



BUMRUNGRAD INTERNATIONAL HOSPITAL



"The standard of healthcare at Bumrungrad is second to none."

—Cassandra James, *Asia Travel Examiner*, February 28, 2009

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THE THAI NAME BUMRUNGRAD (pronounced bahm-roong-RAHT) means "care for the people," and no phrase could more aptly describe this Bangkok hospital and clinic complex, the largest medical facility in Southeast Asia. More than a million inpatients and outpatients seek healthcare at Bumrungrad International Hospital annually. Some 40 percent of them are expatriates, tourists, or medical travelers from 190 different countries who go to Bumrungrad because of its reputation for high-quality care at exceptionally reasonable prices.

At Bumrungrad, patients find short waiting times, excellent services, and medical specialties ranging from wellness checkups to heart transplants. It's no surprise that Bumrungrad, one of the world's top medical travel destinations, is also a benchmark for excellence in international healthcare. The editors of *Patients Beyond Borders* invite you to learn more about Bumrungrad's facilities, specialties, and achievements in this special edition of *Patients Beyond Borders Focus On*.



The *Patients Beyond Borders Focus On™* series gives patients an in-depth look at the facilities and medical offerings of leading international hospitals and specialty centers.

Visit patientsbeyondborders.com for more information and additional patient resources.

PATIENTS BEYOND BORDERS®

FOCUS ON: BUMRUNGRAD INTERNATIONAL HOSPITAL

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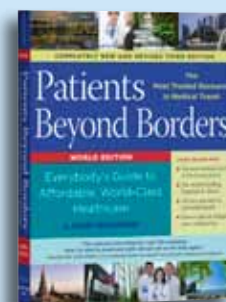
Patients Beyond Borders Focus On:

Bumrungrad International Hospital is a 2011 collaboration between Healthy Travel Media and Bumrungrad International Hospital. Special thanks to Mack Banner, Kenneth Mays, Scott Minter, and all the wonderful staff at Bumrungrad, whose efforts have made this publication possible.



★ Thailand

The *Patients Beyond Borders*® series offers comprehensive information for patients considering medical tourism. Less about travel and all about healthcare choices, *Patients Beyond Borders* provides practical answers for the increasing number of healthcare consumers seeking access to the best, most affordable hospitals in the world.



FOCUS ON: BUMRUNGRAD INTERNATIONAL HOSPITAL



AS A PATIENT, I SEEK HIGH-QUALITY HEALTHCARE at an affordable price. When I'm on the job representing *Patients Beyond Borders*, I explore and assess world-class medical facilities that serve the global patient. I have visited Bumrungrad both as a patient and as a spokesperson. From both perspectives, I've come away convinced that Bumrungrad is a model for patient-centered care, competitively priced for the worldwide market.

My personal story began with a torn rotator cuff in my left shoulder; I was in so much pain that buckling my seatbelt in the car was a challenge. Physicians at home suggested that I needed an MRI and "probably surgery." One concern was that these surgeons might be somewhat too eager to operate. Did I really need surgery? I wasn't sure. Second, my health insurance policy carried a US\$2,000 deductible. I knew the MRI alone would cost more than that.

So, on my next business trip to Bangkok, I sought advice at Bumrungrad. In a matter of hours, I had an MRI of my shoulder and two consultations with one of Thailand's best orthopedic specialists—for a total cost of US\$467. My Bumrungrad specialist advised against surgery, and instead recommended a program of physical therapy back home. Today I'm pain-free and enjoying full range of motion in my shoulder. While I can't guarantee that every patient will have a comparable outcome, I can predict with confidence that other patients will be treated at Bumrungrad as fairly, effectively, and inexpensively as I was.

Returning to my role as a *Patients Beyond Borders* emissary, I see four major areas in which Bumrungrad has set a high bar:

1. Healthcare. Bumrungrad has demonstrated some of the highest clinical success rates and lowest infection rates in the world.
2. Patient service. Bumrungrad has the fastest response time in the business. Patient inquiries are typically answered in 24 hours or less.
3. Facilities and technology. The hospital is ultra modern and beautiful and its technology is state of the art.
4. Multiculturalism. Bumrungrad is a truly global service facility, with an infrastructure to match, attracting and successfully serving patients from 190 countries.

Bumrungrad International is today, in my opinion, a candidate for the title of "Hospital to the World." Its management team has worked nearly 15 years to attain a balance between quality, customer service, and price. As more international hospitals around the globe work to achieve this enviable position, we'll begin to see a truly globalized provider community, one that patients can trust to offer top-quality medical services, cost and outcomes transparency, and excellent customer care. Speaking as a patient and a healthcare consumer advocate, that's good news.

Josef Woodman
North Carolina, US, 2011

ABOUT BUMRUNGRAD

WHAT JCI ACCREDITATION MEANS TO YOU



When you walk into a hospital or clinic in the US and many other Western countries, chances are good

that it's accredited, meaning that it's in compliance with standards and "good practices" set by an independent accreditation agency. In the US, by far the largest and most respected accreditation agency is the Joint Commission. The commission casts a wide net of evaluation for hospitals and other healthcare facilities and services throughout the US.

Responding to a global demand for accreditation standards, in 1999 the Joint Commission launched JCI, its international affiliate accreditation agency. In order to be accredited, an international healthcare provider must meet the rigorous standards set forth by JCI. At this writing, more than 300 hospitals, laboratories, and special programs in 39 countries outside the US have earned JCI accreditation. Those who can display the gold seal of JCI have reason to be proud. They have proven their excellence in patient care and service, while at the same time gaining access to a variety of resources that connect them with the international healthcare community.

JCI accreditation is the only medically oriented seal of approval for international hospitals and clinics. Knowing that Bumrungrad has been JCI accredited—not once, but four times!—should give you, the medical traveler, an assurance of quality. You can learn more about JCI and its accreditation process at jointcommissioninternational.org.

IN 2010 BUMRUNGRAD CELEBRATED ITS THIRTIETH ANNIVERSARY of service to the Thai people and to patients from virtually every country in the world. "The top three goals of our company," says chief executive officer Mack Banner, "are to satisfy patients, to satisfy doctors and staff, and [to pursue] continuous improvement. When we start our annual planning or when we evaluate ourselves, we always go back to those three things." Over its history, Bumrungrad has met those expectations and exceeded them, expanding from its original 200-bed facility into its current state-of-the-art hospital, clinic, and research facilities, which average over 300 inpatients and 3,000 outpatients daily.

A Diversity of Exceptional Care

Bumrungrad International is the largest private hospital campus in Southeast Asia. It is also the largest private clinic in the region. Bumrungrad's 400-plus bed inpatient facility provides a full range of tertiary healthcare services. Its 19 operating rooms are equipped for most general surgery procedures and surgical specialties.

The hospital offers over 80 clinical specialties and subspecialties, including cardiology, oncology, endocrinology (diabetes and metabolism), nephrology (kidneys), neurology, and gastroenterology. Bumrungrad's Heart Center offers pacemaker implantation, invasive and noninvasive procedures for congenital heart disease, valve replacement, and coronary artery bypass graft (CABG). The hospital's Horizon Regional Cancer Center employs such advanced techniques as image-guided radiation therapy (IGRT) and high-dose-rate (HDR) brachytherapy. The Bumrungrad Spine Institute employs new pain intervention and endoscopic surgical techniques that reduce trauma and speed recovery. Orthopedic procedures such as hip replacement and resurfacing are also popular among Bumrungrad's local and international patients.





A Commitment to Quality

Staff, medical professionals, and service personnel undergo continuous training, evaluation, and quality control with programs ranging from regular “town hall meetings” at which staff members raise concerns and solve problems to formal, external assessments from the world’s most prestigious medical accreditation agencies, including the Joint Commission International (JCI). In 2002 Bumrungrad became Asia’s first hospital to obtain JCI accreditation, and it has been reaccredited three times since then. It was the first hospital outside the US to receive two JCI disease- or condition-specific care certifications, for its primary stroke program and heart attack program. This attention to quality assessment benefits patients, promoting faster, “best practice” responses to critical and acute conditions and, consequently, an improved chance of survival and recovery.

Bumrungrad tracks more than 80 quality indicators, consistent with standards set by such organizations as the American Heart Association. In 2009 Bumrungrad was among the first hospitals to join the International Quality Indicator Project, which allows hospitals to measure their own performance indicators over time and against an aggregate database of their international peers.

Thailand has its own hospital accreditation program conducted and overseen by the Institute of Hospital Quality Improvement and Accreditation. Bumrungrad was the first hospital in the country to be accredited by this program in 1999.

Led by a US-trained group medical director, Bumrungrad sponsors an active continuing medical education program for its physicians, who also participate in clinical research through Bumrungrad’s Clinical Research Center. Bumrungrad participates in the quality-assurance programs of the Royal College of Pathologists of Australia and in the European Union quality-control program for molecular diagnostics.

A GLOBAL HOSPITAL

Bumrungrad has been praised as the world’s first truly global hospital. This accolade is not an exaggeration: Bumrungrad can document service to patients from nearly every country in the world, with more than 3 million medical travelers treated since 1998. Bumrungrad serves about 600,000 Thai patients annually. From there, the hospital’s reach extends to Southeast Asia and beyond.

“We have a large number of patients who are either expats in Thailand or come from surrounding countries such as Vietnam, Cambodia, Myanmar, and Bangladesh, who are using us as a regional center of excellence and for advanced treatment,” says Bumrungrad’s marketing director, Kenneth Mays.

“We get about 25,000 patients a year from North America, and a little less than 25,000 patients each from Europe and East Asia—Japan, China, and so forth. We get over 100,000 patients a year from the Middle East and those are mainly the Gulf countries—principally the United Arab Emirates, Qatar, and Oman—and growing numbers from Africa and Australia. At some point in the year, we’ll see a patient from about every country in the world.” Why do so many people travel long distances for care at Bumrungrad? “They come to us for quality, value, fast access, and responsive service,” Mays says.

In addition to its flagship hospital in Bangkok, Bumrungrad International also owns or manages acute-care hospitals in the Philippines and the UAE. Referral offices in 15 countries serve the global community from Ethiopia to Australia.



A large, modern indoor atrium with a high ceiling. Several tall, slender bamboo plants are arranged in a row, illuminated from below. To the left, there is a seating area with a light-colored sofa and a red armchair. In the background, there are large windows and a reception desk. The overall atmosphere is clean, bright, and professional.

"I tell the story of my experience to everyone, which I thought was fabulous, the efficiency and the speed. What happened to me was just the absolute opposite to anything that could happen in the United States."

—as quoted in *THE NEW YORK TIMES*
INTERNATIONAL EDITION

"Bumrungrad's multinational team of physicians, specialists, and surgeons are as highly qualified as any in the world, yet their fees are considerably lower than abroad."
—ASIA INC.

"Bumrungrad International Hospital in Bangkok is a magnet for medical tourists." —*NEWSWEEK*

A doctor in a white lab coat is standing and talking to a nurse in a white uniform. They are in a modern hospital lobby with a curved reception desk and comfortable seating. The lighting is warm and the environment is clean.

"Only the appearance of the occasional white-clad orderly pushing a wheelchair seems out of place in this five-star atmosphere. But this is Bangkok's Bumrungrad Hospital."

—*TIME MAGAZINE*

Achievements and Awards

- 1999** First hospital accredited by Hospital Accreditation Thailand
- 2002** Asia's first hospital accredited by US-based JCI
Export Award as Outstanding Private Hospital from Thailand's Prime Minister
Awards for Quality Management and Information Technology from Hospital Management Asia
- 2003** Intelligent20 Award for Business Excellence and Information Technology
Thailand's Best Small Cap Company Award from *AsiaMoney*
- 2005** Featured on US network television news show *60 Minutes*
- 2006** First hospital outside US to receive two JCI disease- or condition-specific certifications (stroke and heart attack programs)
Featured by *Newsweek* as one of the world's top ten medical destinations
- 2008** American Medical Directors of Information Systems Award, recognizing excellence in medical informatics
Number 1 most admired Thai company in "quality" category, *Asia Wall Street Journal* reader survey
Best Website for International Medical Travel Award at Consumer Health World Awards, US
Thailand's Best Small Cap Company Award from *AsiaMoney*
- 2009** Thailand's Top Ten Most Innovative Companies Award 2009 from Thailand's Prime Minister
- 2010** Thailand's Top Ten Most Innovative Companies Award 2010 from Thailand's Prime Minister
Thailand's Best Employer Award from Thailand's Ministry of Labor

Staff and Management Team



Chief Executive Officer:
MACK BANNER

Mr. Banner earned a master's degree in healthcare administration at the Medical College of Virginia in the US. Before assuming leadership at Bumrungrad, he held positions with the Hospital Corporation of America and Tenet Healthcare. He was the managing director at BUPA Health Care Asia and the director and chief executive officer of Subang Jaya Medical Center, Kuala Lumpur, Malaysia.



Group Medical Director:
SINN ANURAS, MD

Dr. Anuras earned his medical degree at Chulalongkorn, Thailand's top national university. He completed his internship at Resurrection Hospital in Chicago, Illinois, and a medical residency at the Veterans Administration (VA) Hospital in Long Beach, California. He completed a fellowship in hepatology at the VA Hospital in Boston, Massachusetts. He studied gastroenterology at the University of Iowa, Iowa City, and served as a guest researcher in the Genetics and Biochemistry Branch at the National Institutes of Health, Bethesda, Maryland. He has held teaching posts at Tufts University, Boston; the University of Iowa; and Texas Tech University Health Sciences Center.



Medical Director:
CHAMAREE CHUAPETCHARASOPON, MD

Dr. Chuapetcharasopon earned her medical degree at Ramathibodi School of Medicine, Mahidol University, Bangkok. She completed a fellowship in vascular and interventional radiology and a fellowship in body imaging at the University of Texas MD Anderson Cancer Center in Houston. In addition to serving as medical director, she is Bumrungrad's chief radiologist.



Medical Director, International:
PETER MORLEY, MB, BS, DIP ENG, MPH

Dr. Morley earned a diploma in aeronautical engineering from the Royal Melbourne Institute of Technology and bachelor's degrees in medicine and surgery from Monash University, Melbourne, Australia. He earned a master's degree in public health also from Monash University. He holds medical registration in Australia and the UK. He has extensive experience caring for patients in Africa, South America, and the Asia-Pacific region. Dr. Morley joined the Bumrungrad staff in 2002.



LEADING SPECIALTIES



SPECIALTY CENTERS, CLINICS, AND PROGRAMS

- Allergy Center
- Behavioral Health Center
- Children's Center
- Dental Center
- Diabetes Program
- Dialysis Center
- Digestive Disease Center
- Ear, Nose, and Throat Center
- Emergency Center
- Eye Center
- Fertility Center
- Health Screening Center
- Heart Center
- Horizon Regional Cancer Center
- Hyperbaric Oxygen Therapy Clinic
- Hypertension and Stroke Program
- Imaging Center
- Men's Center
- Neurology Center
- Orthopedic Center
- Pain Management Clinic
- Physiotherapy & Rehabilitation Center
- Plastic Surgery Center
- Pulmonology Center
- Rheumatology Clinic
- Skin Center
- Sleep Clinic
- Spine Institute
- Travel Medicine Clinic
- Urology Center
- Women's Center

BUMRUNGRAD PROVIDES THE FULL RANGE OF MEDICAL SERVICES through its 30+ specialty centers. We focus on five of them here.

Digestive Disease Center

The Digestive Disease Center brings together 19 specialists in gastroenterology and hepatology to provide a comprehensive approach to the diagnosis and treatment of digestive diseases, including diseases of the liver, gallbladder, and pancreas, as well as cancers, infections, and pediatric disorders.

Diagnostic methods include proctoscopy, esophagogastroduodenoscopy, colonoscopy, sigmoidoscopy, x-ray, ultrasonography, spiral computed tomography (CT), magnetic resonance imaging (MRI), magnetic resonance angiography (MRA), capsule endoscopy, fine needle aspiration biopsy, endoscopic retrograde cholangiopancreatography (ERCP), and FibroScan. FibroScan provides detailed images of the liver and surrounding area, so its primary uses are to assess a patient's liver condition; monitor the progression of disorders such as hepatitis B and C, liver scarring, and cirrhosis; and evaluate the progress of liver-related treatments. The new clinic facility includes patient-centered features such as private waiting rooms for endoscopy patients.



Bumrungrad by the Numbers

For the medical traveler, there is safety in numbers—and by nearly any measure, Bumrungrad is big. The more experienced your physicians, the better your outlook for a successful treatment outcome. The more experienced the hospital staff, the better your chances that your case will be handled with competence and efficiency. There's an economy of scale in numbers, too, that reduces costs and improves service.

Facts and Figures

900+	Nurses
1:4	Nurse-patient ratio
19	Operating rooms
34	Clinical specialties
55	Clinical subspecialties
172	Clinic suites in dedicated outpatient centers
250	Outpatient examination suites
400+	Acute-care beds
1,200	Physicians, surgeons, dentists, and consultants
220+	Physicians, surgeons, dentists, and consultants who are US board certified
30,000+	Admissions per year*
400,000+	International patient visits and admissions per year*
977,000	Outpatient clinic visits per year*
2,500,100	Laboratory tests per year
3,000,000+	International patients treated since 1998*
1,500,000	Square feet of diagnostic and therapeutic facilities
325,000,000	2010 turnover in US dollars
50–75	Percent cost savings over US prices



*Patient volume is determined by episodes of care rather than individual patients.

Heart Center

The Heart Center at Bumrungrad employs 29 of the top heart specialists in Thailand, 22 of them with international training. The center uses advanced technology along with comprehensive, holistic approaches to heart health, ranging from prevention and early detection to diagnosis, treatment, and rehabilitation. Bumrungrad's Myocardial Infarction (heart attack) Program has had JCI disease-specific accreditation since 2006. Bumrungrad's pediatric cardiology capabilities are internationally respected.

Diagnostic services include electrocardiography (EKG), exercise stress testing, 24-hour Holter heart monitoring, tilt table testing, echocardiography, multiplane transesophageal echocardiography, exercise echocardiography, dobutamine stress echocardiography (for patients unable to exercise on a treadmill), nuclear cardiology (including stress thallium test), diagnostic cardiac catheterization (coronary angiography), myocardial biopsy, electrophysiology testing (for arrhythmia), MRI angiography, and carotid angiography.





Horizon Regional Cancer Center

Thailand's first private and comprehensive cancer center, Horizon is dedicated to the prevention, diagnosis, treatment, and aftercare of cancer. More than 30 medical oncologists and radiation oncologists, physicists, radiation technicians, and oncology nurses are available there. Many of the Horizon team, including nurses, pharmacists, and technicians, have completed board certification and extensive training in Europe and the US, at prestigious cancer centers such as the MD Anderson Cancer Center at the University of Texas in Houston.

All forms of radiation treatment, chemotherapy, and surgery are available in private examination rooms at the Outpatient Chemotherapy Center and Radiation Therapy Center. To promote earlier detection, more accurate diagnoses, and more precisely targeted treatment with less damage to surrounding tissue, Bumrungrad employs state-of-the-art technologies such as:

- Synergy S system for image-guided radiation therapy (IGRT)
- Philips dual-energy linear accelerator with photon and electron beams
- 16-slice Big Bore CT Simulator
- 4D CT technique for localizing tumor motion during respiration
- Simulator topometric devices for preradiation preparation of patients to ensure accuracy
- 3D computer planning system with direct connection to CT and MRI imaging systems
- XiO system for 3D and intensity-modulated radiation therapy (IMRT) treatment planning



- 3D conformal brachytherapy treatment planning
- Ultrasound-guided brachytherapy (UGBT)
- High-dose-rate (HDR) brachytherapy
- 64-slice multidetector CT scanning
- 1.5-Tesla MRI
- Digital mammography with R2 computer-aided diagnostics

Health Screening Center

For many, patients, time is the biggest barrier to getting a checkup. Bumrungrad International understands that a patient's time is valuable. The hospital's new checkup center is designed to deliver all services—registration, consultations, imaging tests, and payment—in one modern, convenient facility. Digital x-rays and computer-aided mammography assure that results are both faster and more reliable. Test data, lab results, and images are all stored digitally in Bumrungrad's electronic medical record system for fast retrieval. Since the hospital has its own automated, internationally certified





laboratory on-site, tests are processed quickly; most results are available for discussion with your doctor at the conclusion of the checkup. All information is professionally presented in a complete report, which is the patient's to keep.

Private checkup services include thorough physical exams, patient history assessments, lab testing, and comprehensive imaging services, including radiology and fluoroscopy, color flow ultrasonography and vascular imaging, mammography, MRI and spiral CT scanning, nuclear medicine, bone densitometry, and body fat percentage and distribution calculation. Specialized evaluations include gynecology consultations, eye exams, dental exams, and pulmonary function testing.

Bumrungrad offers a variety of advanced evaluations that go beyond basic health to provide screening specifically for heart disease, gastrointestinal cancer, and other cancers. These advanced evaluations can address concerns arising from family health history or other risk factors. A list of packages and prices is available on the Bumrungrad website, bumrungrad.com/package/.

Orthopedic Center and Bumrungrad Spine Institute

The Orthopedic Center offers a complete range of diagnostic, therapeutic, and surgical orthopedic services, including spine surgery, orthopedic oncology, orthopedic trauma, pediatric orthopedics, arthroscopy and sports medicine, joint replacements, hand surgery, foot surgery, treatment of peripheral nerve disorders, treatment of metabolic bone diseases, and unique “fit-bone” surgery to correct deformities or increase height.

The Bumrungrad Spine Institute includes orthopedic surgeons, neurosurgeons, rehabilitation physicians (physiatrists), neurologists, radiologists, pain management therapists, and physical therapists. Frequently performed surgeries include endoscopic lumbar discectomy, endoscopic decompression, microscopic discectomy, microscopic decompression, laminectomy, laminectomy with fusion, percutaneous fusion, anterior cervical microdiscectomy with fusion, and artificial disc replacement.

In addition to a broad range of surgical options, the spine team offers nonsurgical outpatient procedures as well as rehabilitation and physical therapy services. The philosophy of treatment is conservative: Bumrungrad physicians explore nonsurgical treatments before settling on surgical options. The benefit for the patient is less trauma and a faster recovery, even when surgery is employed.



Continuity of Care—Critical to Success

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Continuity of care can be a challenge for patients who travel for medical procedures. Excellent communication is critical to the success of your treatment—both with your hometown doctor and providers overseas. Bumrungrad addresses this need with its International Medical Coordination Office (MCO). This dedicated team of over 30 doctors, nurses, and other health professionals manages all aspects of hospital care for Bumrungrad's international patients.

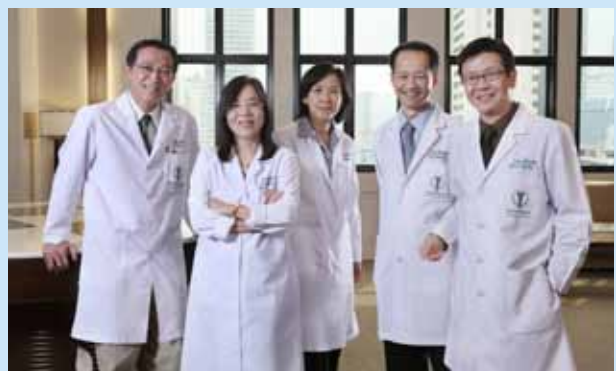
You will want to work with this office to fully coordinate your appointments and healthcare plan *before* you schedule your travel. Make sure, also, that you work with them to establish communication between your primary (local) doctor and your Bumrungrad medical team. Early communication among all parties can ensure better followup care after you return home.

Have Your Most Current Medical Records

Once you have established contact with the medical coordinators, work with them to ensure your Bumrungrad physician will have access to your most current medical records, including up-to-date laboratory tests, x-rays, or scans. Medical records are most often transmitted in two ways: as paper copies or computer disks by postal service, or as electronic documents via a secure online service.

Collaboration Among Doctors

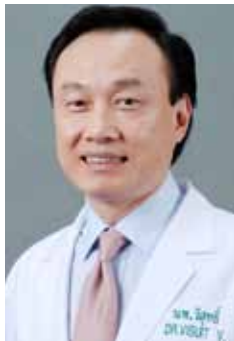
Transferring your medical records may get your local doctor communicating directly with Bumrungrad for the first time. The next collaboration should occur after your treatment or surgery. Bumrungrad's medical coordinators will provide the information you need to give your providers at home to assure the right aftercare protocol. The MCO team can also provide additional details your provider requests for proper followup treatment. Once you return home and are again under the care of your local physician, this collaboration and consultation should continue until you are released from care with a clean bill of health.



INTERNATIONALLY RECOGNIZED DOCTORS

“THAILAND HAS A GOOD SUPPLY OF WELL-TRAINED MEDICAL PERSONNEL across the board—medical staff, doctors, nurses, and technicians,” says Mack Banner, Bumrungrad’s chief executive officer. Thailand enjoys an excellent tradition of medical education based on the US system. Bumrungrad attracts large numbers of Thai doctors who study in the US and Europe and then return home to practice. “Over 1,200 doctors are affiliated with our hospital,” Banner says. “About 225 of them have had US board certification.” Many of Bumrungrad’s doctors are leaders in their specialties and also train other doctors at the country’s top teaching hospitals.

Here we offer personal profiles on only four of them. To find the specialty and the specialist you need, use the robust doctor-search system on Bumrungrad’s website, bumrungrad.com.



Chairperson, Department of Cardiovascular Disease: VISUIT VIVEKAPHIRAT, MD

Dr. Vivekaphirat earned his medical degree at Siriraj Hospital, Mahidol University, Thailand. He holds diplomas from the American Board of Internal Medicine, the Thai Board of Internal Medicine, and the American Board of Cardiovascular Disease. He completed his fellowship in cardiology at Saint Francis Hospital near Chicago, Illinois.

[View Medeguide profile](#)



Chairperson, Department of Medicine; Head of Neurology Section: ROEKCHAI TULYAPRONCHOTE, MD

Dr. Tulyapronchote earned his medical degree at Ramathibodi Hospital, Mahidol University. He holds diplomas from the American Board of Psychiatry and Neurology, the Thai Board of Neurology, and the American Board of Vascular Neurology. He completed a fellowship in cerebrovascular disorders at St. Louis University School of Medicine, Missouri. He completed a second US fellowship with the American Stroke Association in Dallas, Texas.

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**Director, Bumrungrad Spine Institute:
VERAPAN KUANSONGTHAM, MD**

Dr. Kuansongtham earned his medical degree at Ramathibodi Hospital. He holds a diploma from the Thai Board of Neurosurgery. He has completed the following fellowships: full-endoscopic spine surgery, St. Anna Hospital in Herne, Germany; aneurysm surgery and skull base surgery, Allegheny General Hospital, Pittsburgh, Pennsylvania; skull base surgery, Nordstadt Hospital, Hannover, Germany; and minimally invasive neurosurgery, University Hospital of Mainz, Germany.

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**Chairperson, Department of
Gastroenterology and Hepatology:
RUJAPONG SUKHABOTE, MD**

Dr. Sukhabote earned his medical degree at Ramathibodi Hospital. He completed his fellowship in gastroenterology at the University of British Columbia, Vancouver, and a residency at the University of California, San Francisco.

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**THE BUMRUNGRAD
HOSPITAL FOUNDATION**

The Bumrungrad Hospital Foundation (BHF) is a registered nonprofit foundation established in May 1990 by the founders of Bumrungrad International. BHF conducts a wide range of charitable activities benefiting the health of underprivileged Thais. It sponsors or subsidizes expenses for Thais who require surgical procedures but cannot afford medical treatment. It also promotes health education to the general public and scholarships for underprivileged youth.

Under sponsorship from the Thompson Fund, the medical team of Bumrungrad International has provided free care services to a total of 100,000 underprivileged patients since 2001. Most are elderly people in 30 districts within the greater Bangkok metropolitan area.

Working with the Cardiac Children Foundation of Thailand, BHF provides pediatric cardiac surgeries for disadvantaged children with life-threatening heart defects. From 2004 through December 2010, 319 free surgeries have been performed.



medeguide

connecting patients and doctors online

In partnership with Bumrungrad International Hospital and other leading medical facilities, Medeguide connects patients and doctors online. Medeguide provides information on doctors and treatment packages, allowing patients to find, research, and connect with doctors around the globe. www.medeguide.com

TECHNOLOGY AND INNOVATION

HOSPITALS IN LARGE THAI CITIES ARE AMONG THE BEST EQUIPPED ANYWHERE, due in large part to an investment boom through the 1980s and 1990s. During that period, medical technologies were freely imported into Thailand with duty exemptions and the acquisition of medical equipment skyrocketed, especially in large urban centers.

Bumrungrad was then—and is now—at the forefront of technological innovation, offering its patients advanced technologies that include image-guided radiation therapy (IGRT), capsule endoscopy, high-dose-rate (HDR) brachytherapy, and digital mammography with computer-aided detection.

The World's Smartest Hospital

In 2009 *MISAsia* magazine called Bumrungrad “the world’s electronically smartest hospital.” That’s because Bumrungrad digitizes and integrates almost every service and record using state-of-the-art, secure wireless technology.

It all began in 2001 when Bumrungrad replaced its paper records with a digital system developed by Bangkok-based Global Care Solutions. The system worked so well that it attracted the attention of the global software giant Microsoft, which purchased the system in 2007 and eventually incorporated it into its Amalga Hospital Information System, which is now used at Bumrungrad and several other hospitals in Asia. Amalga incorporates registration, clinical systems, patient and bed management, laboratory, radiology, medical image archiving, pathology, pharmacy, financial accounting, materials management, and human resources systems into an integrated, efficient experience.





Its benefits to Bumrungrad have been enormous: reduced patient waiting times, improved safety, decreased costs, and increased service capacity. “Doctors no longer wait around for patient records, such as x-ray or blood test results, to be delivered by hand. And wasteful duplication has been eliminated because doctors can see what tests have been done already and access results immediately,” wrote Zafar Anjum in *MISAsia*. All these benefits came without sacrifice in patient confidentiality or security. A security system developed by Motorola keeps medical data safe and records protected. Patient information cannot be accessed without authorization through different levels of security and approval of Bumrungrad’s Institutional Review Board.

Advanced Laboratory and Pharmacy Facilities

Bumrungrad has also automated and digitized its laboratory and pharmacy operations. Its Beckman Coulter Lab Automation System provides outstanding accuracy and reliability, while at the same time processing large numbers of specimens (about 13,000 tests per day), providing a consistent turnaround time of about 60 minutes. The laboratory has certification from the International Organization for Standardization (ISO).

Bumrungrad also operates Asia’s first pharmacy robot, the Swisslog Automated Drug Management System. This fully automated system provides unit dose packaging, storage, and dispensing to improve pharmacy productivity and enhance patient safety. Bar codes on the unit doses help the nursing staff achieve the “five rights:” right patient, right drug, right dose, right route, and right time. Both the laboratory and the pharmacy systems are fully integrated with the Amalga System, thus enhancing patient safety by reducing the sources of medication errors.



FACILITIES



BUMRUNGRAD OPENED ITS DOORS IN 1980 and then established the current main hospital building in 1997. Its 12 stories house all inpatient beds and a variety of specialty centers. In 2010 major renovations were completed on all inpatient rooms. Patients enjoy such tech-savvy features as bedside laptop rental with wi-fi; LCD directories; and interactive TVs offering free, on-demand movies. Online registration, medical records, and diagnostic images allow doctors immediate access to patient information from their exam room computers.

Bumrungrad's 24-hour emergency care service employs a fleet of ambulances and mobile critical care units, featuring rapid-access diagnostic data connections to the emergency cardiac catheterization unit. The facility also boasts a fully licensed medical heliport. The Women's Center and the Digestive Disease Center, which are housed in the main building, were renovated in 2010.

Outpatient Care

Bumrungrad International Clinic, which opened its doors in 2008, is a 22-story outpatient facility dedicated to outpatient clinics and ancillary services. Technology is used strategically throughout the clinic to improve efficiency and increase accuracy. A robotic-assisted pharmacy reduces the risk of medication errors and an automated lab provides faster, more reliable results for both inpatients and outpatients.

A spacious tenth-floor Sky Lobby in the Bumrungrad clinic building features six international restaurants serving Thai, Japanese, Middle Eastern (halal), and Western food; a premium members' lounge; and international

medical coordination services. Education centers offer informative displays and take-home materials. Each clinic floor provides cashier and pharmacy counters for convenient, one-stop service.

Inpatient Rooms

Bumrungrad offers six different types of rooms, from budget-conscious multi-bed units up to royal deluxe suites. All rooms include:

- electronically adjustable beds
- computerized personal nurse call system
- bedside, patient-controlled room light and TV
- individual cable television including Thai, English, and foreign language programming
- guest couch
- personal telephone for local and international calls
- individually controlled room air conditioning
- complimentary premium bathroom amenities and personal medication cabinet

Single rooms appeal to many health travelers who want luxury and privacy at an affordable price. The rooms offer an upgraded interior with a microwave oven, refrigerator, granite dining table for four, personal VCR, and private marble bathroom with shower. People considering inpatient treatment can view rooms via interactive video panoramas on the Bumrungrad website. The single-room cost of 8,050 Thai baht is approximately US\$260 per day.



Residential Facilities

Bumrungrad offers two residential facilities for recovering patients and their family members. The first, Bumrungrad Hospitality Suites, is a 51-room serviced apartment complex located within walking distance of the hospital. The property offers a range of options from studio apartments to three-bedroom suites for daily, weekly, and monthly rental. All rooms come with complete support services, including maid and concierge service, 24-hour security, and an appointment desk linked directly to the hospital.

The second, Bumrungrad Residences, is a 74-room serviced apartment complex connected to the main hospital building by an air-conditioned, elevated walkway. It's within easy walking distance of restaurants, shopping, and entertainment venues, as well as Bangkok's elevated-train public transit system. Shared facilities include a swimming pool, Jacuzzi, sauna, and steam room. Although no medical personnel are on duty in either facility, nurse visits can be arranged at an additional cost.



Clinical Quality Assessment

Bumrungrad tracks more than 60 indicators of clinical quality, outcomes, and patient safety. A sampling of Bumrungrad's 2010 statistics reveals how Bumrungrad compares to international benchmarks.



Quality measure	Benchmark source	Benchmark	Bumrungrad (2010)
Inpatient mortality	IQIP*	1.06%	0.89%
Perioperative mortality	IQIP	0.19%	0.13%
Unscheduled readmit within 30 days	IQIP	1.94%	0.84%
Ventilator-associated pneumonia per 1,000 ventilator days	NHSN**	1.5	1.12

*International Quality Indicator Project, US
**National Healthcare Safety Network, US

Experience Serving International Patients

Many hospitals offer good doctors and modern technology but do not have the experience to serve medical travelers from different countries and cultures. Bumrungrad does, and has designed its program for international patients around four key elements, the “4 Cs.”

Communication. Nearly all Bumrungrad doctors speak English, and Bumrungrad employs more than 140 interpreters to cover the language needs of patients from nearly any country. Bumrungrad’s contact center answers more than 500 emails per day.

Convenience. Surgery is less intimidating in a country known for taking care of its visitors, and where a hospital’s staff specializes in catering to medical travelers. Bumrungrad’s one-stop medical campus is able to provide diagnostic tests, specialty referrals, and treatment within days, not weeks, so international patients can get the care they need and return home sooner.

Comfort. Bumrungrad adds special assistance such as airport reception, pick-up, and drop-off; full menus of Western, Middle Eastern, and Asian food; serviced apartments on campus; and help with visa extensions.

Coordination. For anything more serious than a checkup, international patients need advice before they travel and help making arrangements for a safe trip home. Treatment records, including relevant lab tests and images, must be transferred to home-country providers who handle follow-up care. Some hospitals expect you to do this yourself or use a medical travel facilitator. Bumrungrad does not. The doctors and nurses of the International Medical Coordination Office are professional case managers; their services are free of charge.



PACKAGES AND PROCEDURES

EVERY MEDICAL TRAVELER ASKS, “Will the cost savings for my treatment justify the time and cost of travel?” Although costs at Bumrungrad are a fraction of those in the US and many other countries, the savings on eye, skin, and dental procedures may not, in themselves, justify the cost of a trip. Along with checkups, however, those treatments may be worth considering as an add-on to a business or leisure trip.



The procedures in the table below are more serious, and they typically attract those traveling solely for medical reasons. Bumrungrad can help medical travelers with their financial arrangements. The hospital has more than 28 years of experience in processing international medical claims from some 130 multinational insurance companies and over 1,000 corporate contracts. Bumrungrad’s Utilization Review team of physicians and nurses ensures that care is efficient and medically appropriate, as evidenced by an average length stay of less than four days in a tertiary hospital.

Procedure	US cost *	Bumrungrad **	Savings	Travel cost ***	Savings (including travel)
Coronary artery bypass graft (CABG)	\$88,000	\$32,600	63%	\$8,000 8 days in hospital 14 days recovery	54%
Balloon angioplasty	\$35,000	\$16,600	53%	\$6,300 1 day in hospital 6 days recovery	35%
Hip replacement	\$33,000	\$16,500	50%	\$6,600 4 days in hospital 6 days recovery	30%
Knee replacement	\$34,000	\$15,900	53%	\$6,600 4 days in hospital 6 days recovery	34%
Discectomy	\$28,000	\$7,300	74%	\$6,600 4 days in hospital 6 days recovery	50%
Spinal fusion	\$41,000	\$11,800	71%	\$6,600 4 days in hospital 6 days recovery	55%

*US cost estimates are averages and vary based on location, materials, equipment used, and individual requirements.
Rates reflect some discounts available to uninsured patients. All costs are shown in US dollars.

**Bumrungrad prices are estimates, including doctors’ fees, based on actual patient invoices from 2010.
Actual prices vary based on individual patient needs.

***Price estimates are inclusive of round-trip, economy-class airfare and living costs (accommodation, meals, laundry) for two.
Bumrungrad’s average inpatient stay is four days. The Tourism Authority of Thailand estimates average total patient stay in Thailand is ten days.

A top world medical destination with excellent service and superior value.

Bumrungrad International HOSPITAL

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Bumrungrad International REALCOST Information

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Procedure	
CABG	REALCOST estimates are based on the actual invoices patients paid upon leaving our hospital. They include surgical fees, doctor's fees, medicine, lab tests, room fees... the total bill for the incident of care.
Heart bypass surgery	

BASED ON DATA: Jan 10 - Dec 10 CURRENCY: Thai Baht

USD US Dollar

Median: THB 990,580(USD 32,672)
Half of cases cost more, half cost less.

← The majority of cases were in this range →

Low: THB 777400.75(USD 25,641)
Only about 1 in 4 cases cost less than this.

High: THB 1320975.25(USD 43,570)
Only about 1 in 4 cases cost more than this.

Bumrungrad's Innovative REALCOST Service

One of the biggest factors attracting medical travelers to Bumrungrad is the hospital's transparent pricing. If you want to find out what you're likely to pay for any of 45 medical procedures, you need only visit the pricing page of Bumrungrad's website, bumrungrad.com/realcost/. A Bumrungrad REALCOST search will show you the low, high, and median ("average") bills that patients paid for a given procedure in the previous year, displayed in the currency of your choice.

REALCOST information includes surgical fees, doctors' fees, lab tests, medicine, and room fees—the total inpatient or outpatient bill for the procedure. Actual costs vary with individual cases; Bumrungrad can provide its patients with a better estimate after specialists evaluate specific medical and surgical needs.

If Bumrungrad offers a package price for a procedure, it is listed on the website, too. Package prices apply to patients whose cases are straightforward, not complicated. Packages require that patients meet specific criteria. Some doctors may not participate in the package program. Patients should ask in advance whether they qualify for a package price.



PATIENT STORIES

Trish M.*, North Carolina, US

TRISH, AGE 50, IS A CLINICAL SOCIAL WORKER affiliated with a major US university. She calls herself a “global nomad,” and she is no stranger to living and working overseas. Before moving back to the US from Sri Lanka, she and her husband, who worked for an international organization, lived in remote, politically unsettled areas of Indonesia, Africa, the Middle East, and South Asia.

In 2007 while living in Sri Lanka, Trish learned that she needed a hysterectomy and a bladder sling. Not happy with the medical care available locally, she began looking for alternatives. Several of her husband’s colleagues used Bumrungrad for their annual physical exams, and they recommended she consider treatment there.

After careful research, a visit to the hospital, and a meeting with several Bumrungrad surgeons, Trish set a date for her surgery. She was pleased to see that her urologist had training from Johns Hopkins. “My main surgeon had an excellent reputation, plus she made a great personal impression, even drawing pictures to help me understand,” she says. Trish was also happy that her Bumrungrad surgeons responded positively to her request for a partial hysterectomy, which allowed her to avoid a surgical menopause and achieve better bladder control post-surgery.

When Trish returned to Bangkok a month later, she stayed in a hotel connected to Bumrungrad. Although her accommodations were basic, she appreciated the convenience of her location—no need for train or taxi. When she checked into the hospital, everything went smoothly. Trish enjoyed the hospital’s efficiency, cleanliness, and attention to detail. More important, her surgery went without a hitch. Her husband, who traveled with her, was at her side when she awoke from the procedure. Trish thinks having a savvy and emotionally supportive companion is especially important for medical travelers. “A patient can feel overwhelmed, but a companion can really help break things down,” she says.

Trish stayed in the hospital for nearly a week, receiving nursing care she deemed outstanding. After her release, she stayed in a moderately priced hotel that afforded her an inspiring river view. After ten days, she returned to Bumrungrad for her post-surgery checkup and was given the “all clear” to return home. Her Bumrungrad surgeon wrote a letter to the airport to ensure that a wheelchair and special assistance would be available for her trip. Three weeks later, recovering at home, Trish felt she was having an issue with her incision, so she emailed her Bumrungrad doctor for advice. Her physician replied promptly and the issue was resolved. Three months later, Trish flew back to Bangkok for her final followup visit.

“From start to finish, I received the best professional care I’ve ever received from any medical institution,” says Trish. She describes her praises for her Bumrungrad physicians as “limitless.” She says that they were excellent communicators, which she considers a rarity, whether they were explaining a procedure, giving advice, or simply listening to her concerns. “My positive experience at Bumrungrad left me a strong advocate,” Trish says.

**Patient’s name withheld by request.*

Experiences at Bumrungrad are rich and varied. In the Patient Testimonial section of its website, Bumrungrad shares the stories of nearly 200 patients around the world, bumrungrad.com/testimonials.



Bruce P., Florida, US

FOR ABOUT SIX YEARS BEFORE HIS SURGERY AT BUMRUNGRAD, Bruce had suffered with the pain of spinal stenosis. He searched for treatment options in Florida as well as in the other states, but the more he searched, the more concerns arose. His fears were not about the spinal surgery itself or about the professional capabilities of the doctors in the US. He was more concerned about rates of staph infection, which he had read were high in some US hospitals.

Bruce was no stranger to receiving medical care abroad. He had taken several eco-tour trips in Thailand and, on one of them, had suffered back pain severe enough to send him to a doctor. “Reluctantly, I went to a hospital and, to my surprise, received the best care possible,” says Bruce. Back home in Florida, Bruce did more research on hospitals in Thailand, and Bumrungrad continually caught his attention. Dr. Oliver Jones, Bruce’s local orthopedic specialist and a close friend, was shocked at first when Bruce mentioned the possibility of spinal surgery in Thailand, but Jones changed his mind after doing some research of his own. “Bumrungrad is one of the finest hospitals in the world,” Jones said. “Go for it.”

Bruce took that advice and emailed Bumrungrad. The staff of Bumrungrad’s International Medical Coordination Office suggested that Bruce contact Dr. Nanthadej Hiranyasthiti, an orthopedist. Bruce checked credentials and scheduled an appointment. “Dr. Nanthadej and I hit it off almost immediately,” Bruce says. Although the specialist had read Bruce’s MRI from the US, he wanted to examine his patient personally before deciding on treatment. His examination confirmed the need for immediate surgery.

Bruce explains what happened next: “By that afternoon I was all through pre-op and was scheduled for surgery two days later. I learned that

this speed is fairly normal at Bumrungrad Hospital, not the weeks or months required here in the US.” As for the rate of staph infection, Bruce was reassured. Bumrungrad boasts a rate less than 0.4 percent for all forms of hospital-acquired infection, significantly lower than in the States. Bruce learned that rates of post-surgical mortality and unscheduled readmission are low at Bumrungrad, too.

Almost immediately after coming out of the surgery, Bruce was virtually pain-free. “I felt as though I could lift small buildings with a single hand!” Bruce says. Bruce left Bangkok 18 days later feeling healthy and well. His wallet felt healthy, too. His bill for his surgery—including all surgeons’ and doctors’ fees, hospital care, drugs, therapy, and incidentals—totaled a little over US\$4700.

Unfortunately, in 2009, Bruce took a hard fall after stumbling over one of his eight Pembroke Welsh corgi dogs (“That’s another story,” Bruce says), and his back pain returned, but to a lesser degree than he had previously experienced. He didn’t hesitate to make another appointment with Dr. Nanthadej. “After the warmest of greetings and a big hug—very unusual by Thai standards, but he did train nine years in Chicago—we sat down to business,” Bruce recalls.

Dr. Nanthadej ordered an MRI and started Bruce on some pain medication. He also sent Bruce to Dr. Chomchai, a pain management specialist, for a second opinion. Fully expecting more surgery, Bruce was elated to hear he didn’t need it. Within a week he was completely pain-free with a single prescription of medication.

Bruce is extremely positive about both of his experiences at Bumrungrad. “I would not hesitate to have the most serious of surgeries performed there,” he says. “I am impressed with the quality, efficiency, cleanliness, ethics, technology, friendliness, and professionalism of the entire organization.”

PATIENT AND VISITOR GUIDE



THAILAND AT A GLANCE

Language: Thai (English widely spoken in business and medical circles)

Time Zone: GMT +7

Country Dialing Code: 66

Electricity: 220V, plug types A, B, and C

Currency: Thai baht

Airport: Suvarnabhumi International Airport (BKK)

INTERNATIONAL TRAVEL CAN BE A LIFE-CHANGING EXPERIENCE, and medical travelers often bring back more from their trip than improved health—they can return with an appreciation for a landscape, a culture, and a way of life very different from their own. In Bangkok, Bumrungrad’s international patients and their companions can take advantage of the opportunity to sample the sights, sounds, and flavors of this vibrant and exciting city.

Accommodations

Long known for gracious hospitality, Bangkok offers a wealth of exceptional hotel options—from five-star, Western properties with every possible amenity to elegant boutique accommodations. Accommodations in Thailand are

surprisingly affordable. If you will be in town for several days, be sure to ask about additional discounts for Bumrungrad patients or for extended stays.

Ariyasom Villa

65 Sukhumvit Soi 1 Klongtoey Nua
Wattana, Bangkok 10110 THAILAND
Tel: +66 2 254.8880, US toll-free 1 800 780.5733
Email: rsvn@ariyasom.com
Web: ariyasom.com

Right around the corner from Bumrungrad, this four-star boutique villa is owned by a local Thai family and is known for lush tropical gardens and the on-site Som Sen Spa. The 24 individually-decorated guest rooms provide relaxing views of the garden or pool and feature teak floors, antique furniture, and Thai silk drapes. This luxury villa was designed around a 1940s Thai-style house and offers concierge service, wireless Internet access, library, and fine dining.

JW Marriott Hotel Bangkok

4 Sukhumvit Road Soi 2
Bangkok, 10110 THAILAND
Tel: +66 2 656.7700, US toll-free 1 888 236.2427
Web: marriott.com

The five-star JW Marriott Bangkok is conveniently located to Bumrungrad, and the nearby sky train provides access to a variety of local attractions including Bangkok's luxury shopping mecca, Siam Square. The hotel's 441 luxury guest rooms come with premium bedding, satellite television, and other amenities. Hotel restaurants offer a variety of international cuisine, including American, Japanese, Chinese, and Thai. The health center offers an outdoor pool, sauna, and full-service spa.

Renaissance Bangkok Ratchaprasong Hotel

518/8 Ploenchit Road
Bangkok, 10330 THAILAND
Tel: +66 2 125.5000, US toll-free 1 800 780.5733
Web: marriott.com

Located within walking distance of Bumrungrad, the Renaissance is a five-star hotel and offers a business center, translation services, concierge service, and a full-service health spa. The indoor pool is on the 23rd floor and boasts exceptional views of Bangkok. Hotel restaurants feature fine Italian, Chinese, and continental cuisine. The 333 luxury guest rooms have oversized windows and contemporary glass-enclosed bathrooms.





VitalLife Wellness Center

VitalLife, a subsidiary of Bumrungrad International, is one of Asia's leading wellness centers, focusing on anti-aging treatments and medicine. The latest technologies, advanced treatments, and well-trained medical professionals design individualized programs to help each patient renew, refresh, and revitalize. VitalLife is recognized as the leading pioneer of anti-aging, preventive, and regenerative medicine in the region. The center has accreditation as the first anti-aging center in Asia by the World Council for Clinical Accreditation.

Services include the following:

- preventive and regenerative anti-aging care
- age management
- weight management
- hormone replacement therapy
- fitness and exercise prescriptions
- beauty and skin analyses and treatment
- specialized wellness laboratory services
- customized nutraceuticals
- food allergy/food intolerance screening
- genetic testing
- education and training





Local Attractions

The Grand Palace. No visit to Bangkok is complete without a day trip to the spectacular Grand Palace, the city's most famous landmark. World renowned for its architecture and artistry, it was built in 1782, and for 150 years it served as the home of the Thai king, the royal court, and the administrative seat of government, as well as headquarters for the Thai war ministry, state department, and mint.

Within the palace complex lie several impressive buildings, including Wat Phra Kaew (Temple of the Emerald Buddha), which contains a gold-adorned jade Buddha statue that dates back to the fourteenth century. Thai kings stopped living in the palace around the turn of the twentieth century, but the palace complex is still used to for ceremonies and special events.

Siam Niramit. Siam Niramit is a world class performance representing Thailand's artistic and cultural heritage. The show is performed on a gigantic stage listed in *Guinness World Records*; it features more than 150 performers wearing as many as 500 costumes. Special effects created with advanced technology produce a realistic, and inspiring experience for the theatergoer.

Shopping. Of all the top private hospitals in Bangkok, Bumrungrad is closest to the central downtown shopping district. Fashionable destinations such as Siam Paragon, Central World, Gaysorn Plaza, and Central Chidlom offer everything from local crafts and uniquely Thai merchandise to world famous luxury brands. All this, plus restaurants of every size and type, cafes, and spas, are only a few blocks from the hospital.



INTERNATIONAL PATIENT RESOURCES



BUMRUNGRAD'S INTERNATIONAL MEDICAL COORDINATION OFFICE (MCO) facilitates treatment for international patients and accommodates the varied needs of medical travelers, their companions, and their families. The services of the center include language translation, international insurance coordination, international medical coordination, referrals, email correspondence, visa extensions, embassy assistance, airport reception, and travel assistance. The doctors and nurses of the MCO schedule procedures, assist patients and families during treatment, and facilitate followup care.

Bumrungrad maintains offices in 15 countries to arrange appointments and travel for patients: Australia, Bahrain, Bangladesh, Cambodia, Ethiopia, Hong Kong, Indonesia, Kuwait, Mongolia, Myanmar, Nepal, Oman, Singapore, Sudan, and Vietnam. Representatives in those offices work hard to ensure that patients receive the information and support they need.

The hospital commissions Gallup, the well-known international research firm, to conduct satisfaction surveys of thousands of its patients each year. In the most recent survey, 93 percent of international patients reported being satisfied or extremely satisfied with their experience and said they would recommend Bumrungrad to their friends and family.

"It isn't only the price that makes us come back, but the hospitality and commitment."

—*The Wall Street Journal Online*



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