

## [2015]

**Dec.22**

- Successful 3rd-generation LVAD Implantation for the Asia's oldest patients

**Dec.7**

- Prof. Yeon-lim Seo Co-authors an American medical textbook, Brain Cancer

**Nov.27**

- Genetic Disorder Causing Amyotrophy in Extremities and Facial Palsy Newly Identified

**Nov.26**

- The world's first clinical types of progressive gastric cancer identified

**Nov.3**

- Ring CHOO Stent, Upgraded Version of GI CHOO Stent, Developed

**Oct.27**

- SMC Opens Age of Personalized Genomic Cancer Therapy

**Oct.5**

- SMC Celebrates 1,000th ECMO Case

**Oct.2**

- Prof. Dr. Kwan Park's team at the Neuroscience Center achieved the 3,000th microvascular decompression for hemifacial spasm and trigeminal neuralgia.

**Sep.14**

- Prof. Dr. Do-Hyun Nam, Prof. Dr. Woongyang Park et al. identified mutation patterns for the first time in the world, boosting development of personal genomic brain tumor therapy. The article was published as cover of prestigious journal Cancer Cell.

**Sep.3**

- Neurosurgery team led by Prof. Dr. Kwan Park performed the 3,000th microvascular decompression.

**Aug.21**

- Awarded prize by the Ministry of Trade, Industry and Energy on the 8th World Accreditation Day for the Nuclear Medicine Department's ISO 15198 certification.

**Aug.13**

- The Organ Transplantation Center celebrated the 2,000th kidney transplant.

**Aug.3**

- Refurbished the emergency room and opened the Febrile Respiratory Infectious Disease Unit.

#### **Jul.24**

- Marking the 1st birthday of Blue ID Fund, supported two newborns, Jay and Kai Batten for their medical costs.

#### **Jun.12**

- Performed the first successful 3rd-generation LVAD heart transplant.

#### **May.28**

- Provided ECMO training program for health care professionals first time in Korea.

#### **Apr.24**

- The staff of SMC set up "Stay happy and share" as its "socially responsible vision"

#### **Apr.21**

- Won the Minister of Health and Welfare Award at Medical Korea 2015

#### **Apr.6**

- The CSR Team and the Ministry of Public Safety and Security signed MOU to provide voluntary medical services for the Safe Town project.

#### **Feb.13**

- Cancer genome-based new drug development institute concludes agreement with Teazen

#### **Feb.12**

- Agreement concluded between KT-Samsung Medical Center to jointly analyze and study cancer genome.

#### **Feb.3**

- World's first atypical Singleton-Merten syndrome discovered. (Professors Kim Duk-kyung, Ki Chang-won and Ki Chang-suk) published in the < American Journal of Human Genetics>, a Cell sister magazine.

#### **Jan.19**

- Inauguration ceremony for supporting the R&D of the Samsung Medical Center (Institute for Future Medicine)

## **[2014]**

#### **Dec.**

- Announced the world's first one-stop robot operation for stomach and kidney cancer: operated in March (professor Bae Jae-moon and Seo Seong-ill team)
- Ranked 1st in <2014 Super Brand> in the sector of hospital for 4 consecutive years organized by the Institute for Industrial Policy Studies

- Ranked the 23 rd (5 steps higher than the earlier year) in <2012 Korea's Top 100 Brands> organized by Brandstock and the Hankyung Business Weekly
- Special Cancer Center launched Spinal Tumor Clinic
- Received grand prize for Web Award Korea, 2014 Innovation in web standard
- Ranked 1st in '2014 KNPS (Korean Net Promoter Score)' in hospital for 8 consecutive years
- Office of Communications received in Group Communications Awards and in online communications sector; SMC was the only one which received 2
- prices in two sectors among Samsung group affiliates
- Head of Office of Social Responsibility of Corporate, Jung Sung-su received citation for 'Safe Village Pilot Project' from the Minister of Public Safety and Security

#### **Nov.**

- Announced in celebration of 20th anniversary of SMC
- Held international symposium < Medical Korea: The new wave in global healthcare> in celebration of 20th anniversary of SMC
- Cardiovascular Center opened Polyvascular Disease Clinic
- Jobplanet announced SMC was chosen as 'Best job' picked by salaried workers (Donga Ilbo)
- Gastroenterology Center launched GIST Multidisciplinary Clinic
- Awarded grand prize in <2014 Korea Top Public Service> organized by the Maeil Business Newspaper
- Ranked 1st in <2014 Korean Good Company > in general hospital sector organized by Korean Standards Association (The Chosun Ilbo)
- Ranked 1st in in the sector of hospital/Health/Medicine announced by KICOA

#### **Oct.**

- Ranked 19th out of top 100 brands announced by BrandStar for the third quarter (The Korea Economic Daily)
- Signed MOU with the Korea Conformity Laboratories (KCL)
- Launched Intractable Liver Disease Clinic
- Ranked 1st in 2014 KSI (Korea Sustainability Index) organized by the Korea Economic Daily)
- Succeeded to treat bio artificial liver for the first time in Korea
- Launched Esophagus Disease Clinic

#### **Sep.**

- Moon Hyung-pyo, the Minister of Health and Welfare, visited emergency room
- Acquired the third re-certification for AAHRPP
- Hospital School opened artwork exhibition (gallery in Insa-dong)
- Received grand prize from in hospital sector (The Asia Today)
- Biomedical Engineering Center held an international symposium
- Provided medical service in Kyrgyzstan for one week
- Held a health class for VIP customers of Samsung Life Insurance (lectured by Son Tae-sung)

#### **Aug.**

- Nuclear Medicine Laboratory acquired ISO 15189 certification for the first time in Korea

## **Jul.**

- Cancer Center Launched Supportive Care Center (opening ceremony was held at 16:30 on July 2)
- Held ceremony for the 200th Cochlear Implants support project
- Held symposium for the 1st Mother-infant intensive care center
- Received grand prize in the sector of Health Promotion Center of '2014 Korea Healthcare Awards' organized by the Herald Business and Korea Herald
- Professor Kang Cheol-in discovered the most resilient pneumococcus and published it in CDC of America
- Held second-half strategic workshop
- Succeeded the 100th hybrid arrhythmia operation

## **Jun.**

- Succeeded kidney transplants in 3 couples (including the first national case of blood type mismatch)
- Succeeded the 1,500th liver transplantation in Organ Transplantation Center
- Held a free David Garrett concert (hospital school, Lobby at Cancer Center) – CSR (Corporate Social Responsibility) office
- Signed MOU with World Share as a part of an outreach, provided medical aid for the poor in Kyrgyzstan
- SPC Center dispatched outreach medical team (Donggunsan hospital, professor Duk-kyung Kim)
- Expanded SNS channels (Podcast, Slide share)
- Ranked 1st in the Service Quality Index of the Korean Standards Association (KS-SQI - for the 13th time consecutively: Ranked 1st out of 72 sectors and 299 institutes (second time following the year 2009)
- Organ Transplantation Center succeeded relay kidney exchange transplantations in 3 couples (Highest record in a single medical center)
- Succeeded the 1,500th liver transplantation

## **May.**

- Exceeded 3,000 robot prostate operation cases
- Professor Choi Han-yong re-appointed as president of Medical Department
- Started treatment for Chairman' Kun-Hee Lee
- Doctor's office of cerebrovascular disease was moved from Neuroscience center to outpatient clinic of Cardiovascular Center
- Held ceremony for partnership between Wolters Kluwer Health of America and SMC
- SMC held cardio-cerebrovascular symposium with Mayo
- Awarded presidential citation for high performance in attracting foreign patients

## **Apr.**

- Exceeded a total of 1 million blog visitors
- Opened remodeled hemodialysis center
- Exceeded 3000 robot surgery cases
- Successfully completed 200 rounds of Health Class organized by the Chosun Ilbo
- Held an opening ceremony for Brain Tissue Bank
- Introduced professor Kang Cheol-In's thesis 'Microbiological characteristics of broad-spectrum antibiotics-resistant diplococcus pneumoniae' in CDC America for the first time

## Mar.

- Reorganization
- Cardiovascular Center (The nation's first, the world's second) launched 'Mother-infant intensive care center'
- Integrated CRM Office into Office of Communications, launched Office of Social Responsibility of Corporate and Future Innovation Center
- Operated 24-hour dedicated team for aorta care
- Signed MOU with Astrazeneca in regard to clinical test for new medicine in anti stomach cancer treatment
- Identified a mutant gene for malignant lymphoma (Professor Go Yooung-hae from department of pathology)
- Held a press conference regarding opening of Cardiovascular Center
- Announced doctors' (specialists) strike (1 week from March 24) - Ended due to settlement made between Korean Medical Association and government
- Reshuffled personnel management system (97% agreed, simplified positions into 4 levels)
- Ranked first in hospital sector for 11 consecutive years in 「16th 2014 Korea BrandStar」 organized by Brand Stock supported by the Korea Economic Daily and the JoongAng Ilbo on March 18
- Professor Nam Do-hyun earned a presidential citation on 'Cancer Prevention Day'
- Opened renewed homepage
- Park Won-soon awarded Bayer Prize
- Ranked first in 「2014 Heart to Heart Index」 for 2 consecutive years (the Korea Economic Daily)
- Exceeded 300 surgery cases for microvascular free flap of reconstruction of head and neck cancer (Professor Baek Jung-hwan)

## Feb.

- Announced the result of clinical trials for the world's first stem cell medicine, 'Pneumostem' to treat chronic lung disease for premature babies - Professor Park Won-soon and Jang Yun-sil's team
- Launched Clinic for Endoscopic Surgery for Brain Tumors— started Endoscopic Surgery for Brain Tumors (joint surgery with neurosurgery, otolaryngology and Endocrinology)
- Chosen as in < 12th this year's choice selected by Korea's top 500 companies' CEO > by The New Management (refer to the front page of the Chosun Ilbo dated March 4)
- SMC signed MOU with the National Cancer Center for research cooperation
- Professor Ki Chang-seok was selected as a fellow professor at the SungKyunkwan University School of Medicine

## Jan.

- Professor Lee Kyung-su was appointed as the dean of SungKyunkwan University School of Medicine
- Discovered the world's first tobacco genomic mutation (Journal of Clinical Oncology, IF 18 scores) - Professor Park Geun Chil's team
- Entered into 'Corporate Social Responsibility (CSR) with Ministry of Security and Public Administration
- Operated dermatology scar management program

## [2013]

## Dec.

- The Melanoma Clinic opens
- SMC is ranked first for the 14th consecutive time in the healthcare service provider sector of the Korea Productivity Center-The ChosunIlboNCSI (sharing the top spot with another healthcare service provider this year)
- The Samsung Comprehensive Cancer Hospitalwins the Medical Korea Awards organized by Hankyung

#### **Nov.**

- SMC's healthcare support team of 13 physicians engages in volunteer activities in India
- The Ministry of Science, ICT and Future Planning announces that early diagnosis service for dementia will begin in 2017 (participants include SMC, Seoul National University, Chosun University, etc.)
- SMC concludes an MOU for research cooperation with the Korea Basic Science Institute
- The ceremony celebrating the 1,000th single-port colorectal cancer surgery is held
- SMC is rankedfirst in the Hospital/Healthcare/Medical Science sector of the Korea Social Media Awards organized by the Korea Internet Communication Association

#### **Oct.**

- The Social Mental Health Institutewins the Grand Prize (presidential citation) in the Korea Share-with-All Awards (the Hope Mentoring sector)
- The second Heart-to-Heart Projectlaunches in Kazakhstan (Professors Jun Tae-gookand Song Jin-young perform surgery locally)

#### **Sep.**

- The symposium for strategy to vitalize clinical tests in early stages of cancer is held
- SMC invites and promotes friendly relations with outstanding partner hospitals
- SMC concludes an agreement for the completion of avatar miceand the construction of the Brain Nerve Center with Saudi Arabia'sKing Fahd Medical City (a 10-year project and Korea's first case of medical technology export)

#### **Aug.**

- SMC's healthcare support team of 13 physicians engages in volunteer activities in Ethiopia
- The groundbreaking ceremony for the Future Medical Science Buildingis held
- The Next-Generation System is launched
- SMC begins Saturday doctor-patient consultations

#### **Jul.**

- The state-of-the-art Smart Emergency Center opens
- SMC stages the Dream Concert for family members of SMC employees

#### **Jun.**

- SMC establishes the tele-mentoring program for stomach cancer patients (Social Welfare Office-Stomach Cancer Center-Cancer Education Center)

#### **May.**

- Professor Kim Doh-kwan develops the nation's first suicide forecast system
- Immune tolerance (failure of the immune system to respond to a given antigen) is achieved for the first time in

Korea after a kidney transplant

- The injection of immunosuppressants ends on November 22, 2012, and immune tolerance is verified six months later
- The Hope of Overcoming Cancer and Health Concert in celebration of the opening of the Samsung Comprehensive Cancer Hospital is held at the COEX Auditorium
- The second Tomotherapy HD is activated
- The celebration for the discharge of a premature infant born at 21 weeks and 5 days (152 days) of gestation at a birth weight of 490 grams is held (Lee Eun-hye born in October 2012 and discharged from hospital in March 2013)

#### **Apr.**

- The Health Service Center introduces the nation's first Active RFID system
- SMC concludes an agreement with the Zayed Military Hospital in Abu Dhabi for patient transfers
- SMC concludes an MOU with Orient for joint research and commercialization of research findings in non-clinical sectors
- The Comprehensive Cancer Center is expanded into and newly launched as the Samsung Comprehensive Cancer Hospital

#### **Mar.**

- SMC establishes the Department of Critical Care Medicine, a first in Korea
- SMC is selected as the research-oriented hospital in seven sectors by the Ministry of Health and Welfare
- Four disease-related sectors: cancers, cerebral nerve diseases, cardiovascular diseases, and organ transplants
- Three technology-related sectors: customized medical technology, cutting-edge medical device development technology, and regenerative medicine technology
- The Samsung Genome Institute (SGI) is launched

#### **Feb.**

- The BRAVO project supported by Goldman Sachs is launched
- The slot management system for treatment BPR of the Colorectal Cancer Center is launched

#### **Jan.**

- The weekly Happiness Concert, which brings together all SMC employees, is introduced
- The nation's first artificial heart transplant is successful (performed by the team headed by Professors Lee Young-tak and Jeon Eun-seok in August 2012)

## **[2012]**

#### **Dec.**

- The team headed by Professors Lee Myung-shik and Kim Guk-hwan is the first in the world to discover mitokine, the cause of diabetes and obesity.
- The 500th cochlear implant is performed.

**Nov.**

- The Atopy Environment and Health Center develops the Atopy Diary App.

**Oct.**

- The SMC?Goldman Sachs BRAVO Project is launched (aimed at supporting fully recovered breast cancer patients to get back to their normal lives).
- SMC ranks first on the Korean Sustainability Index (KSI) of the Korean Standards Association.

**Sep.**

- SMC ranks first on 2012 KCSI of KMAC for the 14th consecutive year.

**Aug.**

- SMC provides free healthcare services in four African countries of Zambia, Cameroon, Senegal, and Tanzania.
- SMC achieves prime grades in all 12 areas of the 2011 Suitability Assessment conducted by the Health Insurance Review & Assessment Service.
- Vision 2020: Happinnovation is declared.

**Jul.**

- The team led by Professors On Young-keun and Jeong Dong-seop introduces endoscopic arrhythmia surgery for the first time in Korea.
- The Department of Neuropsychiatry at SMC and the Department of Psychiatry at the University of Iowa Hospitals and Clinics conclude an MOU on joint academic research.

**Jun.21**

- Commemorated the milestone of 5,000 gamma-knife radiosurgeries performed in the shortest period of time by any in the Korean healthcare industry

**Jun.4**

- The SMC-SEC's Hearing Research Lab opened

**May.23**

- Rated as a top-tier hospital across all sectors in the Survival Rates for Three Major Cancer (Gastric Cancer, Colorectal Cancer, and Liver Cancer) Surgeries by the Health Insurance Review and Assessment Service

**May.16**

- Ranked first among top-ranking general hospitals for attracting overseas patients in 2011 in findings released by the Ministry of Health and Welfare

**May.1**

- Introduced the OCS number plate recognition system for vehicles for the first time in the nation

**Apr.27**



- Performed the 1,500th kidney transplant

#### **Apr.17**

- Began connecting with patients through Facebook, blogs, and YouTube channels

#### **Apr.12**

- Introduced new uniform designs for physicians, nurses, and patients

#### **Apr.5**

- SMC's team, led by Professors Jeon Hong-jin (Neuropsychiatry) and Kang Eun-suk (Laboratory Medicine), and the Massachusetts General Hospital's team, led by Associate Professor David Mischoulon (Psychiatry) of Harvard Medical School, jointly reveal in a global first the reasons why traumatic events during childhood increase the possibility of the onset of depression. The results were published in the Journal of Psychiatric Research: IF 3.827

#### **Mar.19**

- Ranked first for the ninth consecutive year in the hospital category for the 14th Korea Brand Stars (2012), organized by Brand Stock and sponsored by Hankyung and The JoongAng Ilbo

#### **Mar.19**

- The team, led by Cardiology Professors Gwon Hyeon-cheol and Choi Seung-hyuk, performed the nation's first renal denervation on a patient diagnosed with incurable high blood pressure

#### **Mar.1**

- Professor Song Jae-hoon inaugurated as the eighth president

#### **Feb.2**

- Selected for the sixth consecutive year as the Best General Hospital, Voted for by CEOs, in the Premium Brands of the Year; Voted for by CEOs of Korea's Top 500 Companies, organized by The New Management

#### **Jan.19**

- Professor Ha Chul-won of Orthopedic Surgery, in association with Medipost, obtained approval from the Korea Food and Drug Administration to bring to market Cartistem, a therapeutic knee cartilage regeneration stem cell agent

#### **Jan.16**

- Concluded an MOU with the National Cancer Center and Mongolia's Department of Health

#### **Jan.11**

- Professor Jin Dong-kyu of Pediatrics and Green Cross developed and released Hunterase, a therapeutic enzyme to treat Hunter Syndrome

## **[2011]**

**Dec.14**

- Selected as one of the 14 research-centric model institutions by the Ministry of Health and Welfare

**Nov.25**

- Concluded an agreement for patient referral with Abu Dhabi, UAE

**Nov.17**

- Selected as a first-grade hospital for three consecutive years for acute myocardial infarction and cesarean operations in the Pay-for-Performance program operated by the Ministry of Health and Welfare (the nation's leading hospital)

**Oct.27**

- Hosted the ground-breaking ceremony for the proton therapy system (projected to open by February 2014)

**Oct.25**

- Inaugurated President Yoon Soon-bong as President of Support Supervision and head of the Healthcare Business Promotion Team

**Oct.1**

- Installed interactive tablet monitors at cashier desks (the nation's first hospital to adopt and operate the system)

**Sep.24**

- Hosted the international symposium celebrating the 5,000th operation of radiofrequency ablation for the treatment of liver cancer

**Sep.21**

- Declared the Number One Patient-Friendly Hospital by the Health and Welfare Committee of the National Assembly (based on the patient-friendly treatment index)

**Aug.31**

- Ranked first on the satisfaction survey of physical checkup programs and patient intent to revisit for large hospitals conducted by the Korea Consumer Agency

**Aug.22**

- Renewed and reopened the English website of SMC

**Aug.17**

- Ranked first in the general hospital sector and second in the large building sector for the Best Energy Savers in 2010 selected by the Ministry of Knowledge Economy

**July.29**

- Opened the SMC mobile website ([m.samsunghospital.com](http://m.samsunghospital.com))

**July.23**

- The Samsung Medical Relief Team carried out medical aid expeditions in five African countries in association with Samsung Electronics

**July.18**

- The Pediatric Cancer Center celebrated the milestone of its 1,000th pediatric hematopoietic stem cell transplant (for the first time in Korea)

**July.8**

- Selected as a first-grade hospital for coronary artery bypassgraft as a result of the Health Insurance Review and Assessment Service's performance evaluation of coronary artery bypass graft performed on patients diagnosed with ischemic heart diseases

**Jun.25**

- SMC and the Mayo Clinic of the US jointly held the international digestive system symposium.

**Jun.15**

- The Samsung Healthcare Group and KIST concluded an agreement to form a research community.

**Jun.14**

- Opened an official Twitter page (@mySMC)

**Jun.1**

- Launched the Smart Consulting Service for funerals using the Galaxy Tab

**May.27**

- Launched the mobile e-Book service and QR code service

**Apr.25**

- Reached the milestone of 5,000 lung cancer surgeries

**Apr.15**

- Announced the introduction of proton therapy (scheduled to start treatment in November 2014)

**Apr.14**

- Celebrated the discharge of Kim Eun Sik, Korea's smallest premature baby with a birth weight of 380 grams

**Mar.29**

- Reached the milestone of 5,000 radio frequency ablations of liver cancer (the most in the world)

**Mar.22**

- The Samsung Healthcare Group launched an overseas training program for newly hired physicians before they

start work.

**Feb.28**

- Held the opening ceremony for the Samsung Advanced Institute for Health Sciences and Technology

**Feb.24**

- Selected as the top-ranking clinical trial hospital in 2010 by the Korea Food & Drug Administration

**Feb.7**

- Reached the milestone of 1,000 single-site surgeries

## [2010]

**Dec.27**

- Grand prize awarded by the Ministry of Welfare as an exemplary institution attracting foreign patients, "2010 Medical Korea"

**Dec.20**

- Ranked first in the "Korea Net Promoter Score" sponsored by the Korea Management Association Consulting (KMAC) (third consecutive year)

**Dec.15**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (fifth consecutive year, 12th time) sponsored by the Korea Productivity Center and Chosun Daily Newspaper

**Dec.10**

- President Lee, Jong-cheol awarded in the "10th Extraordinary Koreans Awards" sponsored by the Korea Journalist Association

**Nov.23**

- Silver (presidential) prize (endoscope), National Quality Administration Awards Award of merit (ministerial) given to Bae, Jae-choon, head of the department of laboratory medicine

**Oct29**

- Grand prize, " 13th Women's Best Corporation Awards" sponsored by Women News (eleventh consecutive year as a general hospital)

**Oct20**

- Ranked first (eleventh consecutive year) in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA)

**Sep.30**

- Ranked first in the "2010 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (twelfth consecutive year, 14th time)

#### **Sep.14**

- Cancer Center and Transplant Center awarded in the "Medical Korea Awards" sponsored by the Korea Economic Daily (third consecutive year)

#### **Aug.30**

- Best general hospital (fifth time) in the National Brand Competitiveness Index (NBCI) sponsored by the Korea Productivity Center

#### **Jul.21**

- Best medical center in the "4th Proud Luxury/Innovation Certification" sponsored by the Korea Management Association Consulting (KMAC) (fourth consecutive year)?Ranked first in the cancer center sector (first time)

#### **Mar.23**

- Best hospital in the 2010 Korea Brand Star Awards (12th) (seventh consecutive year)?sponsored by the Korea Economic Daily, Joongang Daily Newspaper, and Brandstock

#### **Jan.28**

- Selected as "CEOs' Best General Hospital" in the 8th "This Year's Best Luxuries Selected by CEOs" sponsored by New Management

#### **Jan.18**

- Ranked 24th (rose 8 notches) in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

## **[2009]**

#### **Dec.16**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (fourth consecutive year, 11th time) sponsored by the Korea Productivity Center and Chosun Daily Newspaper

#### **Dec.14**

- Ranked first in the "Korea Net Promoter Score (KNPS)" sponsored by the Korea Management Association Consulting (KMAC)

#### **Dec.11**

- Grand prize in the design innovation and general health care sectors,?Web Awards Korea sponsored by the Web Awards Association

#### **Dec.2**

- Grand prize in the hospital website and prescription sectors, "2009 Korea Digital Media Awards" sponsored by the Korea Digital Agency Industrial Association

#### **Nov.20**

- Grand prize, " 12th Women's Best Corporation Awards" sponsored by Women News (tenth consecutive year)

#### **Oct.19**

- Ranked first (tenth consecutive year), best corporation in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA)

#### **Sep.30**

- Ranked first in the "2009 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (eleventh consecutive year, 13th time): SMC 74.6; AMC 67.8; YNUH 66.8; Seoul National University Hospital 64.8

#### **Sep.24**

- Cancer Center and Transplant Center awarded in the "Medical Korea Awards" sponsored by the Korea Economic Daily (second consecutive year)

#### **Sep.10**

- Grand prize in global health care, "2009 Korea's New Growth Engine Awards" sponsored by the Digital Chosun

#### **Sep.8**

- Best general hospital (fourth time) in the National Brand Competitiveness Index (NBCI) sponsored by the Korea Productivity Center

#### **Jul.7**

- Best medical center in the "3rd Proud Luxury/Innovation Certification" sponsored by the Korea Management Association Consulting (KMAC) (third consecutive year)

#### **May.14**

- Best general hospital in the "1st Customers' Most Trusted Brands Awards" sponsored by the Digital Chosun

#### **Apr.14**

- Best hospital in the 2009 Korea Brand Star Awards (11th) (sixth consecutive year)?sponsored by the Korea Economic Daily, Joongang Daily Newspaper, and Brandstock

#### **Feb.5**

- Selected as "CEOs' Best General Hospital" in the 7th "This Year's Best Luxuries?Selected by CEOs" sponsored by New Management

#### **Jan.21**

- Best general hospital in "Korea's Most Attractive Brands" listed in the New Year issue of the Sisa Weekly

**Jan.5**

- Best trusted general hospital in the Market Report in Maeil Business Newspaper Research?(SMC 24.3%, Seoul National University Hospital 22.5%, Severance 18.7%)?-Ranked 17th in the 2008 NCSI Research

**Jan.4**

- Ranked 32nd (rose 10 notches) in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

**[2008]****Dec.17**

- Best hospital, National Customer Satisfaction Index (NCSI) survey (tenth year) sponsored by the Korea Productivity Center and Chosun Daily Newspaper

**Dec.16**

- Ranked first in the "Korea Net Promoter Score" sponsored by the Korea Management Association Consulting (KMAC)

**Dec.12**

- Cancer Center promotion video recognized as best promotion video in the "2008 Korea Communication Awards" sponsored by the Korea Company Journal Association

**Nov.20**

- Gold presidential prize (department of laboratory medicine, TAT group), 32nd National Quality Administration Awards sponsored by the Korean Quality Association

**Oct16**

- Grand prize, "11th Women's Best Corporation Awards" sponsored by Women News (ninth consecutive year)

**Oct11**

- SMC Transplant Center awarded by the Minister of Health and Welfare, "2008 Transplant Contributors Awards"

**Sep.23**

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) (ninth consecutive year)

**Sep.17**

- Cancer Center and Transplant Center awarded in the "Medical Korea Awards" sponsored by the Korea Economic Daily (Shilla Hotel)

**Sep.11**

- Ranked first in the "2008 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (tenth consecutive year, 12th time)

#### **Sep.8**

- Best general hospital (third time) in the National Brand Competitiveness Index (NBCI) sponsored by the Korea Productivity Center

#### **Jul.23**

- President Lee, Jong-cheol awarded in the "2008 2nd Korea's Health Industry Awards" sponsored by the Health Industry CEO Association

#### **Jun.12**

- Department of laboratory medicine recognized for its contribution to the Seoul quality group discussion

#### **Jun.11**

- Customer service team head Hong, Seong-su recognized for his contribution to the Seoul quality group discussion

#### **May28**

- Best medical center in the "2nd Proud Luxury/Innovation Certification" sponsored by the Korea Management Association Consulting (KMAC) (second consecutive year)

#### **May22**

- Top hospital (among 86 hospitals) in the "2007 National Evaluation of Medical Centers" sponsored by the Ministry of Health, Welfare, and Family

#### **Apr15**

- Best hospital in the 2008 Korea Brand Star Awards (10th) (fifth consecutive year) sponsored by the Korea Economic Daily, Joongang Daily Newspaper, and Brandstock

#### **Jan.29**

- Top award, Conference commemorating NCSI's 10th anniversary

#### **Jan.23**

- Selected as "CEOs' Best General Hospital" in the 6th "This Year's Best Luxuries Selected by CEOs" sponsored by New Management

#### **Jan.21**

- Ranked 42nd (only hospital listed) in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

## **[2007]**



**Dec.27**

- Best general hospital in the "2007 Korea Net Promoter Score (KNPS)"? sponsored by the CS Leaders Club and the Korea Management Association Consulting

**Dec.11**

- President Lee, Jong-cheol honored in the "2007 Korea's Trusted CEOs Awards" sponsored by the Kyunghyang Shinmun

**Oct.11**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (ninth year) sponsored by the Korea Productivity Center and Chosun Daily Newspaper

**Dec.5**

- Excellence award in the medical service sector, "Web Award Korea 2007" sponsored by the Web Award Association

**Oct.25**

- Ranked first in the "2007 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (ninth consecutive year, 11th time)

**Oct.12**

- Grand prize, "10th Women's Best Corporation Awards" sponsored by Women News (eighth consecutive year)

**Sep.19**

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) (eighth consecutive year)

**Jul.9**

- Best medical center in the "1st Proud Luxury/Innovation Certification" sponsored by the Korea Management Association Consulting (KMAC)

**Jun.26**

- President Lee, Jong-cheol given the Best Manager Award in the Productivity Awards sponsored by the Korea Standards Association (KSA)

**Apr.16**

- Best hospital in the 2007 Korea Brand Star Awards (9th) (fourth consecutive year) sponsored by the Korea Economic Daily, Joongang Daily Newspaper, and Brandstock

**Jan.22**

- Ranked 40th (only hospital listed) in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

## [2006]

### Dec.14

- Exemplary research result user in the Health Industry Technology Awards sponsored by the Korea Health Industry Development Institute (KHIDI)

### Dec.8

- President awarded in "Korea's Best Leaders Awards" sponsored by Weekly Korea News

### Nov.29

- Best hospital in the product brand sector (fourth consecutive year), "Korea Brand Conference 2006" Brand Olympics sponsored by the Industrial Policy Center, Ministry of Commerce, Industry, and Energy

### Nov.24

- Gold presidential prize (pathology dept.), 32nd National Quality Administration Awards sponsored by the Korean Quality Association

### Oct.20

- Ranked first (fifth consecutive year) in "Best Corporations for Women" sponsored by Women Times

### Oct.17

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (eighth year) sponsored by the Korea Productivity Center and Chosun Daily Newspaper

### Sep.28

- Grand prize, "9th Women's Best Corporation Awards" sponsored by Women News (seventh consecutive year)

### Oct.26

- Ranked first in the "2006 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (eighth consecutive year)

### Sep.5

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) (seventh consecutive year)

### Jun.20

- Member, "Services Hall of Fame" sponsored by the Korea Standards Association (KSA) (only organization to be selected among those evaluated in 2006)

### Jun.15

- Director Lee, Yong-woo (pathology dept.) given the Award of Merit in the Seoul Quality Administration Awards

**May.19**

- Best general hospital in the Global Customer Satisfaction Index (GCSI), awarded by the Japan Management Association (JMA) (second consecutive year)

**Apr.25**

- Best hospital in the 2006 Korea Brand Star Awards (8th) sponsored by the Korea Economic Daily and Joongang Daily Newspaper.

**Apr.12**

- Best general hospital in the Global Brand Capacity Index (GBCI), awarded by the Japan Management Association (JMA) (second consecutive year)

**Jan.16**

- Ranked 44th (only hospital listed) in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

**[2005]****Dec.6**

- Best hospital in the product brand sector (third consecutive year), "Korea Brand Conference 2005" Brand Olympics sponsored by the Industrial Policy Center, Ministry of Commerce, Industry, and Energy

**Nov.16**

- Vice President Lee, Hae-jin (administration) honored with the Presidential Award in the "2005 Electrical Safety Promotion Awards" sponsored by Korea Electrical Safety Corporation (KESCO)

**Nov.14**

- Best hospital in the National Brand Competitiveness Index (NBCI) for the latter half of 2005 sponsored by the Korea Productivity Center

**Oct.10**

- Ranked first (fourth consecutive year) in the "Best Corporations for Women" sponsored by Women Times

**Oct.26**

- Grand prize, "8th Women's Best Corporation Awards" sponsored by Women News

**Oct.24**

- Best hospital in the Korea Well-being Customer Index (KWCI) sponsored by the Korea Standards Association Consulting

**Sep.28**

- Ranked first in the "2005 Korea Customer Satisfaction Index" survey conducted by the Korea Management

Association Consulting (KMAC) (seventh consecutive year)

**Sep.8**

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) (sixth consecutive year)

**Jun.28**

- Best hospital in the 2005 Korea Brand Star Awards (7th)?sponsored by the Korea Economic Daily and Joongang Daily Newspaper

**May14**

- Grand prize, "Korea Service Awards" sponsored by the Korea Standards Association (fifth consecutive year)(top prize in 2000, grand prize in 2001~2005)

**May17**

- Best general hospital in the Global Customer Satisfaction Index (GCSI), awarded by the Japan Management Association (JMA)

**Apr.14**

- Best general hospital in the Global Brand Capacity Index (GBCI), awarded by the Japan Management Association (JMA)

**Jan.17**

- Ranked 47th (only hospital listed) in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

## **[2004]**

**Dec.8**

- Grand prize in the history sector, "2004 Corporate Communication Awards" sponsored by the Korea Company Journal Association

**Nov.19**

- Gold presidential prize in the administration/service sector, 30th National Quality Administration Awards

**Oct.26**

- Grand prize, "7th Women's Best Corporation Awards" sponsored by Women News

**Oct.21**

- Ranked first (third consecutive year) in the "Best Corporations for Women"

**Oct.11**

- Ranked first in the "2004 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (sixth consecutive year)

#### **Sep.21**

- Best hospital in the 2004 Korea Brand Star Awards (6th) sponsored by the Korea Economic Daily and JoongAng Daily Newspaper

#### **Sep.3**

- Grand prize in the information sector, 2004 National Productivity Awards

#### **Aug.24**

- Ranked first in the KS-SQI sponsored by the Korea Standards Association (KSA) and DongAh Daily Newspaper (fifth consecutive year)

#### **May.15**

- Grand prize, "Korea Service Awards" sponsored by the Korea Standards Association (fourth consecutive year)(top prize in 2000,grand prize in 2001~2004)

#### **Apr.6**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (seventh consecutive year)

#### **Jan.13**

- Best hospital in "Korea's 100 Best Brands" sponsored by the Korea Economic Daily and Brandstock

## **[2003]**

#### **Dec.3**

- Award of commendation, "Presidential Awards for Consumers' Day" sponsored by the Ministry of Finance and Economy

#### **Nov.26**

- Grand prize, "Women's Best Corporation Awards" sponsored by Women News

#### **Nov.19**

- Named "2003 Best Corporation for Women" by Women Times

#### **Oct.30**

- Best hospital in the "Korea Brand Conference 2003 Brand Olympic Super Brand Awards" sponsored by the Industrial Policy Center, Ministry of Commerce, Industry, and Energy

#### **Oct.25**

- KHANT grand prize, "2003 Happy Customer Project" sponsored by Sports Daily and Women Joong Ang

**Sep.3**

- Ranked first in the "2003 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC) (fifth consecutive year)

**Aug.26**

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) and Dongah Daily Newspaper (fourth consecutive year)

**May.26**

- Best hospital, "Korea Corporate Image Awards" sponsored by the Korea Management Association Consulting (KMAC)

**May.22**

- Grand prize, "Korea Service Awards" sponsored by the Korea Standards Association (third consecutive year)(top prize in 2000, grand prize in 2001~2003)

**Apr.8**

- Best hospital (general evaluation; second consecutive year) and best hospital service provider (sixth consecutive year) in the National Customer Satisfaction Index (NCSI) survey

**Jan.23**

- Grand prize (medical service sector), 2003 Good Day Royal Brand Awards selected by home makers

**[2002]****Dec.6**

- Ranked first in the "Women's Best Corporation Awards" sponsored by Women News (third consecutive year)

**Nov.20**

- Named "Best Corporation for Women" by Women Times

**Oct.16**

- Ranked first in the "2002 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC)

**Sep.4**

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) (third consecutive year)

**Jul.11**

- Best hospital in the "Korea Corporate Image Awards" sponsored by the Korea Management Association

Consulting (KMAC)

**Oct.29**

- Grand prize, general hospital sector, "Korea Service Awards" sponsored by the Korea Standards Association

**May.10**

- Named "Korea's Best Website" by KMA Management

**Apr.16**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey? in hospital services for the fifth consecutive year

## [2001]

**Dec.7**

- Ranked first in the "Women's Best Corporation Awards" sponsored by Women News (second consecutive year)

**Oct.17**

- Ranked first in the Korea Service Quality Index (KS-SQI) sponsored by the Korea Standards Association (KSA) (second consecutive year)

**Sep.18**

- Grand Prize, KCSI Customer Satisfaction Index Awards by the Korea Management Association Consulting (KMAC)

**Jun.9**

- New Consumption Culture Award, Consumption Culture Awards sponsored by the Korea Consumption Culture Association (KCCA)

**May23**

- Grand prize, "Korea Service Awards" sponsored by the Korea Standards Association

**Apr.25**

- Named "2001 Korea's Best Hospital Website" by KMA Management

**Apr.4**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (fourth consecutive year)

**Feb.15**

- First hospital to be awarded in the Safety Management Master Awards

## [2000]

**Nov.22**

- Best hospital in the New Corporate Culture Awards sponsored by the Korea Management Association Consulting (KMAC)

**Oct.27**

- First hospital to be ISO 9002-certified (facility sector)

**Oct.5**

- Most frequently quoted institution in SCI papers in Korea as announced by the Ministry of Science and Technology

**Oct.4**

- First hospital to be certified "SG-Certi" (Safety Guarantee Assessment)

**Oct.4**

- Top prize, "Korea Service Awards" sponsored by the Korea Standards Association

**Sep.28**

- Ranked first in the "2000 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC)

**Mar.29**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (third consecutive year)

## [1999]

**Dec.10**

- Ranked first in the service sector, "1999 Safe Management Awards" sponsored by the Ministry of Labor (first hospital to be awarded)

**Dec.7**

- Grand prize in general evaluation, "Women's Best Corporation Awards" sponsored by Women News

**Oct.27**

- Ranked first in the "1999 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC)

**Sep.27**

- Certified to have realized "Seventeen Point Nine Million Disaster-free Man Hours" (first hospital to be certified),



which is five times more than the disaster-free goal, by the Korea Occupational Safety and Health Agency (KOSHA)•

#### **Sep.7**

- Consumer Satisfaction award, "1999 Korea Consumption Culture Awards"

#### **Jul.10**

- First hospital to be Y2K-certified in the non-IT sector

#### **May6**

- Best hospital in the customer satisfaction sector, "37th Productivity Awards" sponsored by the Korea Productivity Center (first hospital to be certified)

#### **Apr.29**

- First hospital to be Y2K-certified in the IT sector

#### **Mar.29**

- Best hospital in the National Customer Satisfaction Index (NCSI) survey (second consecutive year)

### **[1998]**

#### **Jul.30**

- Certified to have realized "Eleven Point Three Million Disaster-free Man Hours" (first hospital to be certified) by the Korea Occupational Safety and Health Agency (KOSHA)

#### **Jul.5**

- Ranked first in the National Customer Satisfaction Index (NCSI) survey sponsored by the Korea Productivity Center, Chosun Daily Newspaper, and National Quality Research Center of the University of Michigan, USA

#### **Apr.28**

- Selected by Korea Energy Management Corporation (KEMCO) as a model corporation in the energy saving sector (first hospital to be selected)

#### **Mar.27**

- Certified as one of the Best of the Best Corporations in safety and health management by the Ministry of Labor (first hospital to be certified)

#### **Jan.21**

- Certified to have realized "Eight Million Disaster-free Man Hours" (first hospital to be certified) by the Korea Occupational Safety and Health Agency (KOSHA)

## [1997]

### Dec.24

- Selected by the Ministry of Labor as a model corporation in the labor-management relations sector (first hospital to be selected)

### Oct.21

- Ranked first in the "1997 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC)

### Aug.20

- Evaluated as best hospital in Korea in 4 areas by the Guinness Korea Records1) Highest number of bloodless surgeries performed and most extensive surgical laser equipment2) Korea's first hospital to be equipped with PACS (Picture Archiving and Communication System)3) Korea's first hospital to have an automated clinical examination system in place4) Korea's first hospital to have a hospital-wide medical records network

### Aug.7

- Certified "Baby-friendly Hospital" by Unicef, WHO

## [1996]

### Nov.21

- Ranked first in the "1996 Korea Customer Satisfaction Index" survey conducted by the Korea Management Association Consulting (KMAC)

### Nov.9

- Self-defense fire brigade honored by the Minister of Home Affairs

### Jun.21

- Best hospital in the "Customer Satisfaction Survey in Services" sponsored by the Korean Society of Consumer Studies (KSCS)

### Apr.4

- Certified to have realized "Four Million Disaster-free Man Hours" (first hospital to be certified) by the Korea Occupational Safety and Health Agency (KOSHA)

## [1995]

### Jan.28

- Grand prize, "6th Korea Environment and Culture Awards" sponsored by the Ministry of Culture and Sports