

*TMC Fertility & Women's Specialist Centre
Recognized as the*

2021

Company of the Year

Malaysia Fertility Center Industry
Excellence in Best Practices



TMC FERTILITY

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. TMC Fertility and Women’s Specialist Clinic excels in many of the Malaysia fertility center space criteria.

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

In Vitro Fertilization Procedures: Post-pandemic Challenges

The in vitro fertilization (IVF) industry is a rapidly growing business in the Asia-Pacific (APAC) region. However, the COVID-19 pandemic strained the market. Fertility clinic’s procedures, such as embryo transfer and fertility treatment initiation, paused due to the virus’ unknown effects on IVF treatments. Existing fertility patients across Malaysia suspended their treatments, revealing a hike in anxiety and depression.¹ Frost & Sullivan previously commended TMC for advancing IVF procedures and now recognizes its leadership role and strategic efforts to grow and evolve, anticipating critical market needs.

TMC: A Leader’s Path

TMC’s most recent service addition uses artificial intelligence (AI) in embryo selection, ensuring the best embryo selection to increase the rate of successful fertilization. The company carries out a cell division time-lapse technique, helping doctors to determine which embryo to transfer. In addition, it introduced a micro-fluidic sperm selection method that selects the best sperm candidates. These embryo and sperm selection procedures rely on AI-driven data, allowing TMC’s doctors to make accurate decisions.

Determining the implantation window is crucial in fertility treatments. TMC exclusively incorporates micro-ribonucleic acid-based receptivity analysis into its process, establishing the implantation window

¹ Harpreet Kaur, Gautham T. Pranesh, and Kamini A. Rao, “[Emotional Impact of Delay in Fertility Treatment due to COVID-19 Pandemic](#),” Journal of Human Reproductive Sciences 13, no. 4 (2020): 317.

accurately without re-biopsies. Compared to the conventional procedures used by competitors, this approach proves more advantageous, avoiding repeat cycles to determine the window.

“Its state-of-the-art technology and detailed attention to end-to-end, patient-centered procedures differentiate it from competitors, allowing TMC to position itself as the preferred choice for fertility patients.”

- Azza Fazar, Best Practices Research Associate

TMC strives to get it right the first time, thus removing gambling from the fertility equation. Its innovations cover the entire pregnancy. During conception, patients get embryo glue, a specialized media making the womb lining more receptive to embryo implantation, increasing success rates. This add-on service offers patients a sense of confidence and comfort. Its state-of-the-art technology and detailed attention to end-to-end, patient-centered procedures differentiate it from competitors, allowing TMC to position itself as the preferred choice for fertility patients.

Overcoming COVID-19 Constraints

Before the pandemic hit Malaysia, TMC’s clients comprised mostly internationals from China and Indonesia. The company generated consistent financial performance through the pandemic by shifting its target market, leveraging the local market once borders closed, and services focus. Long-term operational changes allow it to offer services efficiently despite the unavoidable uncertainties going on in the world. Frost & Sullivan commends TMC’s fast thinking in assimilating new practices to succeed in continuing business amid the new normal.

Pharmacogenomics: A Southeast Asia Market First

TMC is well-known for its cutting-edge technology, increasing success rates, and proactive strategies. It engages with reputable partners internationally and locally.

International partners help the company make teleconsultation services continuously available to international patients, eliminating distance, language, and time barriers. In 2020, TMC expanded its reach to Indonesia, China, Myanmar, Vietnam, and Cambodia. In the meantime, its local partners cater to advancing innovation. Most recently, TMC formed a partnership with a Malaysia-based firm to develop its pharmacogenomics capabilities, a first in Southeast Asia, positioning itself as a precise and holistic IVF center.

The company works closely with general practitioners, specialists, and referral agents locally and internationally to establish a fair, transparent, and honest partnership. Its patients have become its brand ambassadors, sharing success stories through their fertility journey. Besides patients, TMC focuses on the wellbeing of its workforce across all its branches. It strives to create a working environment where its employees feel connected and supported. This support shows increasing empowerment among its staff to bring the company to greater heights.

Anytime, Anywhere: Connected, Contactless Consulting

TMC places as much emphasis on the experience they provide its customers as its innovative solutions. Since in-person communication is not allowed, it incorporated new digital technologies and leveraged multiple contactless channels to ensure fluid communications during the pandemic. Today, the company

organizes weekly social media campaigns on various social platforms to keep patients posted about new services. Additionally, it holds monthly interactive public forum sessions involving TMC's fertility specialists speaking on multiple topics. These forums end with a question and answer session for those watching. The company also ensures multiple contact channels are available 24/7 for direct and easy contact.

Moreover, patients can submit their concerns and feedback anonymously to an online feedback system accessible via a quick response code. Existing and potential customers can stay connected to TMC despite the pandemic. Its efforts to ensure user-friendly products and services continue.

A Holistic Approach: Beyond a Successful Pregnancy

TMC's services cover all aspects of pregnancy. The fertility journey is very pressing, physically and mentally. The company aims to lessen its patients' pressure by providing emotional support and psychological treatments in the form of counseling to aid the mental strength of both parents.

TMC also provides fertility coaching services with a certified fertility coaching practitioner. Patients obtain practical hands-on experience using coping skills through therapy sessions and support groups. Moreover, it incorporates elements of traditional Chinese medicine like acupuncture which the company has found very beneficial to those undergoing IVF treatments.

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***- Azza Fazar, Best Practices
Research Associate***

Besides providing superior and extensive customer experience, the company assists patients with a staggered payment schedule and guides them to the employee provident fund (EPF) withdrawal for fertility services. Every IVF cycle is tailor-made to suit each one of its patients. Thus, patients only pay for what they need. At TMC, transparency is non-negotiable. Its payment support and advisory services will give patients from every financial background a unique chance at conceiving, and, for that, Frost & Sullivan commends TMC.

Conclusion

The Malaysia fertility market faced many challenges throughout the pandemic, placing most in vitro fertilization (IVF) procedures on hold due to the virus' unknown effects on treatments. TMC recognized those challenges as opportunities and developed an action plan. Border closures enabled the company to focus on the local market while also implementing new technologies to communicate with patients beyond the border. It leveraged teleconsultations, webinars, and other online classes, enabling business continuity. Technology is TMC's strong suit, adding capabilities each year. Its latest developments in pharmacogenomics show its commitment to high-quality outcomes. Strategic alliances center on TMC's extensive research and market knowledge, with patient centricity at its core. With its exemplary performance, TMC Fertility & Women's Specialist Centre earns Frost & Sullivan's 2021 Malaysia Company of the Year Award in the fertility center 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

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 on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

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 six 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)

