

Bumrungrad International

A World of Care

RUBEN TORAL

GROUP MARKETING DIRECTOR



**Why would someone travel
half way across the world
to a foreign country
for healthcare?**

Healthcare around the world is changing

- Aging populations in Europe, Japan and the USA
- Higher intensity and cost of treatment
- Private and social health benefits schemes are too expensive
- Pay model is shifting to the individual
- Internet is 'flattening' the world
- Technology/quality gap is gone
- Selection based on 'brand power'

Bumrungrad International Bangkok – The world's leading medical tourism destination



- 400,000 international patients in 2005
- 20% year-on-year volume growth
- 35% year-on-year revenue growth

How did WE do it?

- Focus on the customer
- First mover positioning
- Management
- Branding

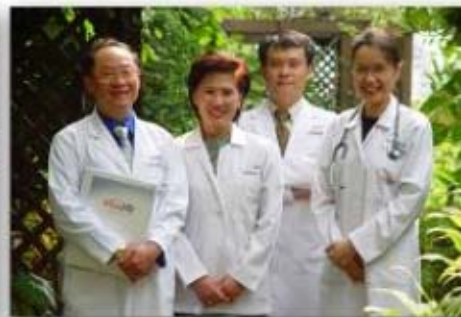
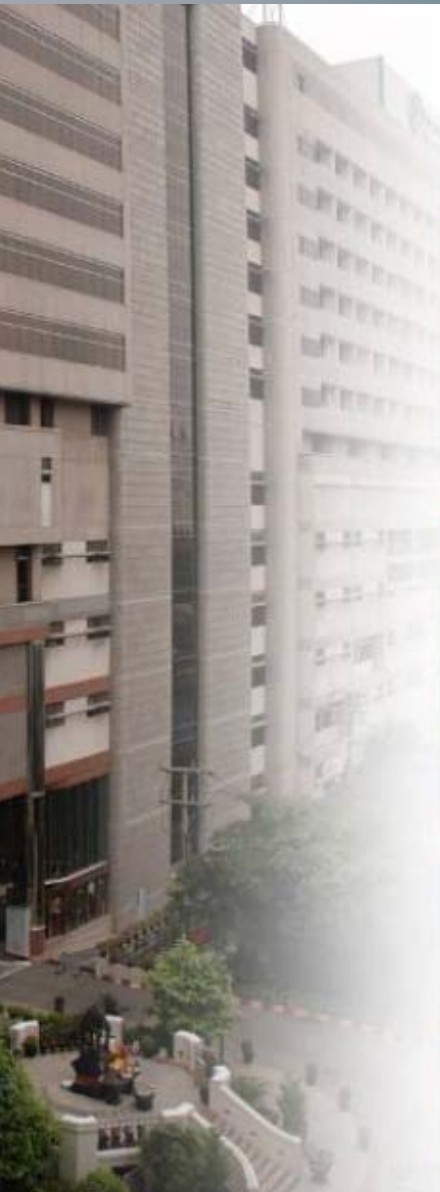
Focus on the customer





- 800+ physicians
- 127 with US Board Certification
- All specialties and subspecialties of medicine







If you look only at the pieces,



then you're missing
the complete picture.



Bumrungrad International. Our specialty is you.

At Bumrungrad International, we believe your body is more than just a collection of parts. Our doctors take an integrated approach to medicine and treat all of you...not just a part of you. This makes Bumrungrad International different, and is just one more reason to trust us with your healthcare.

Thailand's only JCI Accredited Hospital
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E-mail: info@bumrungrad.com www.bumrungrad.com



First mover position



General Admin Orders Documents Appointments View Window Help

General

Visit Queue
Patient File
Drug Browser
Diagnoses
Request Migrate O
Original Fees
Fee History
View Calendar P
Admin
Orders
Documents
Appointments

Patient File

Patient Header

PatientID: 100451229 Name: MR. Curtis Schroeder Sex: Male DOB: 15 Sep 2499 Age: 45 y

Medical Records Browser

By Caregiver | By Category | By Date | By Visit

- DR. Alarapada Yansom, DDS
- DIG - Dental Record
- Dental Record
- DR. Anwan Fongchalala
- ODO Doctor Clinic Session
- DR. Aran Chaid
- ...

Visit Activities

Patient History

Doctor Clinic Sessions

Open Session

Stenosis

You Are Using **Hospital 2000**

เวลามีคำ ฐัใหม่ว่า ลุกตำรอะไร

GLOBAL CARE SOLUTIONS

First in Asia, only in Thailand



Joint Commission
INTERNATIONAL
United States of America

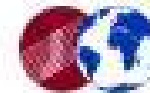
BUMRUNGRAD INTERNATIONAL

Bangkok, Thailand

has been

Accredited

by



Joint Commission International

*which has evaluated this hospital
and found it to meet the
international health care quality
standards for patient care
and organization management*

Effective 8 April 2005 through 7 April 2008


Richard E. Tompkins
Chairman


Kanto H. Tamboon
Chief Executive Officer

Joint Commission International is a division of
Joint Commission Resources Inc., an affiliate of the
Joint Commission on Accreditation of Healthcare Organizations.

Experienced Management



Mr. Curtis Schroeder

Group CEO



Mr. Carl Stanifer

Group CFO



Mr. Mack Banner

Hospital CEO



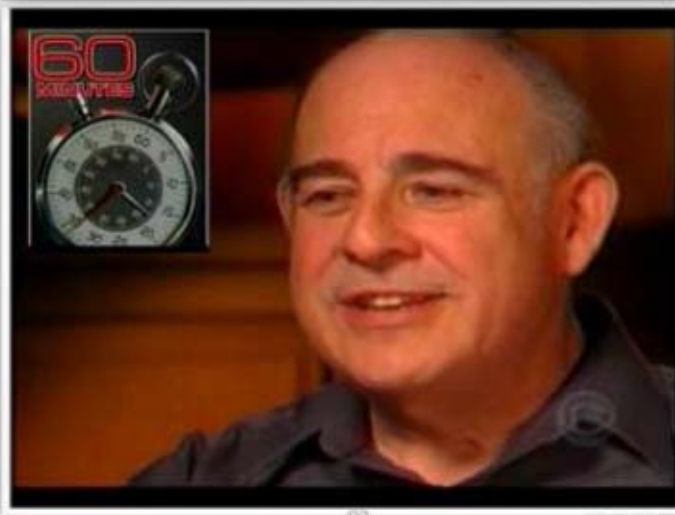
Mr. Dennis Brown

Group COO

Brand Development

Media

a world of care





intel Leap ahead™

with Intel built in, Bumrungrad has
expansion built in

STORAGE ROOM TRANSFORMED INTO PEDIATRIC CLINIC. Bumrungrad Hospital, Southeast Asia's largest healthcare facility, created a kid-friendly pediatric clinic out of a 10,000-square-foot medical records unit. How? An ultra-scalable, 4-way Intel® Xeon® processor-based system improved data reliability and made records paperless. Read more about Bumrungrad Hospital's experience with Intel built in at intel.com/apac/builtin.

intel
Xeon
inside

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How does the Philippines convert potential into reality?

Core Issues

- Understand what's at stake
- Be realistic about position and prospects
- Develop a business plan
- Create partnerships

What's at stake

- A revolution in healthcare estimated to generate \$4.4 billion industry by 2012 (*Source: Abacus International*)
- A business that
 - creates value within the tourism and healthcare
 - attracts foreign exchange and investment capital
 - creates supply and demand for high skilled labor pool
 - generates the highest revenue per visit of any tourist category

Be realistic about position and prospects

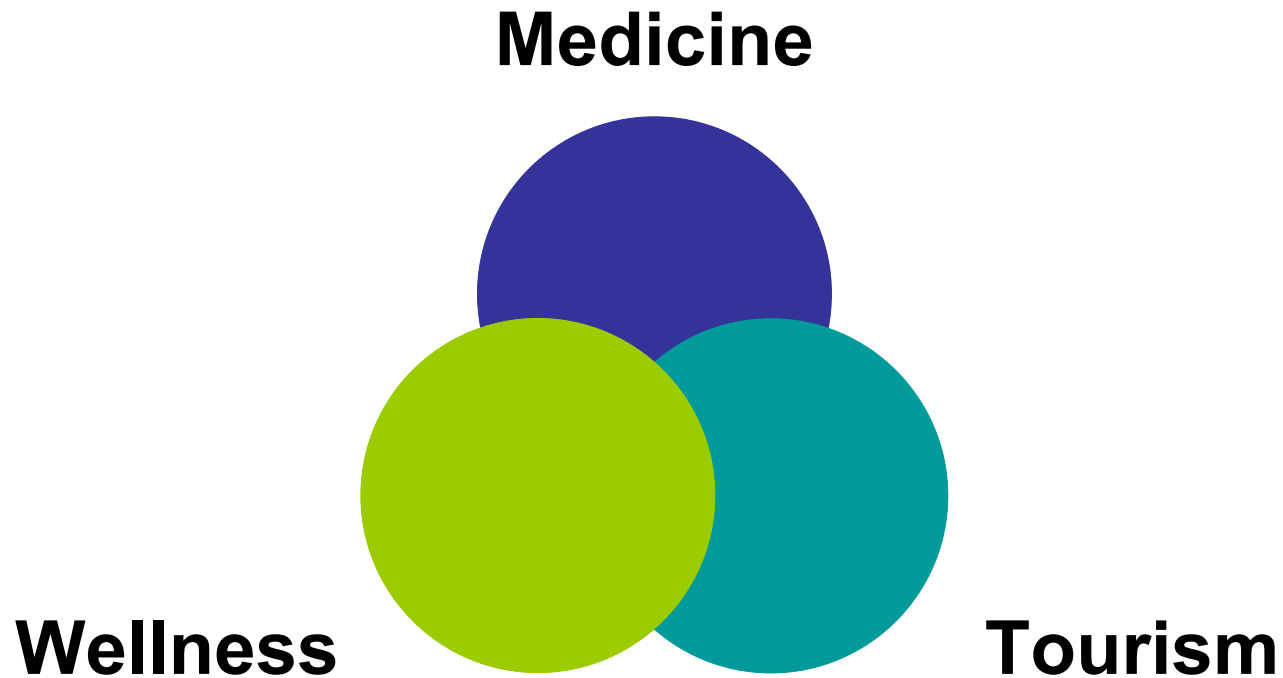
- Philippines has a credible medical and tourism infrastructure
- Trails behind Thailand, India and Singapore
- Cannot expect to break through by developing 'me too' products

Building a successful model

- Quality First!
- Play to your strengths and carve out a definable niche or segment
- Private leads and government supports
- Create incentives for people to invest in infrastructure, personnel, technology
- Integrate key sectors

Create Partnerships

a world of care





Thank You