

BDMS

Top private healthcare provider is ready to meet surge in medical tourism to Thailand

Thailand prides itself on being recognized as one of the leading medical tourism destinations in the world. International patients are mainly attracted by the prospect of accessing quality healthcare for various conditions at an extremely competitive price relative to other destinations.

Founded in 1969, Bangkok Dusit Medical Services (BDMS) is one of the top five largest private hospital providers worldwide (based on market capitalization), with a total of fifty four hospitals and clinics in Thailand and two in Cambodia. BDMS includes seven major brands across its network in Thailand and Cambodia: Bangkok Hospital Group, Samitivej Hospital Group, BNH Hospital, Phyathai Hospital Group, Paolo Hospital Group, Royal Hospital Group in Cambodia and the internationally awarded BDMS Wellness Clinic. Many of these facilities have been recognized for their ability to provide world-class services by receiving accreditation from the prestigious US organization, Joint Commission International (JCI).

BDMS serves approximately two million international patients every year originating from all corners of the globe. BDMS provides immediate access to the highest level of care and outcomes at a highly competitive price compared to other international providers and this is backed up by a strong focus on delivering a world-class patient experience. Starting before patients arrive in Thailand and continuing once they have returned home, BDMS delivers a VIP experience, providing every level of medical and non-medical care, and individually accommodating all patient needs during their stay.

In addition to its hospital business, BDMS operates a comprehensive non-hospital business to support patients. This includes the BDMS Trauma Network, which provides medical evacuation services that enables patients to access the BDMS hospital network wherever they may live in the region, a chain of retail drug stores, pharmaceutical companies and onsite lab services.

Proof of BDMS's reputation as Thailand's leading healthcare provider lies in its ongoing strong annual performance on the Thai stock exchange (SET). In the first nine months of 2022 alone, BDMS's hospital revenue grew to THB



65,966 Million - a 30% increase - whilst the company's operating income rose by 28% to THB 69,125 Million over the same period. Going forward, long-stay tourism and international travel is set to rebound further which will lead to a natural increase in international patients seeking care at BDMS hospitals. Markets which are seeing particularly high levels of growth include traditional markets in the Middle East, China, and neighbouring countries such as Cambodia, Laos, Myanmar and Vietnam; and new markets in various regions.

Out of its network of fifty-six hospitals, BDMS has identified thirteen facilities that comprise its centre of excellence network. These hospitals already see a high number of international patients and are located in the major tourist and business hub cities across Thailand and Cambodia.

Opened in 1972 as one of the first private hospitals in Thailand, Bangkok Hospital is BDMS's flagship hospital facility and is recognized as the country's number-one hospital, according to Newsweek and Statista's 2020 World's Best Hospitals Ranking. Bangkok Hospital embodies BDMS's vision to be Asia-Pacific's medical hub for smart healthcare and delivers a 360-degree healthcare continuum for both international and domestic patients. Over the past 50 years of experience in preventative, curative and rehabilitative care, Bangkok Hospital has remained driven from the outset by an unwavering commitment to providing exceptional patient-centric care utilizing the latest and best technology.

As a smart hospital, Bangkok Hospital

is central to BDMS' pioneering Digital Healthcare Ecosystem. A "one-stop care centre," Bangkok Hospital exemplifies BDMS' progressive attitude towards emerging technologies and seamless patient care. The hospital embraces Artificial Intelligence -powered diagnostics software - for example, Spectra CXR which is a revolutionary deep learning tool for immediate analysis of radiologic images. Bangkok Hospital was quick to recognise the changing ways consumers access healthcare as a result of the Covid-19 pandemic and aligned its services to meet these changing ways. Examples include the hospital providing 24/7 communication ability for all patients via the BDMS BeDee mobile app, which offers an online teleconsultation service, the ability to schedule at-home blood tests and vaccinations and a tele-pharmacy service available for fast delivery of medication. In addition, the BDMS BeDee app provides a Health Mall component that enables simple online purchase of high-quality health products. Bangkok Hospital is also recognized as an innovation hub for innovative smart hospital concepts in emerging healthcare technologies, such as AI & Machine Learning, Data Management and Green technology.

Consistent with all BDMS hospitals, Bangkok Hospital strives for "value beyond excellence". Bangkok Hospital regularly shares new academic and scientific research with Thailand's public health system and the public sector, along with its international medical tourism partners and delivers essential ongoing training for aspiring medical professionals.

With Thailand now issuing one-year visas to people seeking medical treatment, BDMS will continue to play a critical role as Thailand's leading healthcare provider in the country's global positioning as the preeminent post-pandemic global hub for medical tourism.