

# **KAMTOUR INSTITUTIONAL ADVISORY AND CONSULTING**

## *Engagement Overview*

*Unified 2026 Edition (Version 1.0)*

*Korea–America MedTour Association, Ltd. (KAMTOUR)*

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## **I. Purpose and Scope**

Institutional Advisory and Consulting service of the Korea–America MedTour Association, Ltd. (“KAMTOUR”). This Engagement Overview describes how KAMTOUR’s consulting practice is structured, the institutions it serves, the types of engagements it undertakes, and the framework within which engagements are scoped, conducted, and concluded.

KAMTOUR is a private, U.S.-based platform that supports bilateral institutional engagement between healthcare organizations in the United States and Korea. KAMTOUR is a physician-led organization. Its consulting practice is informed by direct understanding of clinical operations, institutional governance, and the structural characteristics of the U.S. and Korean healthcare systems.

This Overview should be read together with the KAMTOUR Terms of Use, the Master Disclaimer, the Privacy Policy, the Cookie Policy, the KAMTOUR Verified™ Standards Manual, and the KAMTOUR Verified™ Application and Fee Schedule. In the event of any inconsistency between this Overview and the governing legal documents, the governing legal documents control.

This Overview is a descriptive document. It is not a contract, an offer, or a commitment to engage. The terms of any specific consulting engagement are set forth in a separate written agreement executed by KAMTOUR and the client institution.

## **II. Who KAMTOUR Works With**

KAMTOUR’s consulting practice serves institutional clients on both sides of the U.S.–Korea corridor. Engagements are conducted directly with the institution as the client, not with individual patients or consumers.

Typical clients include:

- Hospitals and health systems;
- Academic medical centers;
- Specialty clinics and aesthetic clinics;
- Diagnostic centers;
- Research organizations and clinical research entities;

- Healthcare facilitator organizations and international patient services entities;
- Wellness and hospitality entities supporting healthcare and recovery; and
- Other institutions navigating cross-border U.S.–Korea healthcare engagement.

Engagements are conducted bilaterally, with equal capacity to support:

- Korean institutions entering, expanding, or establishing engagement in the U.S. market;
- U.S. institutions entering, expanding, or establishing engagement in the Korean market; and
- Institutions on either side seeking structured engagement with counterparts across the corridor.

### **III. Practice Leadership**

KAMTOUR is a physician-led organization. The consulting practice operates under physician leadership, and engagements are shaped by clinical and institutional perspective rather than purely by external advisory frameworks.

This positioning is reflected throughout the practice in three specific ways:

- Clinical-institutional understanding is treated as foundational. Engagements are structured around how healthcare institutions actually operate, are governed, and present themselves — not abstracted from those realities;
- Cross-border interpretation is grounded in working knowledge of both U.S. and Korean healthcare system structures, regulatory environments, and institutional cultures; and
- Methodology reflects institutional perspective. Frameworks used in engagements — market entry, counterpart evaluation, positioning, communication — are adapted to the operational realities of healthcare institutions rather than applied as generic consulting templates.

The references to physician leadership in this Overview describe the institutional character of KAMTOUR’s practice. They do not constitute, and should not be interpreted as, the provision of medical advice, clinical judgment, diagnosis, or treatment by KAMTOUR. KAMTOUR does not provide patient-facing services and does not establish provider–patient relationships through any engagement.

### **IV. Engagement Types**

KAMTOUR engagements are structured to fit the specific needs of the client institution. While engagements are individually scoped, they generally fall within or combine elements from the following categories:

#### ***(a) Market Entry and Expansion Strategy***

Assessment of the target market — U.S. or Korea — including identification of structural and regulatory considerations, evaluation of institutional landscape, and development of an entry or expansion approach tailored to the direction of engagement and the client’s strategic objectives.

#### ***(b) Institutional Positioning and International Presentation***

Definition of how the client institution presents itself to counterparts, partners, and stakeholders in the other market. Includes review and refinement of institutional materials, profile structuring, and alignment of presentation across language and institutional contexts.

#### ***(c) Counterpart Evaluation***

Identification and assessment of institutions on the other side of the corridor that align with the client's objectives. Includes structured review of potential partners, comparative institutional assessment, and analysis of engagement fit.

#### ***(d) Cross-Border Engagement Planning and Structuring***

Design of the bilateral engagement framework, including scope definition, sequencing, milestone structure, and intended outcomes. May include support for institutional dialogue, structured introductions within KAMTOUR's framework, and engagement governance.

#### ***(e) Strategic Communication for Institutional Collaboration***

Support for institutional outreach, materials, and dialogue throughout the engagement, in both Korean and U.S. institutional contexts. Includes preparation for institutional meetings, alignment of cross-border communication, and ongoing communication advisory.

#### ***(f) Ongoing Strategic Advisory***

Continuing institutional advisory relationship for clients with sustained cross-border activity. Provides ongoing access to KAMTOUR's perspective on bilateral institutional developments, counterpart dynamics, and emerging strategic considerations.

#### ***(g) Customized Engagements***

Engagements that combine the above categories or address specific client needs not fully represented within them. Customized engagements are scoped individually based on the institution's objectives, the bilateral context, and the structural questions the client is seeking to address.

## **V. Engagement Structure and Cadence**

Engagements are structured to fit the institution's objectives, internal cadence, and decision-making processes. Common structures include:

- Project-based engagements — defined scope, defined deliverables, and a defined engagement period;
- Phased engagements — sequential phases tied to milestones, with scope review between phases;
- Retainer-based advisory — ongoing access to KAMTOUR's perspective and advisory capacity over a defined period; and
- Hybrid structures — combinations of the above adapted to the institution's needs.

Engagement length, cadence, and intensity are determined during scoping and reflected in the written engagement agreement. KAMTOUR does not impose a standard duration or cadence; engagements are calibrated to the specific institutional context.

## **VI. Engagement Process**

### ***Step 1 — Initial Inquiry***

The institution contacts KAMTOUR to describe its objectives, the bilateral context, and the institutional questions it is seeking to address.

### ***Step 2 — Preliminary Discussion***

KAMTOUR conducts a preliminary discussion with institutional leadership or designated representatives to understand the institution's strategic context, current cross-border posture, and the structural questions in scope.

### ***Step 3 — Scoping***

Based on the preliminary discussion, KAMTOUR develops a proposed engagement structure, including scope, approach, anticipated outputs, engagement cadence, and fees. Scoping is iterative; the proposed structure is refined in dialogue with the client institution.

### ***Step 4 — Engagement Agreement***

The engagement is documented in a written agreement executed between KAMTOUR and the client institution. The engagement agreement defines the scope, deliverables, cadence, fees, and the legal and administrative terms of the engagement.

### ***Step 5 — Engagement Conduct***

KAMTOUR conducts the engagement in accordance with the executed agreement. Engagements are managed actively, with structured communication between KAMTOUR and the client institution throughout the engagement period.

### ***Step 6 — Outputs and Conclusion***

Engagement outputs are delivered as defined in the engagement agreement. Project-based engagements conclude upon delivery of contracted outputs; phased and retainer engagements continue under the cadence and renewal structure set forth in the agreement.

## **VII. Fees**

KAMTOUR consulting engagements are individually scoped and individually quoted. Fees are determined based on the specific scope, structure, cadence, and complexity of the engagement, and are reflected in the written engagement agreement.

KAMTOUR does not publish standard consulting fees. Engagements vary materially in scope and structure across the bilateral corridor, and fee determination is part of the scoping process described in Section VI.

Consulting fees are separate from, and unrelated to, KAMTOUR Verified™ application fees and any optional visibility tier fees described in the KAMTOUR Verified™ Application and Fee Schedule. Engagement of KAMTOUR's consulting services does not influence KAMTOUR Verified™ eligibility, review processes, criteria, determinations, or outcomes. Verification status is determined by uniform criteria applied consistently to all applicants.

## **VIII. Relationship to the Broader KAMTOUR Platform**

Institutional Advisory and Consulting is the primary service of KAMTOUR and operates within the broader KAMTOUR platform, which also includes:

- Platform Infrastructure (KAMTOUR Verified™) — the standardized institutional identity and representation framework, governed by the KAMTOUR Verified™ Standards Manual and Application and Fee Schedule; and
- Symposia and Institutional Convenings — structured bilateral forums, meetings, delegations, and programming for cross-border institutional engagement.

Consulting clients are not required to participate in KAMTOUR Verified™ or in any other component of the broader platform. Conversely, KAMTOUR Verified™ participants are not required to engage KAMTOUR's consulting services. The platform components are separately structured and separately governed.

Where a consulting client elects to also participate in KAMTOUR Verified™ or other platform components, that participation is governed by the documents applicable to that component and is administered separately from the consulting engagement.

## **IX. Scope of KAMTOUR's Role in Consulting Engagements**

Within a consulting engagement, KAMTOUR provides advisory services to the client institution under the scope defined in the engagement agreement. KAMTOUR's role and limits are:

### ***KAMTOUR Acts As***

- An institutional advisor to the client institution under the engagement agreement;
- A bilateral interpreter of cross-border institutional considerations between U.S. and Korean contexts; and
- A structured engagement coordinator within the scope of the engagement agreement.

### ***KAMTOUR Does Not Act As***

- An agent, broker, intermediary, or representative of the client institution in transactions, negotiations, communications, or agreements with counterparts;
- A party to any institutional agreement, partnership, or arrangement that may result from a consulting engagement;
- A patient-facing entity, patient referral service, or patient coordinator;
- A provider of medical, legal, financial, accounting, tax, or regulatory advice; or
- A guarantor of any engagement outcome, partnership outcome, market entry outcome, or institutional result.

All institutional relationships, transactions, and agreements between client institutions and counterparts occur directly between those institutions. KAMTOUR's consulting role is advisory and structural; it does not extend to acting on behalf of the client in institutional transactions.

Where specialized professional advice is required — including legal, regulatory, financial, accounting, tax, or clinical advice — the client institution is responsible for engaging appropriate qualified professionals. KAMTOUR's consulting services are not a substitute for such advice.

## **X. Engagement Governance**

Each consulting engagement is governed by a written engagement agreement between KAMTOUR and the client institution. The engagement agreement addresses, among other matters:

- Scope and deliverables;
- Engagement structure, cadence, and duration;
- Fees and payment terms;
- Confidentiality and information handling;
- Roles and responsibilities of KAMTOUR and the client institution; and
- The legal and administrative terms applicable to the engagement.

The terms set forth in the engagement agreement govern the engagement. This Overview is descriptive and does not modify the terms of any executed engagement agreement.

## **XI. Legal Framework**

Consulting engagements are conducted within the legal framework established by KAMTOUR's governing documents, including:

- The KAMTOUR Terms of Use;
- The Master Disclaimer;
- The Privacy Policy; and
- The Cookie Policy.

The terms of any individual engagement are governed by the executed engagement agreement, which supersedes this Overview as to the matters it addresses. Where the engagement agreement is silent, KAMTOUR's governing documents apply.

This Overview does not create any duty, obligation, standard of care, or liability beyond those expressly set forth in an executed engagement agreement and KAMTOUR's governing documents.

## **XII. Inquiries**

Institutions interested in engaging KAMTOUR for institutional advisory and consulting services may contact:

Korea–America MedTour Association, Ltd. (KAMTOUR)

Email: [info@kamtour.org](mailto:info@kamtour.org)

Website: [www.kamtour.org](http://www.kamtour.org)

Initial inquiries are treated as confidential and do not constitute a commitment to engage on either side. Engagement commences only upon execution of a written engagement agreement between KAMTOUR and the client institution.