

KMI NUK

KOREAN MEDICAL INSTITUTE ENTERING
UNITED KINGDOM



WHAT KMI DOES?

KMI IS SOUTH KOREA'S LEADING PROVIDER OF ADVANCED PREVENTIVE HEALTHCARE. WE SPECIALIZE IN FAST, HIGH-ACCURACY FULL-BODY CHECKUPS BUILT AROUND WORLD-CLASS DIAGNOSTICS.



FAST. HIGH-TECH. PATIENT-CENTERED.

FULL-BODY HEALTH SCREENING

Comprehensive CT/MRI imaging, ultrasound, blood panels, cardiac diagnostics, cancer risk assessments.

EARLY DETECTION & PREVENTIVE CARE

Identifying disease risks long before symptoms appear.

AI-ASSISTED DIAGNOSTICS

Accelerating radiology interpretation and improving detection precision.

INTEGRATED PATIENT JOURNEY

Same-day results, personalized consultations, actionable treatment pathways.

HIGH-EFFICIENCY CLINICAL WORKFLOW

Designed to minimize waiting, maximize throughput, and improve patient satisfaction.

WHY THE UK, WHY NOW

7.7 MILLION+

NHS waiting lists

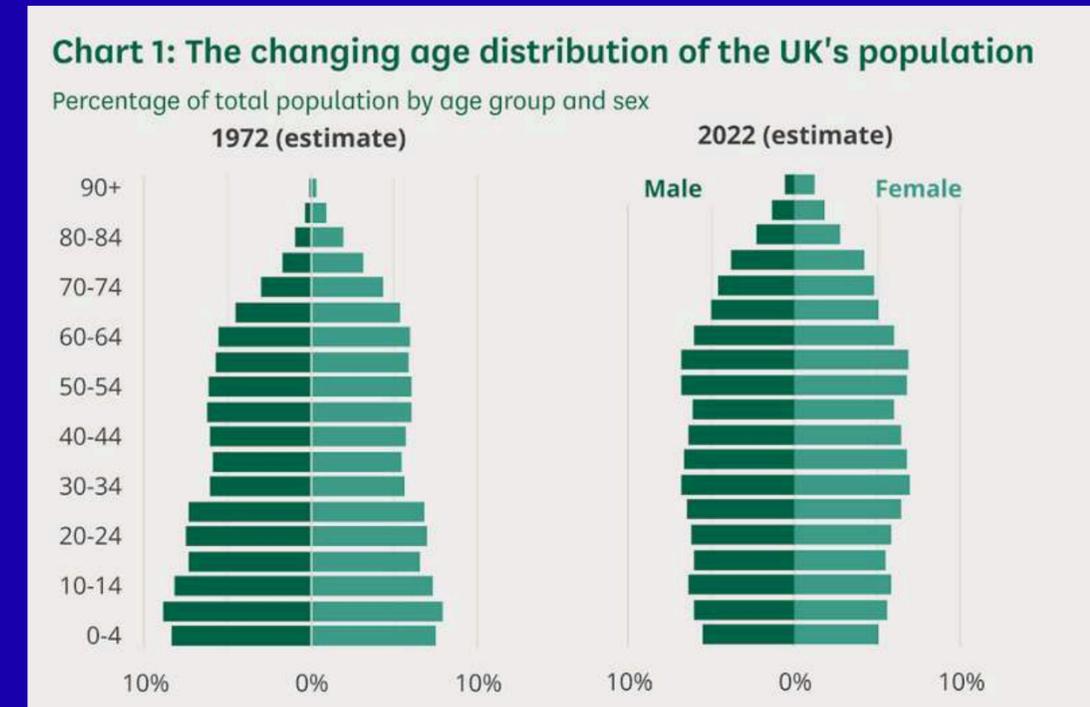
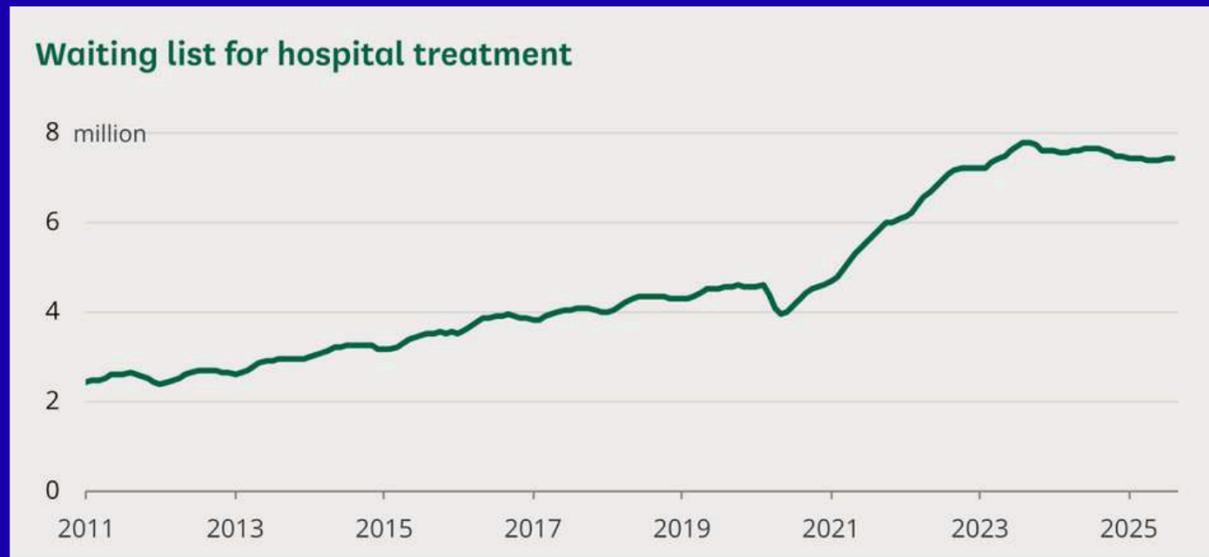
- Growing public acceptance of private diagnostic care

65+

1 in 5 residents

IN 15 YEARS

Private insurance enrollment at highest levels



- Workforce shortages across clinical roles

The UK is at a breaking point — and KMI enters at the perfect moment.

The need: faster access + reliable accuracy + modern preventive screening

The opportunity: no provider currently owns this combination.



UK MARKET GAP

The UK does not lack doctors. It lacks speed, capacity, and technology.

01

DIAGNOSTICS DELAYED FOR MONTHS

03

PATCHY PATIENT EXPERIENCE ACROSS PROVIDERS

02

OLDER EQUIPMENT IN MANY PRIVATE CLINICS

04

NO STANDARDIZED HIGH-TECH FULL-BODY PROGRAM LIKE KMI

KMI introduces a model the UK simply does not have.





CULTURAL ALIGNMENT & SOCIAL FIT

KMI fits naturally into UK healthcare culture:

4. Host Country Analysis

- UK population increasingly values **early detection**
- Korean healthcare is known for **precision** and **innovation**
- English widely spoken; **97%** of Korean professionals take the TOEIC exam
- UK patients are increasingly open to **international medical expertise**

ADMINISTRATIVE & REGULATORY ENVIRONMENT

REGULATION & OVERSIGHT

- **MHRA:** Approvals + UKCA marking for all diagnostic devices.
- **CQC:** Licensing + inspections on safety, effectiveness, leadership.
- **UK GDPR:** Highest-level protection for special-category health data.

LABOR & ETHICAL REQUIREMENTS

- Health & Care Worker Visa supports Korean specialist staffing.



GEOGRAPHIC CONSIDERATIONS

The UK's geography supports long-term scale.

- **5,500-mile** supply chain managed through air + sea freight.
- **9-hour time difference** supports hybrid Korean–UK work model.
- London's infrastructure ideal for equipment logistics.
- Population heavily concentrated in England, especially **London/South East**.
- Strong life sciences ecosystem in Oxford–Cambridge–London “Golden Triangle”.

ECONOMIC LANDSCAPE

A wealthy market ready for premium-but-accessible diagnostics.

\$3.96 TRILLION

UK GDP; high purchasing power.

- Employers expanding private insurance benefits post-pandemic.



£7.59 BILLION.

Health cover market:

£12.4 BILLION

Private acute healthcare market:

- NHS capacity shortages increase private spend.



KMI enters a market with unmet demand and ability to pay

COMPETITIVE LANDSCAPE

THREE DOMINANT PLAYERS

Competitor	What They Do	Strengths	Weaknesses
Bupa UK	Private insurance, clinics, diagnostics, dental, wellness	Huge brand presence, integrated insurance + care, trusted by millions	High prices, slow adoption of new technology, not specialized in advanced diagnostics
Spire Healthcare	Private hospitals, surgeries, diagnostics	Large nationwide network, strong partnerships with doctors	Higher costs, uneven patient satisfaction, older equipment in some locations
HCA Healthcare UK	Premium hospitals and specialty centers	Very advanced tech, top specialists, strong presence in London	Extremely expensive, mostly serves wealthy patients, limited accessibility

COMPETITIVE LANDSCAPE

THREE DOMINANT PLAYERS

BUPA



- **Strong brand, integrated insurance**
 - Slower innovation, older diagnostics, long waits in some centers

HCA UK



- **Most advanced equipment**
 - Extremely high prices; limited accessibility

SPIRE HEALTHCARE



- **Broad national network**
 - Inconsistent quality; uneven technology levels

KMI POSITIONING:
HIGH-TECH LIKE HCA
MORE CONSISTENT THAN SPIRE
FASTER AND MORE INNOVATIVE THAN BUPA



STRATEGIC DIFFERENTIATION

KMI brings a new category of healthcare to the UK.

- Standardized full-body checkups uncommon in UK market.
- Korean clinical efficiency unmatched by UK providers.
- AI-driven precision differentiates KMI from all competitors.
- Predictable, transparent pricing appeals to UK consumers.
- High trust potential among older adults with NHS delays.

RECOMMENDED ENTRY MODE

JOINT VENTURE + GREENFIELD FLAGSHIP CLINIC (LONDON)

WHY JOINT VENTURE:

- Reduces regulatory risk.
- Provides local clinical + administrative expertise.
- Builds credibility with insurers and UK patients.
- Shares financial/operational responsibility.

WHY GREENFIELD CLINIC:

- Entire building optimized for KMI workflow and equipment.
- Zero legacy issues from outdated facilities.
- Strong brand signal: new, modern, innovative.





ORGANIZATIONAL & STAFFING STRATEGY

HYBRID WORKFORCE = CULTURAL ALIGNMENT + TECHNICAL CONTINUITY.

- UK clinicians for patient communication and regulatory familiarity.
- Korean specialists to uphold KMI's quality + protocol standards.
- Varied approach for frontline care; central leadership.
- Robust training for consent, transparency, and UK patient norms.
- Clear compliance with UK labor laws (hours, leave, rights).

ETHICAL FIT

THE UK'S HIGH ETHICAL EXPECTATIONS ALIGN WITH KMI'S STRENGTHS.

- **Bribery Act compliance;** no gift-based/bribery practices.
- **Environment Act + Climate Change Act:** strict sustainability restrictions.
- **Modern Slavery Act:** requiring transparent, ethical supply chains.
- Strong patient autonomy and informed consent culture.
- High standards for waste management and energy efficiency.



CSR STRATEGY

- **Free/low-cost** screenings for older adults
- **Partnerships with councils + local charities**
- Sustainability through **energy-efficient equipment**
- Clear, accessible medical communication
- **Annual ESG + Modern Slavery reports**



18-24 MONTH ROLLOUT PLAN

Months 0–6:

Regulatory approvals, JV formation, site selection.

Months 6–14:

Build flagship clinic, install equipment, hire workforce.

Months 14–18:

Training, soft launch, CQC evaluation.

Months 18–24:

Full operations, stabilized patient flow, reputation building.

Goal: A fully operational London flagship by Month 24.

FINANCIAL EXPECTATIONS

- High demand for full-body screenings
- Strong private insurance partnerships
- Scalable revenue per-patient
- Expected profitability after year two
- Opportunity for NHS partnerships to reduce national waitlists

RISK RESET PROTOCOL

If early metrics fall below targets:

- Pause expansion
- Reassess compliance or workforce issues
- Adjust pricing or marketing
- Strengthen operational processes

EXPANSION STRATEGY

If London succeeds, expand into high-potential cities:

- **Manchester:** population density + rising private care demand
- **Edinburgh:** high purchasing power + research-based ecosystem

RECOMMENDATIONS

1. Prioritize the United Kingdom as KMI's first expansion market.
2. Enter through a joint venture and establish a purpose-built flagship clinic in London.
3. Set an 18–24 month runway to reach operational stability.
4. Expand selectively once the London clinic proves its economics.
5. Activate a controlled reset if early indicators signal underperformance.

A NEW BENCHMARK FOR PRIVATE HEALTHCARE IN THE UNITED KINGDOM.



A flagship clinic built around:

- Precision
- Prevention
- Accessibility
- Trust
- Technological excellence

THANK YOU!



Gloria Ferrer-Morera



KMI UK has been incredible for our company. The service is unbelievably fast, efficient, and far more streamlined than anything we've experienced before. Their team guided us through every step with clarity and professionalism, making the entire process smooth and stress-free. The insights and support we received have already had a positive impact on our operations. Absolutely recommend KMI to any organization looking for reliable and highly beneficial services in the UK!

