



# WorldCare Limited

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***Dongbu and SsangYong Launch First Serious Illness Insurance Plan That Provides Korean Consumers With The Option To Secure Treatment From Four Renowned U.S. Medical Centers.***

***Cleveland Clinic, Duke University Health System, Partners HealthCare System and UCLA Medical Center To Provide Medical/Surgical Services For “Global Health Plan.”***

**Cambridge, MA., January 24, 2005** WorldCare Limited today announced that Dongbu and SsangYong General Insurance Companies have commenced the initial marketing of a serious illness treatment plan that, for the first time, provides Korean consumers with the option of securing medical/surgical care from four of America’s Best hospitals: The Cleveland Clinic, Duke University Health System, Partners HealthCare System, which includes Massachusetts General Hospital and Brigham and Women’s Hospital and UCLA Medical Center. (*See, U.S. News & World Report, July, 2004*).

The Global Health Plan (“GHP”), developed jointly by WorldCare Global Health Plan Ltd., Dongbu General Insurance Company and SsangYong Fire and Marine, provides coverage of up to one million dollars for the treatment of Cancer, Neurovascular Diseases, Cardiovascular Diseases and Major Joint Replacement. Travel expenses including \$15,000 for each surgery up to 4 times within 2 years after the initial diagnosis are also included.

“The Global Health Plan is unique in the international health care market place,” stated, Joel Kahn, M.D., President, WorldCare Global Health Plan, Ltd. “It is the only serious illness treatment plan that:

- provides expert, timely, multi-disciplinary second opinion e-consultation (telemedicine) for illnesses covered for treatment in the U.S. and for most other illnesses;
- utilizes a specifically-formed hospital group comprised only of America’s very best academic medical centers as its provider network;
- and provides Korean consumers with the choice to travel to the U.S. for specialist and or-sub-specialist care in lieu of accepting a lump sum payment,” concluded Kahn.

“Korea is currently the world’s 7<sup>th</sup> largest insurance market with annual premium sales of approximately \$55 billion,” stated Jip Yang, Chief Executive Officer, SsangYong Fire and Marine. The launch of the GHP product in Korea represents a unique opportunity for Korean consumers and a constructive collaboration between two highly regarded insurance companies and four of the most distinguished, academic medical centers in the U.S. We feel the product exemplifies SsangYong’s innovative approach to insurance services and that the GHP will be well-received,” concluded Yang.

“We are extremely pleased to partner with WorldCare, the Cleveland Clinic, Duke University Health System, Partners HealthCare System and UCLA Medical Center to bring the Global Health Plan to Korean consumers,” stated Mr. Yoo Han, President of Dongbu Insurance. “The choice and quality provided by the GHP are unparalleled in this market. The GHP is yet another demonstration of Dongbu’s commitment to lead in this sector and most importantly, to protect the health and well being of our clients,” concluded Han.

### **About SsangYong Fire & Marine**

SsangYong insurance was founded in 1948, based on the philosophy of asset protection and welfare realization. Since that time, SsangYong has been a cornerstone of the non-life insurance industry of Korea. Various products and distinctive customer services provided by our company have enhanced the security of life and happiness of our customers for more than a half-century. While offering diverse and comprehensive products (fire, marine, automobile as well as casualty, long-term, annuity, etc.) and carrying out short/long-term corporate risk management, SsangYong Fire & Marine Insurance has endeavored to become a superb insurance company, preparing diversified and prompt services to cope with the demands of the new era.

### **About Dongbu**

Dongbu Insurance Co., Ltd. was founded in 1962 as Korea Automobile Insurance Co., Ltd. The Company has remained a pioneer in the Korean automobile insurance business, being the first to introduce an unlimited liability coverage policy in 1976. Dongbu Insurance is Korea’s third largest non-life insurer today. The Company serves both corporate and individual customers with a business portfolio spanning automobile, fire, marine, long-term, aviation, machinery, title, building and health insurance policies as well as annuity plans. Domestic operations currently include 6 regional headquarters, 44 branches; 4 corporate sales headquarters, 13 claims centers and 30 customer service teams. Overseas, the Company operates a branch office in Guam and sales offices in Jakarta and New York City.

### **About The Cleveland Clinic [www.clevelandclinic.org](http://www.clevelandclinic.org)**

The Cleveland Clinic, one of the world’s leading medical institutions, integrates clinical care with research and education in one of the largest not-for-profit group practices in the U.S. The Clinic employs 1,400 physicians who practice in 120 specialties. *U.S. News & World Report* ranks The Clinic among America’s top-four hospitals and ranks its Heart Center as “#1.”

**About Duke University Health System [www.dukehealth.org](http://www.dukehealth.org)**

Duke University Health System is a world-renowned medical institution dedicated to providing outstanding patient care, educating tomorrow's health care leaders, and discovering better ways to treat disease through research. Consistently ranked as one of the top hospitals in America by *U.S. News & World Report*, Duke University Health System draws patients from around the nation and the world.

**About Partners HealthCare System [www.partners.org/international](http://www.partners.org/international)**

Partners is one of the leading academic healthcare systems in the world and the largest private not-for-profit biomedical research enterprise in the United States. Founded by Harvard Medical School's leading teaching hospitals -- Massachusetts General Hospital and Brigham and Women's Hospital -- Partners also includes Dana-Farber/Partners Cancer Care, Spaulding Rehabilitation Hospital, McLean Psychiatric Hospital and over 4,000 Harvard faculty physicians.

**About UCLA Medical Center [www.healthcare.ucla.edu/](http://www.healthcare.ucla.edu/)**

Consistently rated as the best hospital in the western United States by *U.S. News & World Report*, UCLA Medical Center in Los Angeles, California has an international reputation for quality care. UCLA scientists and physicians are at the cutting edge of biomedical research, and are leaders in bringing the latest discoveries to the benefit of patients. Thousands of patients travel from other nations each year to seek care at UCLA Medical Center for advanced treatment capabilities and the services of UCLA's renowned faculty.

**About WorldCare [www.worldcare.com](http://www.worldcare.com)**

WorldCare Limited, a pioneer and leader in the development and distribution of global e-health services and solutions, facilitates international access to high quality U.S. healthcare through the delivery of highly specialized and personalized electronic second medical opinions and the provision of insurance plans for the U.S. treatment of serious illness. In partnership with the very best medical centers in North America, WorldCare utilizes Internet-empowered technologies and FDA approved protocols to transmit medical records and provide referring physicians and their patients with second opinions. Consultation and treatment are rendered by The WorldCare Consortium<sup>SM</sup>, comprised of The Cleveland Clinic, Duke University Health System and Partners HealthCare System, Inc., which includes Massachusetts General Hospital and Brigham and Women's Hospital. Special programs sponsored by life and health insurance carriers throughout the world offer WorldCare's second medical opinion services and its serious illness insurance product, The WorldCare Global Health Plan<sup>SM</sup>. Founded in 1994, WorldCare maintains operations in Latin America, The Middle East, Asia and Europe, including Brazil, Chile, Ecuador, Mexico, Panama, Peru, Uruguay, Bahrain, Egypt, Jordan, Lebanon, Saudi Arabia, Turkey, U.A.E., Malaysia, Korea, Croatia, Cyprus, Greece, Poland and Slovakia. WorldCare also offers pharmaceutical clinical trial services and Continuing Medical Education Services. WorldCare can be found at [www.worldcare.com](http://www.worldcare.com).