

Singapore
MEDICINE

Challenges When Healthcare Transcends National Borders

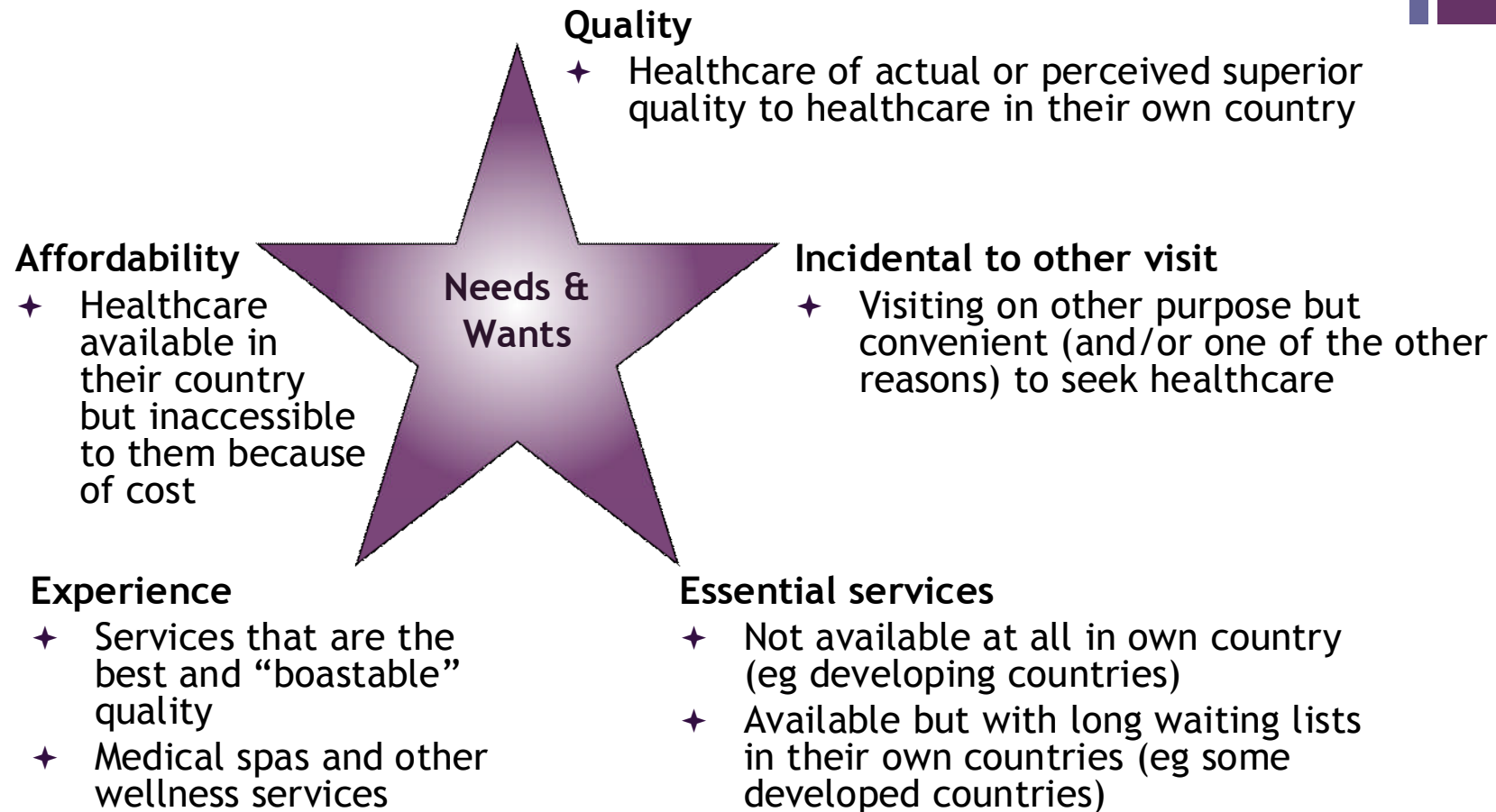
The Business Of

Dr Jason CH Yap

MBBS, MMed (Public Health), FAMS, MBA (Info Systems),
CISSP

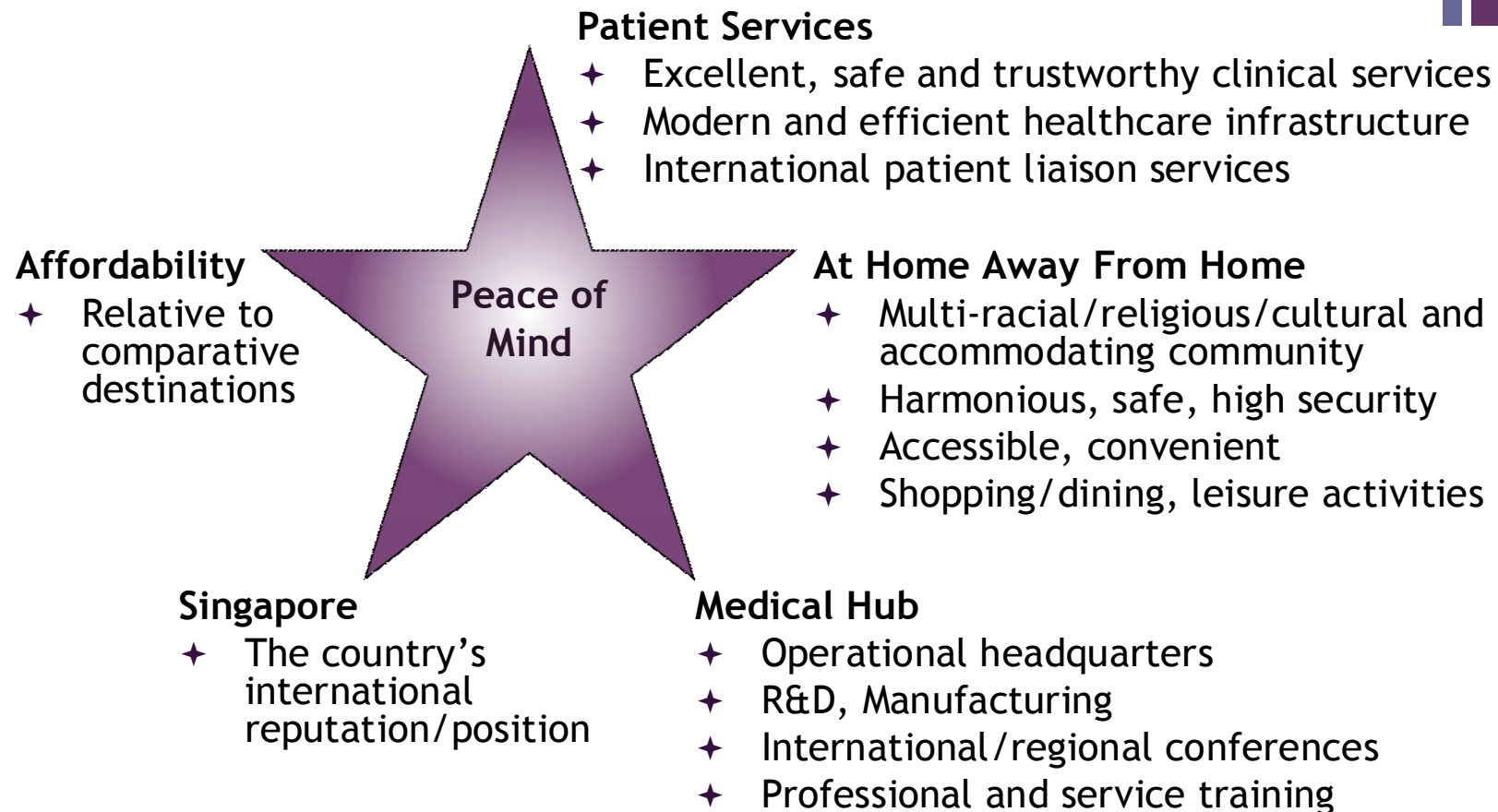
Director (Healthcare Services), Singapore Tourism Board

+ Why Do Patients Seek International Services?



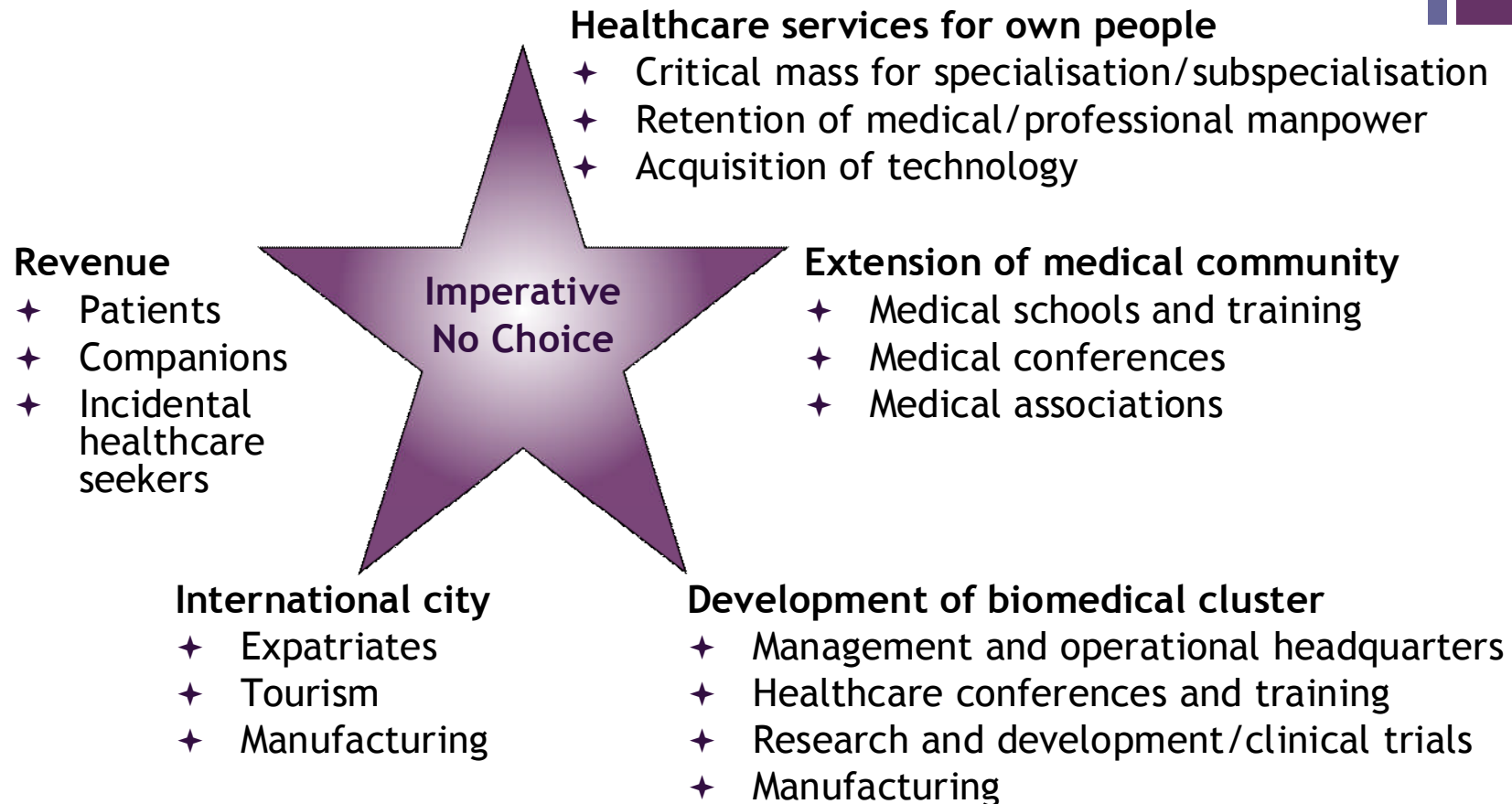
It's not Medical Tourism. It's Medical Travel.

+ Why Do International Patients Choose Singapore?



It's not just Healthcare or Tourism. It's the Total Package.

+ Why Does Singapore Serve International Patients?

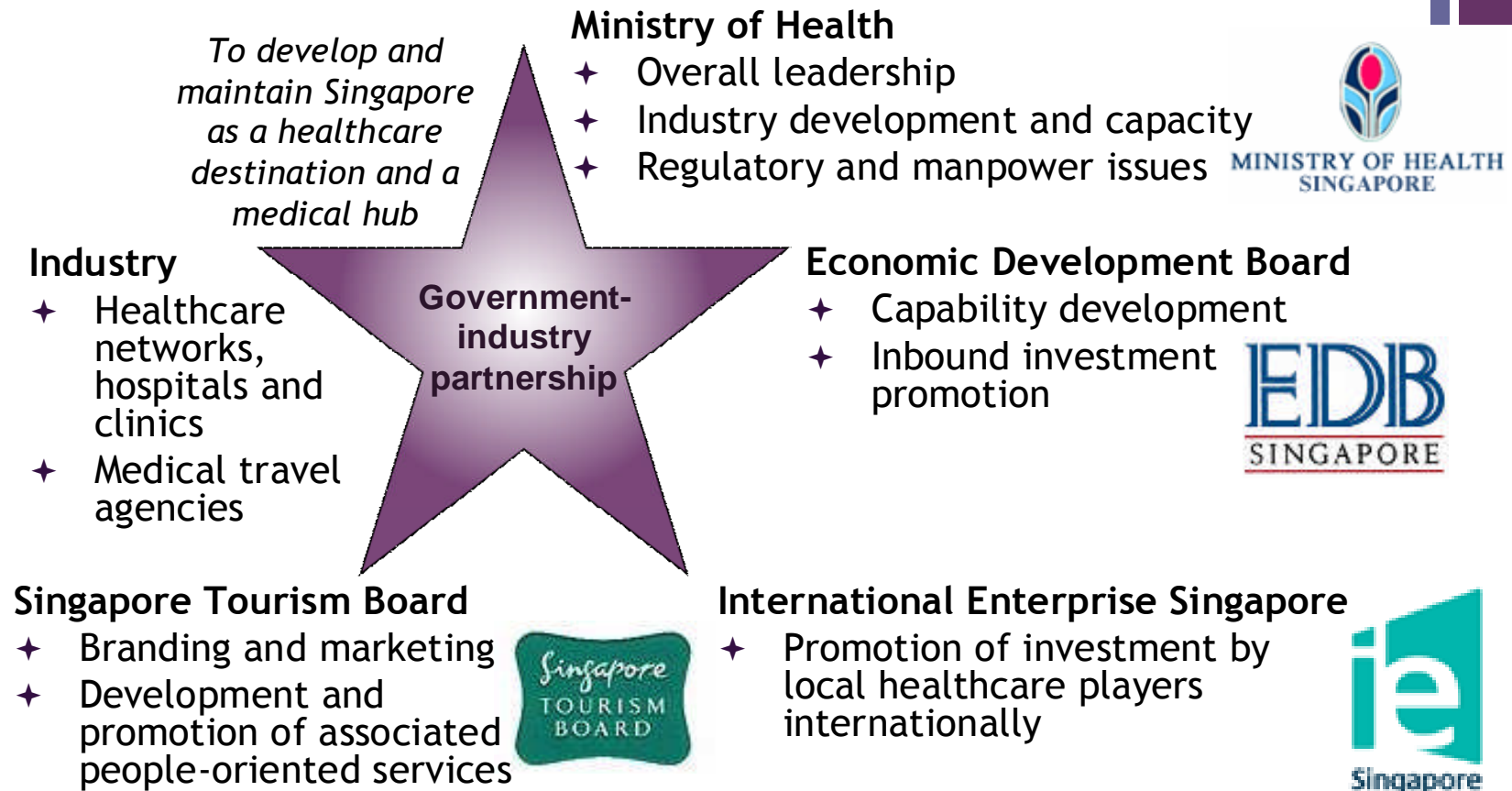


It's not just Medical Travel. It's the Larger Economy/Ecology.

+ Singapore Medicine - The Initiative

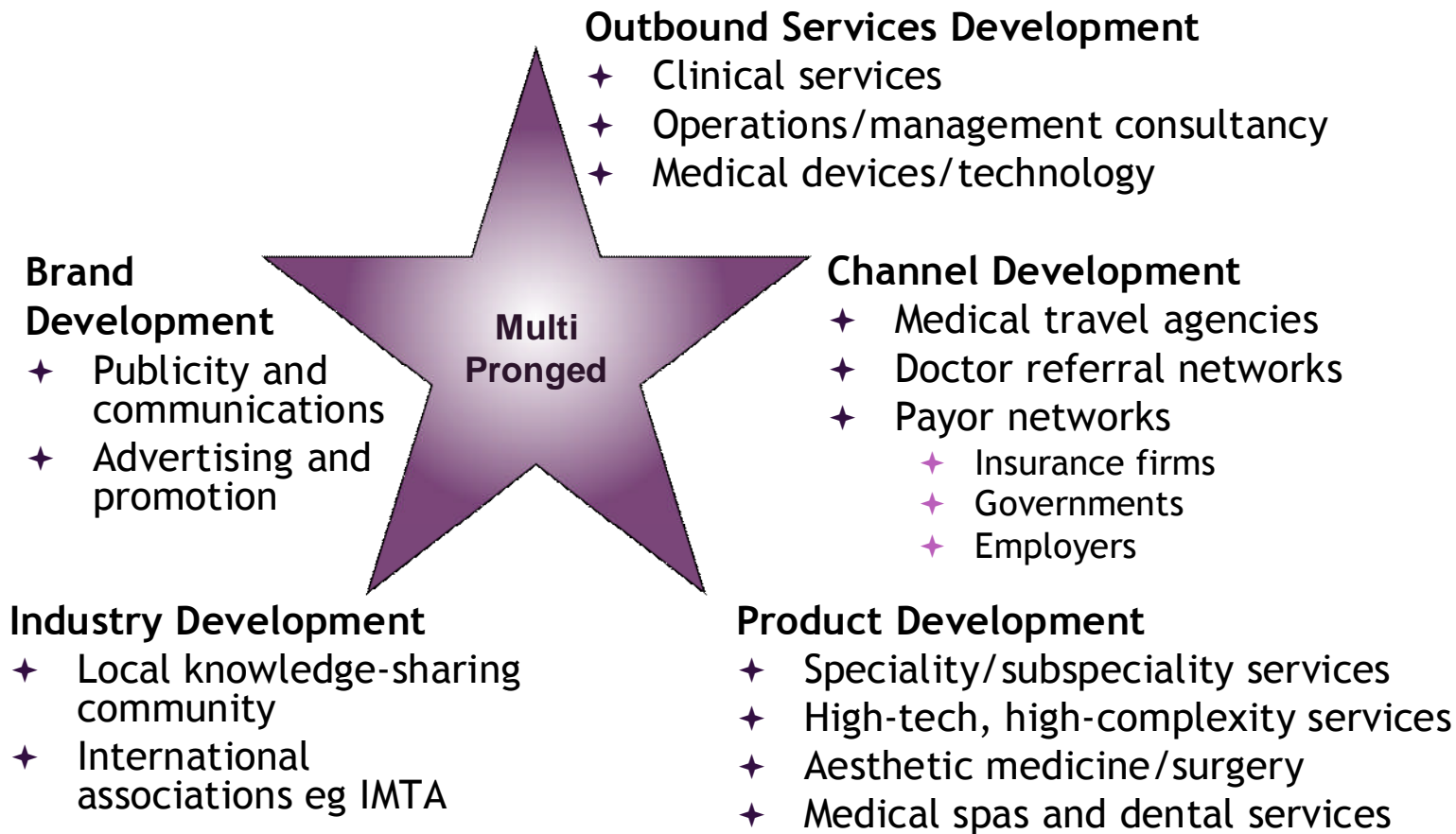
Targets 2012 (ERC 2002)

- ✦ 1 million healthcare visitors
- ✦ Approximately US\$2 billion Tourism Receipts
- ✦ 13,000 jobs



It's not just Marketing. It's Building An Ecology.

+ SingaporeMedicine- International Marketing



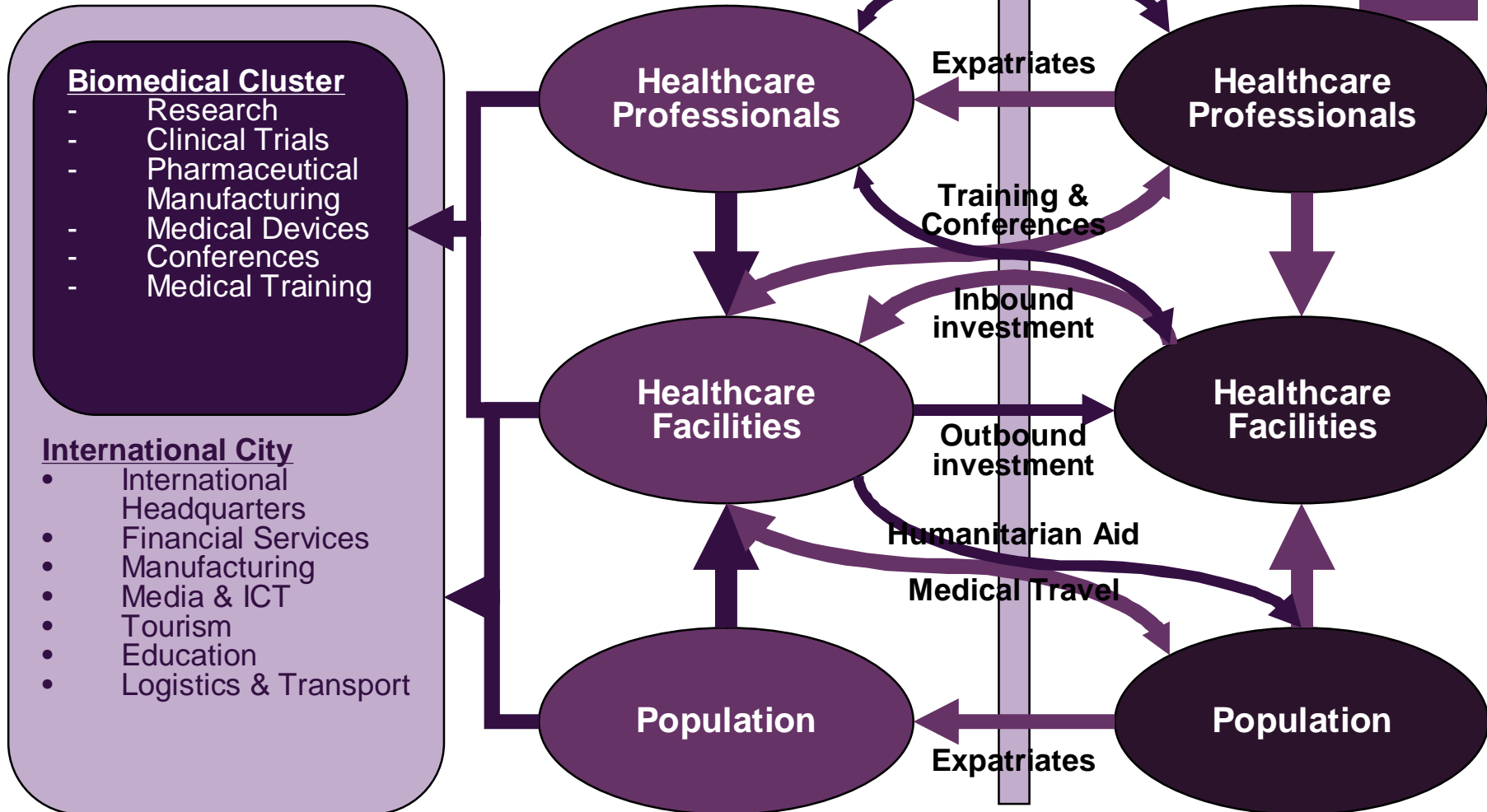
It's not just Creating Publicity. It's Meeting Patients' Needs.

+ Take-Away Messages

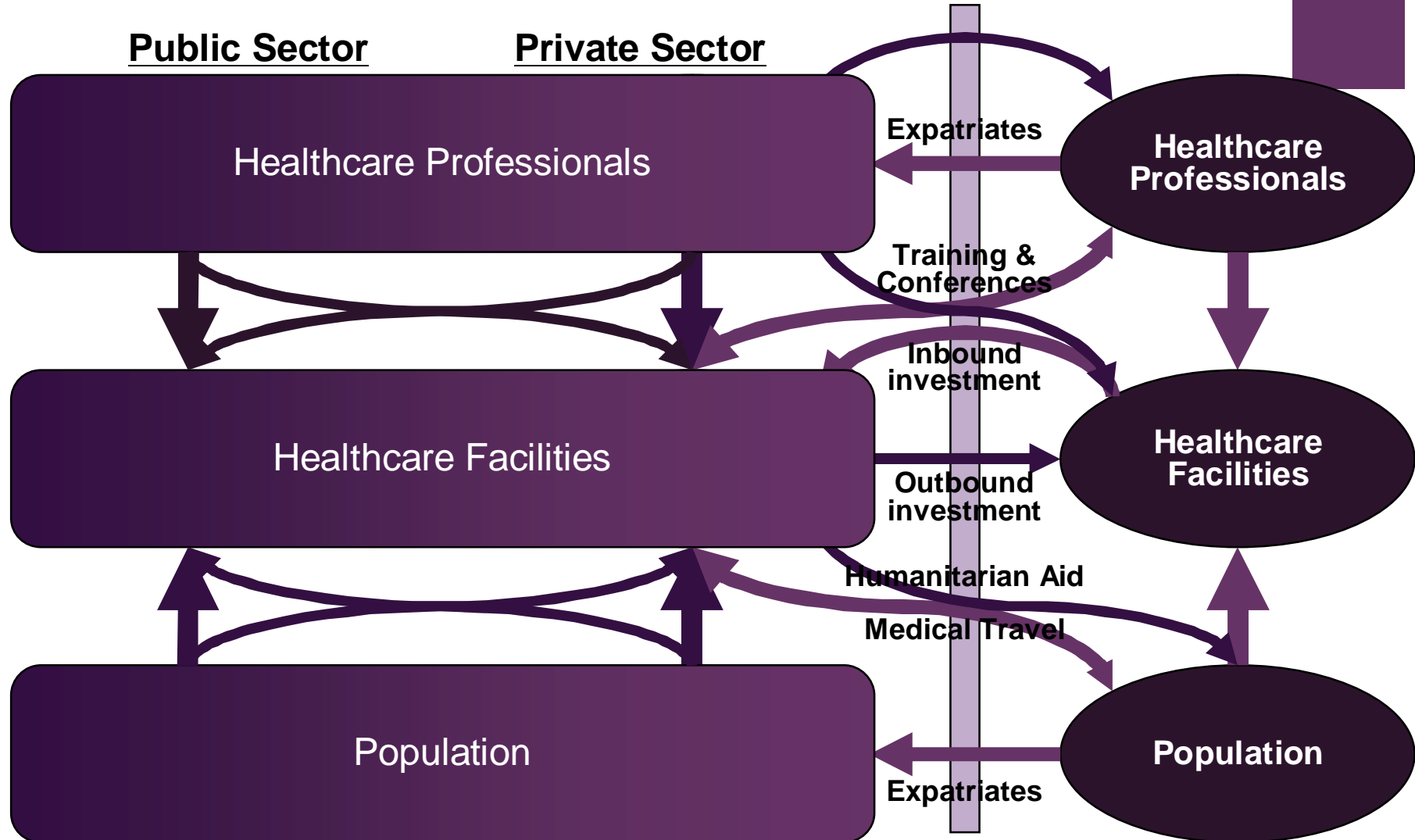
- It's not Medical Tourism.
 - ➔ It's Medical Travel.
- It's not just Healthcare or Tourism.
 - ➔ It's the Total Package.
- It's not just Medical Travel.
 - ➔ It's the Larger Economy/Ecology.
- It's not just Marketing.
 - ➔ It's Building An Ecology.
- It's not just Creating Publicity.
 - ➔ It's Meeting Patients' Needs.



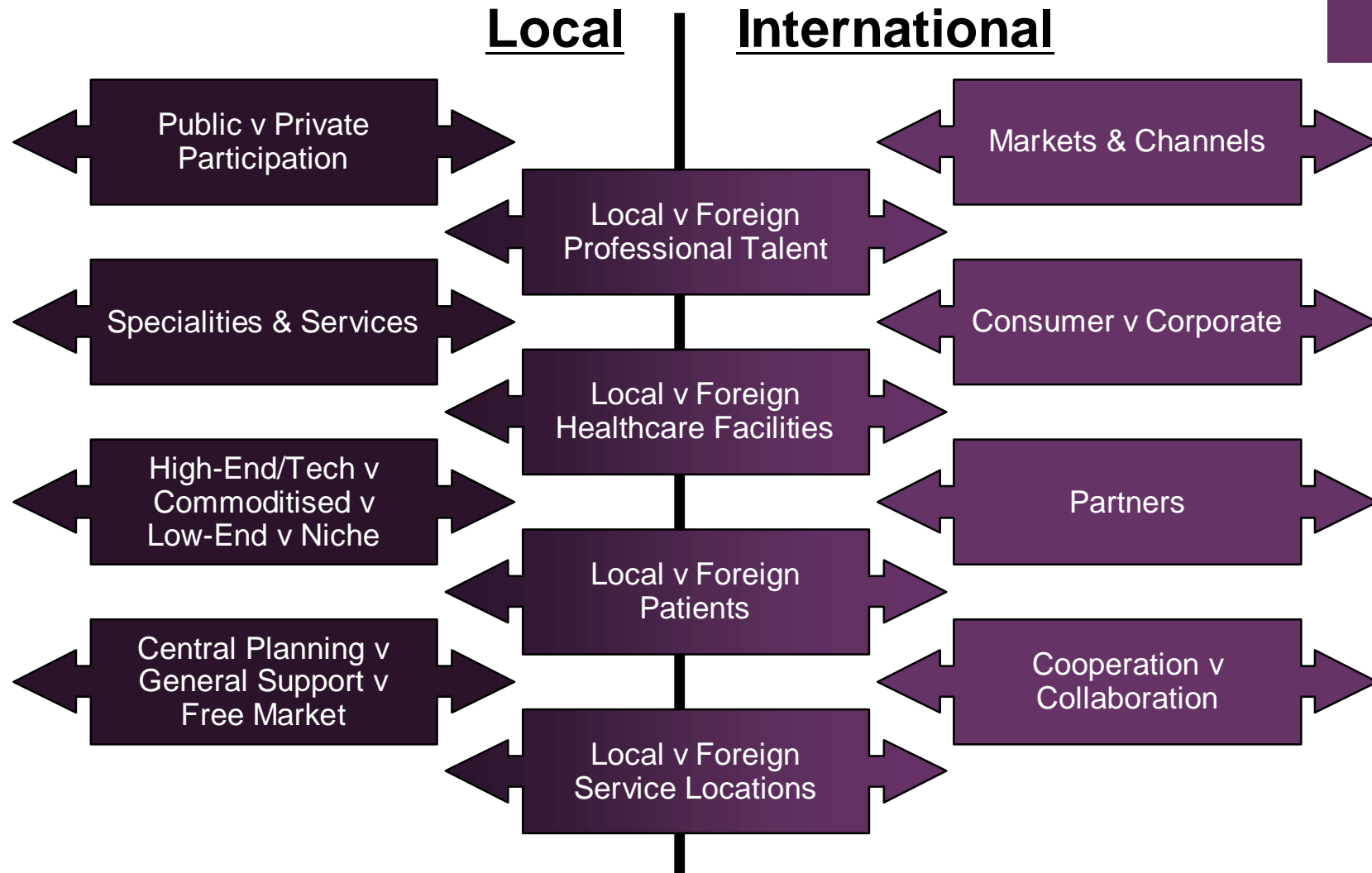
+ Assembling the Pieces, Balancing the Needs



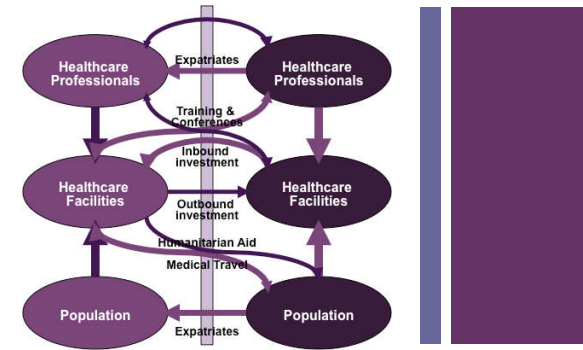
+ Upsides, Downsides, Winners & Losers



+ Keeping The Balance



+ Some Global Trends How Do We Respond?



- Outbound consumer and corporate medical travelers from developed world to Asia and Latin America
- Improvement and differentiation of healthcare destinations
- Migration of healthcare professionals
- Creation of new industries and niches
- Outbound investment by healthcare providers from developed world
- Rise of the multinational healthcare corporation

“The World Is Flat”

“MNHCs”

New threats to local healthcare or increased opportunities?
Or are they the same thing from different perspectives?



Singapore
MEDICINE

Thank You

Dr Jason CH Yap

MBBS, MMed (Public Health), FAMS, MBA (Info Systems),
CISSP

Director (Healthcare Services), Singapore Tourism Board