

F R O S T & S U L L I V A N



ParkCity
Medical Centre

2022
COMPANY
OF THE
YEAR

MALAYSIA
EMERGING HOSPITAL INDUSTRY

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. ParkCity Medical Centre excels in many of the criteria in the Malaysia emerging hospital space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

ParkCity Medical Centre: Getting Smart

Malaysia faces a low hospital bed-to-total population ratio (BPR), thus leaving the country’s private health sector positioned to capitalize on the opportunity by expanding hospitals’ capacity to meet the market’s hospital beds demands. According to AmInvestment Bank Berhad (AmInvestment), Malaysia has significant room for additional hospital beds. The country’s BPR stood at 1.98 beds per 1,000 residents in 2019, growing at a rate of 1.1% per annum since.¹ Additionally, rising customer sophistication and adaptability towards healthcare-related technologies significantly reform the

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industry’s growth in Malaysia. Thus, new care models emerge beyond traditional hospital settings as consumers become more aware of their needs, and Ramsay Sime Darby Healthcare hospital, ParkCity Medical Centre (PMC), is no exception.

Established in 2013, the 300-bed, private, multidisciplinary hospital dedicates its services to providing patient-centric care, with its team of highly skilled healthcare professionals, following internationally-recognized performance standards.

¹ [Private healthcare sector poised for growth](#), Malaysian Investment Development Authority, March 2021.

The Joint Commission International (JCI)-accredited medical centre commits to delivering high-quality uncompromised customer services, positively translating into its patient experience. PMC chief executive officer, Ms. Ch'ng Lin Ling, revealed the medical centre is developing level five of its establishment, incorporating features of an innovative hospital, thus enhancing its operational efficiencies.

PMC plans to install intelligent televisions to project important information, including doctors in the care team, the patient's schedule and visit times, and education on the patient's condition. Additionally, implementing digital initiatives also lessens patient waiting times. For instance, nurse paging efficiency and food delivery improve substantially compared to current methods with a simple click of a button and automated meal ordering. This initiative is even more impressive because it brings a different perspective on hospital services by integrating artificial intelligence into day-to-day patient services such as robots for automated housekeeping, increasing efficiency and decreasing human contact.

The COVID-19 pandemic brought about an increased awareness towards digital solutions for all PMC's stakeholders. Frost & Sullivan commends the medical centre's quick action towards providing for patient needs. Aside from prioritizing contactless yet efficient care delivery methods, the pandemic prompts patients to look beyond its walls at what hospitals can do. Hesitation to go to general practitioners or any clinician out of the fear of contracting COVID-19 made many patients and healthcare practitioners resort to telemedicine as an alternative care delivery model. PMC's Medicare allows care delivery to patients above 55 years while assuring each visit is low-risk. It understands that in the emerging hospital industry, time is of the essence. It is vital to always listen to the market's needs, which explains PMC's success in Malaysia.

"Admitted to PMC a few times this year and always a good experience - the nurses are friendly and helpful, food is ok (if you don't like the food, can always order grab) and the rooms are clean. Thankful to have Dr. Loo Chun Pin and Dr. Shirley Tan Eng Lan who treated me during the past few months. They are very caring and professional. I like how this place was not overcrowded during covid (COVID-19) season. Highly recommend this hospital."

- Hazel Gan, Google Reviews

Making Patients Feel Heard

PMC strives to maintain its success through multiple techniques such as establishing a structured customer feedback mechanism and implementing marketing strategies that make customers feel heard. Its patients submit feedback via a QR code prepared by the medical centre, efficiently collecting comments contactless and eliminating potential errors. In light of the pandemic, PMC introduced this feedback collection method before the hospital used manual evaluation forms. Its electronic feedback form is simple and easy to understand by all age groups.

The medical centre also leverages social media, widening its outreach in post-pandemic Malaysia. Likewise, patients are also looking into hospitals' telehealth capabilities, seeking to eliminate the need to be physically present at a hospital, especially those at high risk of contracting COVID-19. PMC's "Telehealth Plus" portal enables contactless follow-up consultation delivery via a secure digital platform from one of its healthcare professionals to patients.

Patients can also upload any supporting documents such as images of recent scans or test results when booking telehealth consultation appointments. After each session, patients can choose to pick up or have their medication delivered to their doorstep. PMC executes home deliveries completely contactless and at the patients' comfort, a remarkable step in the Malaysia emerging hospitals space.

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The medical centre’s marketing department emphasizes creating the medical environment patients want, including promotions on hospital services. Compared to most hospitals on par with PMC, it offers the most value for the money for parents who deliver their baby on its premises. At only RM6,988, mothers can enjoy a two-day, one-night stay in a single room after having their babies naturally. Services include epidural, newborn assessment, a pediatrician on standby, newborn baby vaccinations, and essentials such as Vitamin K,

Hepatitis B vaccination, Bacillus Calmette–Guérin (commonly known as BCG) vaccination, a hearing test, and 24-hour mother and baby monitoring. Most of its competitors start at RM10,000 for a typical baby delivery package and RM15,000 for Caesarean deliveries.

PMC’s COVID-19 Response

PMC capitalized on post-COVID-19 opportunities by offering a post-infection care program for those in recovery. The medical centre’s “Better Health” COVID-19 recovery program targets individuals who survived the virus. It reassures these patients that their health is genuinely uncompromised. At only RM350, the program includes a consultation and physical examination at the hospital’s health screening centre, blood and urine tests, chest x-ray, electrocardiogram, physiotherapy, muscle strengthening, and breathing exercise sessions. The program offers a better deal compared to its competitors.

Additionally, PMC introduces the SARS-CoV-2 neutralizing antibody test amid the pandemic. At only RM118, the test detects the presence of antibodies that have a blocking or neutralizing function (i.e., neutralizing antibodies) against the COVID-19 virus. Its competitors also offer the same service but at a higher price, thus making PMC the ideal choice for the quality of care.

Conclusion

Under the Ramsay Sime Darby Healthcare group of hospitals, ParkCity Medical Centre (PMC) thrives in the emerging hospital industry with its patient-centric treatment approach. PMC incorporates recent advances in medical technology and patient demands, aspiring to become a smart hospital. Its developments in renovating the hospital's 5th floor make way for smart televisions, projecting important details such as doctors in the care team, the patient's schedule and visit times, and education on their condition. Moreover, the medical centre gives a new perspective on hospital housekeeping through artificial intelligence-enabled robots for on-demand housekeeping instead of traditionally scheduled housekeeping by humans.

PMC also emphasizes that its hospital is safe for those at high risk of contracting COVID-19. With an option to stay home, its "Telehealth Plus" portal allows online medical consultations. This move assures patients that each visit is safe and conforms to all standard operating procedures.

Additionally, the medical centre offers the best value compared to competitors in the market for its labor and delivery services and post-COVID-19 recovery programs. PMC also provides the SARS-CoV-2 neutralizing antibody test at a significantly lower cost compared to its competitors, thus making it a prime choice for customers.

With its strong overall performance, PMC earns Frost & Sullivan's 2022 Malaysia Company of the Year Award in the emerging hospital industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

