ɱ MΣDIΣUS

WHITE PAPER

VERSION 6.0

Global MediFi Commercial Platform

Innovation in the healthcare ecosystem for patients,
by patients, and of patients

+

If

One day, all of a sudden,
what if you or your family gets sick or hurt?

Now

You may ask everyone around you to recommend the best hospital or search the Internet to find a competent doctor.

Problem

However, it varies from person to person and the Internet is full of advertising information. It took a lot of time and consideration to choose the best hospital and doctor.

Solution

MediFi Commercial Platform, MEDIEUS, where medical service experience is shared and my experience and data make money

Ecosystem

Share your medical experience! Transparent and reliable medical reputation system operates through the MEDIEUS coin ecosystem.

Benefit

You can get a recommendation of optimal hospital through the "reputation system." The more people share the experiences, the less time and money they spend on treating diseases.

Future

As my experience becomes the choice of others to save their lives, the more active the MEDIEUS ecosystem, the higher the quality of medical service will be.

MEDIEUS

"To shop all the medical care in the world
with my medical data"

Global MediFi Commercial Platform

Care to Pay, Pay to Earn
Innovation of medical service ecosystem begins

Table of Contents

Abstract

Abstract

Being very closed and opaque, the current medical service information environment has a flood of unreliable information.

As a result, existing social networks are revealing the limitations of not meeting the needs of consumers seeking reputable medical services that provide safe and efficient services. The demand of medical service providers to improve the quality of services through patient-centered medical services is also not satisfied.

Due to the influence of the 4th Industrial Revolution, the convergence of medical and IT is progressing rapidly, bringing about changes in medical services. Consumer demand for a high level of medical service is increasing, and the importance of patient participation in the medical service environment is also increasing in developed countries. Changes in the medical service environment have moved to the global market, and have recently grown significantly in Asia. Amid these changes, the need for a "platform where information of consumer experience in medical service is shared" is emerging, which enable to select medical service providers suitable for each consumer.

MEDIEUS aims to create a health service ecosystem that benefits both providers and consumers by converting the existing provider-centered medical service system to a consumer-centered service system based on patient experience data.

MEDIEUS is a MediFi commercial platform based on blockchain technology.

The MEDIEUS platform shares information based on SNS data of consumers' experience of medical service, builds a reputation system for medical service providers, and recommends customized medical service providers that meet the individual needs. If you share data such as medical receipts, medical examination results, and prescriptions received after visiting the hospital, you can receive a certain point as a reward, and exchange and pay with MEDIEUS Coin (MDUS). In addition, through the nation's first medical open market, anyone can purchase medical information and services.

Blockchain technology allows integrity, security, transparency, and reliability to the MEDIEUS platform. As a representative of the medical blockchain, the MEDIEUS platform aims to innovate the limitations of the current medical service information system and build a transparent medical service system where the entire medical service is monitored by consumers, which leads to innovative changes in preventing medical accidents and realizing medical welfare around the world.

1. MEDIEUS

1.1 Why MEDIEUS?

While many projects are underway in the direction of utilizing medical information centered on medical institutions or healthcare data collected through devices, MEDIEUS platform focuses on patient-centered medical experience data, which will provide direct benefits to each patient through innovation in the medical service system.

① **Importance of medical big data and leverage**

With the 4th Industrial Revolution, the future medical paradigm will develop into precision, prediction, prevention, and personalized medical care, which makes patient's individual medical data more important. In addition, the use of medical big data is focused on interconnecting data from different fields. In other words, according to the individual's situation and lifestyle, customized prediction and diagnosis for each patient, treatment, and follow-up management will be integrated and developed.

② **Medical big data led by government and medical institutions.**

While the United States is leading the high-tech medical market by creating national health and medical big data ecosystem, Korea is developing a data integration-linked platform between medical institutions, focusing on data collection, refining, processing, and standardization.

③ **Medical blockchain, decentralization of medical information system**

As most medical projects on blockchain focus on the decentralization of EMR (Electronic Medical Record) or the development of PHR (Personal Health Record) platforms, they eventually have a similar direction to the current government or medical institution-led big data utilization plan through sharing and utilization of blockchain technology. This has the greatest utility for diagnosis and treatment of medical institutions, development of new drugs, and clinical trials of medical research.

④ **Importance of more useful information of medical services for patients**

Which department should most patients be examined before they find their symptoms and go to the hospital? Which hospital should they go to? They ask their family or acquaintances or search on the Internet. However, in most centralized/concentrated closed medical service system environments, it is difficult for patients to know the quality or outcome of hospital treatment before receiving medical services. There is anxiety that if they don't choose the right one, they may have to risk their lives. Medical service information affects important decisions on such as the selection of doctors, treatment, and follow-up management. While the decentralized medical information of individuals in the blockchain provides utility value to society and companies, the decentralized medical service information in the blockchain will provide direct utility value to individuals.

⑤ **Need for a reliable medical service information platform**

According to a McKinsey Quarterly survey reported by the WHO in 2013, the number of users of mobile medical services between countries continues to increase worldwide, and the scale is expected to reach $150 billion by 2020. In particular, Asia is rapidly increasing to be centered on global medical services with 38% of the total. With the growth of the medical service market, obtaining reliable medical service information is very important. However, the path to obtaining reliable medical service information is currently very limited. In particular, it is very difficult to accurately check the medical service information of the visiting country for users who want to receive medical services abroad. Therefore, 64% of medical service users travelling between countries get recommendations from acquaintances or friends, and 26% obtain medical service information from countries they wish to visit through an Internet search and visit the country through agencies. Unverified or unreliable medical service information can be a factor that increases the risk of medical accidents. This is because in the current medical service market, where there is no sufficient protection system for patients, attracting patients through over-advertising by some medical institutions and the non-professional nature of the agency can be a problem. This is not limited to medical service users through travelling between countries. Currently, as most medical service users in Korea acquire information from acquaintances, friends, or Internet searches, this can be a problem that can occur to most medical service users. Therefore, the need for a platform that provides objective and reliable medical service information for medical service providers increases.

1.2 What is MEDIEUS?

Living in the era of homo-hundred, we are more interested in "how to live healthily and beautifully" than "how to live long." This is a change brought about by the remarkable development of medical and medical technology, the technological improvement of advanced medical equipment, and consumers' perception of medical services (active participation).

The simple diagnosis-prescription-medication is done by telemedicine that links artificial intelligence, not done by an expensive face-to-face treatment. Cost for simple additional prescriptions for diabetes or hypertension treatments does support the cost of face-to-face medical treatment. This is not medical service that would occure in the future but already in progress in the United States.

The medical artificial intelligence of Deepmind, a British company that caused Alphago shock in early 2016, is deep learning the medical records of hundreds of thousands of people in the UK's National Health System. Due to the 4th Industry Revolution, the convergence of medical care and IT will improve the quality of medical practice such as medical diagnosis and treatment. However, in consideration of the nature of medical services, it is possible not only to improve the quality of medical activities provided by medical personnel but also to improve the quality of the overall service in addition to medical activities that help patients treat them. Even if all services are of the same content, there may be differences in quality depending on the situation or person who provides the service. In other words, in the same medical institution, with same medical staff, and same diagnosis may produce different results depending on the medical environment, patient participation, and status of medical staff.

The improvement in the quality of human-centered medical service should grow to be personalized, and for this, quality improvement of medical practice centered on medical information big data and quality improvement of medical services based on medical experience data of medical service consumers.

MEDIEUS is a blockchain medical platform with a new concept (MediFi) that combines medical with finance. It is a new blockchain ecosystem of C2E2P (Care to Earn, Ear to Pay) systems that can be used in one place, from hospital reservations to compensation through sharing my data after treatment, consulting/treatment/diagnosis, and health subscription products.

In addition, by converting the existing medical service system centered on medical service providers to a consumer-centered medical service system using blockchain technology, medical service providers will change service and innovate medical environments, which will lead to an enhancement of service quality for consumers.

1.3 Current Issues

① **Medical service system depending on a Nation's Healthcare Service**
In the case of South Korea, there are over 1,000 regulations under the National Health Insurance Service according to the government's policy, and over 10,000 regulations under the Health Insurance Review & Assessment Service (HIRA). In addition, those regulations have been frequently updated, resulting in difficulties for medical institutions to catch up with them. Medical services are managed, not for consumers but by the policies of the medical supply market, so-called HIRA medicine.

② **Medical service system that is centered on the medical service provider**
In terms of OECD average, the number of doctor per 1,000 people (2.2 in Korea) is 3.3 and the average number of visits to medical institutions per capita is 6.7 (13.2 in Korea). The average treatment time in Korea is 5 minutes [3]. While the consumer of medical services pays medical expenses, the service provider takes the initiative in medical service quality due to the dependence on the medical service provider. In a closed healthcare system environment, the consumer cannot know which medical practice is performed on the consumer through what process and method.

③ **Limitations of existing social network services (SNS) or patient communities**
Healthcare consumers want to find information about the objective assessment and reputation of service providers in order to choose cost, time, and safer healthcare services. Most people ask through acquaintances or search the Internet, but the information is often insufficient or even false. An exaggerated advertised information and unclear and unprofessional information in the community are prevalent. False reviews through SNS are more easily used in medical service advertisements than information on hotels or restaurants [4].

Then, what about a particular patient community? PatientsLikeMe[5] in the United States, one of the communities where medical information exchange is active, has had about 600,000 patients since its establishment in 2004. Community members voluntarily share relevant information with people with similar symptoms and engage in activities to improve treatment outcomes. PatientsLikeMe received an investment of $130M from its inception to 2017 and its expected income is estimated at $23.7 [6]. However, even certain patient communities, such as PatientsLikeMe, tend to focus only on the interests of specific target groups, such as pharmaceutical, insurance, and medical device companies, rather than on both healthcare providers and consumers. For this reason, only less than 30% of the members are actually engaged in community activities, and the activity of the community does not meet expectations, perhaps because the actual help obtained through the community is small [7].
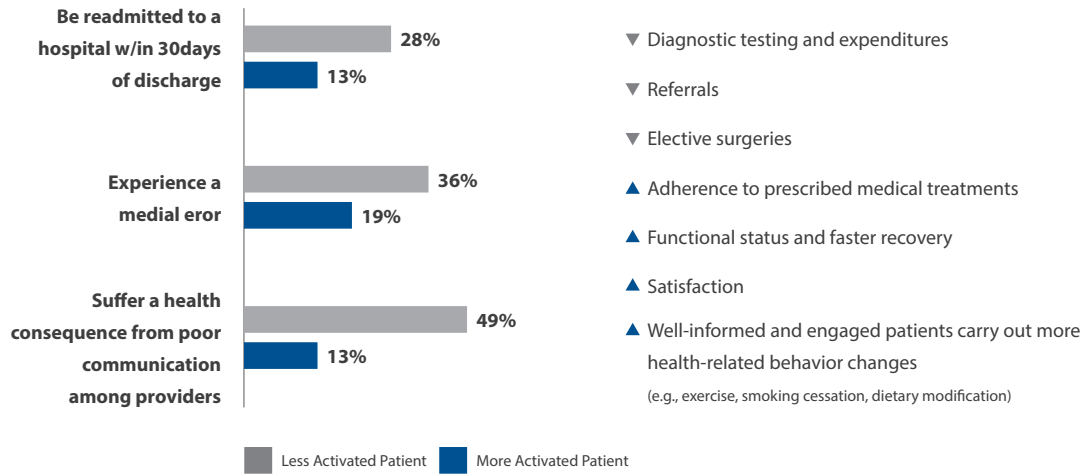
1.4 Opportunities

Most quantitative evaluations of medical service providers are conducted in various ways through global certification agencies and national certification agencies, and medical service providers use them for marketing. Although it is reliable as a quantitative evaluation of basic service providers, it takes about a year from the survey to the evaluation and presentation which make a real-time reflection impossible. Therefore, it does not have a direct effect on consumers' actual choices, and there is a limit to objectively evaluating the appropriateness and safety of medical practices that consumers feel.

Medical services are simultaneously produced and consumed, that is, doctors and patients participate at the same time. Depending on the interaction between the doctor and the patient, the patient's compliance varies, and the result also varies depending on the patient's degree of participation. For this reason, consumer participation or patient engagement in medical services has recently been recognized as important factor in developed countries including the United States. Consumers of medical services contribute to cost reduction and quality improvement by maximizing the effectiveness of medical services through patient participation. Medical service providers gain an objective reputation according to the results of patient participation.

In fact, according to reports from the Bipartisan Policy Center, patient participation is related to the following items [10]."Reduced testing costs and care", "reduced number of recommendations", "reduced number of surgeries", "increased compliance with prescribed treatments", "improved functional conditions and quick recovery", "high satisfaction", "high levels of health understanding", "high levels of positive health-related behavior change"

Patient Engagement Improves Outcomes

Higher patient engagement is associated with numerous improvement across various aspects of health delivery

Be readmitted to a hospital w/in 30days of discharge	28% / 13%

▼ Diagnostic testing and expenditures

▼ Referrals

▼ Elective surgeries

Experience a medial eror	36% / 19%

▲ Adherence to prescribed medical treatments

▲ Functional status and faster recovery

▲ Satisfaction

Suffer a health consequence from poor communication among providers	49% / 13%

▲ Well-informed and engaged patients carry out more health-related behavior changes
(e.g., exercise, smoking cessation, dietary modification)

■ Less Activated Patient   ■ More Activated Patient

Consumer engagement in the medical service, as a core of the patient-centered service, confirms the experiences and recognition of the consumer, which is the right of the consumer and ultimately the important starting point toward the improvement of medical service.

1.5 Ultimate Mission of MEDIEUS

"To shop all the medical care in the world with my medical data"
Global MediFi Commercial Platform, MEDIEUS

MEDIEUS will enable transparent and reliable distribution of medical service information based on blockchain technology, provide effective medical services through data accumulated from user experience, and develop personalized services based on MyData. In addition, the experience and data shared by users on the platform will be compensated to provide economic benefits, and medical information and products/services will be developed to be easily used through the medical open market. This provides a truly de-neutralized medical environment, and both consumers and providers participating in MEDIEUS will interact and gain synergy through compensation.

<Table1. Issues and Solutions>

	Issues	Solutions
Medical service consumer	• Insufficient information about medical service providers & commercialized evaluation/ reputation information • Unclear and unprofessional information in the communities • Difficulty in finding healthcare provider information tailored to consumer purpose	Reputation system on medical service • Data: Consumer's experience/ progress (text, picture), personal health records etc. • Consisting engine: assessment/ sympathy system, quantitative assessment system AI-based medical service provider recommendation system • Personalized hospital and doctor recommendation • Personalized medical service and product recommendation (disease prediction service)
Medical service provider	• Fake feedback of the medical service consumers with malicious intention • Assessments or patient treatment experience with low reliability and transparency • Reduction of patient size due to the assessment with low objectivity, limited opportunities of medical service providing, spending money to the unnecessary marketing cost beyond medical services	Consumer reservation/contract system • Reservation and Result of medical checkup • Recommendation and purchase of medical service • Subscription of medical service contents • Smart contract

2. Innovative ecosystem of medical service in MEDIEUS

2. MEDIEUS, innovative ecosystem of medical service

Most blockchain medical projects are striving to increase accessibility and utilization through the decentralization of medical information of patient centralized. MEDIEUS intends to implement a realistic and effective blockchain medical ecosystem from regulations or policies through the producing and sharing of information directly by patients and the decentralization of medical service information.

MEDIEUS has created a new concept of blockchain ecosystem called MediFi commercial platform by combining finance and commerce with medical.

Within the MediFi commercial ecosystem built by MEDIEUS, economic benefits such as MEDIEUS points and coins will be provided if users provide MyData such as medical data treated or tested at hospitals, daily life health data, and medical service experiences. In addition, MEDIEUS launches the nation's first online medical open market to provide an effective and applicable environment for users and create various services and businesses, providing an environment where anyone can easily purchase medical information, products, and services.

In other words, an innovative medical service ecosystem with "Care to Earn, Earn to Pay" MEDIEUS's C2E2P system has been established where from hospital reservations and treatment to the use of medical products through MyData-provided rewards,
"#treatment, #sharing, #compensation, and #medical shopping are possible in one place.

2.1 Decentralization of medical service system

MEDIEUS, a medical SNS platform on the blockchain, is a decentralized ecosystem composed of medical service providers and consumers. Medical service providers include primary, secondary, and tertiary medical institutions that provide direct medical treatment, as well as health care-related companies and public institutions such as service pharmacies, pharmaceuticals, and medical devices. The medical service consumer is an individual who intends to use the service of the medical service provider. These individual subjects build a network through MEDIEUS token compensation on the MEDIEUS platform.

의료서비스 소비자   의료서비스 제공자 (1차)   의료서비스 제공자 (2차)

〈메디우스의 탈중앙화 생태계〉
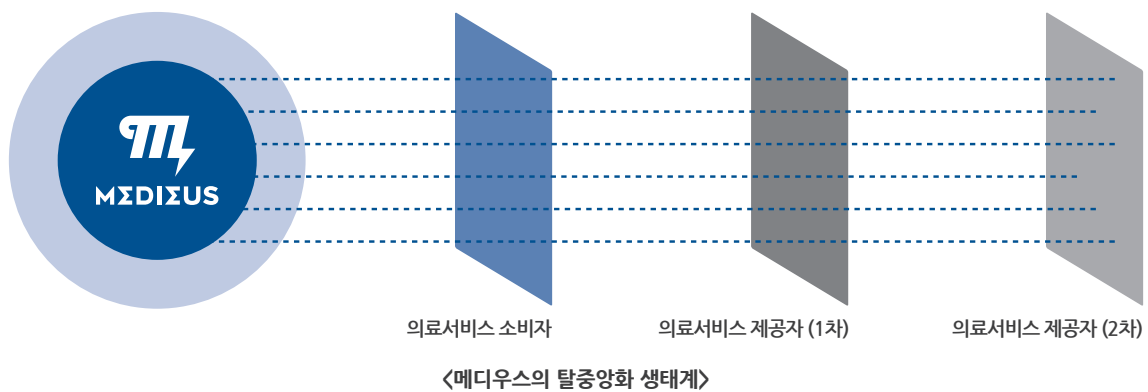
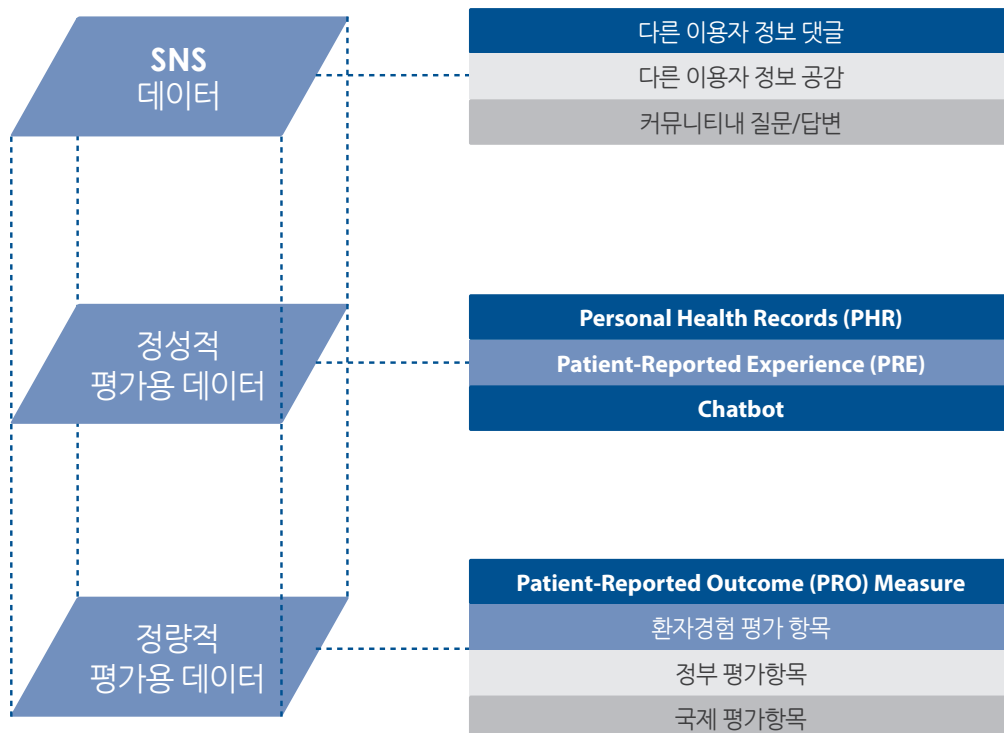# 2.2 A blockchain medical SNS with high transparency

MEDIEUS, a medical SNS platform based on blockchain technology has transparency and reliability by recording reviews of patient experience (text, image), evaluation information of patient experience, personal health management records, and browsing information by others on the blockchain. For medical service consumers, it recommends a medical service provider suitable for consumer purposes by providing a medical service reputation system and an artificial intelligence recommendation system along with a service that shares medical service experience data through blockchain-based medical SNS. For medical service providers, it proceeds with counseling/booking/contracting with consumers through an artificial intelligence recommendation system and leads to improvement of medical service and quality based on the reputation system.

2.3 Power of experience, medical service big data by consumer

MEDIEUS collects and stores medical service data by dividing it into structured data and unstructured data.

The structured data are stored as data about medical service providers, which are to be directly entered by consumers; data of research and evaluation from international certification agencies or government agencies, data from patient-reported outcome (PRO) and PRE (Patient Reported Experience) for each disease.
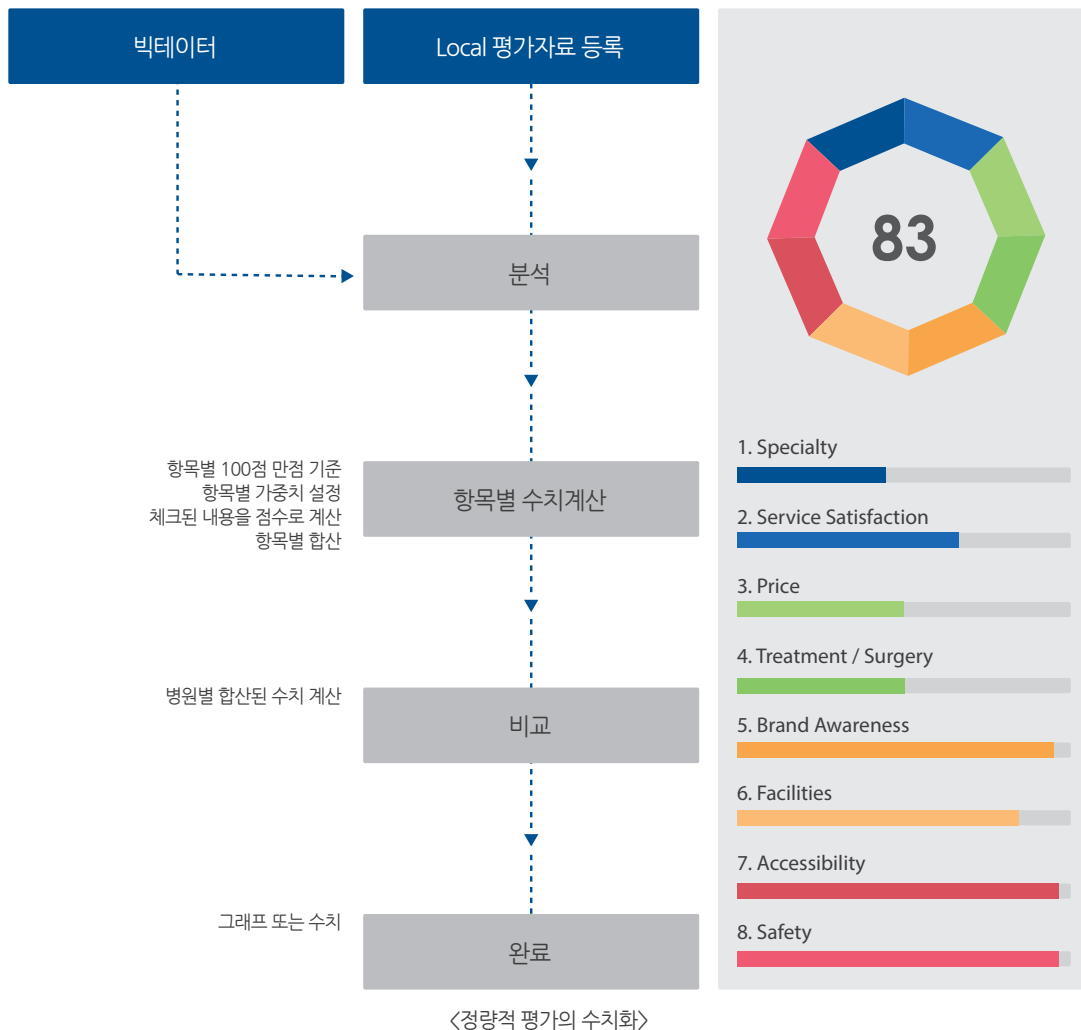
Unstructured data is stored through consumer membership, personal health care records through SNS, treatment process and progress, and service experience review registration, and is collected/ stored in a form that can be mapped to international standard PR/PRO categories through artificial intelligence chatbots. In addition, medical service users present their empathy or opinions on other users' services through medical SNS service provided by the evaluation/sympathy system. MEDIEUS collects data through Medi-log for the purpose of collecting data for artificial intelligence analysis. Comprehensive information such as daily life patterns of MEDIEUS users will be included in the Medi-log, and artificial intelligence chatbots will be used for data collection to include the information needed in the diary. Users receive token compensation according to the information provided under the consent of the user or writing a daily diary, and the big data collected in this way can be used in various ways from daily life to disease management.

SNS 데이터	다른 이용자 정보 댓글
	다른 이용자 정보 공감
	커뮤니티내 질문/답변

정성적 평가용 데이터	Personal Health Records (PHR)
	Patient-Reported Experience (PRE)
	Chatbot

| 정량적 평가용 데이터 | Patient-Reported Outcome (PRO) Measure |
	환자경험 평가 항목
	정부 평가항목
	국제 평가항목

2.4 Reputation system with high reliability

MEDIEUS will build up a reputation system of a medical service provider based on the transparent and reliable big data of consumer experiences collected and saved through technologies of blockchain. The reputation system consists of quantitative assessment, qualitative assessment, and reputation score calculation system.

- **Quantitative assessment:** Quantitative assessment of MEDIEUS for medical service providers is linked to the open data of certified institutions, and is regularly and automatically updated. Additionally, the data registered by the medical service provider can be updated at any time. The medical service consumer put PRO and PRE results into the system whenever he/she receives a medical service.

빅테이터	Local 평가자료 등록	
	분석	**83**

항목별 100점 만점 기준
항목별 가중치 설정
체크된 내용을 점수로 계산
항목별 합산 — 항목별 수치계산

병원별 합산된 수치 계산 — 비교

그래프 또는 수치 — 완료

1. Specialty
2. Service Satisfaction
3. Price
4. Treatment / Surgery
5. Brand Awareness
6. Facilities
7. Accessibility
8. Safety

〈정량적 평가의 수치화〉

- **Qualitative assessment:** Medical service consumers can submit any opinion on medical services in the form of text or images regarding their personal health management records and treatment progress after service. The consumers can express their agreement with other consumers' opinions or vote through the sympathy system. Also, an AI chatbot collects data by driving questions and answers to help map medical SNS information into items for qualitative reputation calculation. Qualitative assessment of the experience/sympathy in the system is transformed into quantitative assessment at the reputation calculation system.

Final reputation score of a medical service provider can be calculated by summation of each quantitative and qualitative assessment scores. Reputation scores yielded through such procedures are utilized to the AI-based recommendation system.

〈평판시스템〉
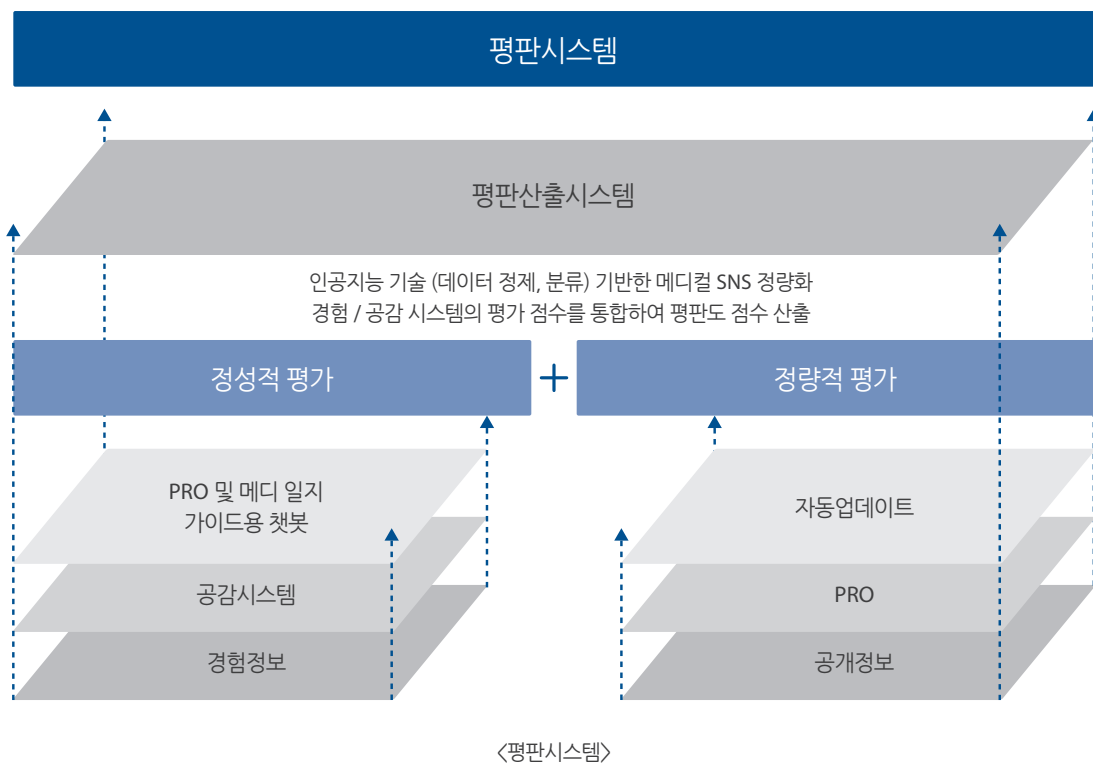
# 2.5 AI recommendation system with high objectivity

An AI recommendation system will be provided to every user on the platform based on the reputation system. If the consumer provides minimally required personal information and his/her medical service experience, he/she would be able to get a recommendation for a personalized medical service provider and process the reservation/payment through the platform.
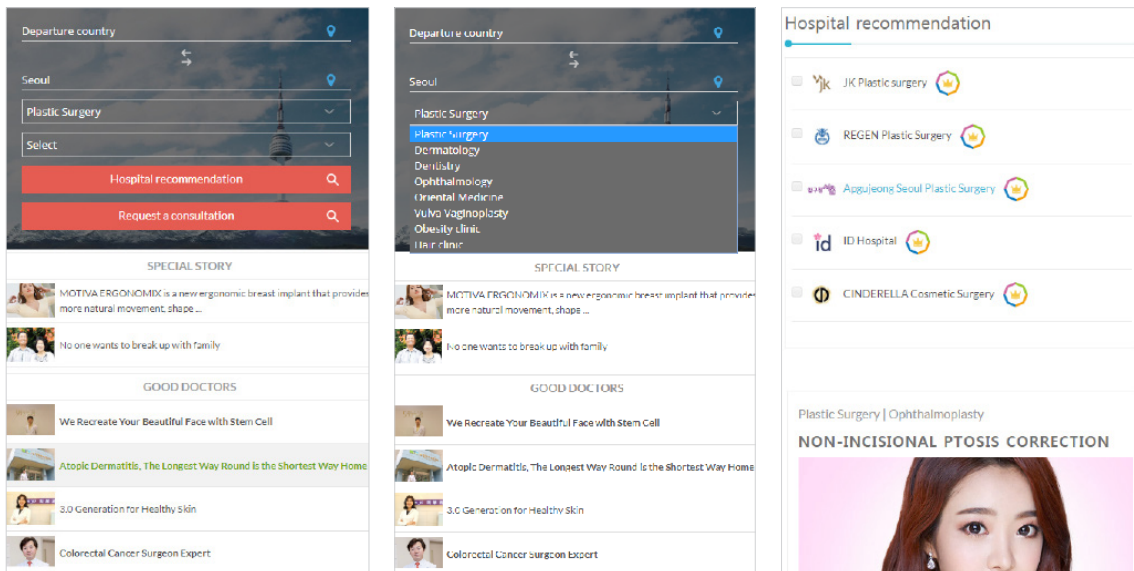
〈인공지능 추천 시스템 사용자 화면〉

Additionally, medical big data of medical service consumers (information on utility pattern of medical service, information on the medical field of interest, information on personal medication, and information on the environment of medical service, etc.) is collected and stored through the AI-based recommendation system, which constructs the strong MEDIEUS medical service ecosystem with the reputation system.

One of the important parts of MEDIEUS AI recommendation system is the artificial intelligence-based medical diary (hereinafter referred to as the Medi-log). Artificial intelligence applied to this medical diary, called Medi-log, helps users write more useful information when writing medical journals after learning enough about users. In addition, it increases the learning rate of artificial intelligence by allowing users to write daily diaries, which are used for the purpose of correct treatment, proper doctor selection, and eating habits by comparing and analyzing the diaries of people treated with diseases.
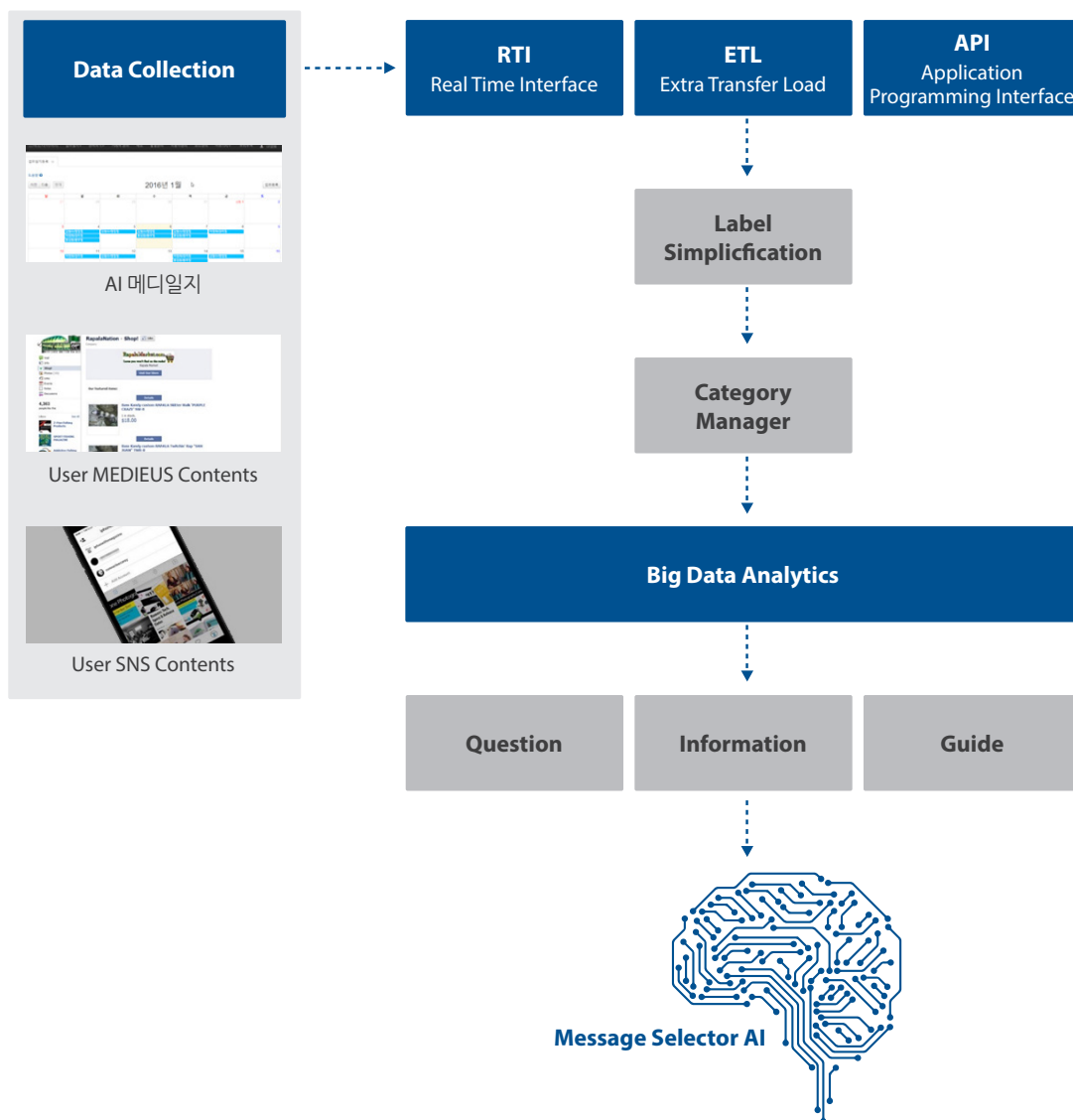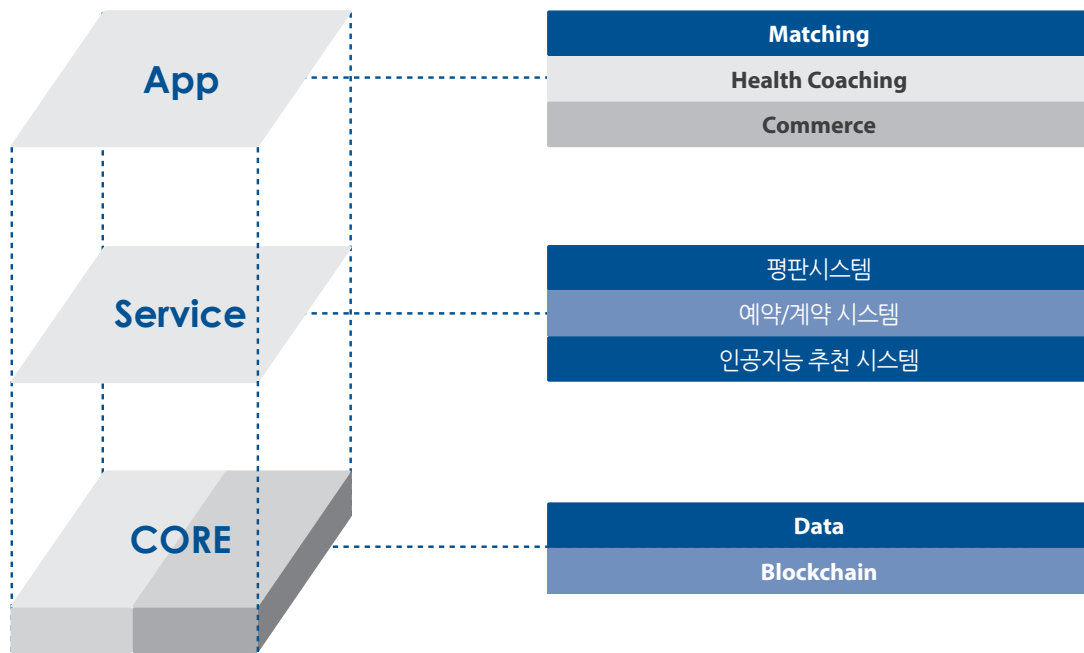

〈인공지능 기반 메디 일지 데이터 플로우〉

3. Structure of MEDIEUS platform

3.1 MEDIEUS platform structure layer

The MEDIEUS platform mainly consists of a Core engine, Service engine, and Application layers.

App	Matching
	Health Coaching
	Commerce

Service	평판시스템
	예약/계약 시스템
	인공지능 추천 시스템

CORE	Data
	Blockchain

① **Core layer**

The core layer is a distributed database that can secure data using the latest encryption technology as a data network for MEDIEUS's healthcare providers and consumers. The capacity of data collected and stored on the MEDIEUS platform is very large and continuous but the amount that can be stored in the blockchain is very limited. Therefore, in order to efficiently store service experience data including medical data, a separate storage is required and provided at the core layer.

MEDIEUS uses the currently commercialized big data platform to store only non-identifiable data excluding identifiable personal information. In the blockchain, only hash values of data are stored so that data ownership and transaction can be recorded, tracked and compensated. Various data generated and transmitted in the MEDIEUS application are usually stored only as unidentified data excluding MEDIEUS personal information. Since the blockchain stores only hash values of the data and is encrypted and delivered in the MEDIEUS application through the software development kit (SDK) of the data, no one other than the data owner who can decrypt the data can view the contents of the actual data. The core layer is accessible through the service engine layer. In addition, MEDIEUS Core combines a backup and recovery system for stored data to ensure that it is safely stored without losing it.

② **Service engine layer**

The service engine layer connects the MEDIEUS application layer and core layer, which provide the core function to manage consumer information. Service engine layer using blockchain engine provides data input/output function through connection with MEDIEUS core layer. Internally, it mainly consists of a reputation system, reservation/contract system, and AI-based recommendation system.

- **The MEDIEUS reputation system is a reputation/evaluation system of medical service providers that are processed by a reputation calculation system through the collection and analysis of medical service experience review data and empathy data between users through medical SNS. It is calculated and stored as a numerical value through positives, negatives and weights of qualitative data.**

- **The MEDIEUS AI recommendation system is an artificial intelligence-based technology provided based on big data accumulated through MEDIEUS Medical SNS. Personalized services are possible based on the reputation of medical service providers. It includes a chatbot system to enable personalized services such as customized medical service providers, follow-up management programs, and product recommendations. Artificial intelligence used in personalized recommendation programs selects algorithms according to the type of data, learns, and derives results. In addition, as the platform is activated, chatbot provides precise medical services through advanced communication and learning.**

Medi-log provides useful information about diseases or symptoms and helps users make the right choice through artificial intelligence systems.

The data that users write in the Medi-log is used to help them treat diseases or symptoms through comparative data such as how people with the same disease or symptoms are treated, how they exercise, what foods they eat, and what lifestyle habits they have. By having users write daily logs, accurate information can be provided by increasing the learning rate of artificial intelligence.

Learned artificial intelligence systems help users make the right choice by telling them in real-time what drugs to take or what appropriate exercise and eating habits are. In addition, even for users who do not currently have a particular disease, Medi-log can also be used to prevent diseases or to learn how to become healthier. For example, suppose you set a disease goal to prevent diabetes and write a Medi-log. The AI system will track/analyze data on how people with diabetes overcome the disease are treated, what drugs they have taken, and what their eating habits and exercise habits are. In addition, based on the analyzed information, it is possible to establish a diabetes prevention plan that suits the user and provide functions such as whether the user is implementing it according to the daily plan and achieving the goal.

- The reservation/contract system has all records without any falsifying data thanks to blockchain technology. The reservation/contract system is based on the smart contract.

③ **Application layer**

- **[MEDIEUS Independent Business]**

  MEDIEUS contributes to the revitalization of the MEDIEUS ecosystem by directly performing service activities using data built through the platform. MEDIEUS independent services include commercial activities such as product sales, and these services are a driving force for members of the MEDIEUS ecosystem to contribute to the maintenance or expansion of the ecosystem by using tokens as a means of payment. In addition, if medical service consumers agree to provide data, they operate a token economy to provide information on public health services such as disease-specific medical services (prevention, follow-up management, etc.) and coaching in connection with medical institutions so that the benefits can be returned to the data provider.

- **[Other services: Decentralized Application (Dapp)]**

  It includes all applications that connect medical service providers and consumers and utilize all types of applications that run in environments such as mobile, app, and web through the MEDIEUS platform. These applications can access in-platform data through the service engine layer. To make app development easier and faster, it plans to provide SDKs, which make it easy to create applications that can be connected to the MEDIEUS platform. Even if SDK is not used, it is possible to develop applications that can be connected to the MEDIEUS platform if it follows APIs and protocols that will be released with the platform in the future. Some useful applications or services that can be developed based on MEDIEUS are described in more detail in the service examples.

3.2 Components of MEDIUS platform structure

MEDIEUS will use the best platform currently available in terms of popularity, universality, and scalability.

The MEDIEUS account is divided into a general user account and a medical service provider account to grant functions and permissions according to the actual role. Medical service providers distinguish between general consumers and providers through a credential system. In order to create an early ecosystem, healthcare providers demonstrate their qualifications in a traditional centralized manner that is certified directly by a trusted institution. After the ecosystem is stable, the credential system is operated in a manner combined with a decentralized method of obtaining certification from an already certified person

3.3 Distinctive Point of MEDIUS platform

- **Positioning of MEDIEUS platform**
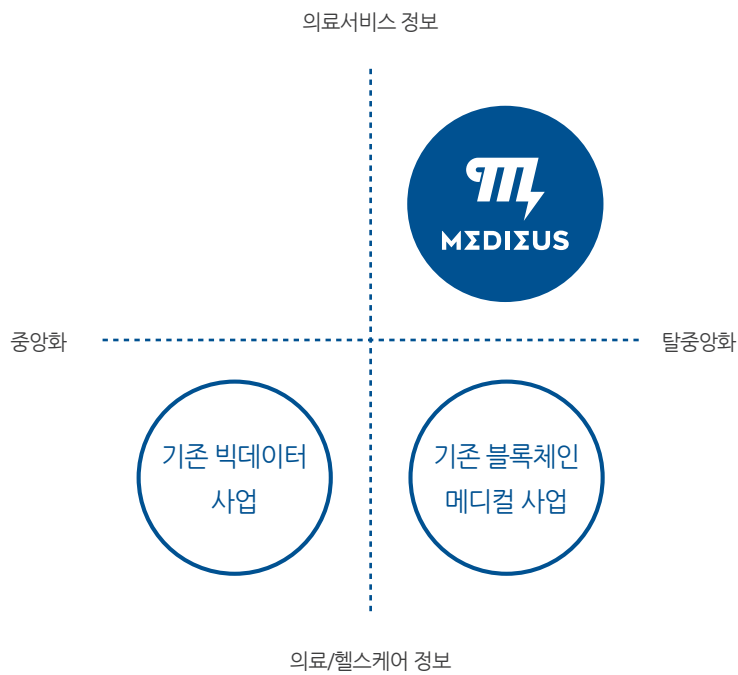
- **Beneficial structure for both medical service providers and consumers**

The sharing and distribution of medical service information is initiated by medical service consumers. Consumers of medical services can receive reasonable and personalized information through the MEDIEUS reputation system. As medical service providers are able to provide optimal service that actually meets consumer needs through MEDIEUS reputation system, rather than through government regulations or established indicators, it is possible to improve the medical environment. This can form a structure that benefits both providers and consumers by improving the quality of medical services.

- **Personalized recommendation**

  Based on the sharing of patient's medical experience, personalized medical services can be provided and medical products can be recommended through analysis of MyData such as personal medical information and health information.

- **Medical finance**

  Based on the MyData provided with the consent of the platform user, when a company or a medical institution such as a hospital releases the product and provides the service, revenue is distributed to the data provider. Also, individual users can also generate revenue through community activities. Revenue is paid in mileage cash available on the MEDIEUS platform, which can be linked to MEDIEUS Coin (MDUS). In addition, differential benefits are provided depending on the amount of MEDIEUS mileage held. MEDIEUS introduces the concept of medical finance to provide a MEDIEUS coin payment system on the MEDIEUS platform for foreign patients. MEDIEUS Coin will be used step by step to launch installment savings or loan-concept services for cosmetic plastic surgery.

- **Metaverse telemedicine**

  MEDIEUS utilizes/operates a network of hospitals and medical institutions through a partnership with BNH Korea, a medical direct platform. B&H Korea Co., Ltd. is currently affiliated with about 100 hospitals and medical institutions in Korea, including university hospitals, general hospitals, examination centers, specialized hospitals, plastic surgery clinics, and private hospitals. It will also expand its network in partnership with hospitals and medical institutions in Asian countries such as Singapore, Thailand, China, and Japan in the future.

<MEDIEUS affiliated medical institutions>

Classification	Detail
General Hospital	KonKuk University Hospital, St. Mary's Hospital of Catholic University, Seoul National University Hospital, Asan Medical Center, SoonChunHyang University Hospital, Ewha Seoul Hospital, JoongAng University Hospital, Hplus Yangji Hospital, Daejeon Sun Hospital, Yusung Hospital
Health Promotion	St. Mary's Hospital Health Promotion Center, Seoul National University Hospital Health Promotion Center, Severance Checkup Hanaro Medical Foundation, Seran Examination Center, MediCheck, Medipion, Changduk Medical Foundation, Woori Hospital, SamSung Choeun Hospital, Seoul Asan Health Promotion Center, Korea Medical Foundation, CHA Health Promotion Center
Specialized Hospital	Seoul Sleep Center, Nanoori Hospital, Chaum, CHA Biotech, Cho & Lee's Urology Clinic, Samsung Dream Otorhinolaryngology, Nam Ki Se Spine & Joint Hospital, Daehang Hospital, 365mc, Man Clinic, St. Peter's Hospital, Sejong Hospital
Plastic Surgery	BONG BONG Plastic Surgery & Dermatology, Dream Plastic Surgery, BK Plastic Surgery, HER SHE Plastic Surgery, JK Plastic Surgery, BANOBAGI Plastic Surgery, Grand Plastic Surgery, Mojelim Hair Surgery, TL Plastic Surgery, REBORN Medical Group, Gangnam Gowoon Sesang Plastic Surgery, Izien Plastic Surgery, Global Plastic Group, BRAUN Plastic Surgery, ImageUp Plastic Surgery, Abgujeon Seoul Plastic Surgery, WONJIN Beauty Medical Group, April31 Plastic Surgery, NAMU Plastic Surgery & Dermatology, Samsung Line Plastic Surgery, WY Plastic Surgery, Romian Plastic Surgery, DA Plastic Surgery, Girin Plastic Surgery, iface Plastic Surgery, FLORA Aesthetic Clinic, RUBY Plastic Surgery, THE Plastic Surgery, Comain Clinic, DIVA Plastic Surgery, LIENJANG Plastic Surgery, JJ Plastic Surgery, MISOU Plastic Surgery, GRACE Plastic Surgery, EURO Plastic Surgery & Dermatology Clinic, GK Medical Group, SC301 Plastic Surgery, Pitangui Medical & Beauty, Pitangui Lee Na Young Aesthetic & Academy, BYUL-E Plastic Clinic, O & Young Plastic Surgery Clinic, GLOVI Plastic Surgery, BEFORE Plastic Surgery, LAVIAN Plastic Surgery
Dermatology, Dental Clinic, ophthalmology	Oracle Dermatology, Kim Sung Wan Dermatology, Leaders Aesthetic Laser & Cosmetic Surgery Center, C&C Skin Clinic, Gangnam Beauty Forever Dermatology, Serion SkinCare, Grace Clinic, Arumdaun Nara Dermatology, hushu Dermatology, Bright St. Mary's Lasik Center, Kim's Eye Hospital, Glory Seoul Clinic, BGN Eye Clinic, Seoul/Busan I Love Eye Center, Sinchon Dain Dental Hospital, New Face Dental Hospital, hushu Dental Clinic, S-Plant Dental Hospital
Korean/Oriental Medicine	Dongbaek miz Korean Medical Clinic, Kwangdong Hospital of Traditional Korean Medicine, Lee Moon Won Korean Medicine Clinic, Myungokhun Oriental Beauty&Mental Clinic, Daezain Korean Medicine Clinic, Jaseng Hospital of Korean Medicine, Conmaul Hospital of Oriental Medicine

- **MEDIEUS Alliance Partners - ⊘ CreSoty**

  MEDIEUS will work with CreSoty Co., Ltd., a pharmacy IT service specialized company, for drug store payment service that will be made with MEDIEUS tokens. Medicine recommendation and sales services will be available with the CreSoty which shares medicine distribution data to consumer/ medical institutions through the recently acquired Dailymall.

4. MEDIEUS ecosystem and token economy

4.1 MEDIEUS Ecosystem

4.1.1 MEDIEUS Ecosystem Value

MEDIEUS induces a change in the healthcare provider-centered ecosystem through the voluntary participation of healthcare consumers. Based on the decentralized medical information and medical service experience of individuals accumulated through voluntary participation of healthcare consumers and the transparency and reliability of blockchain technology, MEDIEUS provides utility value to society and companies and at the same time direct benefits to individual users by leading to innovation in the service system. It aims to create an ecosystem that benefits both consumers and users of medical services through the virtuous cycle structure of the system.

① Decentralization of care data – MyData

Among medical data (led by the government and institutions), treatment data, and healthcare data, MEDIEUS focuses on treatment data. Data sovereignty is returned to patients by decentralizing treatment data centered on the government or medical institutions.

② MyData Financialization (MediFi, Medical+Finance)

This is the era of MyData, where data is competitive and money. Regarding delivering and sharing MyData, it compensates users with tangible and intangible values such as MEDIEUS points and coins to provide practical economic benefits by building a "Care to Earn" ecosystem. Users receive rewards based on MyData sharing and platform activities and contributions and can be provided, and in addition, multi-membership qualifications tailored to the level of compensation and differential benefits.

③ Commercialization of Medical Services, Korea's First Online Healthcare Open Market

Traditional centralized healthcare service systems are exclusive and patients have poor access to healthcare information. Through the nation's first online open market for medical care, MEDIEUS enables transactions of medical care, diagnostic, and treatment technologies as well as medical and healthcare products by issuing NFT, and provides product information and price information transparently so that anyone can understand and purchase medical information and services as if they were shopping easily.

④ Personalization of Healthcare Service based on MyData

MEDIEUS, like traditional Facebook, Twitter, and Instagram, intends to build a community through social networking. By sharing users' medical experiences, the network between hospital, patient, and doctor is to be automatically established, which activates the community with voluntary participation. This can be expanded to various services for each target and can grow into community-based commerce.

⑤ Globalization of Platform

MEDIEUS is growing into a global medical platform leading K-MEDICAL. Through Metaverse telemedicine, it attracts foreign patients and exports the MEDIEUS platform protocol by localizing it to Asian countries. In addition, inter-country medical services will be available through platform linkage.
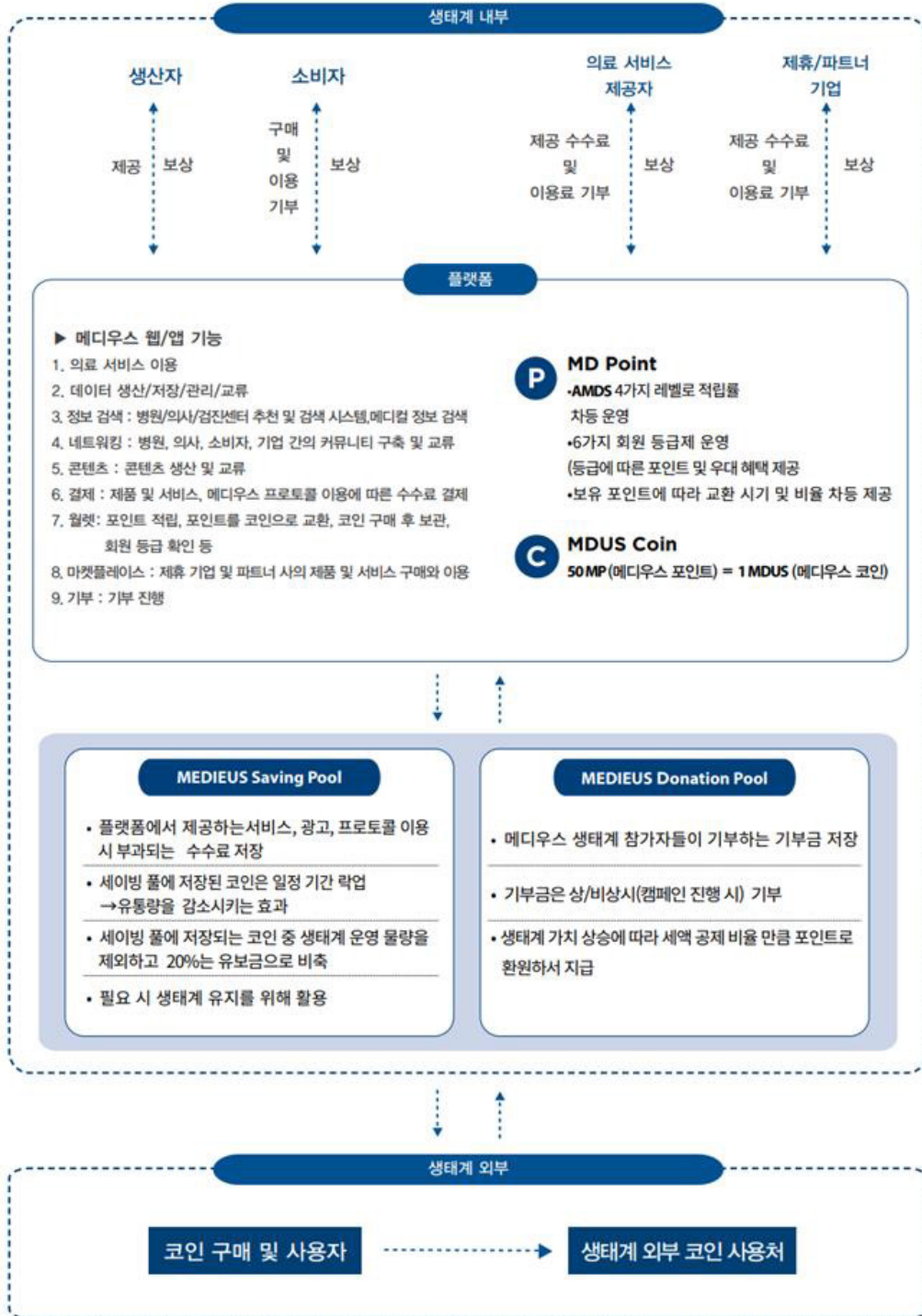
4.1.2 MEDIEUS Ecosystem Concept

MEDIEUS is a MediFi commercial platform that combines medical, finance, and commercial. A variety of services with MEDIEUS' own protocols in the C2E2P (Care to Earn, Earn to Pay) system are connected, and participants in the ecosystem earn points as incentives (reward) according to their contribution to activities, and exchange/use the points for tangible or intangible values useful in real life.

Users can participate in MEDIEUS ecosystem by joining the platform. They can find the best hospital, examination center, and medical staff for an appointment and receive medical treatment through MEDIEUS, and are rewarded with MEDIEUS points if they provide and share "my data" such as diagnosis, medical receipts, examination results, prescriptions, eating habits, and daily health records. MEDIEUS points can be exchanged for MDUS according to operational policies but can be used to utilize various medical/healthcare products safer and more transparent and purchase health-related subscriptions, exercise, health, food, and beauty in the online medical open market.

As such, the MEDIEUS ecosystem grows with participants and increases in value. MEDIEUS records, protect and manage safely all activities and data shared within the ecosystem through blockchain technology. Although MEDIEUS does not directly participate in the ecosystem, it is planning various measures such as benefits according to the holding period and expansion of the actual use of MEDIEUS coin so that users with MDUS can be compensated according to the growth of the ecosystem.

[Conceptual Diagram of the Medius Ecosystem]

4.1.3 Ecosystem Participants

It can participate in the MEDIEUS ecosystem by signing up for the platform through the app or the web. Users of the MEDIEUS ecosystem can be largely divided into four group concepts: 1) producers, 2) consumers, 3) medical service providers (hospitals, doctors), and 4) partnership (partners).
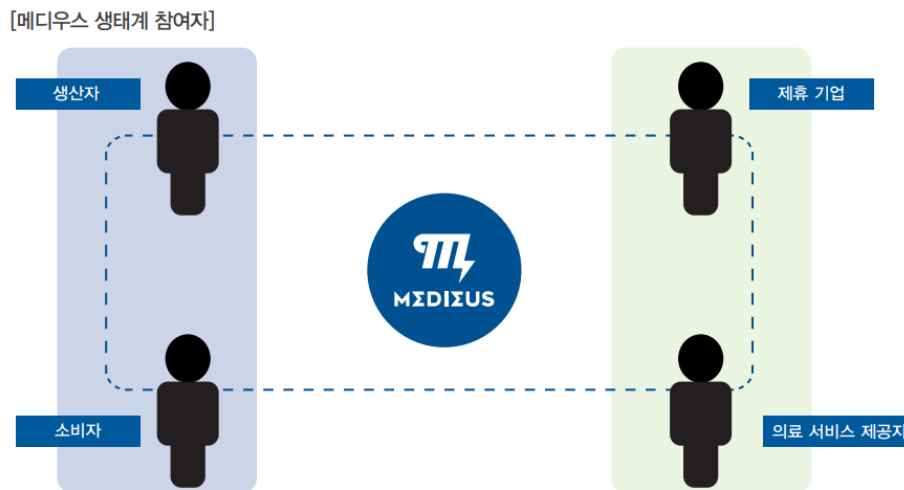
[그림: 메디우스 생태계 구성원 개념도]

1) Producer

In the MEDIEUS ecosystem, producers play a role in providing data and producing content. According to circumstances, consumers become producers, and hospitals and affiliated companies can also be producers. For example, if consumers provide data to hospitals and affiliated companies and create content to provide to the platform, they become producers. Also, if doctors produce content for patients and provide the necessary data to affiliated companies, medical service providers can be producers. All users who contribute to data production and content utilization by creating, sharing useful content such as writing feedback, and providing my data to Medi-log, are producers. The data and content provided by the producer are compensated with MD points in the MEDIEUS ecosystem depending on the amount and value of the product. The specific level of compensation will be described later.

2) Consumer

Users of the platform who use various services linked to the MEDIEUS ecosystem and purchase products are called consumers. The points or coins accumulated by consumers can be used for various services provided by medical service providers and affiliated companies and used as a means of payment for a product in a marketplace. For example, consumers use the points and coins to purchase telemedicine services (currently available for foreign patients), pre-consultation/questioning services (like plastic surgery where expert counseling is preceded), reservation services of mobile health examination, AI disease prediction services, etc. In addition, they are used to purchase the services of affiliated companies in the marketplace (ex. gym, 1:1 PT service). In addition to using the accumulated points as a means of payment/purchase, consumers can also use them as a means of a donation to the campaign in the MEDIEUS ecosystem, and the points donated to the campaign are rewarded with a certain number of points.

3) Healthcare provider

Within the MEDIEUS ecosystem, medical service providers refer to hospitals and doctors. Medical service providers can provide transparent and reliable medical service information and attract patients through admission to the MEDIEUS platform. Medical service providers can conduct activities such as pre-booking services for mobile health checkups (currently for B2B), telemedicine for foreign patients, pre-consultation/questioning services (plastic surgery counseling, etc.), AI disease prediction services, medical-related content, and hospital promotion and doctor recruitment through the MEDIEUS platform. As a result, healthcare providers do not have to pay unnecessary marketing costs other than services. Also, using the MEDIEUS platform can prevent the reduction of patients and opportunities for medical services that are likely occurred due to unobtrusive assessments posted online and SNS, which thereby maximize the effectiveness of medical services and ultimately improve the quality of medical services. Medical service providers also use the MEDIEUS protocol, and acquired points that can be used as means of service use, fee payment, or donation.

4) Affiliate (Partner) Companies

Affiliate (partner) entities may sell services or products associated with the MEDIEUS ecosystem. Services or products of affiliated companies are exposed to consumers through marketplaces. In order for affiliated companies to engage in marketing activities through marketplaces (fee), the more consumers use or purchase services or products from MEDIEUS affiliates, and the better the evaluation, the more points they receive. Even if the company provides content or specialized services to MEDIEUS members, it will be compensated with some points. Affiliates plan to sell product services to MEDIEUS members and induce them to hold MEDIEUS coins to pay compensation points to members who purchased the product. Companies can use it to pay bonus points to customers through coins or as advertising fees within the MEDIEUS platform.

4.1.4 MEDIEUS Business Model

The MEDIEUS ecosystem is maintained and grown through the voluntary participation of service users. As the number of participants in the ecosystem increases, the profits and value of the ecosystem that can be shared increase, and the benefits that go to the participants increase. In this structure, as the ecosystem grows, the value of the token grows proportionally.

MEDIEUS is a platform where my medical/health data makes money
It is a MediFi commercial platform where you shop all medical care in the world through money making

It wears a business model of the C2E2P system.
Care to Earn: # Let's get Treatment, #Share, #Reward
Earn to Pay: #Let's get paid and #do Medical shopping!

The medical/health data provided by the user is safely recorded and managed/stored on the blockchain. Platform users can manage their integrated personal health history with recorded data on the platform. A medical service experience and my data provided with the consent of the user will be compensated with MEDIEUS coin. Recently, MEDIEUS is carrying out B2C projects such as service provision, marketing activities, and medical campaigns in connection with various projects to stably expand ecosystem participants and secure data, and also is strengthening its business by expanding it to the B2B area. Recently, a series of contracts with major domestic companies like LGU+, Shinhan Financial Group, and Nonghyup have been successfully signed to enter mobile health checkups, and are also in the process of partnering with other companies. With MEDIEUS business activities for individuals and companies, ecosystem participants are expected to have large-scale scalability in a short period.

In addition, MEDIEUS will introduce a customer compensation point system and membership system used in various industries such as finance, aviation, and distribution industries. MEDIEUS points that are compensated according to MyData sharing, activities, and contributions are the criteria for maintaining membership ratings and can be exchanged for MDUS, so that they can be used as payment methods in the open market.

MEDIEUS is designing various business models that can be linked to the ecosystem, such as expanding the scope of use so that the platform can be useful and that MEDIEUS point and coin can be used in real life. According to a survey by Global Market Insight, a market research firm, the size of the global digital healthcare market is expected to increase 29.6% annually from 130 trillion won in 2020 to 600 trillion won by 2025. MEDIEUS plans to combine various business models through collaboration with various operators in the healthcare field.

The expansion of the MEDIEUS ecosystem will be a device that prevents coins from easily escaping outside the ecosystem such as the exchange, and at the same time, a reason that the token ecosystem will continue to circulate.

4.2 MEDIEUS Protocol

4.2.1 MEDIEUS Platform

People can participate in the MEDIEUS ecosystem through platform subscription. The platform provides various services and functions to ecosystem users with transparency and reliability based on blockchain technology. Within the MEDIEUS ecosystem, all participants can use or purchase services or products provided by the platform, or receive compensation by participating in the ecosystem or producing tangible and intangible values on their own.

It provides access to 1) healthcare services, 2) data storage, management, delivery (exchange), 3) information search, 4) networking between ecosystem participants, 5) content production and delivery (exchange), 6) payment for a fee of using advertising, protocol, and platform, 7) wallet functions for point exchange and settlement, 8) purchase of product or service of affiliate or partners and 9) donation campaigns at all times and in an emergency.

4.2.2 MEDIEUS Pool

In order for coins with limited issuance to continue to be virtuous, two major pools are planned to be established and operated. They are MEDIEUS Saving Pool and Donation Pool. The MEDIEUS Saving Pool stores a certain portion of sales and advertising fees incurred in the ecosystem, and fees for coin transactions. Coins stored in the Saving Pool have the effect of reducing distribution by maintaining lock-up for a certain period of time. Except number of coins stored in the Saving Pool for the operating ecosystem, 20% of them will be stored as reserves and used as an ecosystem fund.

Second, Donation Pool is operated in the form of donations by ecosystem participants. Donations raised during all times/emergency times are stored in the Donation Pool. Stockpiled donations can also increase as the value of the ecosystem increases, and lock-up is maintained for a certain period of time to control distribution. Donations stored in the Donation Pool are delivered to designated individuals or organizations through the MEDIEUS campaign, and ecosystem participants are to be paid back as points according to the tax deduction ratio of donation. From the time the token economy is applied and profits are generated, the volume stored in the MEDIEUS pool will be opened every month to participants and managed transparently.

4.3 MEDIEUS Point and Token Compensation System

4.3.1 MEDIEUS Token Compensation System

Participants in the MEDIEUS ecosystem can be rewarded with points through large categories such as data provision, content production, medical service use and provision, donation activities, marketplace use of affiliated company services, and networking with participants. The point accumulation rate varies by category, and the corresponding accumulation rate can be confirmed through the point accumulation system guided in 4.3.3. The compensation system of each participant can be checked through the floor. The floor may be modified/complemented according to expansion of ecosystem and operation of protocol.

1) Consumers
Within the MEDIEUS protocol, the data produced by consumers are divided into general data, medical data, and other data. Review of hospital visits, demographic information provided at membership, and another data corresponding to general data are compensated accordingly. There are two main types of data provided through Medi-log, one of the important functions provided by MEDIEUS. They include my medical data such as medical certificates, detailed receipts for medical expenses, health examination results, and health data such as daily exercise and diet diaries, and BMI records. Treatment data and health data are classified as medical data and compensated accordingly. Other data refers to the data provided by the consumer after the consent of the participants for academic research, and product development purposes by the hospital/physician/enterprise.

Within the MEDIEUS protocol, consumers can also be compensated by producing free/paid content. Even if they are not a group of experts such as hospitals and doctors, they can voluntarily share medical and healthcare-related contents that do not violate copyright and receive compensation. However, in the case of paid content produced by consumers themselves, the cost can be calculated by measuring the value of the data on their own, but only data certified through the platform pre-evaluation system can be updated with paid content and compensated. In addition, pre-examination to the extent that it does not violate the medical law, such as telemedicine services (for foreign patients), points will also be accumulated in the use of medical services. Through the marketplace, when using services provided by affiliated companies or purchasing products, a certain level of the amount used similarly to the general shopping mall system can be compensated with points. Furthermore, when participating in a donation campaign carried out during a normal/emergency, points can be compensated at the same level as the donation tax deduction rate. A detailed compensation system can be found on the floor below.

2) Hospital/Doctor

The compensation system of hospitals and doctors is in a similar range. In particular, the case of private hospitals operated under a one-person doctor falls under this system. However, there are differences in compensation depending on the level and range of data they provide. General data provided by hospitals/physicians includes hospital news, hospital information updates, private academic and academic activities, and medical information. The patient's medical examination results, other data provided for academic/research purposes and data that do not fall under the Privacy Act/Medical Act may be compensated as medical data. Hospitals or doctors can also act as content producers within the protocol. Interviews for public purposes requested by MEDIEUS and medical content can be compensated through the MEDIEUS ecosystem based on interviews and manuscript fees, and content provided by hospitals/doctors for profit can also be compensated. However, like consumers, paid content can be calculated by measuring the value of data on its own, but only data certified through the platform pre-evaluation system can be updated with paid content and compensated.

In addition, points according to the level and scope of medical services such as pre-examination and telemedicine services that do not violate the medical law are also accumulated. When they use services provided by affiliated companies or purchase products through the marketplace, a certain level of the amount used can be compensated with points. However, if a hospital or doctor uses the service as a group through an affiliated company or if a contract is signed when purchasing a product, the appropriate level of points may be compensated.

Hospitals or doctors can also participate as sponsoring companies in donation campaigns held at all times/emergencies and can connect with the targets of sponsorship. Depending on all activities and contributions, points can be compensated at the same level as the contribution tax deduction rate. The detailed compensation system can be found on the floor below.

3) Enterprise

Companies can receive compensation if they produce and provide general/medical data like other ecosystem participants. General data corresponds to simple corporate introduction and information. Data provided by companies for academic/research purposes, other personal information, and data that do not violate medical law can be classified as medical data and compensated. Companies can also be rewarded if they produce free and paid content. Free content, like hospitals/doctors, can be compensated for non-profit interviews, health/healthcare/other content, etc. corresponding to manuscript fees and interview fees. Depending on the characteristics of the company, paid learning videos and materials can be produced and provided, and only data certified through the platform pre-evaluation system can be updated to paid content, and compensation according to the measured price level can be received as points. If a company's executives and employees of affiliated customers receive medical services such as medical checkups through the MEDIEUS platform, they can receive a certain level of points as preferential benefits according to the contract. Companies can also use the accumulated points for advertising fees or platform fees. When a company uses another company's services or products through the MEDIEUS marketplace, the supply price at the time of mass purchase will make available. Even when a company participates in a campaign as a sponsor or an emergency donation activity, points can be compensated at the tax deduction rate.

4) Networking

As previously introduced, MEDIEUS is a blockchain-based medical SNS platform. The biggest advantage of a platform aimed at a medical SNS platform is that networking between participants can be achieved. Within the ecosystem, all participants can be compensated for points depending on the type of activity or paid according to the MEDIEUS platform fee rate in the form of a fee. This does not separately designate a compensation system, considering that it may overlap with the compensation system.

4.3.2 MEDIEUS Points

Within the MEDIEUS ecosystem, points can be exchanged for coins according to the exchange rate. In addition, the holding points are the criteria for receiving membership ratings and benefits. It plans to expand the area of services or products that can be used by points in the ecosystem. For example, within the MEDIEUS ecosystem, it plans to provide additional discounts for purchasing products using points rather than purchasing products through cash (card). The expansion of the use and value of points is to prevent the token value from destroying by ecosystem participants receiving points and immediately exchanging them for MEDIEUS Coin to sell them to the market.

Point exchange

Users of the MEDIEUS ecosystem will use the services provided by the platform, produce and operate on their own, and receive MEDIEUS points as incentives. Accrued points can be used to use services or products within the platform, and if they are accumulated above a certain level for use as economic value means within and outside the ecosystem, they can also be exchanged for MEDIEUS coins according to the exchange formula below.

However, in order to exchange points for coins, points must be accumulated at a certain level to be exchanged for coins. Within the MEDIEUS ecosystem, points can be exchanged for coins at a certain level. This is a system to prevent the indiscriminate and immediate exchange of points with coins. This is because if all points are immediately exchanged for coins, the value of coins can decrease and adversely affect the maintenance of the ecosystem. Therefore, it plans to prepare a systematic limit level that can be exchanged for coins and provide various benefits according to member ratings to increase the value of maintaining points and keep the ecosystem healthy.

The point accumulation system, coin exchange rate, and limitations will be adjusted according to the level of business execution and profit generation, and coin value growth, and will be built at a flexible rate by continuously modifying/supplementing through ecosystem monitoring. In addition, all related matters will be shared transparently through the community, white papers, and platforms

4.3.3 Point-based system

The accumulation rate of MEDIEUS points is paid by dividing into a total of five level systems, **A (Action), C (Contents), M (Medical), S (Service), and D (Donation)**, depending on the level of MEDIEUS ecosystem activity or service use. In addition, all point accumulation rates are applied differently according to the membership level.

1) A (Action) Level
Within the MEDIEUS ecosystem, all participants who provide data receive points applied with the A level system. The A level system has the highest point accumulation rate. However, different accumulation rates are applied depending on the level of information (personal information or basic information) provided at Level A.

① Basic: An accumulation rate of basic level is also applied within A level when ecosystem users provide basic information (demographic information, membership, etc.), basic information and profile updates of hospitals/doctors/corporations, or medical information or personal identification in late registration.

② Special: This applies to entering personal medical information or health information such as prescriptions, medical certificates, hospital medical statements, health check-up results, exercise, and diet. In addition to medical and healthcare data, special-level point accumulation rates are applied in case of unique identification information. And when organizations such as hospitals/ doctors/enterprises request and participate in providing data for academic and research purposes, the points at special level are applied.

2) C (Content) Level

In the C level system, points are earned according to content production. Content is largely divided into basic content provided free of charge to users and special content provided for a fee.

① Basic Content: Content provided free of charge to ecosystem users. Mainly, contents planned and provided by MEDIEUS include expert interviews, medical information, and useful health information. Content is provided free of charge to ecosystem users, but content providers (or interviewers) are given compensation points tailored to the C-Level system.

② Special Content: Users of the MEDIEUS ecosystem can produce their own content and provide it to the platform. However, content provided to the platform may be posted after obtaining MEDIEUS approval. For special content, the user directly sets the price of his or her content, and points are paid according to direct content transactions between members. For example, if a content provider posts content at 5 points, users can pay 5 points and view it if they use the content. In order to prevent indiscriminate price measurement, the upper limit of the price of content is designated according to the type, and part of the profit is paid to MEDIEUS as a platform usage fee. The fee is accumulated in the MEDIEUS Pool and used for maintaining and using the ecosystem. In addition, in order for content to maintain its value as paid content, special content can only be posted after prior approval by MEDIEUS.

3) M (Medical) Level

Points of the M-Level system are accumulated when using medical services for participants in the MEDIEUS ecosystem. Points in the M-Level system can be compensated if users apply for medical checkups through the MEDIEUS platform, or if they make reservations, pre-questioning, or counseling (plastic counseling services, etc.) or use telemedicine services (for foreign patients only).

4) D (Donation) Level

Within the MEDIEUS ecosystem, regular/non-regular sponsorship campaigns are conducted for the underprivileged. The regular campaign will be held under the theme of major diseases, and if you visit the platform and solve quizzes related to the disease, you will succeed in the challenge and accumulate donations. In addition, it will be donated by campaign participating companies in the form of matching gifts as much as the accumulated donations. Some of the points accumulated by ecosystem participants can be donated on an irregular basis. The donated points are accumulated in the Donation Pool inside the ecosystem and used for sponsoring institutions. In the D-Level system, the basic tax deduction rate (current 15%, which can be adjusted if the basic tax deduction rate changes) is accumulated again as points according to the amount donated by the participants.

5) S (Service) Level

In the S-Level system, points are paid according to the accumulation rate when purchasing or using products or services of affiliated companies through marketplaces. In the S-Level system, the point accumulation rate is compensated/established in a similar manner to the existing point accumulation system of large marts and online stores. The point accumulation rate will be announced in detail after the expansion of the MEDIEUS ecosystem and the launch of the actual service, and plans to continue to be revised and supplemented according to the monitoring results.

[Table: MEDIEUS Point Payment Scheme]

Level 체계	포인트 내용	비고
A (Action)	데이터 제공	• **Basic**: 기본 정보(인구통계학적 정보, 회원 가입 등, 병원/의사/기업 프로필 소개 자료 업데이트, 후기 등록으로 제공 되는 정보 • **Special**: 개인 정보: 메디컬 정보(메디 일지), 고유 식별 정보, 기업/병원/기업 등 학술 및 연구 목적으로 참가자 동의 하에 제공된 정보
C (Contents)	콘텐츠 생산	• **Basic**: 무료 콘텐츠 해당 콘텐츠 제공 적립률에 따라 보상으로 포인트 지급 • **Special**: 유로 콘텐츠가 해당 유료 콘 텐츠는 메디우스 승인 후 게재 가능, 제 공가의 상한선 지정, 수익의 %를 플랫폼 이용료 수수료로 지급. 해당 수수료는 메디우스 풀에 적립 유료 콘텐츠 가치는 생산자가 지정 회원 간의 다이렉트 거래 콘텐츠에 따른 포인트 지급 ※ 단, 유로 콘텐츠는 메디우스 승인 후 게재 가능, 제공가의 상한선 지정, 수익의 일부를 플랫폼 이용료로 지급
M (Medical)	의료 서비스 이용	• 회원 등급에 따른 적립률 차등 반영
D (Donation)	기부 캠페인 참여	• 기본 세액 공제율 15%를 • 따른다 • • 회원 등급에 따른 추가 적립률 • 차등 반영
S (Service)	제휴 기업 또는 서비스 구매 및 이용	– 회원 등급에 따른 적립률 반영

4.3.4 MEDIEUS Membership Ratings

Within the MEDIEUS ecosystem, membership ratings are divided according to the level of points held. This is a similar concept to a general online shopping mall, but it differs in that it depends on the activity and contribution, not on the amount spent by the user on the platform. In other words, it is a system operated to give higher benefits to participants who expand the ecosystem and increase their value. In addition, this is meaningful in that points in the ecosystem do not only have exchange value for coins but also have value for the points themselves. In the MEDIEUS protocol, it is divided into a total of six grades depending on the degree of retention of points. It plans to provide differentiated benefits such as the accumulation rate and additional benefits according to the membership level. However, in order to resolve the disadvantages caused by the time of participation in the ecosystem, it is planned to raise to the Silver level if it has a certain amount of coins. In order not to cause inequality according to capital, a limitation line for raising the rating should be established to limit Silver ratings or higher.

[Table: MEDIEUS membership rating and benefits]

메디우스 회원 등급		
등급	**MP 포인트**	**혜택**
Green(New)	신규 가입~	Green 등급 포인트 적립률 및 수수료율 적용신규 가입 혜택 등 부가 혜택 제공
Bronze	추후 공개	Bronze 등급 포인트 적립률 및 수수료율 적용 일정 수 량 토큰을 보유하 고있을 경우 등급 상향 및 유지가능 기타 부가 혜택 제공
Silver	추후 공개	Silver 등급 포인트 적립률 및 수수료율 적용 일정 수량 토큰을 보유하 고 있을 경우 등급 상향 및 유지가능 기타 부가 혜택 제공

우수 회원 단계		
Gold	추후 공개	Gold 등급 포인트 적립률 및 수수료율 적용 우수 회원 부가 혜택 제공
VIP 단계		
Platinum	추후 공개	Platinum 등급 포인트 적립률 및 수수료율 적용VIP 회원 부가 혜택 제공
VVIP 단계		
Diamond	추후 공개	Diamond 등급 포인트 적립률 및 수수료율 적용 VVIP 회원 부가 혜택 제공

4.3.5 Fee

When using a platform or supplying services or products within the MEDIEUS ecosystem, a certain portion of the advertisement is charged. The fees incurred at this time are brought into the MEDIEUS Saving Pool, which maintains the MEDIEUS ecosystem. Fees are largely divided into four categories: advertising fees, platform usage fees, marketplace entry fees, and other fees. All fees can only be paid by MEDIEUS coin. Therefore, MEDIEUS coin must be held for-profit activities within the platform. In addition, companies, organizations, or individuals may benefit from membership ratings within the MEDIEUS ecosystem and be charged at different rates. It will announce in detail after the expansion of the MEDIEUS ecosystem and the launch of the actual service, and plan to continue to modify/supplement it according to the monitoring results.

[Table: MEDIEUS commission rate system]

| 구분	내용
광고 수수료	플랫폼에 광고 노출 시 발생하는 수수료
플랫폼 이용 수수료	플랫폼에서 유료 콘텐츠를 노출시키거나 기타 영리목적의 활동 진행 시 플랫폼 이용 수수료 발생
마켓플레이스 입점 수수료	기업이 플랫폼을 통해 서비스 또는 제품 판매 시 발생하는 수수료
기타 수수료	네트워킹을 통해 플랫폼 내에서 실제 리쿠르팅이 발생 시 고용주가 플랫폼에 지불하게되는 수수료 등 생태계 안에서 필요시 발생하는 수수료

4.4 Token Issue

The maximum number of MEDIEUS tokens issued was 40 million, and was issued using the Creighton Mainnet. The exact exchange rate for each token will be announced through the official communication channel before coins are issued in the future. Tokens distributed to participants during the Pre-Sales period are 15% of the total issuance. After termination, all undistributed residual tokens are to be incinerated.

Topic	*Description*
Token Name	MEDIEUS
Symbol	MDUS
Total Supply	4,000,000,000

4.5 Token Distribution

① Medius Token Distribution

Tokens will be distributed to members within the MEDIEUS ecosystem at the following rate.

Token Allocation Chart

〈메디우스 토큰 분배 차트〉
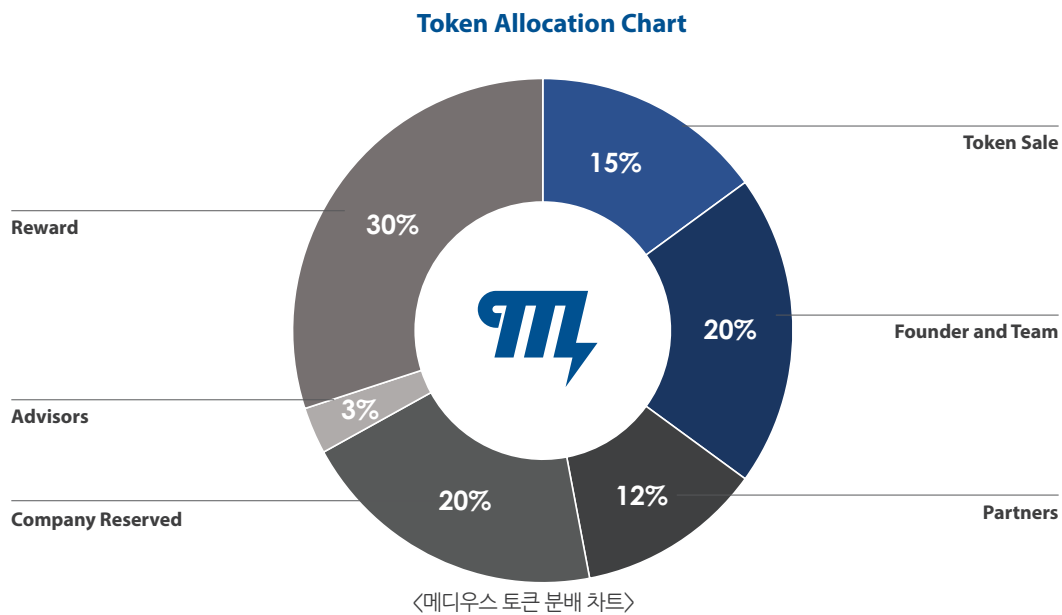
- **Token Sale: 15%**

Tokens to be distributed to participants are 15% of the total issuance.

- **Founder and Team : 20%**

The tokens to be distributed to the founders and the team are 20% of the total issuance.

1) Founder: 5% of the quota is to be distributed after 6 months after listing, and every 5% per 6 months thereafter

2) Team: Distribution is to be made by the time of joining the team. Coins are to be provided depending on the basic quantity per period + an incentive according to contribution. If the quota for each period is not used, it is vested into reserve. In case of change in a team member, new team members receive tokens in the same way according to the participation period.

- **Advisor: 3%**

The token to be distributed to the advisor is 3% of the total volume. Advisors are operated in the three business areas of medical, technical, and business. MEDIEUS management advisor is separately formed but can be duplicated with the advisor. It is operated by the time of joining into the group and provided by the period of activity.

- **Partner: 12%**

It is a token to be distributed to business partners for technology development to expand MEDIEUS's domestic and foreign businesses
  - Partner for technology development such as Blockchain, AI, Metaverse
  - Healthcare corporate partners for MEDIEUS service interworking and MEDIEUS coin (MDUS) payments
  - Pharmacy chain partners for interworking with MEDIEUS medical information
  - Overseas partners attracting overseas patients

- **Company Reserved: 20%**

In the case of using for an expansion of the size of the MEDIEUS ecosystem, 20% of the total volume is distributed as tokens preserved.

- **Reward: 30%**

It is used as a compensation policy for MEDIEUS user activities and 30% of the total volume is distributed. There are three main types of rewards.
  - Rewards for activity within MEDIEUS platform
  - Promotions such as an event for platform activation
  - Rewards for token holders

② MEDIEUS Token Distribution

MEDIEUS tokens will be distributed quarterly to members within the MEDIEUS ecosystem in the following quantities

분기	락업 해제 수량	누적 유통 수량
2021년 4Q	2,080,000	2,080,000
2022년 4Q	800,625,000	802,705,000
2023년 4Q	1,318,420,000	2,121,125,000
2024년 4Q	1,023,175,000	3,144,300,000
2025년 4Q	282,100,000	3,426,400,000
2026년 4Q	112,650,000	3,539,050,000
2027년 4Q	123,250,000	3,662,300,000
2028년 4Q	118,700,000	3,781,000,000
2029년 4Q	83,000,000	3,864,000,000
2030년 4Q	68,000,000	3,932,000,000
2031년 4Q	68,000,000	4,000,000,000
Total		4,000,000,000

5. Examples of MEDIEUS Service

5.1 Service Targets and Categories

❶ Hospital/Doctor Reputation Keyword Search Service

The MEDIEUS platform currently operates a medical integrated search service that recommends hospitals/doctors/examination centers through analysis of reputation keywords based on user experience. Currently, MEDIEUS has 70,000 hospitals and 50,000 doctor DBs nationwide.

❷ Personalized hospital recommendations

Through the MEDIEUS platform, hospitals that meet the needs and purposes of medical service consumers are recommended, and consumers can choose from the recommended hospitals to receive customized medical services. Medical service consumers can trust and use the medical service process and follow-up management through the transparency and reliability of the MEDIEUS platform.

Take a personalized hospital recommendation service in the field of cosmetic beauty. Platform users can make reservations and receive actual service from plastic/beauty service providers suitable for their personal purposes. Through the transparency and reliability of the MEDIEUS platform, the medical service process, follow-up management, etc. can be trusted and used, and the type of treatment, process, and any change in post-treatment can be easily checked. Even after receiving plastic beauty procedures or surgical services, it is possible to continue management without space restrictions through a fifth medical service provider. MEDIEUS provides optimal conditions through price comparison as well as connections between health care providers and users, and helps them find the necessary services easily. Services on the MEDIEUS platform are impossible to falsify all data and remain 100% authentic, so transparency can be guaranteed. The completeness and security of all procedures, such as confirming the type of treatment, process, and condition change according to the treatment process are guaranteed, so the treatment results can be improved.

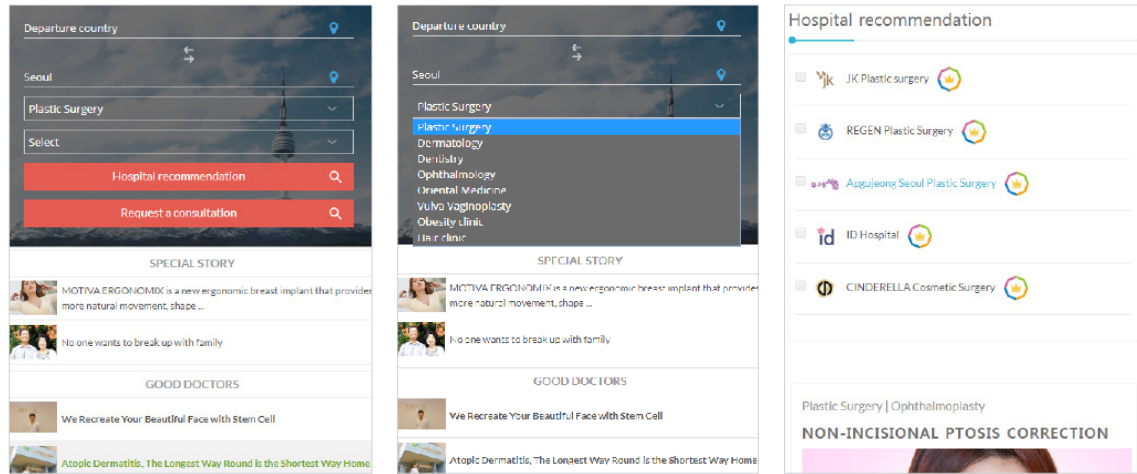## Illustration of automatic recommendation system example

Illustration of consultation screen for recommended hospitals
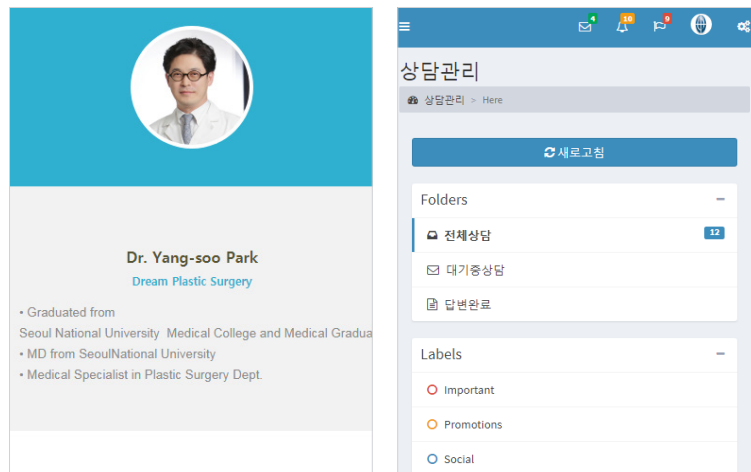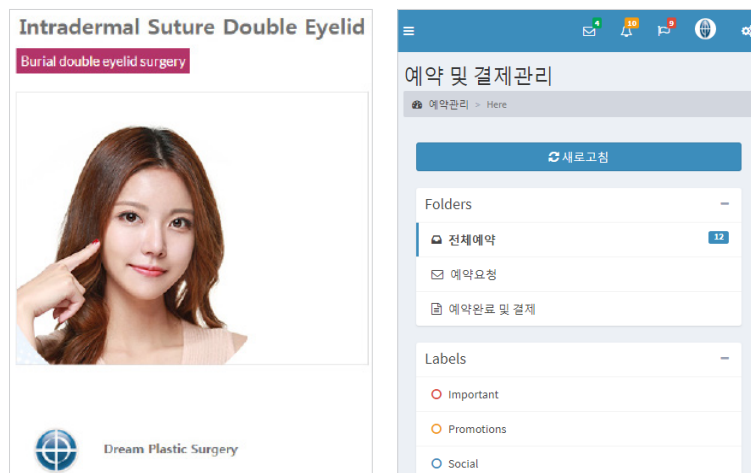

Illustration of a reservation screen

❸ Personal Healthcare Record (PHR) service based on MyData

Personal medical data and health history information can be easily managed and checked through the MEDIEUS platform. Through MyData registered on the MEDIEUS platform, medical staff can provide patient-tailored medical services by combining information such as examination records and medical records with PRH when patients visit the hospital.

❹ Personal Health History Reporting and Coaching Services

Users of the MEDIEUS platform enter medical data, personal health management records such as medical checkups, and medical service use information into the Medi-log to manage their personal health. MEDIEUS's artificial intelligence system can use this to recommend exercise programs and diets tailored to individual health conditions and needs to help manage individual health. Even in the case of annual health checkups, you can receive personal health history management reporting services through standardization by integrating different data for each medical institution by simply registering the results. In addition, data accumulated in the Medi-log of healthcare companies aimed at developing individual health care programs can be useful through user consent and economic compensation.

❺ Reputation Information Sharing Service

Through MEDIEUS reputation system, information on the site where medical services are performed can be shared. Patient experience evaluation is the most important factor in evaluating the quality of modern medical care. Each country has different survey methods and utilization methods, but ultimately, we are thinking about how to provide good medical services to the people. In the case of Korea, institutions such as Health Insurance Review and Assessment Service are also evaluating medical quality. When evaluating such medical quality, MEDIEUS's accumulated reputation data can be useful. For example, if information on medical product management, medical device status, and treatment environment are shared through the MEDIEUS platform, medical service providers would be afford to work on managing the medical field. This contributes to preventing the risk of medical accidents that may occur due to negligence in field management, not the technology of medical service providers, so that consumers can receive services with confidence. It will also lead to history management of medical device, medication management status, and tracking.

❻ Medication Search Service

MEDIEUS has partnered with Once Global, which operates ConnectDI, a data platform for providing drug information, to provide drug search services. If you search for the name or ingredients of the drug you are curious about through ConnectDI linked to the MEDIEUS platform, you can search for information on the drug. In addition, it is possible to check drug search by symptom, mixture information of injection components, and interaction information between 8,000 drugs.

❼ Hospital – Physician – Patient Social Networking Services

Like existing SNS channels (social network services) such as Facebook and Instagram, the MEDIEUS platform can register the hospitals or doctors of interest. When a user registers a hospital of interest and a doctor of interest, a network between the hospital and the doctor and the patient is established. For example, if a patient registers a hospital or doctor of interest, he or she can subscribe to the latest information such as medical hours and medical information. In addition, when a hospital is conducting clinical trials in conjunction with companies, it can find patients necessary for a specific clinical trial through the established SNS channel to secure and test the suitability of the clinical trial. And the patients with specific diseases can participate with the recommendation of information of the clinical trials. In addition, hospitals can recruit necessary medical staff through a network built in MEDIEUS, and general hospitals, hospitals, and local clinics can collaborate as cooperative medical institutions through networks between hospitals. In addition, it is possible to establish a community of patients who suffer from the same disease through a network established between patients to overcome it.

❽ Metaverse telemedicine

Metaverse is a combination of Meta, which means virtual and transcendent, and Universe, which means the world and the universe, and refers to a three-dimensional virtual world that encompasses augmented reality (AR), virtual reality (VR), and mixed reality (MR). MEDIEUS provides a medical metaverse service that connects hospitals with a three-dimensional virtual world. Users participating in the MEDIEUS platform can use the metaverse space to provide medical education, digital treatment application, and telemedicine. In particular, in the case of telemedicine, services are primarily provided to foreign patients, selecting names for each field centered on serious diseases to provide telemedicine counseling services. In addition, it is possible to vividly check whether or not surgery is performed in a virtual space and how it is operated after the diagnosis of the doctor. This provides a more stable and reliable treatment environment for patients and it is possible to attract foreign patients by connecting with hospitals in the real world. Also, if legal restrictions on telemedicine are eased in the future, patients will have a wider choice through a pool of domestic and foreign medical staff without boundaries between countries, and medical treatment beyond time and space will be possible.

❾ Korea's First Medical Open Market

The existing hospital-centered medical service system has limitations in that information is very limited and access to information is poor. By offering all medical services through the nation's first medical open market, MEDIEUS provides services that make it easy to purchase or use medical information, products, and services as if anyone were shopping. It plans to establish diagnostic and examination products and medical products that can be traded through NFT issuance, and provide information more transparently on medical products and price information through open markets. It also provides paid or free healthcare subscription services for continuous health care, such as chronic disease management, exercise content, and customized nutritional combination services based on MyData accumulated in MEDIEUS.

5.2 Other Services

❶ **Sharing health insurance experience and customized insurance services**

Currently, there is a wide variety of personal medical insurance including national medical insurance. The types of insurance are diverse and the terms and conditions of insurance are complicated, so medical service consumers often cannot enjoy all the benefits. If information-sharing services on the experience of medical insurance are provided through the blockchain medical SNS of the MEDIEUS platform, it will be possible for consumers to suggest problems to be improved in the national medical insurance system. Through this process, consumers and providers can enjoy the best medical insurance benefits by flexibly eliminating unnecessary insurance items in line with changes in the medical service ecosystem and forming a reinforced medical insurance system for necessary items.

Projects for insurance claims and payments using blockchain are already being conducted on a trial basis. Through the MEDIEUS platform, insurance can be automatically claimed and received if applicable through a comparison of medical information of medical service consumers and the terms and conditions of insurance. Through the reviews of medical service consumers who received insurance, it is possible to check whether there are any disputes over insurance money and whether the insurance terms and conditions and actual insurance payments have been accurately calculated. Medical service consumers can design/recommend customized insurance tailored to consumers according to the medical service utilization pattern analyzed through the MEDIEUS platform.

❷ **Personalized drug risk prediction service**

Even general drugs have different types and doses that cause harm to individuals depending on their ingredients, and it is difficult to know information on the actions and reactions that may occur when various drugs are being administered. Through the MEDIEUS platform artificial intelligence service, prediction services such as whether drugs are harmless or can be used with other drugs can be provided.

❸ **Donation services for the health care community**

Along with the creation of a desirable medical service ecosystem, the MEDIPOS team aims to build a medical welfare community where all members of the ecosystem can evenly enjoy the benefits of medical services. In the MEDIEUS medical service ecosystem, donation services are available for the vulnerable, incurable, and underprivileged who suffer from rare diseases. MEDIEUS, which is commonly used in the MEDIEUS medical service ecosystem, can be used primarily for himself but can be used to help vulnerable and underprivileged people to achieve a medical welfare community through donations for purposes of public interest. Donation services for the medical welfare community introduce members in need, raise costs with donation tokens, and provide customized medical services.

6. MEDIEUS Future Plans

6. MEDIEUS Future Plans
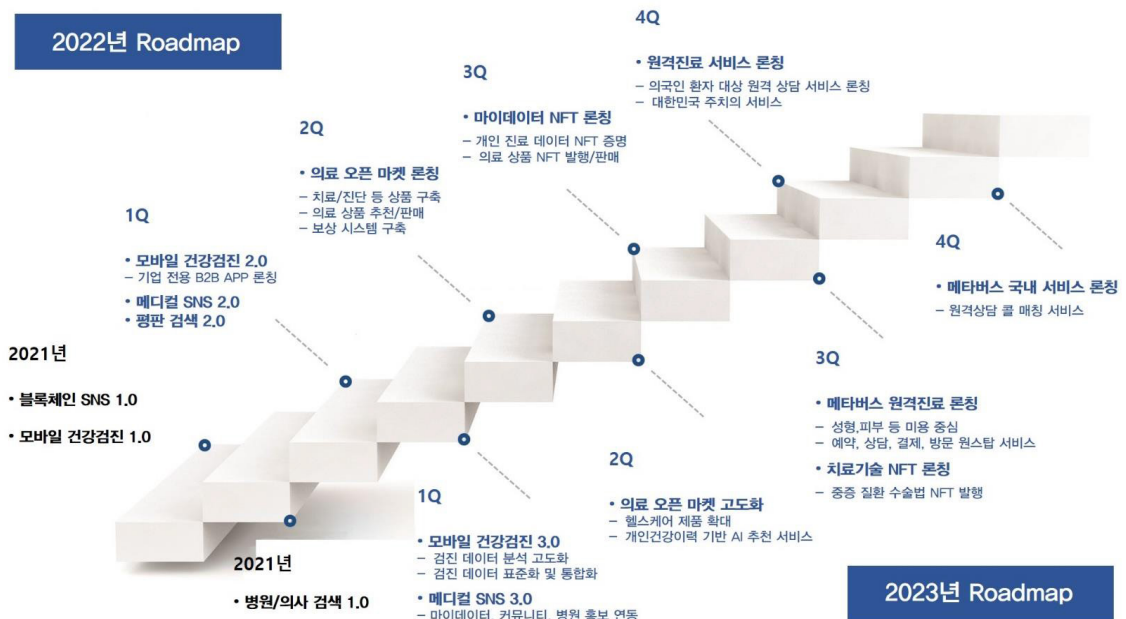
7. Disclaimer

7. Disclaimer

This white paper is intended for reference purposes only to provide specific information about the platforms and teams planned by the MEDIPOS team.

This white paper is written in reasonable efforts to describe technical details including conclusions based on the time the white paper was written and to keep you updated with the latest information. The MEDIPOS team does not state and guarantee the accuracy or safety of anything related to this white paper and shall not be legally responsible for it. In addition, the MEDIPOS team refers to sources they believe to be reliable when writing a white paper, but this does not imply a guarantee from the MEDIPOS team for the accuracy and suitability of that information.

The MEDIPOS team does not guarantee that the white paper is commercially valuable or suitable for achieving a particular purpose and that there are no errors in the content of the white paper. In addition, the MEDIPOS team shall not be liable for any loss or damage caused by information relating to us or the MEDIEUS platform.

If there is a conflict in interpretation in a white paper written in a language other than Korean, the interpretation has priority over interpretation based on the latest version of the Korean version of the white paper. However, this, too, should not be construed as a guarantee of responsibility for the content of the Korean version.

Nothing relating to the MEDIEUS ecosystem and the MEDIEUS platform contained in this White Paper shall, for any purpose, be reproduced, modified, disseminated, published, or provided to any third party in whole or in part without the prior written consent of the MEDIPOS team.

8. References

8. References

[1] William Mougayer,The business blockchain, 2016, JohnWiley& Sons, Inc.

[2] Patient Safety, A World Alliance for Safer Health Care (Medical Tourism), WHO,2013

[3] Health at a Glance 2013, OECD

[4] https//wwwabcactionnews.com/new^/local-news/i-team-investigates/fake-reviews-short-circuits-
    consumers-pick-of-where-to-do-business

[5] Patientslikeme. In Wikipedia [Internet], [cited 30 Jan 2018]. Available: https://en.wikipedia.org/
    wiki/PatientsLikeMe

[6] PatientsLikeMe's Competitors, Revenue, Number of Employees, Funding and Acquisitions.
    Available: https://www.owler.com/company/patientslikeme

[7] Humanscape white paper. Available: https:/7humanscape.io/whitepaper/Humanscape_
    Whitepapec_EN.pdf

[8] Patient Engagement Technical Series on Safer Primary Care, WHO,2016

[9] Kingsleyand Patel, Patient-reported outcome measuresand patient-reported experience
    measures, 2017, BJAEducation 17(4).

[10] https://www.becker,shospitalreview.com/accountable-care-organizations/supporting-aco-
     success-with-meaningful-patient-engagement.html

9. MEDIPOS Organization

9. MEDIPOS Organization

1. Team

Bo Hyun Park

CEO (Chief Executive Officer)
CEO, BNH Korea
M.A., Journalism and Mass Communication, Yonsei University

Jaewon Lee

CMO (Chief Marketing Officer)
Former Corporate Affairs Director, Reckitt Benckiser
Former Country Head of Corporate Communications, Bayer Korea Ltd and Head of PR/Communication of Bayer Healthcare in Korea
Diploma, Public Health, Seoul National University

Sungwook Choi

CTO (Chief Technology Officer)
Head of Center, Suresoft
Former CEO, TOBECOMZ
Former Executive Director, EchoCloud
B.S., Telecommunication, Ohio University

Tae Hee Park

CCO (Chief Creative Officer)
CEO, PENTABREED
Former Head, Korea Digital Enterprise Association
B.S., School of Design, Hongik university
M.A., Journalism and Mass Communication, Yonsei University

1. Team

Youngsik Kim

CSO (Chief Strategy Officer)
CEO, INNO Healthcare
Former Director, Ernst & Young Advisory
Former Researcher, Samsung SDS
M.S., Electrical Engineering, University of Missouri

YoungWoo Pae

AI Architect
CEO, MediRita, Inc.
Former IBM Executive, Client Technical Advisor for Watson
B.S. & MBA, Korea University.
Ph.D., IT Policy and Management, Soongsil University

Seung-Hyun Jin

System architect
CSO, MediRita, Inc.
Former Assistant Professor, Seoul National University Hospital
Former Research Fellow, NINDS at NIH
Ph.D., Physics, KAIST

Woo-Seong Choi

Engineer
CEO, MOUSEDOTCOM
Former Manager, Joongangilbo Healthmedia Beauty-Messenger Campaign
Former Manager, KT-080114 Platform
Former Manager, Korea Foreign Company Association under the Ministry of Commerce Industry and Energy

Jina Oh

Public Relations
Senior Director, Risk Management Team, Amorepacific
Former Staff, AhnLab and Daewoo Electronics
Diploma, School of Business Administration, Chung-Ang University

1. Team

Soon-im Lee

Public Relations
Former researcher at the Center for Media and Culture
Former SK Communications IM-LAB researcher
Chung-Ang University Graduate School of Newspaper
Broadcasting

Jeongyeon Kwak

Community Manager
Former head of BNH Korea's public relations team
Former head of communications division at
MOUSEDOTCOM

Ara Jo

Staff
Employee of Platform Business Department of BNH Korea

2. Advisory board

Medicine

Changil Park

Honorary Director, Myongji Choonhey Hospital
Former Director, Konyang University Hospital
Former President & CEO, Yonsei University Health System
Former Chairman of the board, Korean Academy of
Rehabilitation Medicine

Myung-chul Yoo

Emeritus Professor,College of Medicine,
KyungHeeUniversity
Emeritus Chair, Suncheon Foundation Chung Hospital
Chairman of the board, Korea Public Tissue Bank
Former President, Kyung Hee University Medical Center
Former President, Kyung Hee University Hospital at
Gangdong

Hankwang Yang

Director of the Center for Gastric Cancer at Seoul National
University Cancer Hospital
Seoul National University Medical School Surgical Office
and Seoul National University Hospital Surgical Professor
Doctor of Medical School, Seoul National University

Youngseong Lee

Professor of Medical Information and Management,
Director of Industry-Academic Cooperation at Chungbuk
National University
Head of Industry-Academic Cooperation at Chungbuk
National University
Former head of the Korea Institute of Health and Medical
Sciences
Former Director of the National Center for Medical
Research and Information

Sanghoon Jeon

Professor of Thoracic Surgery (Cancer Center) at Seoul
National University Bundang Hospital
Professor of Thoracic Surgery at Seoul National University
Medical School
Former head of Seoul National University Bundang Hospital

Dong Young Noh

President, Seoul National University Hospital Gangnam
Center
Former Chairman of the board, Korean Cancer
Association
Former President, Seoul National University Cancer Hospital

2. Advisory board

Business Development

Gyeong-ae Park

CEO,CreSoty
Former CEO, MEDILINKS
2002 Korea e-Commerce Awardee(merit award)
B.S.,Mathematics, Ewha Womans University

Sang Moo Lee

CEO, Danal SSOCIO
Former Visiting Professor, Columbia Business School,
Columbia University
Former Administrative Officer, Ministry of Information and
Communication
Successful applicant, The 40th Public Administration
Examinations
M.A., Seoul National University Business School

Kyung-muk Kim

CEO, ZDNet Korea
Former editor-in-chief of ZDNet Korea, Head of Business
Department, Media Director
Former Deputy Editor of ET News, Director of Planning and
Management

Tae-on Koo

Representative Attorney of Tack & Law
Former Kim & Chang, Lawyer for information protection
and fraud investigation
Former Prosecutor of the Seoul Central District Prosecutors'
Office
Master of Engineering at Korea University Graduate School
of Information Protection

Changhak Yeon

Former Block Odyssey Co., Ltd. CEO
Former MediLings Co., Ltd
Master of Business Integration in KAIST Technology
Management
Bachelor of Science in Industrial Management
Engineering, POSTECH

3. Business Partner

Business Partner

MEDIƎUS