



FOR IMMEDIATE RELEASE

Discover LA Medical Care Is Announced

Initiative Encourages Chinese Patients to Access the Best Los Angeles Medical Facilities

November 17, 2014 (Los Angeles and Guangzhou) -- Discover LA Medical Care, a new initiative by nine partner institutions in the Los Angeles area to provide world-class health care alternatives, welcomes citizens of China seeking expert health care. The initiative will make it easier for citizens of China to travel to Los Angeles for treatment and care at five of the highest-quality centers of health care excellence in the world.

Today, in Guangzhou, a Memorandum of Understanding (MOU) was signed by the nine partners who are leading the initiative, including the Mayor of the City of Los Angeles, Eric Garcetti, formalizing their agreement to increase collaboration and opportunities for access to provide quality health care to Chinese residents.

In support of the initiative, a new website, www.hellola.cn/medicalcare, and brochure have been introduced to describe resources and information that highlight the availability of high-quality health care in Los Angeles. The website, brochure and resources available at all five centers of health care excellence now supply information on how Chinese residents can obtain medical care from world-class medical centers.

The nine signatories to the Memorandum of Understanding are:

- Cedars-Sinai, President and CEO Thomas Priselac;
- Children's Hospital Los Angeles, President and CEO Richard Cordova;
- City of Hope National Medical Center, President and CEO Robert Stone;
- Keck Medicine of USC, Senior Vice President and CEO of USC Health Thomas E. Jackiewicz;
- UCLA Health, CEO David Feinberg;
- China Southern Airlines, President and CEO Tan Wangeng;
- The City of Los Angeles, Mayor Eric Garcetti;
- Los Angeles County Economic Development Corp., President and CEO William Allen
- Los Angeles Tourism & Convention Board, President and CEO Ernest Wooden Jr.;

The five centers of health care excellence that are part of the Discover LA Medical Care initiative are world-renowned medical facilities all equipped to meet Chinese visitors' needs with transportation, hotel accommodations and everything necessary to make them feel comfortable while away from home. Each

is introducing its own initiatives and programs with new websites, phone lines and staff trained specifically to provide services to the residents of China:

- **Cedars-Sinai**, known around the world for outstanding personalized medical care and innovative treatments for the most serious conditions, such as cancer and heart disease, has an International Health Department and team prepared to assist Chinese patients.
- **Children's Hospital Los Angeles**, ranked fifth on the *U.S. News & World Report's* prestigious Honor Roll of the best children's hospitals, has an International Patient Services team that is available to meet the needs of Chinese patients--dedicated staff who speaks Mandarin and Cantonese and equipped with telemedicine capabilities to offer pre visit, follow up and second opinion consultations.
- **City of Hope** is a major research and treatment center devoted to the care of patients with cancer, where teams of scientists and physicians work together, speeding the application of scientific discoveries into better, more effective patient cancer treatments, with dedicated phone lines and health care representatives who speak Mandarin and Cantonese.
- **Keck Medicine of USC** is one of only two university-based medical centers in Los Angeles that attracts internationally renowned surgeons, physicians and researchers who provide treatments, clinical trials and cures for complex diseases including stroke, heart disease, COPD, spine problems, cancer, eye diseases and urological issues, with health care representatives prepared to speak on the phone with Chinese patients in Mandarin.
- **UCLA Health**, ranked best in the west by *U.S. News & World Report*, will open the UCLA Health – CTI Medical Laboratory in Shanghai in January to allow for an easier transition between China and the U.S.

The collaborative effort to provide quality health care to Chinese citizens is the latest chapter in a long history of relationships between China and Los Angeles. More than 250 Chinese-owned firms do business in Los Angeles. Among them is China Southern Airlines, Asia's largest airline and the world's third largest in passenger volume, which is a partner in the initiative, committed to raising the awareness with its customers of the Discover LA Medical Care initiative.

Nearly 570,000 visitors from China visited Los Angeles in 2013. LA County is home to the largest Chinese community in the United States with nearly half a million residents, including about 11,000 Chinese students attending colleges and universities in the area.

Those who are seeking medical treatment and desire the best teams of doctors and most advanced facilities are encouraged to access the resources of the Discover LA Medical Care initiative to determine which center may best suit their specific medical needs.

About Discover LA Medical Care: www.hellola.cn/medicalcare

Drawing from the power of nine partners in Los Angeles -- the epicenter of the U.S.-China relationship -- the Discover LA Medical Care initiative supports quality medical care for Chinese residents so that they may visit LA and benefit from five of the leading hospitals in the world: Cedars-Sinai, Children's Hospital Los Angeles, City of Hope National Medical Center, Keck Medicine of USC and UCLA Health. Additional

partners include China Southern Airlines, the City of Los Angeles, LA County Economic Development Corporation, and LA Tourism and Convention Board.