"Phyathai and Paolo Memorial" Group
Set Goal of Expanding to ASEAN

The hospital business of Bangkok Dusit Medical Services Group consisting of 5 hospitals, Bangkok Hospital, Samitivej Hospital, BNH Hospital, Phyathai Hospital, and Paolo Hospital, is expanding the domestic network of hospital to cover 50 branches in order to support the big goal which is to be the international medical hub. Recently, it starts to expand and enter into Asean market and Royal Hospital Group in foreign countries is the major operator.

"Att Thongtang", Chief Executive Officer Phyathai Hospital Group and Paolo Memorial Hospital Group as the eldest son of Mr. Wichai Thongtang, said that the next challenge is market expansion into neighboring countries and market penetration to support the launch of Asean Economic Community or AEC. The main mission is to expand the brand and develop personnel, especially physician in specific fields, including medical researches and nursing, which will be carried out continuously and more intensively.

The country in the Asean market that we initial penetrate is Cambodia because there are many Cambodian patients using our service. Another country is Myanmar where the domestic demand volume is high but there are insufficient service providers in the country.
The hospital will provide service at the airport. Officers will pick up a patient to the hospital and arrange the accommodations for patient’s relatives. In addition, it also provides the insurance for foreigners and plans a trip if it is requested. In some cases, if patients are in the serious condition but they want to continue receiving the medical treatment in their hometowns, we also provide an accompanying physician to travel with them.

Another service which attracts more attention from foreigners is the aesthetic center of Phyathai and Paolo Group which is different from general aesthetic clinics or spa. It focuses on surgery for improving appearances which is the rapidly growing trend in the Asian market, especially for women. According to the data, it is found that two-third of women lives longer and pays more attention to appearances.

In the meantime, 60-year old population which captures 11% of global population and is likely to increase by 22% attempts to present the topic of Anti-aging medicine. In the past, any technologies were not good enough to provide the service in general markets but now Phythai Group is ready to provide such service by examining and planning health through DNA of each individual, screening 32 diseases for healthy persons, and applying the science of hormones and vitamins to produce cocktails or any consuming products easily.

Att Thongtang explained the topic of “Anti-aging” (Anti-aging Medicine) that it is important to provide knowledge to the public to acknowledge its description and benefits because the demand already exists.

The marketing of the hospital is different from the market of consuming products which focuses on how to attract the attention of customers. But we think that everyone has the demand of health care. As a result, we emphasize on how to provide knowledge for appropriate awareness of health care and the hospital is always ready to support them.

In terms of Thai service users, the main concept of medical services development is International quality for Thais. In terms of international service users, the hospital can establish the “premium” price so that the price for Thais will be lowered.

Therefore, the initial plan is to expand the network comprehensively and also the growth base. In case of international market, Bangkok must be the Medical Hub for the good supporting foundation and enhance the efficiency of physicians and apply the strategy of “brand” value creation.

However, the country still does not pay attention to being the service center. Thailand attempts to be the center in various production lines. However, the production line is the field that earns fewer profits to the country. If comparing with Singapore, its service sector can earn revenue up to 70-80% to the country. Thailand has to create more values for the service sector.

Actually, the target of “Att” to bring the hospital business to the goal is not only for 5 hospitals in the Group, but Bangkok Dusit Medical Services Group also holds 24-25% of shares each in Banrungrad Hospital and Ramkhamhaeng Hospital. Recently, the Group has just established 2 subsidiaries, which are Bangkok Surat Hospital Company Limited for supporting the construction of the 200-bed sized hospital in Suratthani and the hospital in Luang Prabang, Laos. The registered capital is equivalent to 10 million baht and the Group holds the shares via subsidiaries in Singapore.

All of these are the challenge as the largest hospital business network in Thailand in order to make the policy of being the “Medical Hub” concretely after considering for over 10 years.