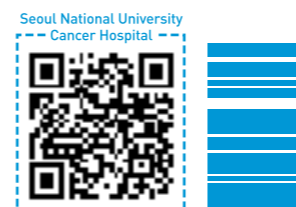




<http://www.snuh.org/english/>  
International Healthcare Center  
Tel. 82-2-2072-0505 / E-mail: ihs@snuh.org

Seoul National University Cancer Hospital



Our goal is for patients to achieve and enjoy good health by providing world-class education, patient care, and research

## Vision

### Your FIRST Hospital Friendly · Integrated · Research-based · Smart · Trustworthy

By introducing a patient-friendly and patient-oriented medical care system and utilizing clinical research and information technology (IT), we become a hospital that both public and medical experts fully trust.

#### A research-driven hospital that leads the way for defeating cancer

As a result of our distinguished and top quality research which includes the development of new anti-cancer drug, we represent a globally renowned research-driven hospital.

#### The institution where qualified specialists are trained in cancer treatment

Our diverse experiences and innovative educational programs allow us to be an institution that trains highly-skilled experts in every field and an organization where specialists lead new developments.

#### Leader of the nation's public health policy in cancer

We are the leaders of medical advancement as we continue to improve public health policy in cancer and build a collaborative system of cancer treatment and research for patients nationwide.

## Strategy

### Personalized, patient-oriented hospital

Prompt and accurate patient care is integral and a priority here at SNU Cancer Hospital. We provide personalized service and information to each patient through a collaborative and multidisciplinary approach for each cancer.

### Innovative & smart facility

Smart care is delivered to patients with the utmost comfort and safety through the development of integrated diagnostic imaging facility, state-of-the-art equipment, and a smart digital system.

### Global Medical R&D Hub

Our active clinical trials on new drugs in addition to translational research in cancer are being recognized worldwide and bringing in more patients from overseas.

### A hospital with culture and tradition

Concerts and art exhibitions are held with Changgyeonggung Palace as the background scenery.

## Seoul National University Cancer Hospital Your FIRST Hospital in the conquest of cancer

Seoul National University Hospital (SNUH) has been leading the Korean medical community in its mission of providing the highest quality medical service to the public using advanced medical technologies.

As a global leader in conquering cancer, SNU Cancer Hospital was created by SNUH. Because of our highly knowledgeable and skilled doctors, state-of-the-art medical systems, and world-class R&D capabilities, SNU Cancer Hospital will be your FIRST hospital in conquering cancer.

**Friendly**

Patient-friendly and patient-oriented medical care system

**Integrated**

Integrated medical care with the best medical team

**Research-based**

World-class research-driven hospital focusing on anti-cancer drug development

**Smart**

Medical services with state-of-the-art IT

**Trustworthy**

Trustworthy medical team providing standardized advanced treatment





# Friendly

## Patient-friendly and patient-oriented medical care system

**SNU Cancer Hospital offers a “one-stop, total care” service which prepares a treatment schedule within 24 hours**  
Same day exams are available for those who visit SNU Cancer Hospital for the first time. Results from any necessary imaging examinations are also available on the same day. Thus, we eliminate the need for multiple visits, and patients receive the best quality medical care at their convenience.

### **Patient-oriented medical treatment through collaborative care and coordination per disease**

The most optimal treatment plan for each patient is determined through the cooperation of related centers. Specialized nurses manage the overall examination and treatment schedule so that we meet our goal of providing the best patient-oriented medical care.



**“All of the doctors, nurses, and staff at SNU Cancer Hospital fully invest in every stage of the patient’s disease- from exam to diagnosis to treatment to post-treatment after cancer.”**

### **Prompt and accurate exams and diagnosis minimize patients’ waiting time**

Thanks to the Cancer Imaging Center, Korea’s first integrated imaging center located within the cancer hospital, cancer exams and results are available on the very same day. Same day service is also available at the Bronchoscopy Center and the Gastrointestinal Endoscopy Center. These centers provide endoscopic diagnosis and treatment of lung cancer and conscious sedation endoscopy, respectively. The Cancer Diagnosis Laboratory Center minimizes exam time with high performance equipment and the most up-to-date cancer diagnosis systems. The Molecular Pathology Center is also more reliable in diagnosing cancer based on having performed more diagnoses than any other center in Korea.

### **Providing personalized cancer information and education**

The Cancer Edu-Info Center has consistently developed and provided both online and offline personalized information on cancer. In addition, this center has developed and operated a variety of educational programs. In order to walk alongside our patients as a trustworthy partner during their journey of cancer, we provide 1:1 counseling, organize diverse cultural events such as the walkathon for the cancer prevention 335 campaign promotion and the “SNU Cancer Hospital Music Scenery” concert.

### **Improvement of the quality of life of patients and their families through comprehensive and systematic integrated medical treatment**

Consisting of the Psycho-oncology Center, Cancer Rehabilitation Center, Cancer Pain Center, Palliative Care Center, and Neurology Center, the Integrated Cancer Care Center provides comprehensive patient care by taking care of psychological and physical problem of cancer patients.





# Integrated

## Integrated medical care with the best medical team

SNU Cancer Hospital is composed of 28 specialized centers, including 16 Cancer Specialty Centers, 10 Multidisciplinary Cancer Treatment Centers, the Cancer Edu-Info Center, and the Cancer Clinical Trials Center. Each center offers an integrated medical service for comprehensive cancer care, including prevention, diagnosis, treatment, rehabilitation, and education for cancer through close cooperation.

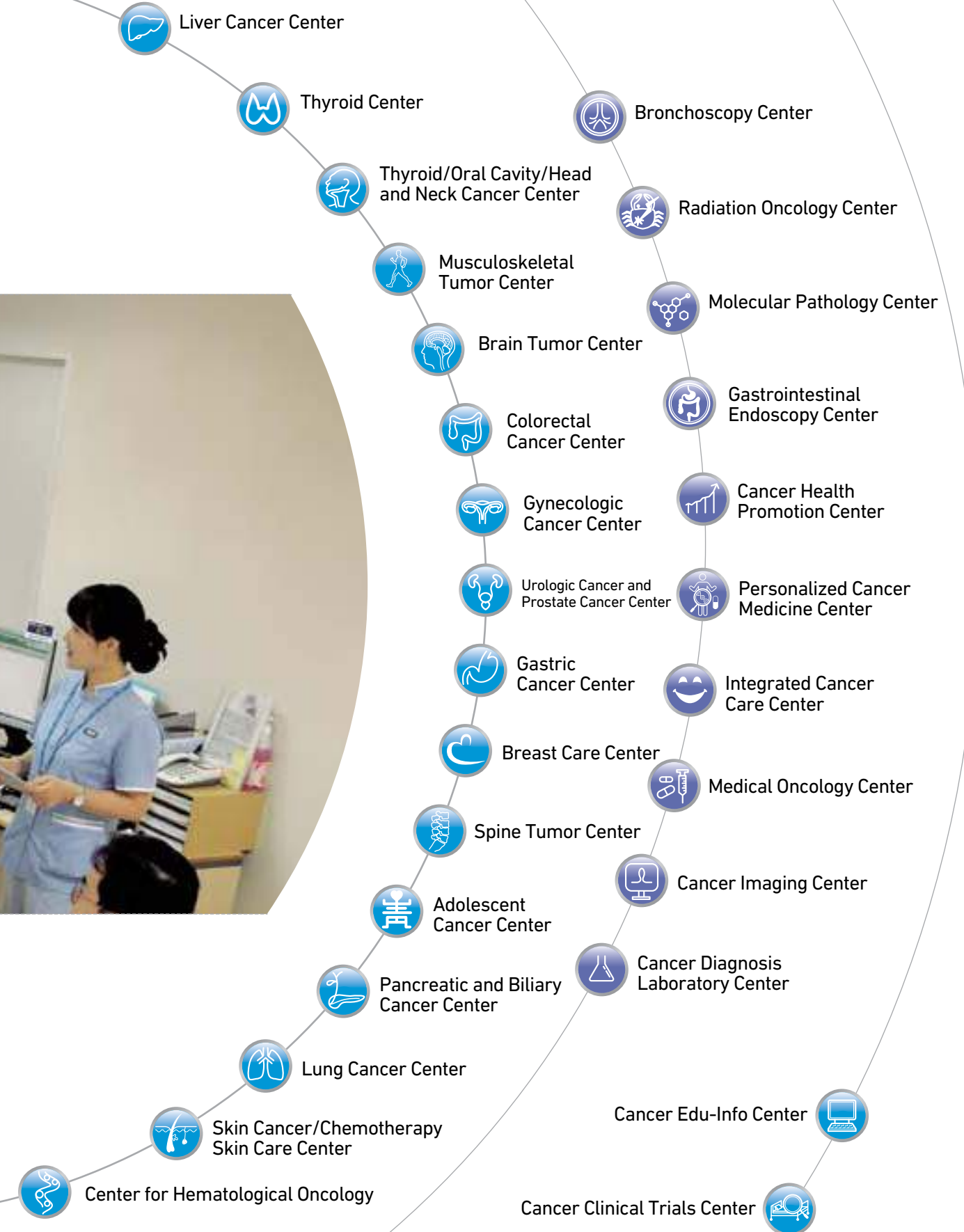


Your FIRST Hospital

Seoul National University Cancer Hospital

Multidisciplinary Cancer Treatment Centers

Cancer Specialty Centers





# Research-based

## World-class research-driven hospital

SNU Cancer Hospital continues to search for cures for cancer through further research and development. The vast information on cancer accumulated from experience with cancer treatments and the commitment of excellent medical teams and their research capabilities has resulted in the development of new cancer treatment methods and drugs.



### A global hub of clinical trials for the development of new anti-cancer drug

By establishing the first clinical trials center devoted to tumors nationwide, SNU Cancer Hospital has led the development of new anti-cancer drug. The Cancer Clinical Trials Center has grown in volume, holding an increasing number of meetings for the initiation of clinical trials: 58 in 2011, 61 in 2012, 84 in 2013, and 99 in 2014. In addition, the center has continued to conduct initial clinical trials, which is only possible with the outstanding and top quality medical staff and facility infrastructures.

### Systematic collaborative research with the SNU Cancer Research Institute

Working alongside the SNU Cancer Research Institute (CRI), SNU Cancer Hospital is conducting diversified and translational research to develop new cancer treatment methods.

The results of the studies contribute to the enhancement of treatment of cancer patients by connecting to new clinical trials.

### Implementation of precision oncology

Using the cancer gene panel test for major cancers, guidelines for patient-oriented cancer treatment are prepared. Additionally, through establishment of a database of genetic alterations, SNU Cancer Hospital is leading in the development of new biomarkers and targeted anti-cancer agents.

### A leader in cancer imaging and treatment

The Cancer Imaging Center is conducting the world's most advanced research related to treatment methods tailored to individual patients, early determination of reactions to the use of anti-cancer drug, and precise anti-cancer treatment effects through the use of diverse imaging technologies. We are also conducting studies on a number of treatments, including targeted agents using intra-discal electric thermotherapy, transcatheter arterial chemoembolization, and smart markers in order to open a new horizon for the medical practice.



# Smart

## Medical services using state-of-the-art technology

SNU Cancer Hospital improves the convenience and safety of patients through precise tests and treatment with the use of state-of-the-art medical equipment and smart systems.



### An imaging system using state-of-the-art medical equipment

As Korea's first integrated imaging center within a cancer hospital, specialists from the radiology and nuclear medicine fields read the results together. One-stop consultation is possible when counseling related to cancer imaging is requested. Digital radiography, CT, angiography, MRI, PET-MRI, PET-CT, SPECT-CT, ultrasonography, and radiofrequency ablation are performed.



### Robotic surgeries

Securing a wide and three-dimensional view, precise surgical operations are possible, thus improving surgery and minimizing complications during and after surgery. SNU Cancer Hospital has introduced and uses such robotic surgeries.

### Smart Guide for patients

We have developed touch screens, called Smart Guide, to provide cancer patients with treatment and exam schedules, cancer information, self-diagnosis programs, and information on SNU Cancer Hospital. The Smart Guide is a very useful tool in offering people more accurate and convenient medical service.





# Trustworthy

## Trustworthy medical team providing standardized advanced treatment

At SNU Cancer Hospital, world-class medical teams care for patients based on a wealth of experience and according to standardized treatment guidelines.



### Medical staff equipped with outstanding expertise and dedication

While there are several factors that determine the best cancer hospital, the most important determinant is the people who provide medical services. Equipped with both expertise and dedication, the medical staff is one of the greatest strengths of SNU Cancer Hospital.

### Improvement of the quality of medical services through standardized medical treatment

SNU Cancer Hospital constantly improves the quality of medical services and safety of patients by providing specific protocols through standardized medical treatment. This is all based on excellent results from cancer treatment and experiences accumulated over a long period of time. Patients can better prepare themselves for the treatment process thanks to our consistent medical services.



Given the highest grade in the National Customer Satisfaction Index for 4 consecutive years.



Given the highest grade in offering service according to the standard guidelines in clinical care



Obtained Healthcare Organization accreditation from the Ministry of Health and Welfare (MOHW)



Selected as a 'Golden Brand' in a Korea Brand Power Index (K-BPI) survey conducted by Korean Management Association Consultants (KMAC)



Received '2013 Medical Korea' Award by President of Korea



# A warmhearted hospital filled with culture and the arts



## SNU Cancer Hospital Music Scenery

A concert known as the "SNU Cancer Hospital Music Scenery" is held in the lobby of the SNU Cancer Hospital during lunch on Wednesdays once a month. This program helps patients, families, and staff members regain emotional stability and a peace of mind.



## Hospital Library

Our hospital reserves an area where patients and visitors may spend their time reading books. This small library can be found in the 2nd floor lounge hall and short-term wards of the SNU Cancer Hospital. Various collections of novels, non-fiction books, and magazines are available at these locations to support SNUH as "the hospital that encourages reading." Books may also be seen at wards on the 3rd floor of SNU Children's Hospital Annex. All collections consist of only donated books, and university students are managing the library as a volunteering service.



## Lounges with a View of the Changgyeonggung Palace

Spacious lounges are prepared on all floors so that patients and visitors may enjoy the beautiful view of the Changgyeonggung Palace located across the SNU Cancer Hospital. These areas help patients regain peace of mind and physical strength. Furthermore, walking through the garden full of flowers will lighten up patients' hearts.



## Cancer Prevention 335 Campaign

SNU Cancer Hospital emphasizes to people the importance of cancer prevention through the "Cancer Prevention 335 Campaign," which demonstrates the three healthy habits people are recommended to follow by remembering the numbers "3" and "5." The three main messages the Cancer Prevention 335 Campaign delivers include maintaining a balanced diet, exercising regularly, maintaining a healthy weight, refraining from smoking, and drinking in moderation.



## Art Gallery

Over 160 paintings are on permanent display throughout the SNU Cancer Hospital to offer cancer patients and their families who may have difficulty in accessing cultural and artistic experiences opportunities to appreciate artworks and relax.



## Special Exhibitions

In addition to permanently displayed art collections, special exhibitions held by diverse artists may be seen, encouraging and giving hope to cancer patients.



## Small Donation Campaign 'Flowerbed of Hope'

A box named the "Flowerbed of Hope" is located in the SNU Cancer Hospital, Main Hospital, and Children's Hospital. The purpose of this box is to encourage small donations which support cancer patients dealing with financial difficulties.

For more information on donations at SNUH, please call +82-2-2072-1004.



## Volunteer Activities

SNU Cancer Hospital offers a variety of volunteer opportunities including counseling and conversation with senior cancer patients, laughter therapy volunteering, pro bono performances by professional musicians, and free educational volunteering by experts in a variety of fields. We encourage university student and adult volunteers.



# Overview of SNU Cancer Hospital

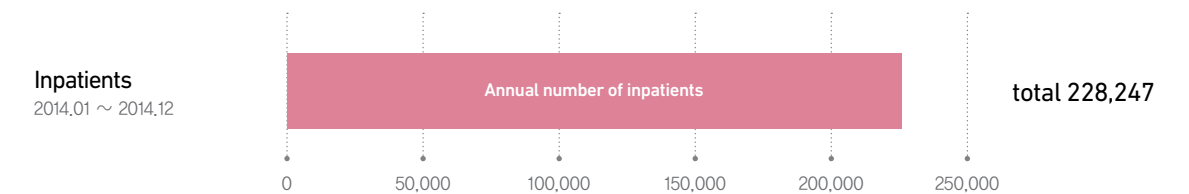
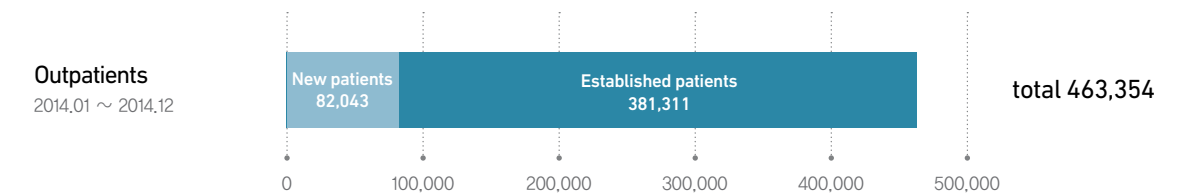
- **Established in March 2011**
- **Location : 101 Daehak-ro, Jongno-gu, Seoul (within Seoul National University Hospital Campus)**
- **Gross Floor Area : 30,797m<sup>2</sup>**
  - Cancer Hospital (4 underground floors and 6 floors above ground) : 28,014m<sup>2</sup>
  - Children's Hospital Annex (Breast Care Center, Thyroid Center, Annex Wards) : 2,783m<sup>2</sup>

## Floor Information

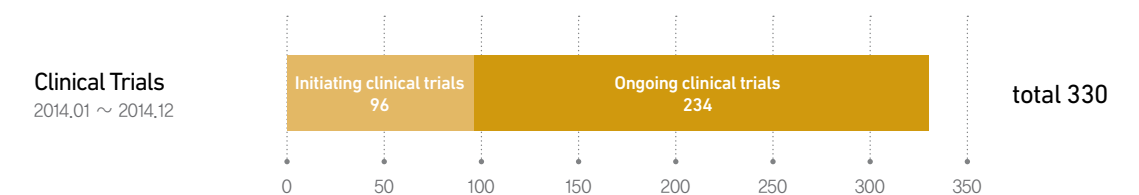
Cancer Hospital	6F	Short-Term Ward, Private Suites, The Garden of Happiness
	5F	Injection/Treatments, Oncology Day-Care Center, Oncology Pharmacy, Planning Team, Conference Room, Café, Terrace
	4F	Bronchoscopy Center, Gastrointestinal Endoscopy Center, Esophageal Cancer Clinic, Gastric Cancer Center, Cancer Clinical Trials Center, Lung Cancer Center, Center for Hematological Oncology/Hematopoietic Stem Cell Transplantation Center, Professors' Office, Video Conference Room
	3F	Personalized Cancer Medicine Center, Cancer Edu-Info Center, Medical Oncology Center, Cancer Diagnosis Laboratory Center, Counseling Center, Information Desk, Palliative Care, Outpatient Pharmacy, Department of Patient Affairs, Bank, Convenience Store, Terrace
	2F	Liver Cancer Center, Thyroid/Oral Cavity/Head and Neck Cancer Center, Musculoskeletal Tumor Center, Brain Tumor Center, Colorectal Cancer Center, Gynecologic Cancer Center, Urologic Cancer and Prostate Cancer Center, Cancer Health Promotion Center, Integrated Cancer Care Center, Spine Tumor Center, Adolescent Cancer Center, Pancreatic and Biliary Cancer Center, Skin Cancer/Chemotherapy Skin Care Center, Auditorium, Education Room, Library
	1F	Cancer Imaging Center, Conference Room, Cafeteria, Medical Device/Wig Shop, The Garden of Hope
		Parking Lot
	B1~3	Mechanical Room, Electrical Room
	B4	Thyroid Center
	Children's Hospital Annex	4F
3F		Breast Care Center
2F		Molecular Pathology Center, Radiation Oncology Center
Main Hospital	B1	

## Statistics

### Cancer Patients



### Clinical Trials





# Your FIRST Hospital

Seoul National University Cancer Hospital

Concerts at SNU Cancer Hospital's Rooftop



Just like the severest winter cannot prevent spring from coming  
and the gravest despair cannot defeat hope,  
SNU Cancer Hospital will be with you on your journey in search of hope.