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Cancer :the greatest threat to the welfare of mankind

120,000 people are newly diagnosed with cancer every year!
300,000 patients are suffering with terminal cancer

Cancer= Incurable disease leading to death???

Each year, 28% of all deaths, about 67,000 people have lost their lives due to cancer .

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Cancer is a chronic disease that can be prevented and cured.

SAM Integrative Cancer Hospital's steps to overcome cancer will continue on.



- 2012** 'Global SAM Integrative Cancer Hospital' to be opened
- 2011** Expanded to "Integrative Cancer Hospital"
- 2010** Performed 16,000 cases of TomoKiller (firstly in the country)
- 2009** Introduced TomoKiller (VMAT: Volumetric Modulated Arc Therapy)
- 2008** Introduced Advanced Technology in Cancer Treatment
 - PET-CT (Positron Emission Tomography/ Computed Tomography)
 - ANGIO (Angiography)
 - HIFU Knife (High Intensity-focused Ultrasound)
 Cooperation with Clinica E.T. Hospital in Japan
- 2007** Established Integrative Cancer Center
Started Holistic Healing Ward and Living SAM Program

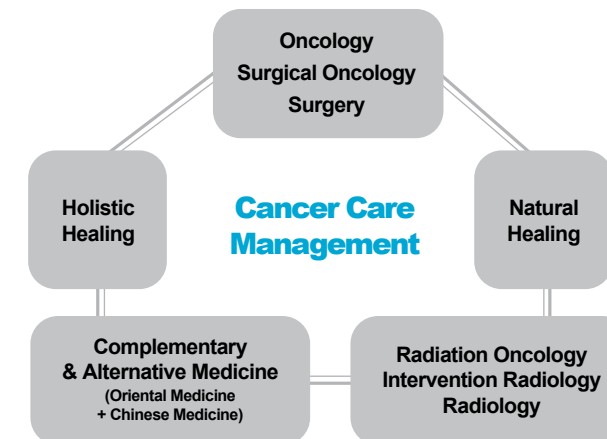
Introduction of the New Advanced Care System 'Integrative Care'

(Since 2007)

What is the Integrative Care system?

It's a new system to reach an accurate diagnosis and care plan for cancer treatments through mutual cooperation by specialists in various fields.

- 1 **Patient-oriented Care Plan** is provided to each patient.
(Advanced Cancer Treatment combined creatively)
- 2 Various specialists from Oncology, Surgical Oncology, Radiation Oncology, Radiology, Complementary & Alternative Medicine, Holistic Healing institute, and Natural Healing Center discuss and decide the most appropriate treatment for patients.



Cancer: the Efficacy of Integrative Care System

- ▶ The time of process for outpatient treatment including scan is reduced within 10 days.
- ▶ Active communication between the specialists
(The specialists from various fields are cooperating and setting the treatment plan to reduce the errors in decision making process for treatment to each patient.)

01 | Patient-oriented Practical Model Patient-oriented Integrative Cancer Treatment



It's different!

| Korea's 1st Integrative Care System in 2007

The studies, researches, experiments and know-hows experienced from medical specialists are applied to the cancer treatment.
New care model presented for all stages (1~4) of cancer

| Sufficient Communication with Medical Staffs

The medical staffs' consultations with their patients allow them to properly understand the patients' condition and provide the best treatment through sufficient conversation of more than 30 minutes per patient.

| Integrated Medical Team Conference

The best care from customized therapy is provided by the cancer experts of various fields for each patient to overcome cancer.

| Team Rounding

Rounding as a team makes effective communication among doctors, patients and patients' guardians in one place.

| Nurse Practitioner System

Nurse Practitioner System is to promote communication between medical doctors and patients through the nurse practitioner to give consultations and explanations to patients at any time.

| One-Stop Service and Advanced Medical Equipment

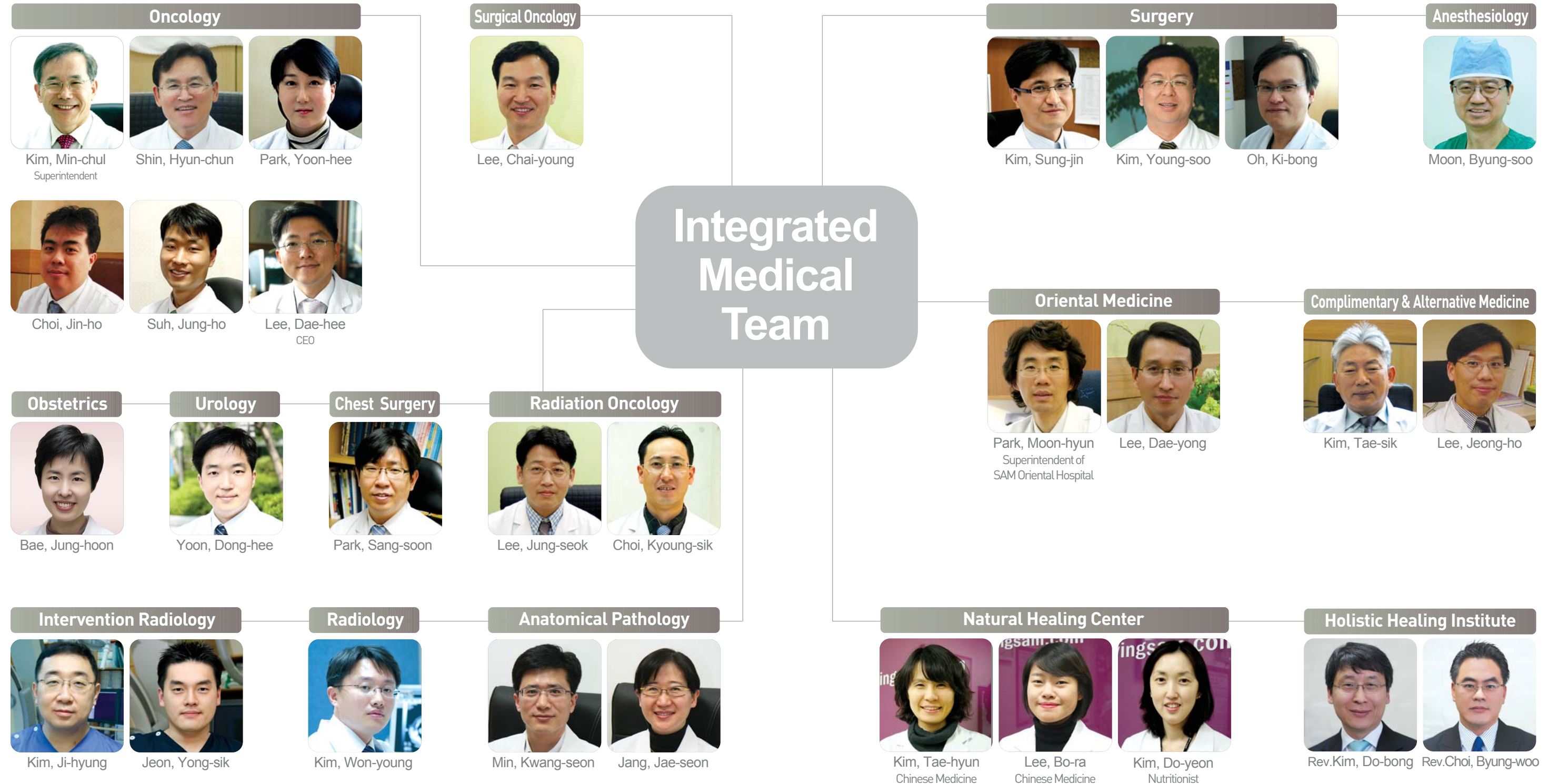
Integrated treatments of specialists and one-stop services are provided as a total-care unit in one place. Also, advanced-technology medical system provides an accurate diagnosis and treatment.

| Suspected Cancer, Diagnosed with Cancer 'Priority Treatment'

The patients with the possibility of cancer or are diagnosed with cancer are provided non-stop service to check-in on the day. We always strive to provide a prompt treatment and convenience through reducing time for waiting.

02 | A New Approach to Cancer Treatment Integrated Medical Team Conference

03 | Excellent Medical Specialists



ONE STOP!

Integrative Cancer Hospital

delivers one-stop care system by mutual cooperation to provide prompt and accurate cancer treatment.



04 | Patient-oriented Care System, providing the best environment One-stop Care Service

01 Offices for doctors and RNs are placed in wards

Nurse practitioners are able to give prompt medical treatment to inpatients in the ward

02 Specialized doctors are arranged by major type of cancer

The best treatments are provided through mutual cooperation of specialists arranged by each type of cancer.

03 Injection rooms for outpatients

Outpatients can receive chemotherapy on the day without checking into the hospital.

04 Simultaneous treatment of other diseases

SAM Integrative Cancer Hospital are differentiated by providing general hospital treatment.

05 | High-end Medical System

Treatment is done at the rotation of 360 degrees.

[The first in Korea] TomoKiller | VMAT | Volumetric Modulated Arc Therapy



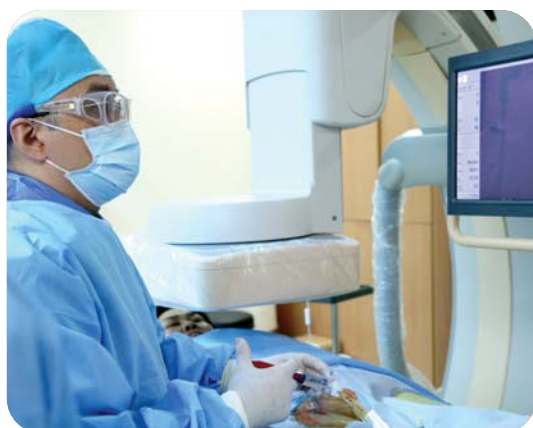
Advanced medical equipment that combines X-ray and CT to remove cancer tissues maximizes the protection of normal tissues and minimizes side effects.

Advantages

- 30% less radiation effect than existing machines
- An entire tumor can be discovered during 360 degree rotation
- Save Time and the most appropriate treatment can be applied to patients
- Safe and accurate treatment can minimize side effects

Chemotherapy kills cancer cells but normal cells are being killed, too!

[The first in Korea] ET : Endovascular Treatment



A chemotherapy has strong toxic to kill enough of the normal cells. As normal cells are destroyed by intravenous infusion, immune functions are weakened. However, if a chemotherapy is performed to arteries that supply the cancer cells, it can be an effective attack reducing damage to normal cells. This procedure has been proven safe through adequate clinical experiments of more than 17,000 cases for last 20 years by Clinica E.T. Hospital in Japan.

Advantages

- ET can be used with only 1/5 - 1/10 anti-cancer medicines compared to intravenous chemotherapy
- It can reduce the side effects as 1/10 compare to intravenous chemotherapy.
- 80~90% of drugs are absorbed to cancer tissues rather than normal tissues
- It attacks only the cancer cells without impairing the immune system

No Surgery, No Scar

HIFU-Knife | High Intensity Focused Ultrasound



HIFU in a noninvasive treatment by delivering high energy ultrasound to the lesions. The tumor cell will be eliminated by a heat ablation and gas cavitations.

Advantages

- There is no damage to normal cells since there is no surgery.
- There is no side effects by radiation exposure.
- Daily life is possible within a few days after treatment for quick recovery
- No worries about wounds, bleeding or secondary infection.
- It enhances the effectiveness of anti-cancer and large tumors can be treated by dividing treatments.

Metastatic cells! Both surgery and chemotherapy are in progress.

Cytoreductive Surgery with Hyperthermic Intraperitoneal Chemoperfusion | CRS + HIPEC



This treatment is for peritoneal seeding cancer. CRS includes extensive excisions of organs and peritonectomy which are involved with tumor seeding nodules. HIPEC is a type of chemotherapy for peritoneal lesions.

Advantages

- When this treatment is applied to a patient who has peritoneal metastasis and are left 6 to 9 months to live, the life is likely to be extended 1 to 2 years longer.
- This treatment can be applied to metastasis such as stomach cancer, colon cancer or ovarian cancer spread to internal organs in the abdominal cavity with shape of a grain of rice.



Peritoneal Cancer is Treated Without Abdominal Incision

LHIPEC



Treatment is not by abdominal incision, but by laparoscopic skills. LHIPEC which is to raise temperature up to 42~43°C can be applied to patients with peritoneal metastasis and its effect of control spilt water is excellent.

Advantages

- Smaller scars, Faster recovery
- Biopsy and enterolysis and inspection of anti-cancer medicine receptivity with Endovascular Treatment(ET)
- Various types of peritoneal metastasis including the treatment of multiple malignancy not being regulated

Metastasis: It Relieves Pain

Cryoablation



Cryosurgery is a process of necrosis of tumor by speed-decrease of the core temperature to -80°C while watching the screen with equipments such as CT or ultrasound. This is a procedure using minimally invasive method and patients can be discharged after 24 hours.

Advantages

- Almost no scarring or pain
- Faster recovery after treatment
- Effective on prostate cancer, kidney cancer, lung cancer, breast cancer and bone metastases.
- Analgesic effect to relieve pain
- Improving quality of patients' life by long-term relief of pain

Destroy Cancer Cells with 90 °C Temperature Needle

RFA | Radio Frequency Ablation



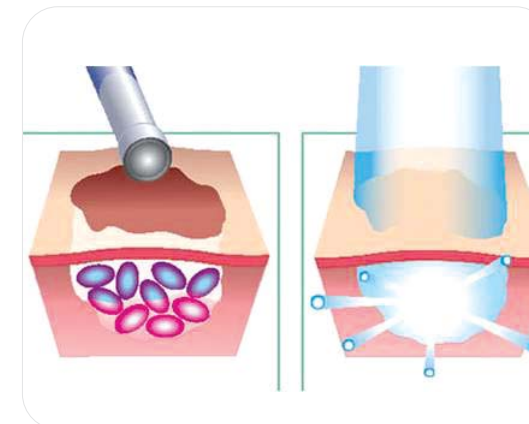
A treatment is an ablation of tumor by high frequency electric current after inserting a needle.

Advantages

- No scar, No pain
- This procedure is done while sleeping without anesthesia.
- Faster recovery after the treatment.
- High therapeutic effect applied in various parts.
- Broad range of application not only liver cancer, but also lung, kidney, bone and metastasis.

Cancer: Destroyed with Light not by a Knife!

PDT | Photodynamic Therapy



PDT (Photodynamic therapy) is a selective destruction of cancer cells by lighting 630nm beam.

Advantages

- No damage to normal cells.
- Less pain, Less complication
- Effective on relapsed cancer stage 3, 4 as well as cancer stage 1,2
- Applied to various parts of cancer such as gastrointestinal cancer, Esophageal cancer, bile duct cancer, lung cancer, bladder cancer, skin cancer, mesothelioma and cervical cancer.



Cancer Cells: Did you know that the cancer cells are destroyed at 13.56MHz wave?

High-frequency Hyperthermia Cancer Treatment



Hyperthermia destroys cancer cells by increasing core temperature up to 42~43°C by 13.56 MHz wave. Only cancer cells are destroyed by passing through as part of developed cancer or metastatic cancer and this treatment has no side effects.

Advantages

- Almost no pain or side effects with less toxic
- All areas including brain and bones can cure solid tumors
- Expected synergistic effect with immunity
- Improving treatment when combined radiation and chemotherapy
- Only destroy cancer cells by concentrated heating (Additional check or equipment is no necessary)

Diagnosis of cancer in the whole body with just one test!

PET-CT | Positron Emission Tomography



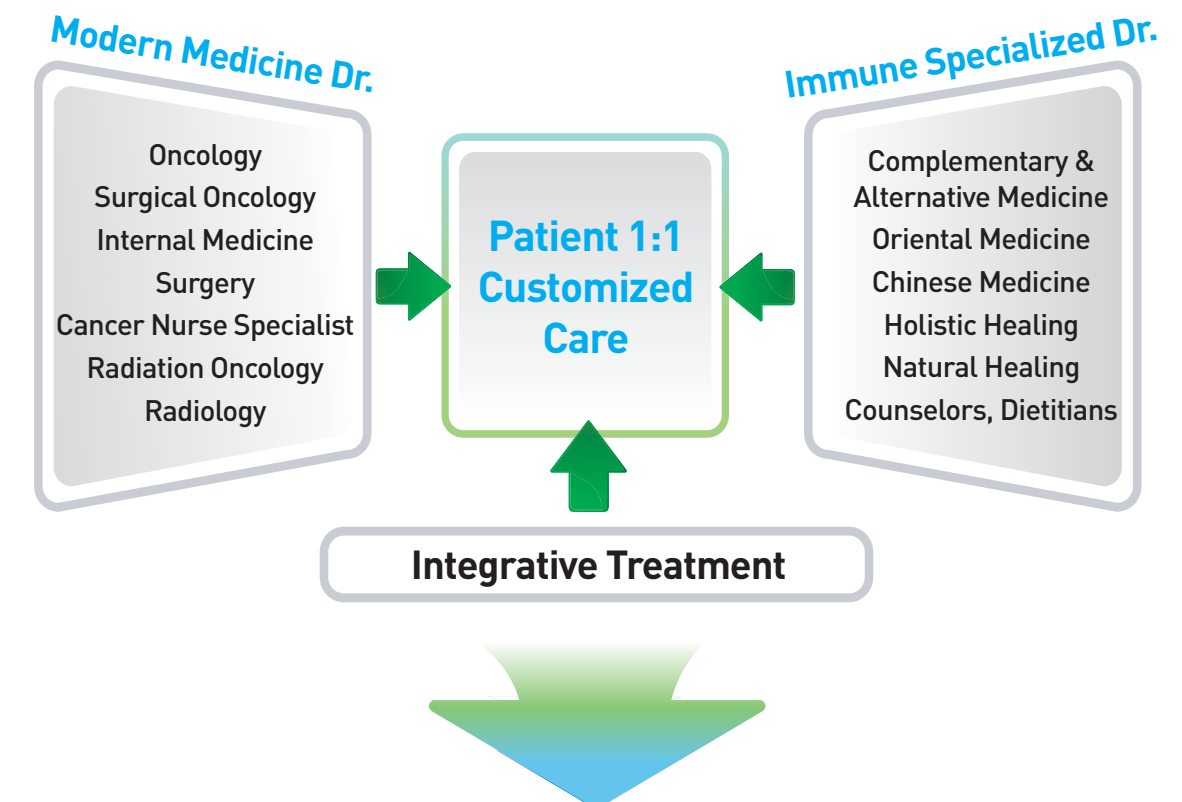
PET/CT is an examination to scan a body after completely absorbing radio pharmaceuticals into body through intravenous injection and analyze the changes in body. Cancer is detected earlier through PET/CT because it is able to find biochemical changes the stage before producing structural changes.

Advantages

- Early stages of cancer too difficult to detect can be diagnosed
- 1-hour, one-time as the only test to diagnose cancer of whole body
- Benign and malignant tumors can be differentiated
- Safety check for the less radiation exposure
- Check tissue function and metabolic status in body.

New Model of Cancer Treatment

- Integrative Care System



The First 'Immune Care System' in Korea

Immune Care System has introduced...
to enhance immune through providing complementary treatment after analyzing a patient's nutrition and mental state.

Immune Care System is supporting...
Holistic Healing to complement the limitations of modern medicine.

Specialized Care System

Integrative Cancer Hospital

is performing careful and various treatments such as oriental medicine, complementary and alternative medicine, natural healing therapy and holistic healing therapy to provide customized treatments for cancer patients .



06 | Cancer Treatment Only for Me The Best Patient-oriented Care Service



01 Oriental Medicine - Complementary and Alternative Medicine Research Institute

To increase a therapeutic effect, we provide not only modern medicine, but also various complementary therapy proven safety and efficacy.

02 Natural Healing Center (Living SAM)

Customized care services are provided after analyzing patients' constitution, dietary habit, and lifestyle.

03 Holistic Healing Institute

To enhance effectiveness of treatment and encourage patients and their families discouraged by suffering from disease, we developed holistic healing programs and help patients to recover in body, mind and spirit.

Complementary and Alternative Medicine Research Institute

Safe and reliable treatments in complementary and alternative medicine, acupuncture and Chinese medicine can enhance the effectiveness of treatment by complementing incurable diseases.

We are performing integrated treatment with specialists of "Complementary and Alternative Medicine" and it can be used by patients at any time at Natural Healing Center (Living SAM)

Removal Toxins & Immune System Effect



Hyperthermia Therapy



Acupuncture



Moxa Therapy



Loquat Moxa



Hyperthermia Therapy



Ankle Pump Exercise



Nishi Exercise



Dietary Counseling

Natural Healing Center (Living SAM)

Severe diseases and cancer are caused by imbalances of body structure and function, mind and environment. Natural Healing Therapy focuses on enhancing immune system through the approach of multiple dimensions.

01 Immune System

Deep Hyperthermia

- Loquat Moxa Using Vital Clay
- Whole Body Hyperthermia Using Vital Clay
- TDP
- Nouveau Cell Therapy

DeToxification Therapy

- Castor Oil Therapy
- Dr. Max Gerson's Coffee Enema
- Liver Clean Care
- Lymph Massage

02 Dietary Cure

- To improve effectiveness of chemotherapy and radiation therapy by maintaining a balanced nutritional condition.
- To provide a healthy diet matching each patient's constitution.
- Dietitians apply the healthy diet according to each disease

03 Health Consultation / Energy Therapy

- Diagnosis of a patient's health condition through constitution test, Iris scan, Hair mineral test, saliva hormone test / Sacral Therapy(CST), Body Electrical Treatment

04 Exercise Management & Natural Healing Education

- Apply customized exercises such as Nishi Exercise / Ankle Pump Exercise / t'ai chi ch'uan / Energy Training
- Providing education of natural healing therapy for patients and their families to take care of themselves.
- Lifetime health management system through regular consultation and check-ups

Holistic Healing Institute

Holistic Healing

means taking an holistic approach including modern medicine, oriental medicine and complementary medicine to improve the quality of our lives through healing mind and natural healing of immunity.

Holistic Healing Institute

is developing various programs for recovery patients in body function, relationship and environment; transforming their relationship, diet and their lifestyle; training them to adopt to their own society even after discharge.



Laughing Therapy



Spiritual Counseling



Art Therapy



Holistic Healing Service

- | Laughing Therapy
- | Image Therapy
- | Gardening Therapy
- | Art Therapy
- | Journal Therapy
- | Holistic Healing Conference
- | Music Therapy

Holistic Healing Program

helps patients to have healthier self-image and broad world view. It also helps patients to have positive attitude toward integrative treatment and improve efficacy by participating medical decisions actively.



WE ALWAYS BE WITH YOU!