



# From Conception to Implementation Best Practices

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## About HOK

- Established in 1955
- A multidisciplinary firm including: Architecture, Interior Design, Planning, Consulting and Engineering
- A network of 24 offices worldwide
- An organization with 1,800 Professionals
- Ranked as one of the world's largest architectural firms



### Market Focus Areas

- **Advance Strategies**
- Planning
- Education
- Landscape Architecture
- Science + Technology
- Commercial + Mixed-Use
- Retail + Entertainment
- Corporate
- Hospitality
- **Healthcare and Healthcare Consulting**
- Justice
- Aviation
- Visual Communications

## Succeeding in an Increasingly Competitive Field

**Define** – what is our strategy and brand?

**Develop** – how do we operationalize our strategy?

**Deliver** – how do we enable and sustain long-term success?

# Competition is Only Going to get Stronger

- **Singapore** Government Vision – “Healthcare Services Hub in Asia”
- **Thai** Government Vision – “Health Tourism Hub of Asia” and “Centre of Excellent Health of Asia”
- **Malaysia** – “Health Tourism Hub”
- **Hong Kong** – Asia’s “Medical Hub”

Connecting *International* Patients to Singapore's *World-Class* Healthcare

>> Contact International Patient Service Centres

Services Listing | News | Events | Visitor Information | Feedback | Survey

“It wasn't till I was in Singapore, in front of the consultants here, that I felt confident in the treatment that would be given to me.”  
Mr Robert Nichol, from Scotland

**WORLD-CLASS HEALTHCARE**  
Find out why international patients come to Singapore. Check out the interesting facts and hear what some of them have to say.

**HEALTHCARE SERVICES LISTING**  
Search for information on international patient service centres, healthcare establishments and doctors in Singapore

**VISITOR INFORMATION**  
Check out tips to assist you with planning your trip and recommendations on things to do when you are in Singapore.

SingaporeMedicine is a multi-agency government initiative aimed at making Singapore's world-class healthcare services easily accessible to international patients.

## Make the Tough Choices for Smart Growth

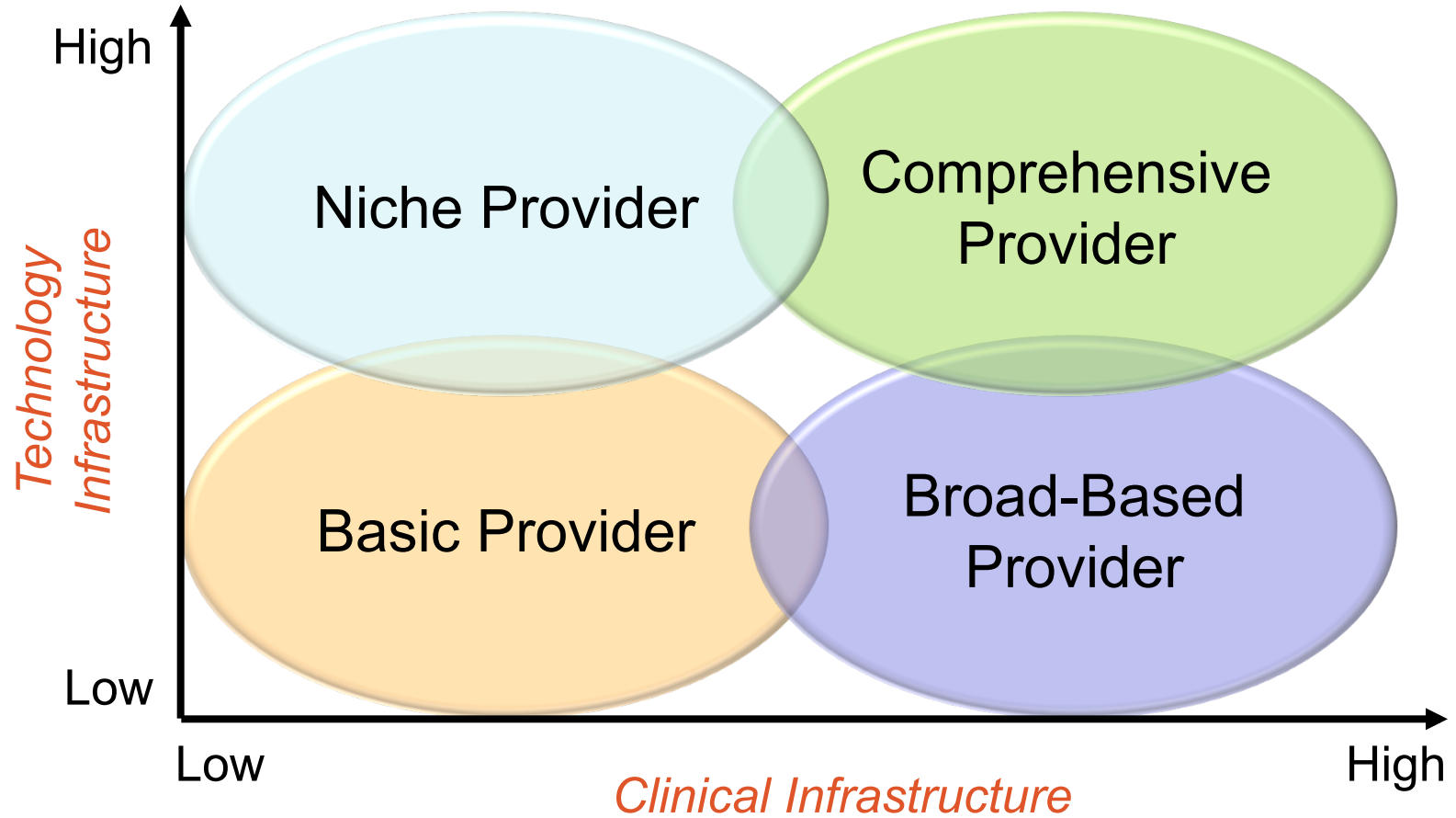
What services to provide

...At what level of care?

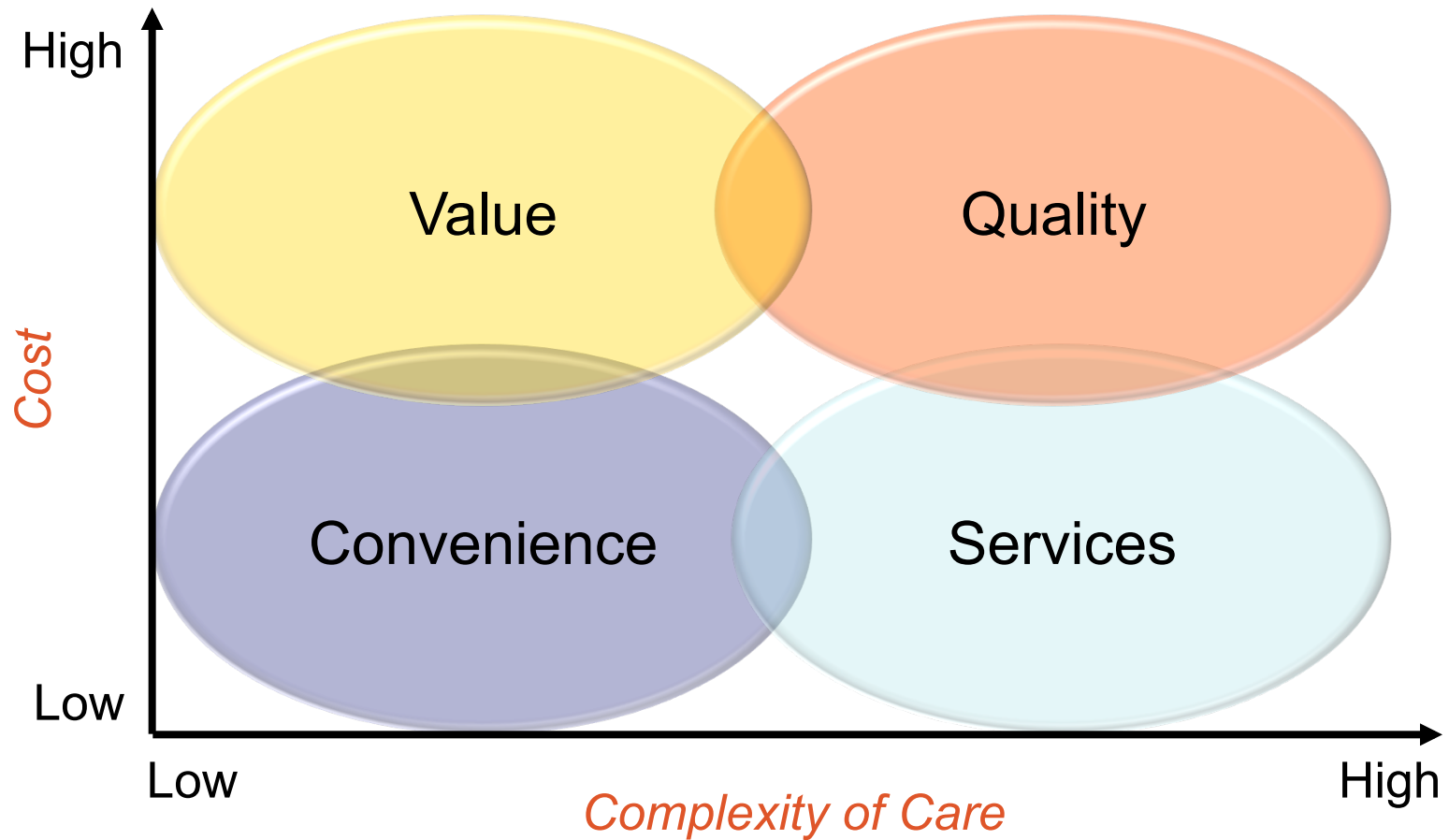
...In what configuration?

...At which locations?

# Choose Your Clinical Competency



## Know The Patient's Expectations



# What Attracts Patients?

## Service and Amenities



## Low Cost

Big Surgeries: Comparative Costs in Asia and Southeast Asia (in USD)

Procedure	US Cost	India	Thailand	Singapore	Malaysia
Heart Bypass	\$130,000+	\$10,000	\$11,000	\$18,500	\$9,000
Heart Valve Replacement	\$180,000	\$9,000	\$10,000	\$12,500	\$9,000
Angioplasty	\$57,000	\$11,000	\$13,000	\$13,000	\$11,000
Hip Replacement	\$43,000	\$9,000	\$12,000	\$12,000	\$10,000
Hysterectomy	\$20,000	\$3,000	\$4,500	\$6,000	\$3,000
Knee Replacement	\$40,000	\$8,500	\$10,000	\$13,000	\$8,000
Spinal Fusion	\$62,000	\$5,500	\$7,000	\$9,000	\$6,000

## Innovative Therapies



## High Technology





## Who Are Your Customers?



How about

- Insurance companies?
- Government agencies?
- Family members?

Positioning...

The distinctive 'place'  
your organization  
holds in the minds of  
your customers!

An Example...



Toyota

BMW



## Positioning Seen Through Slogans

“We are the leaders in providing cutting edge cancer care”

“Care with a healing touch”

“Quality imaging at a price you can afford”

“Over 15 locations to serve you”

## The London Clinic vs. Mayo Clinic

<b>Destination</b>	<b>Value Offering</b>	<b>Customized Care</b>
High Tech	Efficient High Throughput	High Touch
Significant capital investments in technology and clinical expertise that attract tertiary and quaternary referrals	Focus on efficient work flow processes, access and convenience	Significant focus on coordinated care, superior comfort and service and pleasing aesthetics
<b>Examples</b>	<b>Example</b>	<b>Example</b>
MD Anderson, USA London Clinic, UK	Wockhardt Hospitals, India	Mayo Clinic, USA

## Making Plans a Reality

**Define** – what is our strategy and brand?

**Develop** – how do we operationalize our strategy?

**Deliver** – how do we enable and sustain long-term success?

## A Single Missing Piece Might Mean the Difference Between Success and Failure

Safety	Operational Efficiency	Revenue Cycle	Family Considerations	Outcomes
Policies & Procedures	Cultural Sensitivity	After Care	Accessibility	Strategy
Marketing	Pricing	Facilities	Leadership	Technology and Care Delivery

# Bumrungrad – Earning its Leadership Status



**A top world medical destination with excellent service and superior value**

## Why Trust Us?

- JCI accreditation
- Internationally trained doctors
- Experienced American management
- Advanced technology

**Facilities we have in place specifically for international patients include:**

- **International Medical Coordination Office:** 7 doctors and 17 nurses on our administrative staff who coordinate scheduling, family logistical questions during treatment and follow-up care planning.
- **International Referral Offices**
- **International Referral Center**
- **International Interpreter Services:** 109 interpreters covering virtually all languages spoken by our patients.
- **International Travel and Visa Services:** ...The Thai Home Ministry operates a visa extension service at Bumrungrad once a week to process any needed visa extensions for patients and their families.
- **International Hotels on Campus**



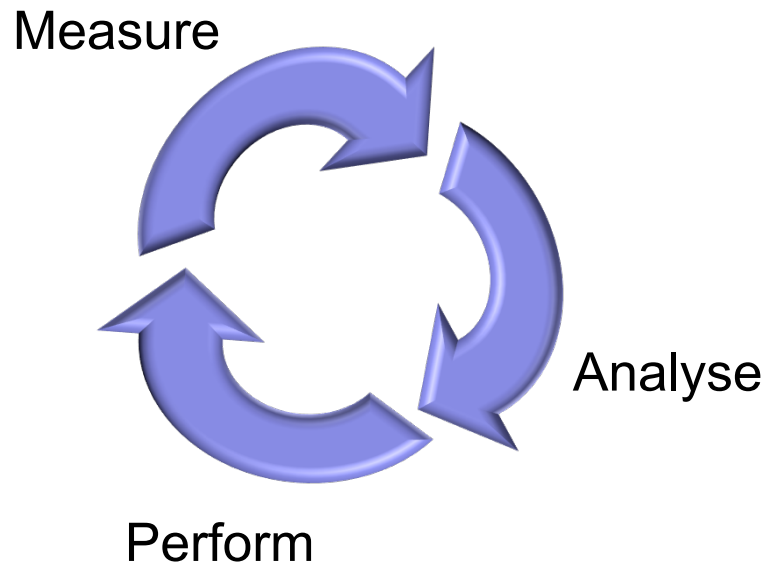
## Delivering on the Promise

**Define** – what is our strategy and brand?

**Develop** – how do we operationalize our strategy?

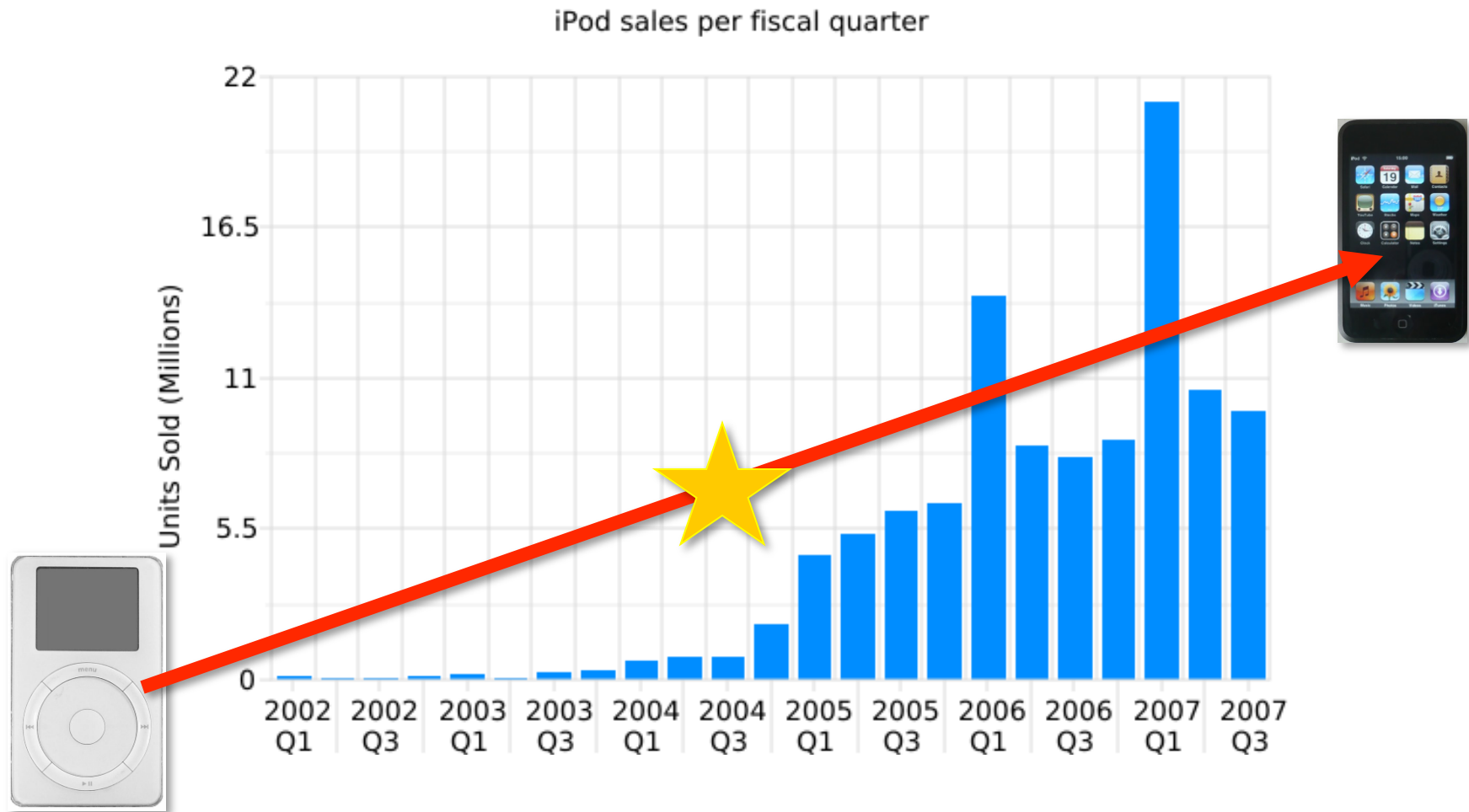
**Deliver** – how do we enable and sustain long-term success?

# Continually Evaluate and Reinforce Your Strategy and Brand



Position	Sample Metrics
Quality	Outcomes vs. leading practice
Service	Patient satisfaction vs. peer performance
Value	Pricing vs. alternatives
Convenience	Wait times and distance vs. alternatives

# Don't Forget the Enablers of Success



Source: Wikipedia entry on "iPod" using data sourced from Apple, accessed January, 2008

# ParkwayHealth – Widening the Funnel

## **IPAC (International Patient Assistance Centre)**

“Parkway has also established medical referral centers throughout the world including Bangladesh, Brunei, Canada, China, Hong Kong, India, Indonesia, Malaysia, Myanmar, Pakistan, Philippines, Russia, Sri Lanka, Thailand, United Arab Emirates, United Kingdom and Vietnam.”

### **North America**

Canada  
USA

### **Europe**

Russia  
United Kingdom  
London  
Ukraine  
Kiev

### **South Asia & Middle East**

Bangladesh  
Egypt  
India  
Nigeria  
Pakistan  
Saudi Arabia  
Sri Lanka  
United Arab  
Emirates

### **North Asia**

China  
Hong Kong  
Korea

### **South East Asia**

Brunei  
Cambodia  
Indonesia  
Malaysia  
Myanmar  
Yangon  
Philippines  
Singapore  
Vietnam



Keep that on Mind!

Know the market

Understand your customers

Know where you are and where you want  
to go

Execute, execute, execute and repeat

# How do We Enable Client Success?



## Health Care

Contributing to the care of human kind, to the efficient allocation of society's resources and to the quality of the built environment

### Health Care Consulting

- Strategic Planning
- Operational Planning
- Space & Functional Programming

### Research

- Facility Assessment
- Environmental Design Research

### Architecture

- Master Planning
- Design
- Conceptual Design

## Advance Strategies

Working with clients to help align their business strategies with their real estate, facilities, workplaces and information systems to effectively master change

### Real Estate Strategies

- Site Selection
- Market Research Analyses
- ROI and Payback Studies

### Workplace Strategies

- Performance Analysis
- Functional Profiling
- Work Process Analysis


### Tool & Technology Solutions

- Information Process Mapping
- Technology Needs Assessment
- Technology Selection & Procurement
- Application Development

101  
h+k

We Create  
We Connect  
We Inspire  
We Care

# The London Clinic vs. Mayo Clinic



**Find a Treatment**  
**Consultant index**

**Search**

**How to use the site**

You'll find information on all of our treatments, and find the most appropriate consultant for your needs, by going straight to 'Find a treatment', above.

This section also includes information about The London Clinic's many centres and services.

To find a consultant you've been referred to, use the consultant index, which is also listed above.

Whether you are a patient or a medical professional, you'll find useful additional information by using the links across the top of our site.

**Welcome to the world of inspired care at The London Clinic**


The London Clinic opened in 1932.

Located in the heart of London's medical community on Harley Street, we have over 200 beds, twelve operating theatres (including dedicated endoscopy suites), a day surgery unit and a recently enlarged intensive care unit. We expanded the ICU to accommodate liver transplants.

Like you, The London Clinic is one of a kind. We are the largest independently owned non profit hospital in the UK. This unique set up enables us to concentrate our investment in order to provide you access to the latest medical technology for better care.


We provide dedicated training and staff development across all departments to ensure that our patients receive the best possible individual care.

**Innovation! See it in action... Over 75 years of inspired care**



**Developing the future of cancer care**

**Highlights**

-  **Men's health conference**  
Video highlights for medical professionals
-  **Cancer symposium**  
Video highlights for medical professionals
-  **Daily Mail**  
Varicose veins feature
-  **Liver health**  
The London Clinic Liver Centre
-  **Sleep studies**  
CNBC footage featuring Professor Badre



# The London Clinic vs. Mayo Clinic

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MayoClinic.com

Enter search term here SEARCH

Diseases and Conditions | Symptoms | Drugs and Supplements | Tests and Procedures | Healthy Lifestyle | First Aid

Text Size: - +

## Find it fast

More than 3,300 physicians, scientists and researchers from Mayo Clinic share their expertise to empower you to manage your health.

### Diseases and Conditions

Find a disease by its first letter

A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z #

**Diseases and Conditions**  
Comprehensive guides on hundreds of conditions.

**Symptoms**  
Explore possible causes for your symptoms.

**Drugs and Supplements**  
Look up prescription and over-the-counter drug information.

**Tests and Procedures**  
What it is, how it's done, how to prepare, risks and results.

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Information and tools for a healthy lifestyle.

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### Podcast: Statin drugs — Common side effects

Listen to this podcast to discover the common side effects of statin drugs.

### Today's picks

- Mental health providers: Find one to suit your needs
- Healthy eating: 10 ways to add pizzazz
- Aerobic exercise: How to warm up and cool down

### New and updated from MayoClinic.com

**Carbohydrate counting and diabetes: Looking beyond carbs**  
April 11, 2009

**Hypothyroidism: Can it cause peripheral neuropathy?**  
April 11, 2009

**Vitamins and kids' health**  
April 11, 2009

**Stages of labor: Baby, it's time!**  
April 11, 2009

**Identify yourself with a diabetes medical alert ID bracelet**  
April 10, 2009

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