

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

SUNWAY
MEDICAL CENTRE®
Sunway City

2022
COMPANY
OF THE
YEAR

MALAYSIA
SMART 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. Sunway Medical Centre excels in many of the criteria in the smart hospital space.

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

Malaysia’s Established Hospital

Malaysia’s hospital space sees increasing technology inclusion, with advancements in patient care delivery and medicine. Such facility improvements introduce innovative solutions to assist healthcare professionals in providing better patient care. The country’s hospitals strive to be at the forefront of technology through investments in automation, robotics, and precision medicine.

Founded in 1999 and headquartered in Sunway City, Selangor, Malaysia, Sunway Medical Centre is a 616-bed quaternary hospital with intelligent solutions for its patients. Centered on three main philosophies; clinical excellence, operational efficiencies, and patient experience, Sunway Medical Centre creates a mark in Malaysia’s smart hospital industry through its continuous investments in technology over the years and its reputation as the hospital with the most sub-specialties.

Moreover, the hospital implements and accelerates digital transformation through the fast adoption of telemedicine, artificial intelligence, and other digital platforms to elevate its clinical performance and sustainability. In 2021, Frost & Sullivan recognized Sunway Medical Centre for its leadership focus and innovative decision-making and remains impressed with the company’s continuing innovation and sustained leadership.

Core Principles Driving Employee Satisfaction and Game-changing Technology

Sunway Medical Centre's vision centers on positioning itself as the leading private quaternary medical center in Malaysia and Asia-Pacific. The hospital reaches for its vision with the stated purpose of consistency and excellence in delivering patients' needs. Sunway Medical Centre connects deep-seated domain and operational knowledge with advanced technology and services to deliver high-quality patient outcomes. The hospital focuses on perfecting its three significant areas, which differentiates it from its competitors:

1. **Clinical Excellence:** Sunway Medical Centre continuously strives to position itself at the forefront of technology in Malaysia's smart hospital industry as it brings in the latest offerings to the medical field. It first introduced robot-assisted surgeries in its hospital in 2016 with the da Vinci Si Surgical System and in 2017, it was the first hospital in Malaysia to install the Elekta Leksell Gamma Knife® ICON™ radiosurgery device and Nemuri SCAN beds from Paramount Bed Holdings Co. Ltd in its Tower C wards.

Sunway Medical Centre continues to look for innovative ways to enhance its patients' experience and amidst the pandemic in 2021, the hospital invested in BellaBots to help its staff to focus on patient care, improving overall operational efficiency. In the same year, it acquired two advanced robotic joint replacement systems, Mako SmartRobotics by Stryker and ROSA® Knee System by Zimmer Biomet. Following that, the hospital celebrated one of its surgeons as the first single surgeon in Malaysia to successfully perform 100 knee replacement surgeries using Mako SmartRobotics in July 2022.

Sunway Medical Centre is committed to investing in the latest smart hospital technology and became the first hospital in Malaysia to acquire the fourth generation da Vinci Xi Surgical System in January 2022. The hospital was also the first hospital in Southeast Asia to install digital Positron Emission Tomography/Computed Tomography scanner from United Imaging Healthcare in August 2022.

2. **Centres of Excellence:** Sunway Medical Centre currently has 28 Centres of Excellence (COEs), some of which include cardiology, oncology, neurology, digestive health, orthopedic, women and children care. It also expanded its state-of-the-art transplant centers for kidney, bone marrow, cornea, and cochlear.
3. **Corporate Social Responsibility (CSR):** In line with Sunway Group's vision, Sunway Medical Centre commits to participating in yearly CSR activities. In 2022, the hospital worked with a non-government organization to sponsor cases requiring pediatric cardiology surgery. The hospital also assisted Rohingya babies born with cleft lips with necessary operations and treatment. The hospital raised \$ 2.5 million in funds channeled toward its cancer initiatives.

“My wife was sent for a PET Scan at the Nuclear Medicine Centre, Sunway Medical Centre. I must say the staff at the centre were very professional and warm. They made my wife very comfortable while making the necessary arrangements for the scan.

I would like to thank Roy who was very warm & caring, attending to my wife. Also, heads up to Diana Salsbella and Shafikah who were very pleasant and accommodating. In short, these individuals made us very comfortable and safe. Well done Sunway Medical Team. Keep up the good work. Thank you.”

– RA Ramesh, Google review

Sunway Medical Centre’s COVID-19 Response

With a legacy of market leadership, the hospital’s compelling value proposition underpins its sustained success, especially when its expanded partnerships between private and public services portfolio became prevalent.

Sunway Medical Centre has built a solid foundation that establishes itself as a leading hospital in Malaysia. This sound basis is evident when COVID-19 occurred at the end of 2019 where the hospital’s readiness was put to effect by setting up a COVID-19 Taskforce who meet every day to ensure that all Standard Operating Procedures (SOPs) are adhered to, ensuring that the hospital is protected from the disease.

“Centered on three main philosophies; clinical excellence, operational efficiencies, and patient experience, Sunway Medical Centre creates a mark in Malaysia’s smart hospital industry through its continuous investments in technology over the years and its reputation as the hospital with the most sub-specialties.”

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

The hospital set up 24-hour triage counters at every entrance of the hospital, which are equipped with thermal scanners and if any patient or visitor display any symptoms related to COVID-19, they are immediately referred to the Medical Tent outside the hospital.

The Medical Tent serves as a pre-screening area and only if the patient or visitor are deemed in good health by the medical officers on duty that they are allowed to enter the hospital. The Medical Tent also provides

the RT-PCR COVID-19 test and has made COVID-19 testing compulsory for all admissions (inpatient treatments), selected daycare procedures and for one caregiver per patient, which is fully covered by Sunway Medical Centre at no extra cost to the patients.

The Medical Tent is also equipped with a contactless COVID-19 Testing Pod that protects our healthcare workers from the disease. To top that off, Sunway Medical Centre acquired isopods, negative pressure cabins and the Hyper Light Disinfection Robot, to protect the hospital from the disease and ensure the environment is disinfected regularly. Sunway Medical Centre also proactively participated in the National COVID-19 Immunisation Programme where more than 430,000 doses were administered to healthcare professionals, senior citizens, children, and the public. Moreover, its genetic and molecular laboratory also supported the Ministry of Health Malaysia in testing COVID-19 samples that were sent to the hospital from the Klang Valley as well as the states of Terengganu, Kelantan and Sabah. More than 840,000 samples were tested during the pandemic.

Furthermore, Sunway Medical Centre is the first hospital in Malaysia to launch a Telemedicine Command Centre. Qualified medical professionals, such as doctors and nurses, operate the command center 24/7 to better assist patients with queries requiring technical explanations. The command center currently handles an average of 5,000 inquiries per month.¹

Roadmap to Success: Patient-centric, Continuous, Proactive

With its customer-centric corporate philosophy, Sunway Medical Centre operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices.

Patient Liaison Offices and Telemedicine Command Centre

As the hospital attracts patients from areas beyond Selangor and Kuala Lumpur, it believes in the importance of the hospital's accessibility. Considering that a large sum of its patients come from East Malaysia, Sunway Medical Centre set up patient liaison offices in Kuching and Kota Kinabalu, in addition to its offices in Ipoh, Kuantan, Melaka, and Johor. Establishing these liaison offices allows the hospital to serve all patients for appointments and follow-ups regardless of location. In case patients need to travel from further states, such as East Malaysia; the office acts as a bridge between the hospital and the patient, helping them coordinate their travels and ensuring immediate assistance for the patient upon arrival in West Malaysia. This greatly enhances patient experience, especially for those traveling from afar.

The advent of digital and technological capabilities in healthcare has enabled Sunway Medical Centre to redefine how healthcare is delivered by taking a patient-centric, holistic approach towards patient care. The hospital's Telemedicine Command Centre operates on a 24/7 basis, and patients can either call in, email or reach out through social media platforms such as WhatsApp. Once the enquiry is received, the attending doctor or nurse will provide advice or make recommendations to consult a specialist at Sunway Medical Centre. The team also assists in making an appointment with the respective consultant. Patient satisfaction levels have been positive with many being at ease with using technology and having more empowerment in their health status.

Patient Xperience

"A very good worker efficient, highly competent. Treated me with very well until (I) healed. Very communicative, giving very clear information to me. Only the best from Vickneswary (staff). The best employee, an example that should be appreciated by Sunway Medical Center. Hopefully, Vickneswary continues to excel."

– Patient feedback obtained from the Patient X-perience platform²

Sunway Medical Centre strives to improve the overall patient experience, from administrative work to care delivery. Ensuring the hospital is in line with what is in its patients' minds, it launched its Patient Xperience initiative for in- and outpatients. Patient Xperience enables the collection of feedback on overall patient experience conveniently via a QR code. If any feedback arise, the hospital acknowledges them and

¹ Frost & Sullivan briefing with Sunway Medical Centre, September 2022.

² Frost & Sullivan briefing with Sunway Medical Centre, September 2022

gets back to the individual promptly. If needed, the hospital's representatives will follow up with the individual closely until the hospital resolves the issue. As required by Malaysia's Private Healthcare Act, every patient has to receive a customer feedback form, and this is being addressed via Patient Xperience.

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

A Promising Outlook for 2022 and Beyond

Since its inception, Sunway Medical Centre's sterling reputation and customer-centric framework have led to its coveted preferred partner status. Its staff of 3,300 people strengthens and supports its outstanding development.

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

***- Siddharth Shah,
Principal Consultant,
Healthcare & Life Sciences***

Sunway Medical Centre plans for consistent growth through its expansion initiatives in the next few years. Considering its reputation as the first private hospital with the highest number of sub-specialties in Klang Valley, Sunway Medical Centre is expanding the breadth and depth of its clinical services, providing a one-stop center with comprehensive medical expertise. Hospitals in Malaysia lack such an offering that ensures the convenience of continuous treatment under one roof. Moreover, Sunway Medical Centre aspires to support all

its doctors with staff and nurses, enabling them to deliver end-to-end care. The hospital thoroughly vets each resume to select the best nurses for each sub-specialty, ensuring that high-quality care is available in all departments beyond general care.

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

Conclusion

Malaysia's smart hospital industry sees many players emerging, attempting to keep afloat since the COVID-19 pandemic hit with many new patient offerings. However, the industry lacks a medical center that considers industry gaps and patient needs from all angles, including incorporating state-of-the-art medical technology and robust end-to-end patient support. Overall, Sunway Medical Centre addresses these unmet needs with a strong leadership focus that includes patient-centric strategies and exemplifies best practice implementation.

Sunway Medical Centre, known for having the highest number of sub-specialties, thrives in the Malaysia smart hospital space through its comprehensive technological offerings. Besides being the first to install the Elekta Leksell Gamma Knife® ICON™ radiosurgery device, Nemuri SCAN beds from Paramount Bed Holdings Co. Ltd and BellaBot, the hospital is constantly at the forefront of technology having acquired two advanced robotic joint replacement systems, the Mako SmartRobotics by Stryker and ROSA® Knee System by Zimmer Biomet. It was also the first to install the da Vinci Xi Surgical System, following the

introduction of robot-assisted surgeries with the da Vinci Si Surgical Systems. Sunway Medical Centre also celebrated one of its doctors for becoming the first single surgeon to perform 100 joint surgeries with Mako SmartRobotics.

Sunway Medical Centre also supports its local and international patients throughout their journey, even for patients traveling from East Malaysia and overseas, through its Telemedicine Command Centre and Patient Liaison Offices. The company remains a trusted partner, earning a reputation for offering the overall best in the smart hospital industry.

With its strong overall performance, Sunway Medical Centre earns Frost & Sullivan's 2022 Malaysia Company of the Year Award in the smart hospital 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 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)**

