

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



Subang Jaya  
Medical Centre

# 2022 COMPANY OF THE YEAR

*MALAYSIA  
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. Subang Jaya Medical Centre excels in many of the criteria in the hospital space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

### A History of Firsts

Founded in 1985 and headquartered in Subang Jaya, Malaysia, Subang Jaya Medical Centre (SJMC) is a 444-bed multi-disciplinary private healthcare service provider. The hospital, accredited by the Joint Commission International and Malaysian Society for Quality in Health and medical laboratory certified by the International Organization for Standardization, strives for excellence through its offerings to local and international patients. Its long history in Malaysia’s medical industry places it among its highly esteemed hospitals. Moreover, as a company, SJMC is part of the Ramsay Sime Darby Health Care Group, ensuring its dedicated medical practitioners and administrative staff provide top-notch private healthcare.

The hospital makes its mark among its counterparts by achieving remarkable milestones. It is known for conducting Malaysia’s first open-heart surgery, stem cell and paediatric liver transplants, adult and paediatric bone marrow transplants, and brain neurosurgery. SJMC has completed over 800 successful adult and paediatric bone marrow transplants to-date.<sup>1</sup>

In November 2021, the hospital continued its legacy of firsts by performing its first total knee replacement on a day surgery basis where the patient did not need admission for overnight monitoring.

<sup>1</sup> SJMC Interview with Frost & Sullivan from March 2022 and official tally result as of June 2022.

In 2021, Frost & Sullivan recognized SJMC for its brand equity, unwavering focus on leadership, and best practices implementations, and remains impressed with the company's continuing innovation and sustained leadership.

### ***Home Connect: Delivering Convenience at Home***

SJMC's vision centers on creating partnerships to provide the best private healthcare, helping patients lead better lives. It connects deep-seated domain and operational knowledge with advanced services to deliver care in light of the COVID-19 pandemic.

The hospital makes rapid real-time reverse transcription-polymerase chain reaction testing available for patients suspected of having the virus, reducing the waiting time for admission. Moreover, SJMC facilitates Home Connect, home nursing care services available to patients who cannot commute to the

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hospital, either those who face difficulty in physically commuting or those who are cautious in stepping out due to COVID-19.

Patients can have their physiotherapists or nurses visit them at their homes through this service, especially after surgery, without requiring overnight admittance. Moreover, if needed, a medication home delivery service, mainly long-term medication, is available at the patients' convenience. This service creates a shift in modern healthcare as it does not

compromise on nursing and rehabilitation care standards, provides a peace-of-mind service for patients and their families, and caters to major and minor post-procedure care. In the future, SJMC plans to incorporate medical devices into its Home Connect packages for constant monitoring and tracking of patient vitals. As the hospital progresses, more of its services become available without patients having to leave the comfort of their homes.

With a legacy of market leadership, SJMC's compelling value proposition underpins its sustained success. The company seamlessly assimilates into the post-pandemic private medical care scene and emerges as a leader in providing Telehealth services as a permanent mode of care delivery, an extensive offering unique to the market.

### ***Roadmap to Success: Customer-centric, Continuous, Proactive***

With its customer-centric corporate philosophy, SJMC operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. The hospital initiated its Teleconnect Centre, a 24-hour care line providing medical advisory services to callers who may be diagnosed with a medical condition. The Teleconnect service is available via voice call and WhatsApp and provides immediate assistance.

Based on a survey conducted in 2021, SJMC remains at the top of the community's mind as opposed to other competitors within the Subang Jaya district and is ahead of competitors within the state of Selangor. The company deploys the Simplicity software, which calculates inpatient and outpatient net

promoter scores.<sup>2</sup> Its doctors and clinical staff play a role in maintaining good relations with patients, rendering care with a personal touch and compassion.

SJMC meets with patients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the service lifecycle.

### ***A Promising Outlook for 2022 and Beyond***

Since its inception, SJMC's sterling reputation and customer-centric framework led to its coveted preferred partner status. The hospital maintains and acquires new customers by providing high-quality private care through its differentiated offerings. This year, SJMC installed Malaysia's first digital positron emission tomography-computed tomography scanner, better known as Digital PET-CT, with operations beginning in April 2022. Through the digital PET-CT scanner, patients get their high-resolution scans done 30% faster at a 30% lower radiation dose. This capability scans more patients safely in a shorter time, improving clinical and operational efficiencies.

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By mid-2022, the hospital expects to roll out improved tomotherapy services by commissioning the Radixact-X9 with Synchrony®, a fully-integrated next-generation image-guided tumour treatment delivery system that offers high-precision treatments. The mobile system accurately tracks and targets tumours and protects its structure. The device also enables efficient treatment planning and data management.

SJMC strives for the continuous development of its healthcare staff. Collaborating with Joint Commission International (JCI), the company initiated a nursing training program called PRIME 2.0. This training initiative aims to prevent errors in medication and intravenous care. The training also upholds standards set by the JCI for therapy and medication safety.

Frost & Sullivan believes SJMC is well-positioned to drive the private hospital space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

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<sup>2</sup> SJMC Interview with Frost & Sullivan, March 2022.

## Conclusion

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Subang Jaya Medical Centre (SJMC) seeks opportunities in every situation where there is a gap in Malaysia's private healthcare services, such as capitalizing on the COVID-19 pandemic. The hospital's Home Connect offering caters to patients during and post-pandemic and their future needs.

SJMC addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. Undoubtedly, SJMC's approach to maintaining customer relations has earned its patients' loyalty and trust. Its doctors ensure that personal touch is not lost through regular bedside visits to patients with concerns and address them diligently, promoting a satisfactory experience. Its newly launched Teleconnect Centre also takes its customer service approach to the next level. The 24-hour care line allows the convenience of getting medical enquiries answered over a phone call or WhatsApp. The company remains a trusted partner, earning a reputation for offering the overall best in the hospital space.

With its strong overall performance, Subang Jaya Medical Centre earns Frost & Sullivan's 2022 Malaysia Company of the Year Award in the hospital industry.

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

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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

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

