

**GLENEAGLES  
HOSPITAL  
KUALA LUMPUR  
RECEIVES THE 2023  
CUSTOMER VALUE  
LEADERSHIP AWARD**

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*Identified as best in class in the  
Malaysian 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. Gleneagles Hospital Kuala Lumpur excels in many of the criteria in the Malaysian hospital industry.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### *Human Capital is at the Core of Gleneagles Hospital Kuala Lumpur’s Continued Success*

Advanced medical equipment is only as valuable as the people handling it. As such, Gleneagles Hospital Kuala Lumpur believes in employing excellent human capital to provide the best possible service to meet their patient’s healthcare needs and ensure positive patient experience during their stay at the healthcare

*“The Malaysian healthcare sector highly regards the nursing staff and training programs at Gleneagles Kuala Lumpur. Technology adoption and best practices implementation continue to drive this.”*

**– Bhaskar Vittal,  
Industry Principal**

facility. The hospital focuses on recruiting the best healthcare professionals and implementing robust training programs to ensure their staff continuously possesses relevant and updated skillsets.

Another challenge in Malaysia is the acute shortage of experienced healthcare workers. Gleneagles uses training platforms to mitigate concerns about healthcare professionals’ competency, especially the nursing staff. The hospital works with leading nursing colleges and universities

to hire nurses, who must undergo rigorous training and work experience programs before caring for their patients and involving in its hospital operations. Frost & Sullivan finds the Gleneagles nursing staff to be experienced and well-trained across the healthcare delivery spectrum, from outpatient and inpatient to intensive care unit (ICU) settings. Gleneagles also provides its healthcare professionals with the latest technology to drive operational efficiencies and enhancing patient experience.

### ***Demonstrates Strong Customer Acquisition***

Gleneagles served more patients in 2022 than in 2021, recording a 5% year-on-year growth in patient volume. The increase in patients occurred across the board in inpatient, outpatient, and surgical procedure volumes. In addition, the number of oncology, radiotherapy, and chemotherapy cases grew by double digits in 2022 compared to 2021, one of the highest in the industry.

### ***Delivers Robust Financial Metrics***

Gleneagles' revenue grew by 16% in 2022 compared to 2021, which is relatively high compared to hospitals of similar size. Revenue growth is attributable to the increase in patient volume, the intensity of cases, and optimal patient's length of stay at the healthcare facility. Since Gleneagles focuses on orthopedics, cardiovascular, and oncology, it has a significant market share of patients in these specialty areas. Frost & Sullivan's analysis shows that Gleneagles registers higher patient growth than the overall market in these three specialty care areas.

### ***Invests in Clinical Data Solutions to Enhance Patient Experience***

*"Using data as the focal point, Gleneagles seeks to enhance the patient experience during their treatment and hospital stay."*

*– Bhaskar Vittal,  
Industry Principal*

Gleneagles is one of the few hospitals in Malaysia that continuously invests in clinical data solutions to improve patient outcomes using procedural clinical data. One of the data points tracked is the mean redrawing time for a colonoscopy, which the hospital compares to the international standard of 6 minutes. Gleneagles educates and trains its healthcare professionals to use clinical data to improve surgery time, enhancing the patient experience.

### ***Provides Optimal Price-Performance Value for Services Rendered***

Gleneagles place great emphasis on ensuring the optimal duration of the patient's length of stay in the hospital. Hospital is up to date with the international guidelines of treatment protocols and best practices in the management of patients to provide the most effective treatment and safe environment to shorten the recovery period and prevent complications. For example, when a patient who undergoes a total knee replacement (TKR) stays longer than four days, clinicians will assess the reason for the extended stay. Post-surgical treatment and strict compliance to the patient's customized physiotherapy sessions are also important factors in ensuring positive treatment outcome for patients after their TKR surgery. Gleneagles also implements best practices from the TKR patient journey in other care areas, such as oncology, cardiology and neurology. This ensures patients continue to receive the best treatment for their healthcare spending.

### ***Has a Strong Brand Equity***

Gleneagles holds substantial brand equity in the Malaysian healthcare community, contributing to the loyalty of its patients. When patients step into Gleneagles, they are greeted by a team of dedicated professionals who prioritize their well-being, utilizing available resources to provide a level of comfort that is rarely found in other hospitals. Gleneagles places great importance on continuously enhancing its processes to enhance the overall patient experience. For instance, upon admission, a patient who requires

additional assistance will be assigned to a service ambassador who guides them through each subsequent step, including medication administration, lab tests, and further examinations. This meticulous approach ensures a seamless and satisfactory journey for their patient.

## **Conclusion**

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Gleneagles focuses on two crucial aspects of hospital administration: optimizing internal processes to enhance efficiency in surgical procedures by leveraging clinical data, and prioritizing the continual improvement of patient experience, ensuring a seamless and exceptional journey for every individual.

With its strong overall performance, Gleneagles Hospital Kuala Lumpur earns Frost & Sullivan's 2023 Malaysia Customer Value Leadership Award in the hospital industry.



## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *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)**

