

F R O S T & S U L L I V A N

2024

MARKET
LEADER

*IN THE MALAYSIAN
HOSPITAL INDUSTRY*

F R O S T & S U L L I V A N

BEST
2024 PRACTICES
AWARD

SUNWAY
MEDICAL CENTRE®
Sunway City Kuala Lumpur

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Sunway Medical Centre, Sunway City, excels in many of the criteria in the hospital industry space.

AWARD CRITERIA	
Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

Growth Strategy Excellence

Malaysia’s hospital industry is undergoing significant changes, such as competitive intensity, healthcare workforce shortage, digitalization, increased investment to improve workflow, and growing conversion of

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Industry Principal

open surgeries to minimally invasive procedures, necessitating increased spending on healthcare employee training and the purchase of advanced medical equipment.

Sunway Medical Centre, Sunway City, is navigating this evolution by focusing on clinical and operational excellence to sustain and excel in its growth strategy. The hospital has 724 licensed beds, which is the highest among private hospitals in Malaysia.

The hospital also has 28 Centres of Excellence across diverse therapy areas, 95 licensed critical care beds, 18 operating theaters, and 3 cath labs.

With a long history of investing in technology to attain clinical excellence, the hospital has installed 4 robots in its operating rooms for use in surgical procedures.

In 2022, Sunway Medical Centre celebrated performing 1,000 robot-assisted surgical procedures. The hospital recorded another significant milestone in September 2023, when Dr. Chua Hwa Sen became the first orthopedic surgeon in Malaysia to complete 500 robotic arm-assisted joint replacement surgeries using Mako SmartRobotics by 2023, while the hospital has clocked in more than 2,000 robotics cases. In May 2023, it became the first Southeast Asian hospital to successfully perform a partial knee replacement surgery using the ROSA Robotic System.

Sunway Medical Centre's operational excellence focuses on installing the most advanced medical equipment and equipping its healthcare professionals with the best tools available to treat patients. For instance, the hospital installed a second digital positron emission tomography/computed tomography (PET/CT) scanner in its cancer center for high-resolution images and treatment planning to reduce patient waiting times. The hospital is the first in Southeast Asia to install a digital PET/CT scanner. Sunway Medical Centre has also invested in gamma knife equipment, linear accelerator (LINAC) systems, and brachytherapy machines to treat different types of cancer, highlighting its use of state-of-the-art medical equipment to treat and care for patients.

Implementation Excellence

A patient-centric approach supports Sunway Medical Centre's commitment to providing clinicians with the necessary tools, medical equipment, and software to ensure a seamless patient journey in the hospital. The hospital invests heavily in establishing a robust healthcare ecosystem, encompassing high-end medical equipment, world-class hospital infrastructure, and highly trained healthcare professionals.

For instance, the hospital has 42 pediatric consultants in different specialties, which is one of the highest in Malaysia. It has pediatric oncologists, intensivists, nephrologists, neurologists, and respiratory specialists to cater to different types of pediatric patients. In May 2023, the hospital launched a designated emergency pediatric department focused entirely on children as they need special care and attention compared to adults. The hospital is one of few private healthcare facilities in Malaysia with such infrastructure and services. The hospital has also invested in setting up a pediatric ICU with specialized intensivists for children's care, bringing specialists from different parts of the world, such as the United States and Europe, to educate and train its healthcare staff on pediatric care.

Brand Strength

Sunway Medical Centre, Sunway City, is frequently acknowledged for its high-quality care standards and remarkable patient experiences. A patient stepping into Sunway Medical Centre can be assured of the best quality treatment available in the country. The hospital focuses on providing transparency to patients by publishing their clinical data and showcasing their success rate. This promotes maximum retention of patients and strong referrals. In 2023, Newsweek ranked Sunway Medical Centre as Malaysia's top hospital for pediatric care. In addition, the hospital has been listed in the Top 75 for Newsweek's Best Specialized Hospitals Asia-Pacific in Oncology, Neurology, and Cardiology.

Product Quality

The products and services Sunway Medical Centre offers are exceptional. The hospital collects data and clinical information for research and analysis to improve patient outcomes. For instance, it performs one of the highest numbers of joint replacement surgeries in the country with minimal revision surgeries.

In 2014, Sunway Medical Centre became the first hospital in the country to receive accreditation from the Australian Council on Healthcare Standards (ACHS). In 2022, the hospital received its third ACHS accreditation for the period commencing from 23 September 2002 to 22 September 2025.

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Customer Service

Sunway Medical Centre is making tremendous strides in designing a therapeutic environment for patients to obtain specialized treatments across therapy areas. For instance, the hospital has invested significantly in building a well-equipped cancer center to treat most types of cancer. It has also launched a cancer buddy program to provide patients with emotional and mental support in their long journey to fight cancer. Under this program, survivors are paired with newly diagnosed cancer patients and their family members on a voluntary basis to support them as they undergo

treatment.

Sunway Medical Centre prioritizes patient feedback and reviews, including posts on online platforms, to improve its services. The hospital proactively deals with customer complaints or concerns by providing various platforms to enhance customer engagement. Its customer service department promptly addresses and resolves complaints or concerns. The hospital excels in customer complaint resolution through its forward approach and frequent updates until the issue is resolved. This reflects the hospital’s commitment to achieving and maintaining the highest clinical and operational standards in the healthcare industry.

The hospital uses the Customers Experience Management Platforms for Insights and Actions (CEMPIA) digital platform to manage patient experience across multiple touchpoints within the hospital. CEMPIA gathers patient feedback and complaints, which allows the hospital to address them in real time.

Price/Performance Value

Sunway Medical Centre derives about 60% of its revenue from healthcare insurers. The hospital competes for patients by providing value-added products and services, quality amenities, and exceptional patient experiences. The hospital strives to make its products and services affordable by regularly reviewing costs with healthcare stakeholders to ensure all patients get the best treatment possible.

Sunway Healthcare Group has launched a Cancer Support Fund with RM2.5 million in funding to aid patients with financial hardships in receiving cancer treatment. The hospital has also initiated a fund to promote cancer awareness among Malaysians by providing free mammography and ultrasound scans. Frost & Sullivan lauds Sunway Medical Centre for its noble approach to reducing financial burdens and making quality healthcare accessible to patients in need.

Technology Landscape

Sunway Medical Centre invests heavily in emerging digital technologies to improve efficiencies and streamline workflows, alleviating one of the industry's most critical pain points—labor shortages. The hospital is the first in Malaysia to invest in the Nemuri SCAN sensor, a contact-free patient sensor to continuously monitor patient movement, assisting caregivers with providing patient care.

The hospital has also invested in automated dispensing cabinets to aid nurses with medication inventory. The hospital continuously explores investments in the automation of products and services to increase operational efficiencies, enhance patient care, ease time-consuming administrative burdens, and empower the healthcare workforce through more efficient processes.

Conclusion

Sunway Medical Centre, Sunway City, has built a comprehensive, state-of-the-art ecosystem and environment encompassing an expansive range of specialties to serve the needs of patients from various age groups and conditions. With a strong focus on clinical and operational excellence, the hospital continuously invests in advanced medical equipment and technologies to maintain the highest patient care standards in the nation's healthcare industry.

With its strong overall performance, Sunway Medical Centre Sunway City earns Frost & Sullivan's 2024 Malaysian Market Leadership Award in the hospital industry.

What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and of high quality

