

Thailand: Emerging as a Leading Medical Hub

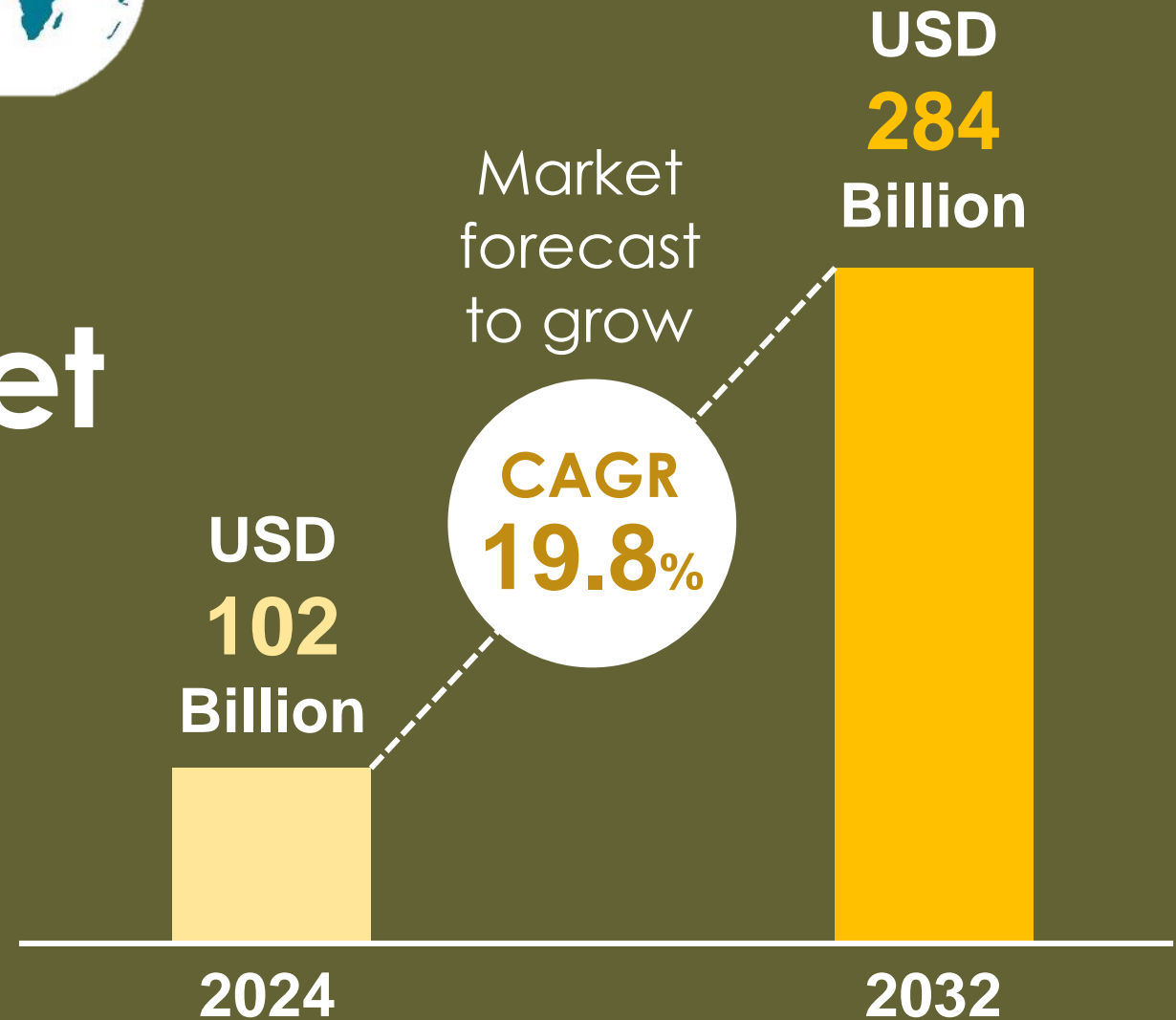
Thailand: A Precision Healthcare & Wellness
Hub for the Region

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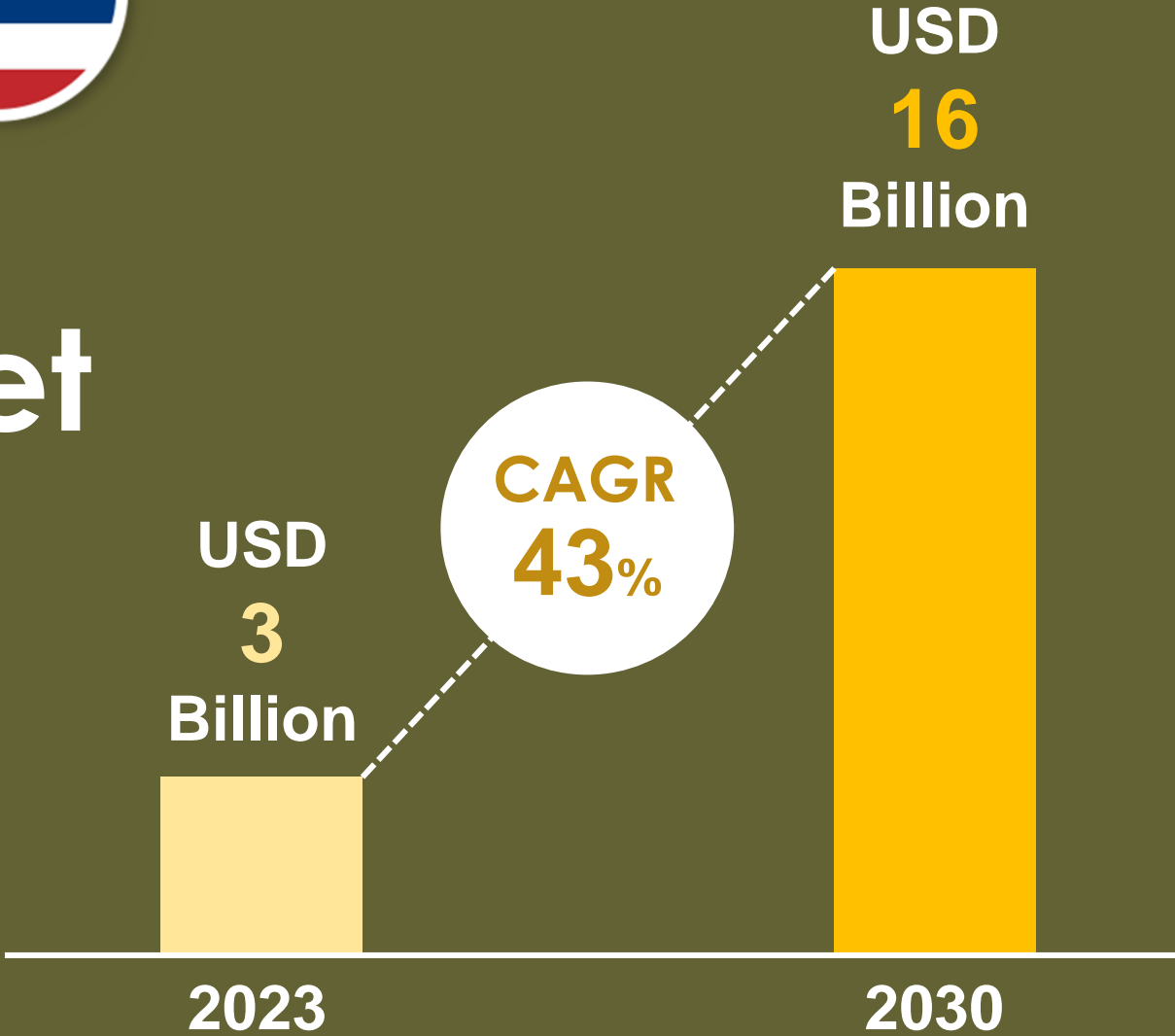


Global Medical Tourism Market



Source: Research and Markets

Thailand Medical Tourism Market



Source: GII ResearchMarket, Research Future

Thailand's potential as a regional medical hub with strong foundation in medical tourism.



**Affordable
Price**



**Safety &
Quality
standards**



**Popular
tourist
attractions**



**World-class
medical
expertise**



**Advanced
medical
infrastructure**



**Continuous
marketing
strategies**



**Diverse
treatment
options**



**Excellent
patient
experience**



**Convenience
visa**

1) Precision Medicine & Wellness as a Key Differentiator



3) Attracting
Foreign Patients
and Investments

2) Building a
Strong Healthcare
Ecosystem

Paradigm shift toward Continuum of Care



ILLNESS – WELLNESS CONCEPT



DISEASE

Multiple medications
Poor quality of life
Potential becomes limited
Body has limited function

POOR HEALTH

Symptoms
Drug therapy
Surgery
Losing normal function

NEUTRAL

No symptoms
Nutrition inconsistent
Exercise sporadic
Health not a high priority

GOOD HEALTH

Regular exercise
Good nutrition
Wellness education
Minimal nerve interference

OPTIMAL HEALTH

100% function
Continuous development
Active participation
Wellness lifestyle

WE HELP YOU SHAPE YOUR YOUTHFUL LONGEVITY

/ Longevity: Lifespan VS Healthspan



WE HELP YOU SHAPE YOUR YOUTHFUL LONGEVITY

Genomics is the future of medicine and health

Precision genomic medicine will have a transformative impact on personal health and wellbeing, health economics and national productivity.



**Cancer:
stratifying
tumors for
treatment**



**Pharmaco-
genomics:
Drug
prescription
and
development**



**Diagnosing
and
characterizing
genetic
disease**



**From disease
diagnosis to
personalized
genetic health**



**Integrating
genomic and
clinical
information**

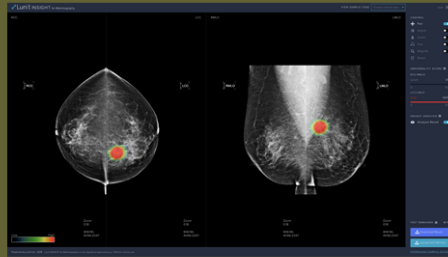
AI-powered for Clinical Decision Support and Early Detection

AI-IMAGING

Chest X-Ray



Mammogram



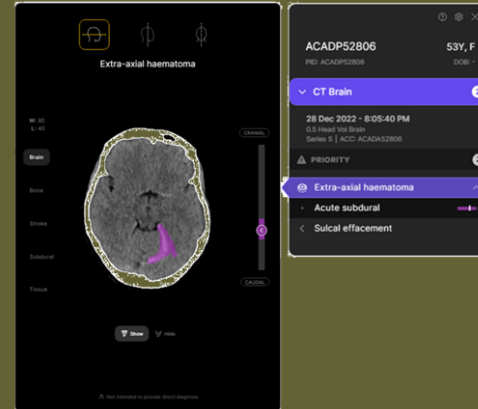
Improve Speed and Accuracy

- 15 min. to 5 min.

Upgrade version

- 2D view and 3D view
- Increase from 10 to 15 detections

CT Scan



DeepGI



ทำงานแบบ
Real-time
ร่วมกับการตรวจ
ส่องกล้องลำไส้ใหญ่

เพิ่ม
ประสิทธิภาพ
ในการค้นหาติ่งเนื้อ
ถึง **95%**

สามารถระบุ
ประเภทของติ่งเนื้อ
ได้ว่าเป็นชนิด
Neoplastic
หรือ
Hyperplastic

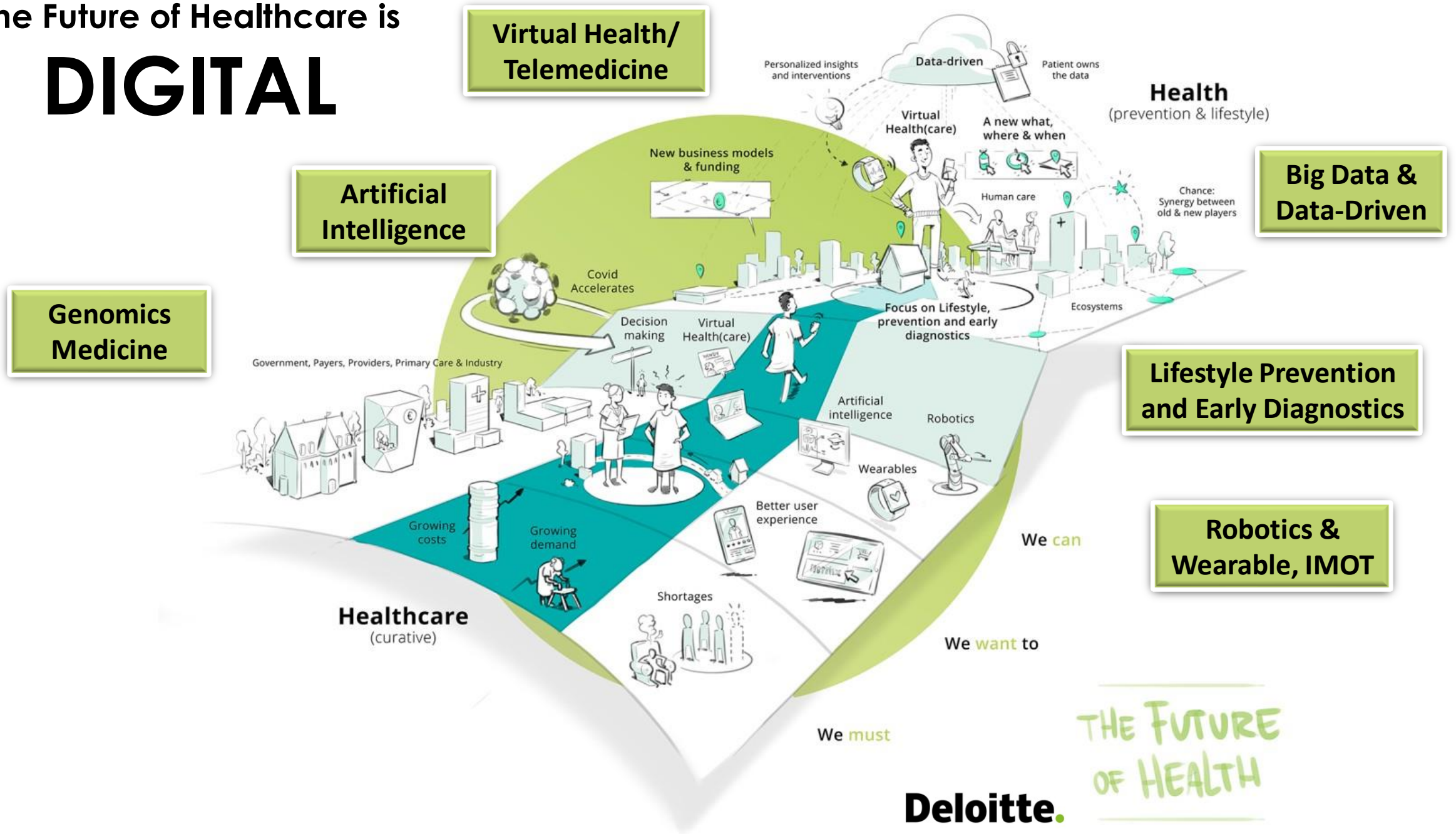
**1) Precision Medicine & Wellness
as a Key Differentiator**



**3) Attracting
Foreign Patients
and Investments**

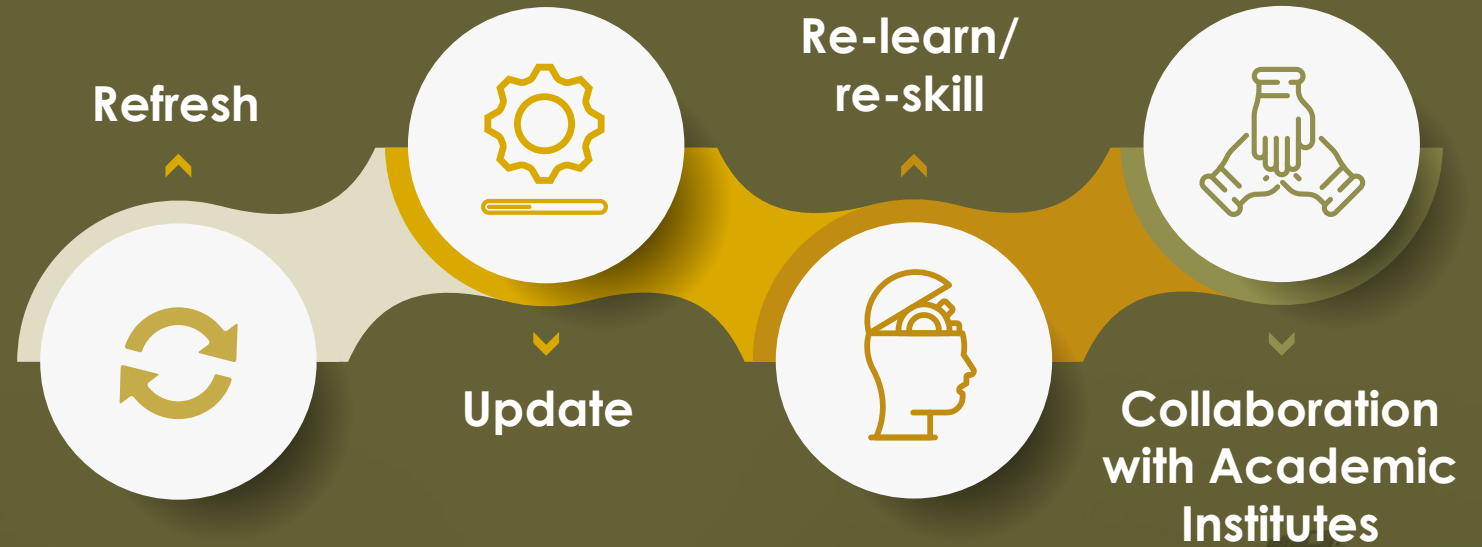
**2) Building a
Strong Healthcare
Ecosystem**

The Future of Healthcare is **DIGITAL**



Academic Private Hospital

Research and education are the backbone of medical success. We believe that, along with having compassion, having an insatiable appetite for learning will lead to healing and recovery. That is why we foster lifelong learning at Bumrungrad.



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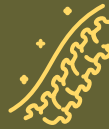
Focusing on niche and advanced areas like cancer, heart, surgery, and fertility



Centers of Excellence



Heart Institute



Spine Institute



Horizon Center



**Neuroscience
Center**



**Digestive Disease (GI)
and Gastrointestinal
Motility Center**



Eye Center



Breast Center



Urology Center



Importance of Patient Safety, Quality Standards, and Regulatory Frameworks



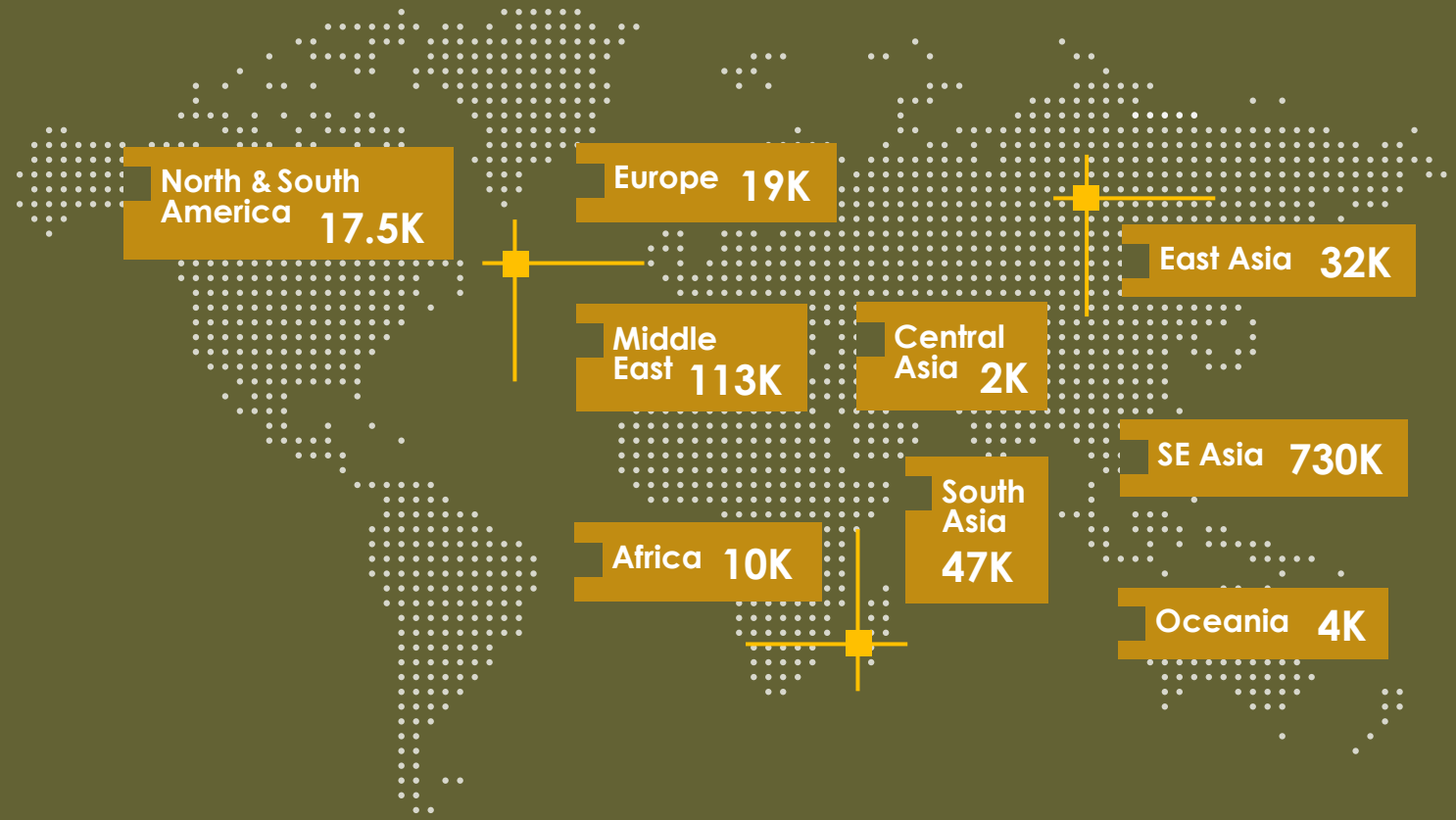
/ In-depth understanding of international patients



Offering seamless process for international patients with special care and compassionate caring

Bumrungrad International Hospital: A Pioneer in Healthcare

Catering to over a million patients annually from 190 countries around the world



/ Bumrungrad International Hospital

Has been recognized
As the best hospital
In Thailand for
4 Consecutive
Year by
Newsweek.



And is the only Thai hospital
On their list of the World's
Best Hospital **2024**

Top 250

We are truly honored and pledge to keep up the highest standard of care.



Bumrungrad International Hospital

**The most trusted healthcare
And wellness destination**



/ Looking Forward

Thailand: A Precision Healthcare Hub for the Region



**Thailand is not just
a medical tourism
destination**

**but a hub for advanced
healthcare services**



**A strong healthcare
ecosystem,
collaboration, and support
by government policies
and private investments,
is essential for success**



**Precision medicine
& Wellness is the
future of healthcare
and Thailand has the
potential to be a leader in
this field**

THANK YOU

