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Pacific Asia Travel Association

**Next
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‘Embracing the Complete Visitor Economy’

2013 PATA Annual Summit

25 - 28 April

Centara Grand & Bangkok Convention Centre at CentralWorld



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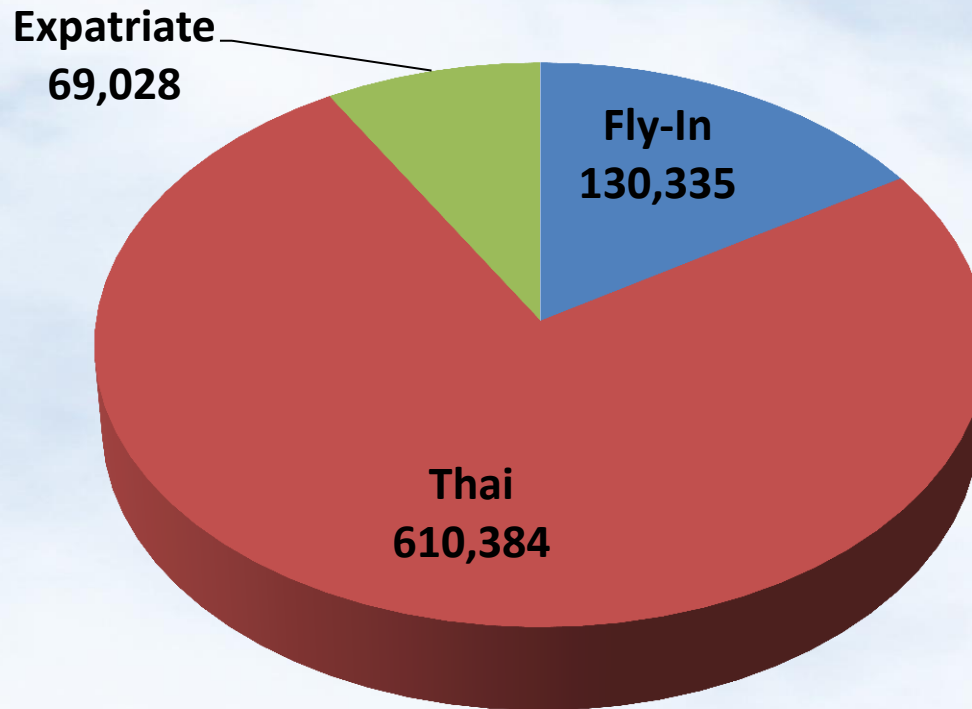
Introducing Bangkok Hospital: The Flagship of Thailand's Largest Network of Private Hospitals

Established in 1972, the Bangkok Hospital medical campus is comprised of a dedicated cancer hospital, heart hospital, and general hospital. Our focus is advanced tertiary care services, with over 1,000 specialist physicians covering the full spectrum of healthcare.

One of the world's leading global healthcare providers, our network is comprised of 31 hospitals domestically and internationally. In terms of market capitalization, the **Bangkok Hospital Group is now the 3rd largest private hospital network in the world.**

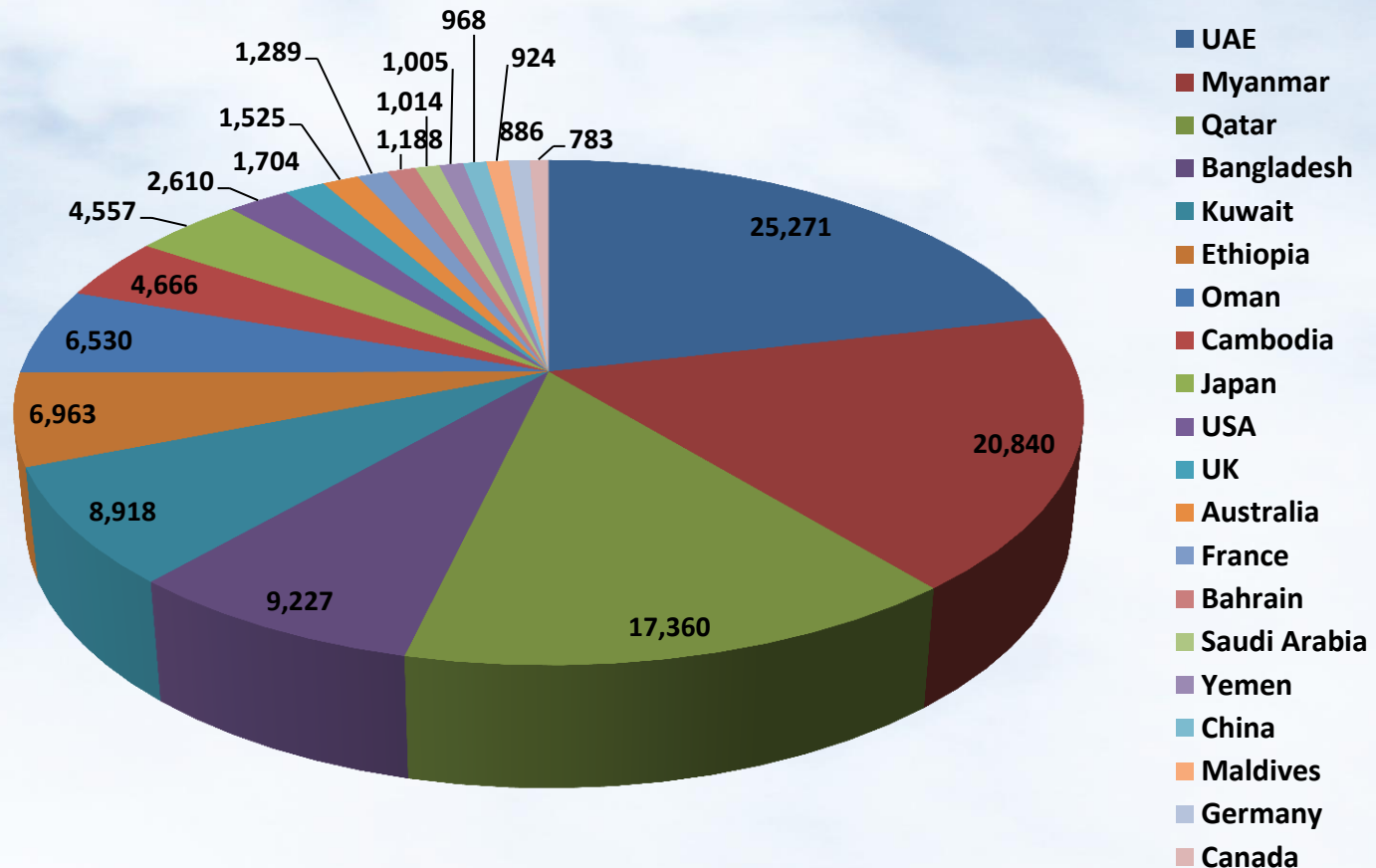


Bangkok Hospital Total Patient Population 2012



Annual Growth Projection for 2013 is at 25%

Fly-In Patients at Glance – Bangkok Hospital’s Top 20



Why do patients fly to Thailand for Healthcare?

Medical Tourists

Vs.

Medical Travelers

The Traditional Model

Medical Tourists

Medical Tourists are generally perceived to be those seeking non-medically-necessary procedures that they can easily pair together with a destination holiday.

- Plastic Surgery
- Dental Check-Up
- Laser Eye Surgery (LASIK)
- Health Check-Up

Some patients choose treatment to go along with their holiday.

Some patient take holidays to supplement their treatment.



Medical Travelers

Medical Travelers are typically defined as those that cross a border to receive healthcare that is either more advanced, more affordable, or provides a better patient experience.

Most of our patients come to us for medically necessary procedures, such as:

- Cardiology at Bangkok Heart Hospital
- Cancer treatment at Bangkok Cancer Hospital
- Spine and Neurology Treatment



The New Global Patient

The distinction between medical tourist and medical traveler is blurring.

- Patients are behaving like consumers
- They seek higher service levels
- They evaluate the total package: not just medical expertise and technological sophistication, but also destination value and hospitality.



What is the opportunity?

How does Thailand's position in

Global Healthcare

Affect the 'Complete Visitor Economy'?

Opportunities for Planned Procedures Patients

- Operators need to understand the habits of the different patient populations.
- Patients and their families need support from the travel and tourism industry for airfare, accommodation, and entertainment.
- Bangkok Hospital actively seeks cooperation from travel agents, tour operators and airlines from all over the world.



Opportunities for Prospective Patients

- According to recent reports from the TAT, Thailand is accountable for 38% of the world medical tourism market.
- Operators, Hotels and Airlines can target new visitors by aligning themselves with Thailand's medical services.
- Bangkok Hospital currently partners with 55 hotels.



How Can We Work Together?

- The healthcare service market in Thailand is robust and growing steadily.
- Bangkok Hospital works closely with medical travel facilitators from all over the world. They provide key support for patients for all aspects not directly related to treatment.
- We need your help to maximize the potential for the market and provide the highest levels of end-to-end service.



Thank you



For inquires please contact me at ralf.kr@bgh.co.th