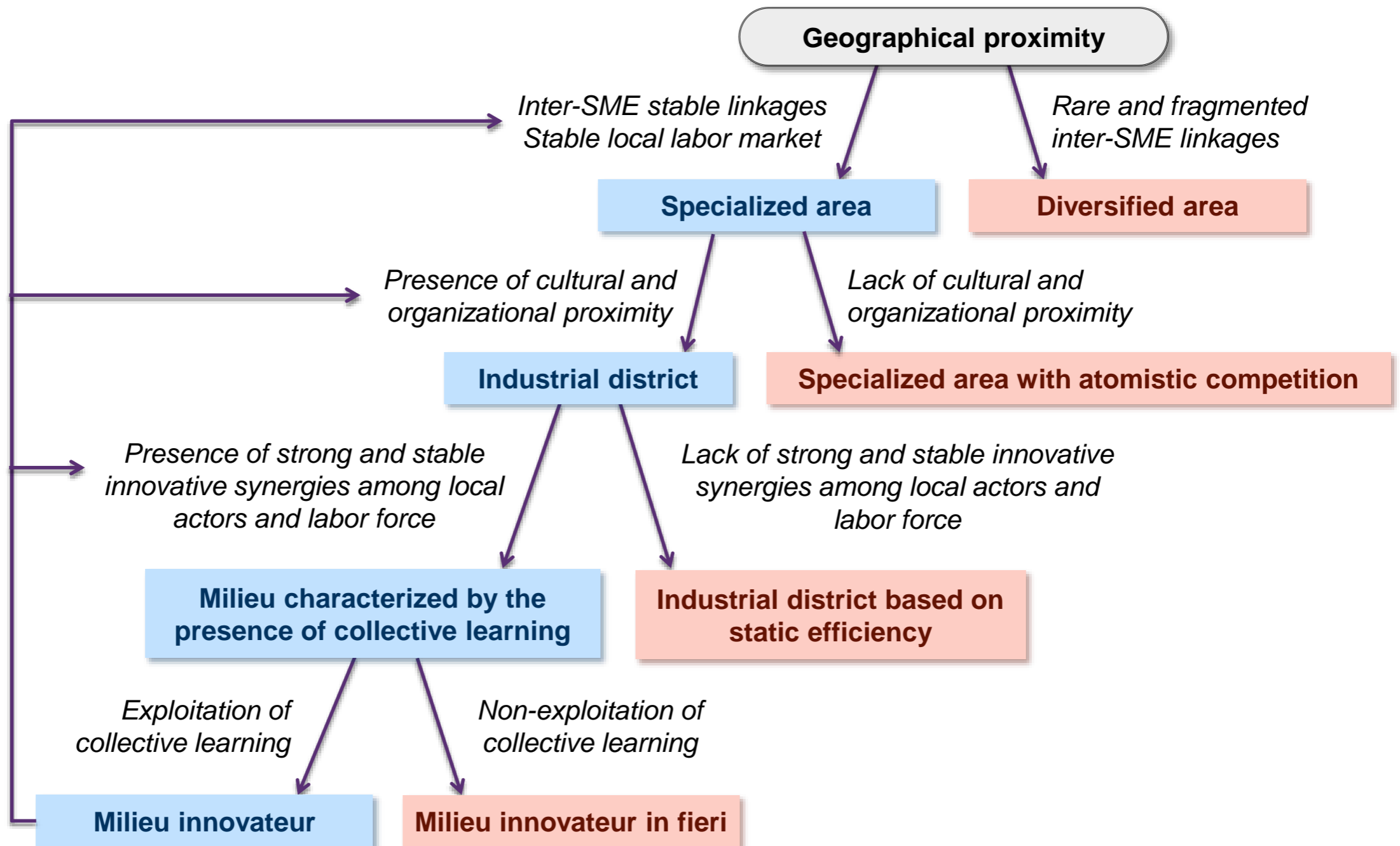


Policy Suggestions I: Technology & Health

- **Consider building a cluster specialized in medical devices for domestic SMEs based on lessons learned from Korean experience**
 - ☞ Locate strategically (e.g. COYOL FTZ)
 - ☞ Divide labor (e.g. CENIBiot)
 - ☞ Use private's creativity and efficiency
 - ☞ Be bold and patient

Policy Suggestions I: Technology & Health

- Pre-conditions for the local systems (Capello, 1999)



PART II



Medical & Wellness Tourism

Korean Experience II: Medical & Wellness Tourism

- Recent legal/institutional efforts in medical & wellness tourism
 - ✦ Amended “**Medical Service Act**” (Jan 2009)
 - e.g. medical tourism visa: C3-M (90 days), G1-M (1 year)
 - ✦ Enacted “**Act on Support for Overseas Expansion of Healthcare System and Attraction of International Patients**” (Jun 2016)
 - e.g. designation/evaluation of institutions
 - monitoring medical expenses/fees
 - introducing compulsory medical accident insurance

Korean Experience II: Medical & Wellness Tourism

- Recent policy efforts in medical & wellness tourism
 - ☞ Support for upbrining **regional** leading medical institutions
 - ☞ Projects for upbrining medical tourism
 - e.g. international marketing, infrastructure, online platform
 - ☞ Special zone for medical tourism
 - ☞ Tax (VAT) refund for cosmetic services
 - ☞ Collaboration for more effective support

Korean Experience II: Medical & Wellness Tourism

- Supports from agencies

- ✦ Korea Healthcare Industry Development Institute (KHIDI)

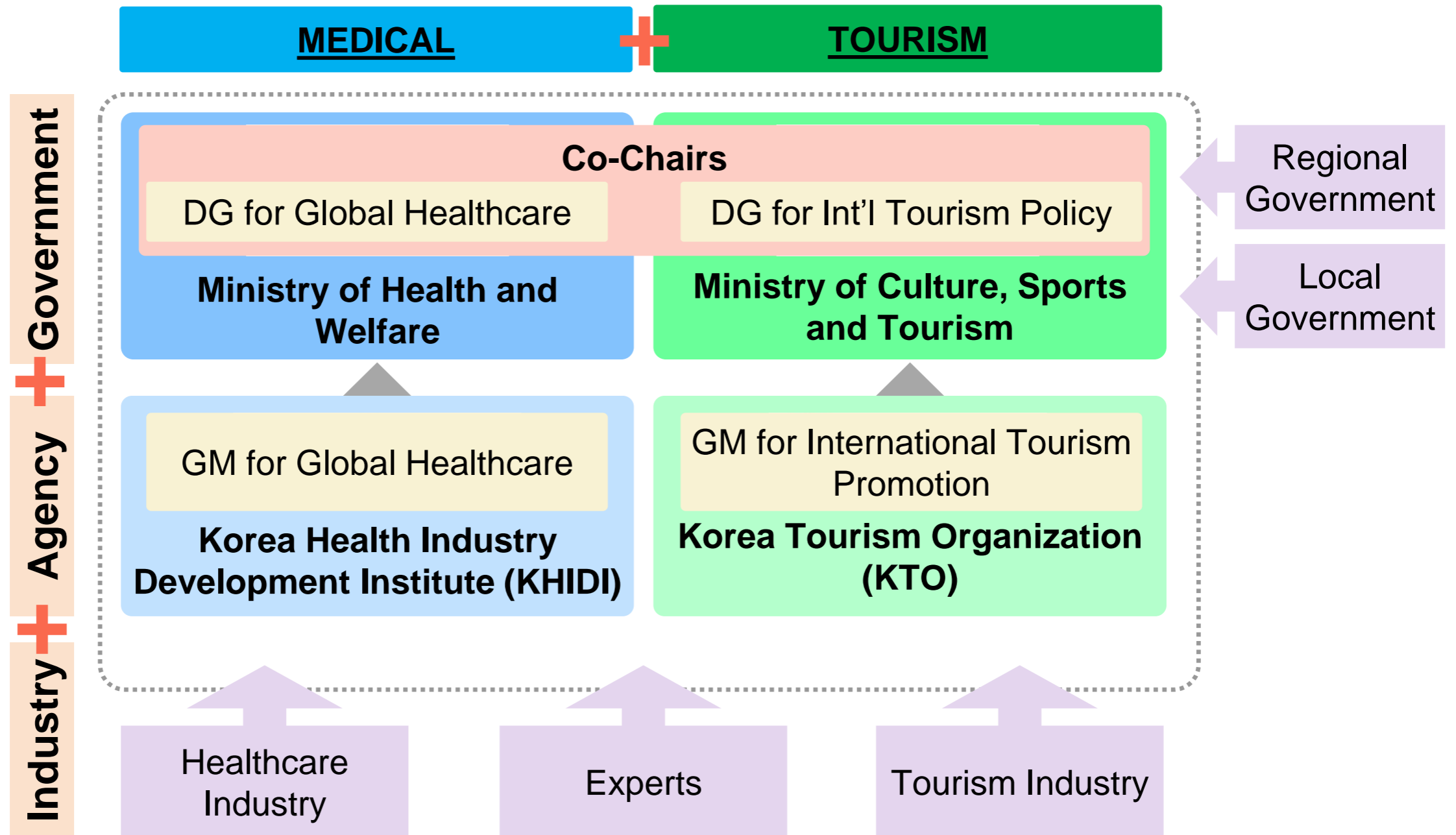
1. administrating registration of institutions/coordinators
2. collecting/managing data for attracting int'l patients
3. publishing reports on domestic/international trends

- ✦ Korea Tourism Organization (KTO)

1. hosting Korea International Medical Tourism Convention
2. promoting w/ influential international media & celebrities
3. developing medical & wellness tourism products
4. operating Medical Tourism Information Center

Korean Experience II: Medical & Wellness Tourism

● Association of medical tourism



Korean Experience II: Medical & Wellness Tourism


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Why Seoul?

Future-oriented Tech city Mecca of Medical Tourism Tradition is alive In town

Seoul Featured Attractions

- Attractions
- Medical Tour Tip
- Health & Beauty Tip
- Themed Tour


Medical Provider



KWANGDONG Hospital of Traditional Korean Medicine

The Hospital opened its doors in 1994 as a subsidiary of Kwang Dong Pharmaceutical Co., Ltd, one of the biggest Korean


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Seoul catholic university of korea seoul St. Mary's Hospital

Since its establishment in 1980, Gangnam St. Mary's Hospital has been striving to treat mental and physical illnesses for

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365mc Obesity Hospital

Korea largest obesity clinic with the best facility and equipments - 27 domestic branches -Korea's largest obesity surgery

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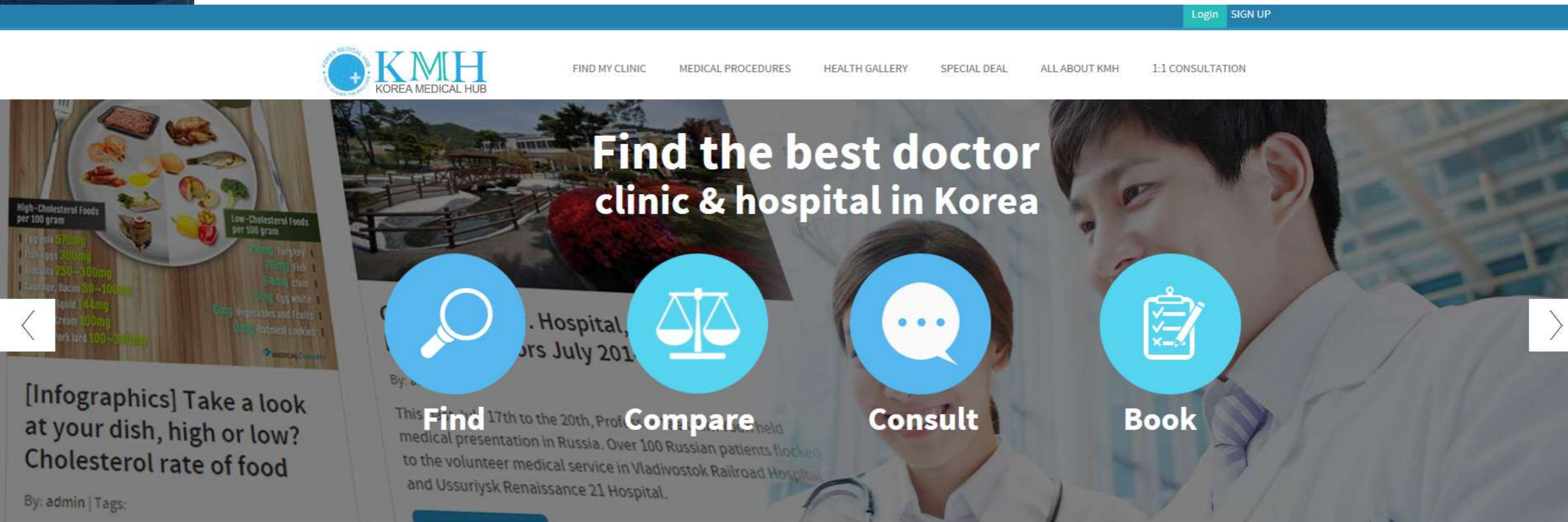
Publicity Material

Event

News

FAQ
To answer your questions. ➔

Korean Experience II: Medical & Wellness Tourism



FIND MY CLINIC

Plastic Surgery

Dream Plastic Surgery Beauty Line Plastic Surgery WITH Plastic Surgery UP2C Plastic Surgery Clinic
 V Plastic Surgery Group Most Valuable Plastic Surgery (MVP Plastic surgery) SOHYANG LAPORIS
 La Clinique de DongAn Center IZien Plastic Surgery Real Cosmetic Clinic FLORA Aesthetic Clinic NEO Plastic Surgery
 Oblige Plastic Surgery Grand Plastic Surgery Jayunmiin Plastic Surgery Clinic Cinderella Plastic Surgery
 VIP International Plastic Surgery Center Camellia Miz Korean Medicine JK Plastic Surgery Center
 Wonjin Beauty Medical Group TL Plastic Surgery Clinic Beauty Forever Plastic Surgery ID Plastic Surgery Hospital
 Gangnam K Beauty Plastic Surgery Clinic Mirae Medical Center THE Plastic Surgery

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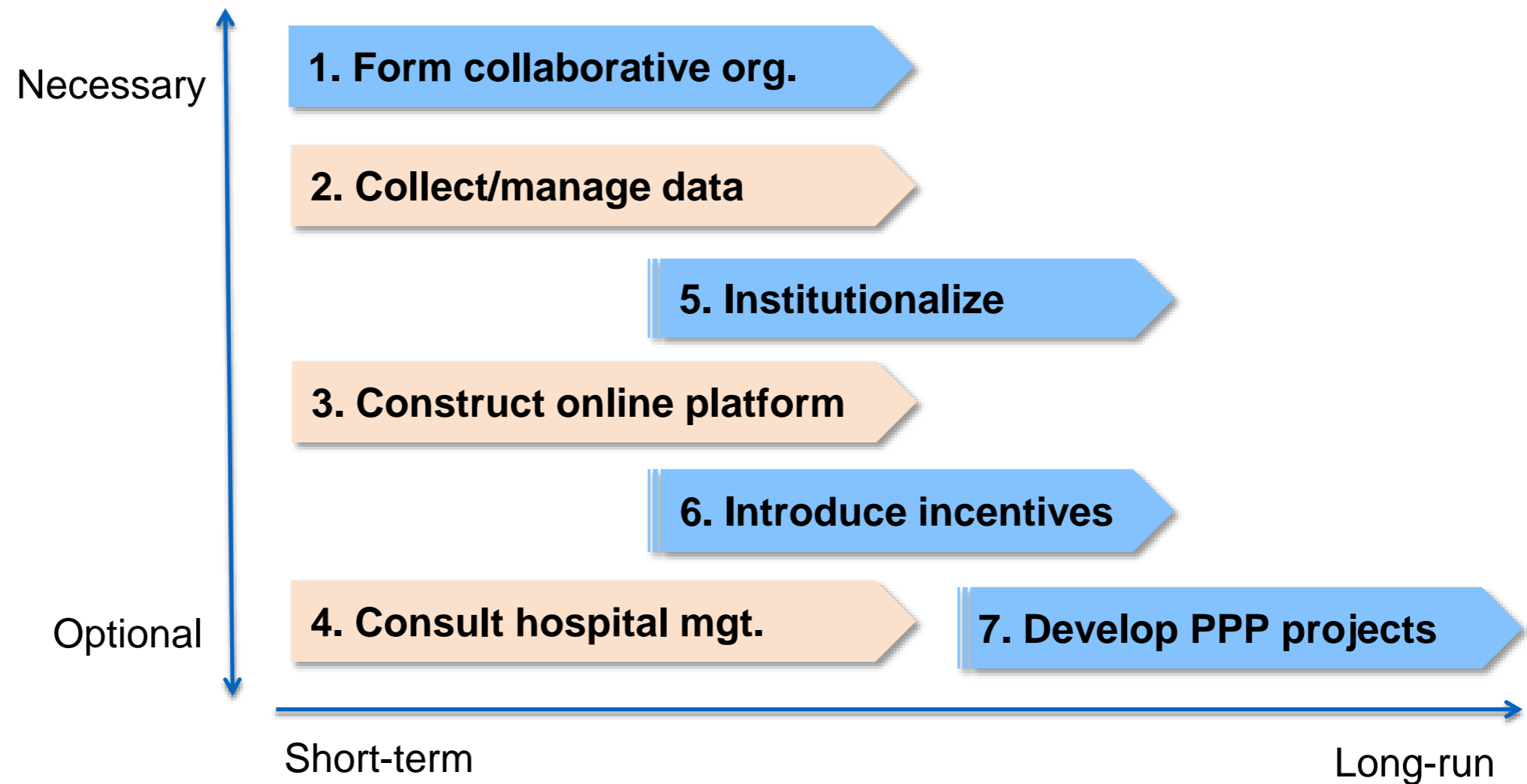
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<http://www.kmhglobal.com/find-my-clinic>

Policy Suggestions II: Medical & Wellness Tourism

- Seven Suggestions derived from Korean experience





THANK YOU



KNOWLEDGE SHARING PROGRAM