

INFINITE INNOVATIVE HEALTHCARE

พัฒนาไม่หยุด สู่ขีดสุดการดูแล



Friendly Atmosphere

- Easy access; connecting walkways to every building, clear signage, convenient parking
- GREEN & healing environment; comfortable and positive energy
- Stylish patient wards - décor and amenities
- Thai hospitality
- Unique senses; signature smell, elegant décor, delicious food, comforting music, clean touch
- Virtual hospital - create experience for decision making for less anxiety



Product/Service Innovation

- **Disruptive technologies** that could solve important disease and improve our healthcare system such as, partnership with innovators in developing medical devices and diagnostics.
- Provide comprehensive care for **severe diseases**
- Specialized physicians



Seamless Process

- **Advanced patient tracking process**
- Fast and seamless access
- Pre and post hospital care - draw blood from home, follow up at home
- Smooth queuing process to minimize patients' waiting time
- An effective healthcare billing; giving patients a variety of payment options: mobile payment, etc.



A Holistic Approach

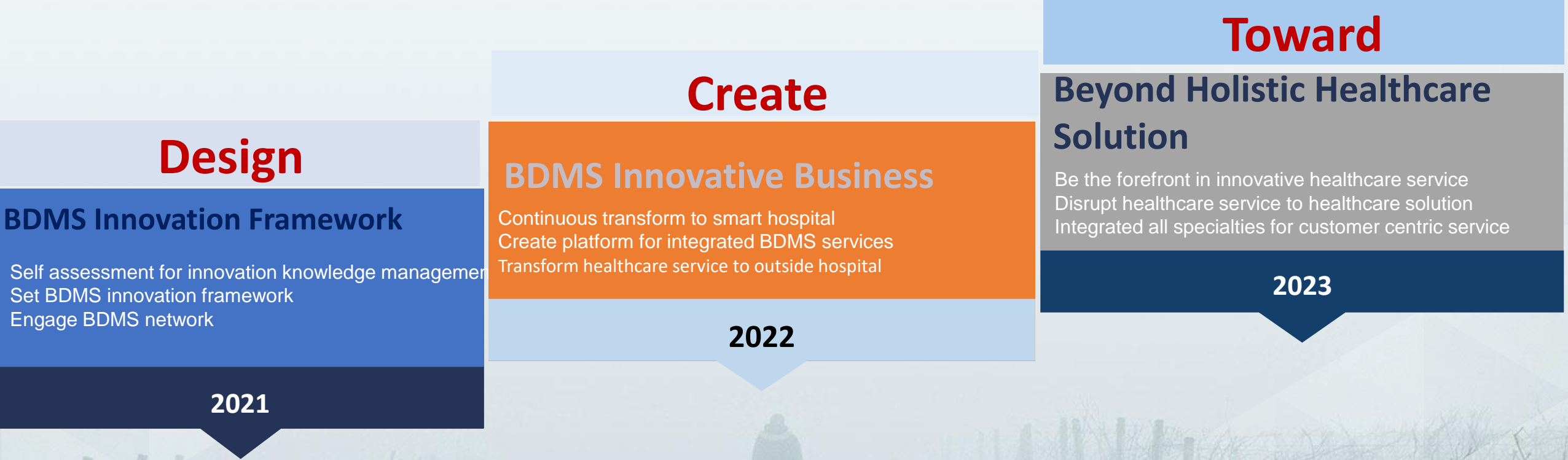
- Provide deep understanding of each patient; first understand their lifestyles, behaviors which can help with more comprehensive understanding of what happened.
- Multidisciplinary approach
- Curative to preventive



Innovative Mindset

- **Innovative training** in order to meet the constantly changing needs of patients e.g. the importance of patient experience, data training, or how to manage stress at work.
- Employee empowerment for decision making and solving problems.

BDMS Innovation Framework



BDMS Innovation Plan 2021



Sustainability Healthcare Business

B Innovate lab

Why do we need innovation?
What is patient needs and value experience?
How can we design healthcare innovation?

Objective : Encourage innovation mindset among BDMS staffs

Outcome : BDMS innovation culture

Determination of Innovation

Who are we?
What do we need?
How do we move to next step?

Objective : Better understand on BDMS innovation status

Outcome : BDMS innovation framework

Momentum of Innovation club

What is B innovate club?
How can we conduct innovation network platform?
What is open innovation?

Objective : Conduct innovation network

Outcome : BDMS innovation knowledge management