



Inaugural Medical Tourism Market Intelligence Conference

nsig^{HT} 2016

Growth Opportunities from Co-opetition



Malaysia Healthcare Travel Council

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An initiative by Ministry
of Health Malaysia



   /mhtcmalaysia
www.medicaltourism.com.my

4th & 5th May 2016 • Ramada Plaza Dua Sentral, Kuala Lumpur

Insights • Knowledge • Actions



*“Quality care for
your peace of mind”*

The Malaysia Healthcare Travel Council (MHTC)

The Malaysia Healthcare Travel Council (MHTC), is an agency under the Ministry of Health Malaysia, tasked to raise Malaysia's profile as the world's top-of-mind destination for world class healthcare services. Established in 2009, MHTC functions to facilitate the overall development of the Malaysian healthcare travel industry, by coordinating industry collaborations and building valuable public-private partnerships, at home and abroad.

MHTC was eventually incorporated as a standalone entity in 2011, which allowed it greater flexibility to operate as a coordinating agency for the healthcare travel industry in Malaysia. Today, MHTC continues with its mandate of raising Malaysia's profile as a leading provider of quality healthcare for global citizens, and strives to create value-added public-private partnerships and government-to-government initiatives, domestically and internationally, for the continued and sustainable growth of the Malaysian healthcare travel industry.

Now with its own logo and tagline “Quality Care for Your Peace of Mind”, MHTC seeks to create a brand for Malaysia Healthcare, showcasing the country's dual heritage of warm hospitality and world-class healthcare services under one value proposition. In tandem, the Council strives to streamline healthcare service providers and industry players in both the private and government sectors, to create a comprehensive and holistic healthcare travel ecosystem.

VISION

- To position Malaysia as the preferred destination for world-class healthcare services

MISSION

- To promote and facilitate the development of the Malaysian healthcare industry so as to penetrate the global market
- To promote global awareness of Malaysian healthcare facilities and services

RECENT AWARDS & ACCOLADES

International Medical Travel Journal (IMTJ)

Medical Travel Awards 2015

- Medical Travel Destination of the Year
- Excellence in Customer Service – Gleneagles Hospital, Kuala Lumpur
- Best Quality Initiative of the Year – Imperial Dental Specialist Centre
- Best Travel Website of the Year – Ramsay Sime Darby Health Care
- International Cosmetic Surgery Clinic of the Year – Beverly Wilshire Medical Centre
- International Dental Clinic of the Year – Imperial Dental Specialist Centre



International Living's Annual Global Retirement Index 2015 and 2016

- Best country in the world for healthcare

8th Annual World Medical Tourism and Global Healthcare Congress

- 2015 Public Private Partnership Medical Travel Destination of The Year Award



Reader's Digest Asia Gold Trusted Brand Award 2015 in the “Private Healthcare” category

- KPJ Healthcare
- Ramsay Sime Darby Health Care
- Pantai Hospital Kuala Lumpur



Frost & Sullivan's Malaysia Excellence Awards 2015

- Hospital of the Year – KPJ Healthcare
- Medical Tourism Hospital of the Year – Mahkota Medical Centre
- Health Screening Company of the Year – BP Healthcare Group



2015 MasterCard-CrescentRating Global Muslim Travel Index

- Top country for Muslim Travel



World's Best Hospitals for Medical Tourists by Medical Travel Quality Alliance (MTQUA)

- Prince Court Medical Centre

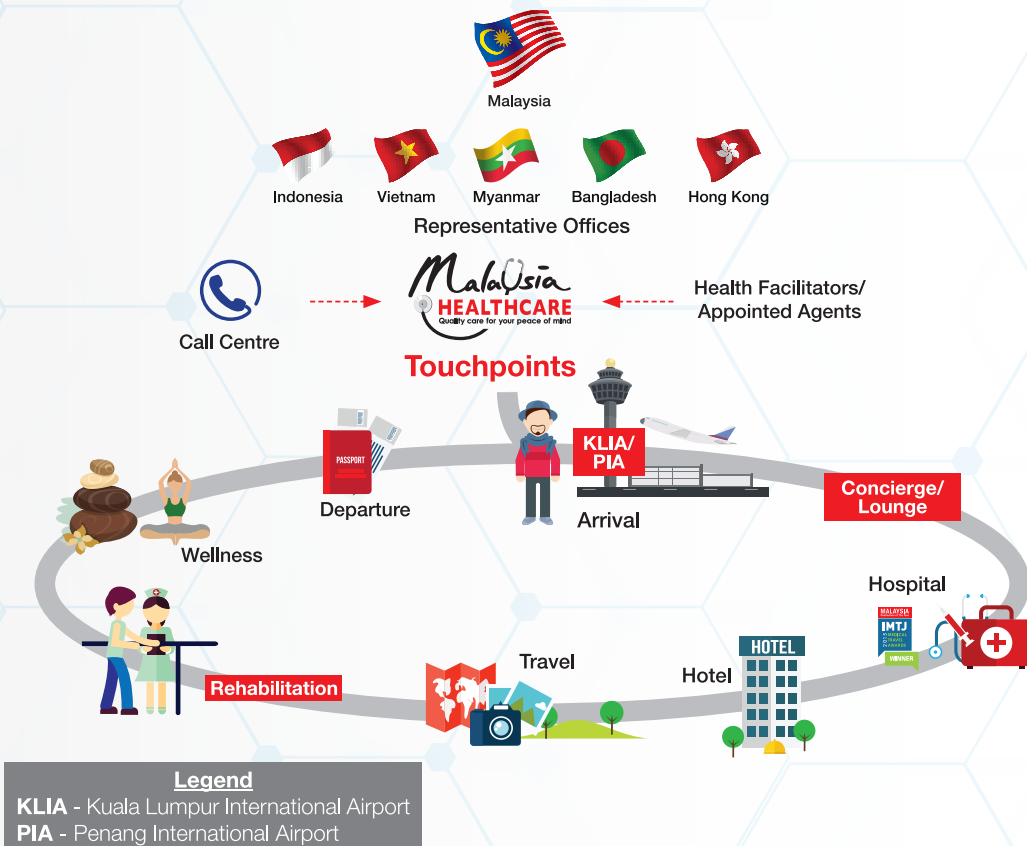


Nomad Capitalist's “Five Best Countries for Medical Tourism” 2014

- Top ranked country for medical tourism



End-to-End Service



Malaysia Healthcare offers a seamless end-to-end experience for the healthcare travellers journey in Malaysia. The establishment of the Malaysia Healthcare Travel Council (MHTC) by the Ministry of Health Malaysia, a dedicated healthcare travel agency, ensures strong coordination among all players within the value chain - from immigration to hospitals and hospitality providers. Quality care is given for the healthcare travellers from their home countries to the moment they arrive in Malaysia, across a wide range of health and travel providers, creating a high quality experience for healthcare travellers. Coupled with Malaysia's vibrant kaleidoscope of culture, ease of communication, world-class leisure destinations and warm hospitality, Malaysia Healthcare offers the best in quality care for your peace of mind.



"The warmth and friendliness of Malaysians combined with top-notch **quality care** provide the ultimate experience **for your peace of mind.**"

The Malaysian Touch

With an optimal healthcare ecosystem in place, Malaysia's competitive advantage lies in our ability to uphold and deliver excellence in healthcare travel as well as the legendary hospitality of our people.

QUALITY:

Most of our healthcare professionals are trained internationally, and our hospitals are equipped with the latest, cutting-edge medical facilities and equipment, which means that you receive only the best health treatment and services in Malaysia.

ACCESSIBILITY:

With more than 260 private hospitals across the country, and dental specialists, cosmetic surgeons and wellness centres aplenty, you need not worry about having to be placed on a long waiting list.

AFFORDABILITY:

Our top-notch healthcare services are attractively affordable, especially against costs in developed countries. In addition to our healthcare service prices being closely monitored by the Ministry of Health and Malaysian Medical Council, the country also practices single-tier charges for both international and local patients, ensuring fair medical fees are maintained.

COMMUNICATION:

Most Malaysians are at least bilingual, with English being widely spoken throughout the country, thus facilitating ease of communication between patients, doctors and support medical staff.

HOSPITALITY:

Malaysia is world-famous as an exotic holiday destination as well as for its people's warmth and hospitality. Additionally, the country is halal friendly, which means that halal medical alternatives, food and facilities are easily available here.

“Growth Opportunities from Co-opetition”



Objectives

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- 01 to encourage the industry to embed this data and information into their marketing actions in promoting their targeted markets more aggressively
 - 02 to provide deeper understanding of the medical tourism industry and its targeted demographics to form strategies to effectively influence outcome
 - 03 to share the insights of potential markets to key players

ABOUT InsigHT 2016

InsigHT 2016 is Malaysia Healthcare's inaugural medical tourism market intelligence conference that brings together experts who have been at the forefront of the industry to share their experience. Themed "Growth Opportunities from Co-opetition", the conference also serves as an engaging platform for the exchange of market intelligence as well as key developments in adopting the medical tourism strategy.



Megat Ardian Aminuddin

Chief Marketing Officer,
Malaysia Healthcare Travel Council
Malaysia

Topic: Medical Tourism Statistic – Malaysia and Regional

Megat Ardian Aminuddin is the Chief Marketing Officer of the Malaysia Healthcare Travel Council (MHTC), tasked with the mission to raise Malaysia's profile as the globally-preferred destination for world-class healthcare services.

Spanning over 20 years in tourism, aviation and business development, Megat has gained invaluable experience in illustrious companies, including AirAsia managing Government Relations and Special Projects; Malaysia Airlines (MAS) as part of its critical Transformation Management Team and as Personal Assistant to the Group Managing Director & CEO, assisting with the formulation of long-term strategic planning and policy; General Electric, as the Marketing Development Leader for Malaysia and Brunei; and with Flynas, as its Chief Commercial Officer, playing his part in the Riyadh-based airline winning the "Leading Low Cost Carrier in the Middle East for 2015" award, prior to his coming on board at MHTC.

Megat's extensive experience in tourism, aviation, business development and marketing makes him the best man to spearhead MHTC's strategic marketing and promotion activities. He holds a Master's Degree in Aviation from the Embry-Riddle Aeronautical University, and a Bachelor of Business Administration Degree in Marketing from the Western Michigan University.

WHAT'S IN IT FOR PARTICIPANTS?

"Insights"

Learn valuable insights on the booming medical tourism industry as well as upcoming trends in the industry. InsigT 2016 serves as a knowledge sharing platform where delegates will gain more understanding and market intelligence from industry experts.

"Knowledge"

Transform insights into knowledge and take this opportunity to connect with peers and exchange experiences and ideas. This conference is designed to enhance the networking opportunities for all delegates.

"Actions"

Grow your knowledge from InsigT 2016, expand your network and finally develop your actions and strategies. Leverage on the data and information gained to accelerate your medical tourism promotional activities.



INDUSTRY

- 💡 Hospitals
- 💡 Research Companies
- 💡 Medical Tourism Associations
- 💡 Travel Agents
- 💡 Universities
- 💡 Government Agencies
- 💡 Healthcare Facilitators

08.30am - 09.00am Registration

09.10am - 10.00am	Keynote: Growth Opportunities from Co-opetition	Sherene Azli Chief Executive Officer, Malaysia Healthcare Travel Council
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10.00am - 10.20am Morning Tea Break

10.20am - 11.00am	Industry Insight - Air Connectivity, Key to Sustainable Regional Medical Tourism	Aireen Omar, CEO and Executive Director of AirAsia Berhad
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Market Watch 1.0

Market Update: BPJS - what next?

Consumer Insight: The Vietnam Medical Tourism Patients

Raja Murali,
IT and Operations Director,
P.T. Administrasi Medika

Ajay Bangia,
Director and Head of the
Qualitative Practice
(Singapore & Malaysia), IPSOS

11.00am - 12.30pm

12.30pm - 1.15pm	Beyond Hospital: What Makes a Successful Medical Evacuation Hub	Dr. David Teo, Regional Medical Director, International SOS Ltd.
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1.15pm - 2.15pm Networking lunch

Market Watch 2.0	Ajay Bangia, Director and Head of the Qualitative Practice (Singapore & Malaysia), IPSOS
Consumer Insight: The Australian Consumer (Dental and Cosmetic)	

2.15pm - 4.30pm

Market Insight: Going to China
for Healthcare

Esther Law,
Founder and Chairman,
Excellence Medicare

Consumer Insight: China Patient
on Fertility Treatment

Rhenu Buller,
Partner & SVP Healthcare,
Frost & Sullivan

4.30pm - 4.50pm Afternoon Tea Break

4.50pm - 5.30pm Market Insight: Healthcare Digital Marketing Trends and Opportunities Chan Kin Peng, Kasatria Technologies Sdn. Bhd.

5.30pm - 5.45pm	Closing Remarks
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ELITE MEMBER HOSPITALS

No.	Name of Hospital	Centre of Excellence
1.	Ara Damansara Medical Centre (www.ramsaysimedarby.asia)	Neurology (Epilepsy), Cardiology, Orthopaedic (Joint & Spine), Cosmetics Surgery, Fertility, Gastroenterology, Wellness & Health Screening
2.	Beverly Wilshire Medical Centre (www.beverlywilshiremedical.com)	Cosmetic & Reconstructive Surgery, Aesthetic Medicine (Non-surgical Cosmetic Treatments [Botox, Fillers] and Laser Treatments), Plastic & Reconstructive Surgery, Health Screening & Diagnostic, Dental Surgery
3.	DentalPro Dental Specialist Centre (www.dentalpro.org)	Implantology (Crowns & Bridges, Veneers and Dental Implants), Dental Care (Teeth Whitening), Orthodontics (Braces), Oral Surgery, Oral Maxillofacial Surgery
4.	Gleneagles Kuala Lumpur (gleneagleskl.com.my)	Neuroscience, Women & Children, Cardiology, Orthopaedic (Trauma, Joint Replacement & Spine), Gastroenterology, Neurology (Brain & Spine), Ophthalmology, Oncology
5.	Gleneagles Penang Medical Centre (www.gleneagles-penang.com)	Oncology, Cardiology (Interventional Cardiology & Cardiothoracic Surgery), Minimally Invasive Surgery, Obstetrics & Gynaecology
6.	Imperial Dental Specialist Centre (www.imperialdsc.com)	Invisalign, Orthodontics, Aesthetic Dentistry, Laser Dentistry, Teeth Whitening Treatment, Oral Implantology, Prosthodontics, Periodontics, Paediatric Dentistry, Oral Surgery, Endodontics, Maxillofacial Surgery
7.	Institut Jantung Negara (IJN) (www.ijn.com.my)	Cardiology, Cardiothoracic Surgery (Adult Cardiac Surgery, Paediatric & Adult Congenital Heart Surgery, Thoracic Surgery, Vascular Surgery, Heart & Lung Transplant Surgeries, Left Ventricular Assist Device, Minimally Invasive Direct Multi Vessel Coronary Artery Bypass Surgery, Minimally Invasive Valve Repair & Replacement Surgery, Minimally Invasive Lung Resection Surgery, Minimally Invasive Thoracic Surgery, Mechanical Heart or Ventricular Assist Device & Surgery for Heart Failure), Interventional Cardiology (Cardiac Catheterisation, Coronary Angiography, Percutaneous Transluminal Coronary Angioplasty, Percutaneous Transcatheter Mitral Commissurotomy, Pacemaker Implantations & Automated Implantable Cardioverter Defibrillator), Paediatric Cardiology (Diagnostic & Therapeutic Catheterisation, Paediatric Electrophysiology, Foetal & Paediatric Echocardiography, Diagnostic Foetal Cardiology & Genetic Counselling to age12)
8.	Island Hospital (www.islandhospital.com)	Sports, Orthopaedic (Spine), Endoscopy
9.	KPJ Ampang Puteri Specialist Hospital (www.kpjampang.com)	Cardiology, Orthopaedic, Haematology, Dermatology
10.	KPJ Damansara Specialist Hospital (www.kpjdamansara.com)	Fertility Treatment (IUI, IVF, Intra Cytoplasmic Sperm Injection (ICSI), Frozen Embryo/Sperm and Sperm Preparation/Sex Selection), Bariatric Surgery, Cardiology, Oncology, Renal & Dialysis Centre, Wellness & Health Screening
11.	KPJ Tawakkal Specialist Hospital (www.kpjtaawakkal.com)	Orthopaedic (including Rehabilitation), Ophthalmology, Cosmetic Surgery, Lithotripsy Procedure
12.	Loh Guan Lye Specialist Centre (www.lohguanlye.com)	Ear, Nose & Throat (ENT), Oncology (Cancer Centre), Orthopaedic, Cosmetic Surgery (Plastic & Reconstructive Surgery), Fertility, Rehabilitation, Wellness & Health Screening, Cochlear Implant, Heart Centre
13.	Mahkota Medical Centre (www.mahkotamedical.com)	Woman & Child Centre, Cardiology (Heart Centre), Orthopaedic (Bone & Joint Replacement), Fertility, Gastroenterology, Ophthalmology, Wellness & Health Screening, Cancer Centre, Diabetes Care Centre, Men's Health Centre, Neurological Centre
14.	Pantai Hospital Ayer Keroh (www.pantai.com.my)	Oncology, Cardiology, Orthopaedic (Hip & Knee), Dermatology, Obstetrics & Gynaecology
15.	Pantai Hospital Kuala Lumpur (www.pantai.com.my)	Oncology, Hand & Microsurgery, Cardiology, Dental Care, Dermatology, Fertility, Ophthalmology, Rehabilitation, Breast Care Centre, Spine & Joint Centre, Hand & Microsurgery Centre, Pantai Cancer Institute, Pantai Heart Centre
16.	Park City Medical Centre (www.ramsaysimedarby.asia)	Woman & Child, Obstetrics & Gynaecology
17.	Penang Adventist Hospital (www.pah.com.my)	Heart & Vascular, Renal Care, Orthopaedic, Cosmetic Surgery, Neurology, Wellness & Health Screening
18.	Prince Court Medical Centre (www.princecourt.com)	Cardiology (Heart & Vascular), Oncology, Woman & Child, Cosmetic Surgery, Dermatology, Gastroenterology, Ophthalmology, Rehabilitation
19.	Subang Jaya Medical Centre (www.ramsaysimedarby.asia)	Oncology, Urology, Blood Disease, Dermatology, Ophthalmology
20.	Sunway Medical Centre (www.sunwaymedical.com.my)	Neuro Science, Orthopaedic (Joint, Foot, Ankle, Sports & Spine), Heart & Vascular (MIS Aortic Aneurysm), Dental Care, Gastroenterology, Ophthalmology, Aesthetic & Laser Centre, Bone & Joint Centre, Breast Care Centre, Cancer Centre, Cardiac & Vascular Centre
21.	Tropicana Medical Centre (www.tropicana medicalcentre.com)	Fertility Treatment, Gastroenterology, Obstetric & Gynaecology
22.	The Tun Hussein Onn National Eye Hospital (www.thoneh.com.my)	Corneal, Glaucoma, Cataract, Floaters & Flashes, Retinal Detachment, Diabetic Retinopathy, Vitreo Retinal, Neuro Ophthalmology, Paediatric Ophthalmology & Strabismus, Uveitis, Oculoplasty, Optometric & Orthoptic Services, Lasik, Refractive Surgery

* The above information is correct as at April 2016. Please refer to our website at www.mhtc.org.my for more information.



Mack Banner

Senior Director,
Raffles Medical Group
Singapore

Mack Banner has over 40 years of management and development experience in the healthcare sector. He joined Leedon Capital as a Senior Director in early 2015 and moved into his current role as Senior Director of Raffles Medical Group in July 2015. From 2005 – 2014 Mack served as the CEO of Bumrungrad International Hospital in Bangkok, Thailand. Prior to that Mack spent 6½ years with BUPA Health Care Asia (previously VISTA Health Care) in a variety of senior management roles. Before BUPA, Mack served for 5 years as Director and CEO of Subang Jaya Medical Center in Kuala Lumpur, and served on the Board of the Association of Private Hospitals of Malaysia.

Since 1980, Mr. Banner has served in a variety of senior management and developmental roles for Hospital Corporation of America (and its subsidiaries) and Tenet Healthcare including; 4 years as CEO for the Doheny Eye Hospital and Clinics in Los Angeles; 2 years as CEO of HCA Mid East, where he was responsible for 2 major hospitals and over 1,200 staff members in Riyadh, Saudi Arabia; along with postings in Sydney, Los Angeles, San Francisco, Singapore, and London where he had both development and operations responsibilities.

Prior to his international postings, Mr. Banner served for five years on the administrative staff of The University of Virginia Medical Center and Roanoke Memorial Hospitals in Virginia. Mr. Banner earned his Master’s Degree in Healthcare Administration in 1975 from the Medical College of Virginia where he received the AD Williams Scholarship Award for academic excellence.

DAY 2

(By invitation and for MHTC members only)

5th May 2016, Thursday (8.30am - 2.00pm)

08.30am - 09.00am	Registration	
09.00am - 10.00am	Morning Talk with Mack Banner	Mack Banner, Senior Director, Raffles Medical Group
10.00am - 10.20am	Morning tea break	
10.20am - 11.15am	Closed Door Session Medical Tourism Statistic - Malaysia Medical Tourism Statistic - Regional	Megat Ardian Aminuddin Chief Marketing Officer, Malaysia Healthcare Travel Council
11.15am - 12.15pm	Digital workshop	Ben Quah, Digital Marketing and E-Commerce, Expats Express
12.15pm - 2.00pm	Lunch	
2.00pm	Program Ends	



Ben Quah

Digital Marketing and eCommerce,
Expats Express
China

Topic: Digital Workshop

Ben QUAH has over 10 years of experience in digital marketing, eCommerce and business development. He has successfully founded an eCommerce startup and sold it off (exit strategy), built and led a digital agency and was part of the initial team to successfully establish a new mobile brand.

Some of his major achievements are:

- Founding team member who was brought in to lead the marketing and eCommerce business of a new mobile brand “Alcatel Flash”. Under his leadership, Alcatel Flash opened new markets in 7 countries, leading to sellouts in the Asia Pacific region.
- Led and managed a new O2O (Online to Offline) business model (Smart Ecology 2) for Ninetology Malaysia, the top mobile phone brand in Malaysia for range between RM400 RM800. In this campaign, online marketing was the leading platform to drive conversions and bringing in sales revenue of over USD 2.5 million in its first 2.5 months.
- Supervised and led a team to develop a comprehensive email marketing system (EDM) for Media Prima, which eventually became one of the main marketing platforms for pushing out new shows and weekly schedule to over 2.5 million users database.

Successfully built a book sales and distribution company that covers both online and offline sales channels and platforms across Asia.



Sherene Azli

Chief Executive Officer,
Malaysia Healthcare Travel Council

MARKET INTELLIGENCE CONFERENCE InsigHT 2016

FOREWORD

Salam sejahtera and a very warm welcome to all.

It is a privilege for me to pen this message in conjunction with the inaugural launching of the InsigHT 2016 Market Intelligence Conference (InsigHT 2016).

2016 looks set to be an exciting year for healthcare travel in Malaysia. Riding high on the successes of 2015, where we saw over 850,000 healthcare travellers arrive on our shores spending more than RM900 million in hospital receipts, our aim is not only to keep the momentum going but also to take hold of this unique opportunity to strengthen the healthcare travel ecosystem, to drive sustainability and concentrated growth.

InsigHT 2016 plays an integral role in this strategy for sustainability. With its theme of “Growth Opportunities from Co-opetition”, this initiative aims to facilitate the cohesion of information within the industry for mutual benefits.

The combined market intelligence from InsigHT 2016 and its follow-up programs will serve to support Malaysian medical tourism players in rising above the climate of continuous change and increasing international competition, as individual players and as a united industry.

Moving forward, we aim at seeing initiatives through 2016 and beyond being supported by digital platforms, for increased facilitation of healthcare travel and to enhance industry sustainability. All this, to achieve our aim of attracting RM1.3 billion in healthcare receipts from international patients in 2016, and in the ultimate ambition of seeing Malaysia become the world’s “Top of Mind Destination” for healthcare travel by 2020.

With this, I bid you all a warm “Salam” and trust that you will gain much insight about the industry as a whole from this inaugural conference. Thank you.

Chief Executive Officer,
Malaysia Healthcare Travel Council
Malaysia

Sherene Azli spearheads the Malaysia Healthcare Travel Council (MHTC), an agency under the Ministry of Health Malaysia as its Chief Executive Officer. She has been entrusted with the task of leading the agency in its mission to coordinate and facilitate the development of healthcare travel within the country, to promote global awareness of the Malaysian healthcare industry, and to position Malaysia as the “preferred destination for world-class healthcare services”.

Sherene moved on and served as the General Manager of the Malaysian Diaspora Outreach unit with Talent Corporation Malaysia (TalentCorp) where she played an instrumental role in building strategies and fronting engagements with Malaysian students and professionals abroad, in a bid to build a global network of Malaysian talent. She is an ardent believer in the power of developing human capital and the value of building relationships and networks, and carries these ideals with her into her current role.

Sherene holds a Master's in Business Administration from the University of Durham (United Kingdom) and a Bachelor of Business Studies (Hons) in Accounting & Finance from the University of Limerick (Republic of Ireland).

Director,
Kasatria Technologies Sdn.Bhd.
Malaysia

Director,
Kasatria Technologies Sdn.Bhd.
Malaysia

He was the founding partner of Kasatria Technologies Sdn. Bhd. the only Premium partner for Google Analytics in Malaysia. He leads a Big Data team that specializes in developing data management platforms that take advantage of data streams to identify risks and opportunities to influence automated recommendations and decisions. The last decade has seen him collaborate with industry leaders in banking, telecommunications, entertainment, hospitality, healthcare and even plantations to harness data and make it useful to stakeholders so that they can make better decisions.

His current area of focus revolve around how to effectively extend data models to be interpreted not only by humans, but also consumed by other machines, so that decisions and outcomes can be tracked, analysed and acted upon in real-time by other platforms in the ecosystem independently from human intervention.



Aireen Omar

Executive Director and
Chief Executive Officer,
AirAsia Berhad
Malaysia

Topic: Air Connectivity, Key to Sustainable Regional Medical Tourism

Aireen Omar was appointed as Chief Executive Officer and Executive Director of AirAsia Berhad on 1 July 2012. Prior to this, she was the Regional Head of Corporate Finance, Treasury and Investor Relations of the Company. She is also a member of the Safety Review Board.

Aireen joined AirAsia Berhad in January 2006 as Director of Corporate Finance, where her portfolio expanded quickly to also include Treasury, Fuel Procurement and Investor Relations functions. Taking on these roles, she was instrumental in shaping the development of AirAsia into one of the fastest growing and most highly-acclaimed airlines globally.

She began her career at Deutsche Bank Securities Inc., where she served as an Associate from 1997-2000 in New York and London, her last position being at the Equity Arbitrage Proprietary Trading Desk focusing on international equities, equity derivatives and equity-linked products. Upon her return to Malaysia in 2001, she served several major local financial institutions including the Maybank Group.

Aireen received an Outstanding Achievement Award (CEO category) at the inaugural Malaysian Women of Excellence 2014. She was awarded Corporate Treasurer's 25 Most Influential Women in Treasury 2015 and 'Masterclass Woman CEO of the Year' award for two consecutive years (2014 & 2015) at the Selangor Excellence Business Awards.

She is a member of the Board of Directors of Malaysia Tourism Promotion Board (Tourism Malaysia), AirAsia Global Shared Services Sdn Bhd, Think BIG Digital Sdn Bhd, Tune Money Sdn Bhd, Ground Team Red Sdn Bhd (formerly known as Aras Sejahtera Sdn Bhd) and Asia Aviation Capital Limited.

She is an Economics graduate of the London School of Economics and Political Science and also holds an MA in Economics from New York University.



Rhenu Buller

Partner & SVP Healthcare,
Frost & Sullivan
Malaysia

Topic: China Patients on Fertility Treatment

A founding member of Frost & Sullivan's Asia Pacific Healthcare operations, Rhenu has always been at the forefront of pioneering new initiatives that has taken her across the region from being based in Kuala Lumpur, to Sydney then Singapore and more recently heading up Frost & Sullivan's newest Growth Innovation Centre for the Asia Pacific Region.

With more than twenty years of experience working with public and private sectors in emerging markets focusing on healthcare access, transformation of healthcare delivery and innovation, Rhenu has personally contributed to the development of research both in digital and print media as well as in reports published on [frost.com](https://www.frost.com) and through customised work for healthcare players.

With a background in life sciences and financial evaluations, Rhenu has supported initiatives for the development for PPP, regulatory initiatives, investment valuation and initiatives to expand healthcare reach. She has a keen interest in frugal innovation as a source of transformation for delivery of healthcare products and services to populations beyond urban and city settings and where affordability is an issue.



Ajay Bangia

Director and Head of the Qualitative Practice (Singapore & Malaysia), IPSOS Malaysia

Topic: The Vietnam Medical Tourism Patients

Ajay is passionate about understanding what makes people tick and why brands hold meaning to them.

His vast experience in market research and brand planning allow him a unique understanding of consumers and their relationship with brands. He has always been focused on helping clients in areas of consumer understanding, motivational audits, brand equity studies, New Product Development (NPD) and communication development and testing.

He has a deep understanding of the Asian market having worked and lived in India, Indonesia and has spent the last 9 years in Malaysia managing multi-country research projects in 20+ Emerging markets - BRIC, SE Asia, Australia, Africa, Latin America and the Middle East.

His research expertise is in the areas of Traditional and Non Traditional Qualitative research methods, Communications testing, NPD, and Shopper Research, with a specialisation in the Automotive and Fast Moving Consumer Good (FMCG) sector.

Ajay began his career in IMRB (PQR) in India from 1999-2001. He then became the Research Director in Synovate (India, Indonesia and Malaysia) from 2001-2011. He expanded his portfolio in Ogilvy & Mather/ OgilvyAction as Planning Director from 2011-2014.

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Ajay Bangia

Director and Head of the Qualitative Practice (Singapore & Malaysia), IPSOS Malaysia

Topic: The Australian Consumer (Dental and Cosmetic)

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Dr. David Teo

Regional Medical Director,
International SOS Ltd.
Singapore

Topic: Beyond Hospital – What Makes a Successful Medical Evacuation Hub

Dr. Teo oversees the Assistance and Medical Services in this region and heads expert teams of Coordinating Doctors and Nurses in International SOS's Assistance Centres, ensuring a high level of service across the region. Additionally, Dr. Teo provides medical oversight for Medical Services to remote sites and possesses invaluable experience in disaster relief planning and response, and medical incident management. Dr. Teo conducts medical training, medical audits, evaluation of onsite medical capabilities and development of medical emergency response plans for clients' onshore and offshore sites in the region.

Dr. Teo joined International SOS' Singapore Assistance Centre as Senior Coordinating Doctor in 2007. Prior to that, he was the Chief Army Medical Officer of the Singapore Armed Forces (SAF), holding the military rank of a Colonel.

Dr. Teo obtained his Bachelor of Medicine and Surgery from the National University of Singapore, followed by a Master in Medicine (Occupational Medicine) in 1993.



Raja Murali

IT and Operations Director,
P.T. Administrasi Medika
Indonesia

Topic: Badan Penyelenggara Jamin Sosial Kesehatan (BPJS) – What's next?

Raja Murali has more than 25 years in the healthcare and insurance industry (both in Malaysia and Indonesia) as an IT practitioner with healthcare experience.

He is currently the I.T and Operations Director of P.T Administrasi Medika (Indonesia); a company that employs close to 1,300 staff (890 nurses, 3 pharmacists and 100 midwives) managing health care benefits of more than 3.5 million customers. P.T Administrasi Medika serves a client base of policy holders of insurance companies (63 Life and General insurance), employees and family members of 3 SOE and their subsidiaries. It also facilitates the coordination of benefits between Private insurance and BPJS. As part of its services, it also provides assistance for Indonesian patients who seek medical care in Malaysia.



Esther Law

Founder & Chairman,
Excellence Medicare (EMIC)
China

Topic: Going to China for Healthcare

Described as 'Woman of Wisdom' by the media, the chairperson and founder of Excellence Medicare, Esther Law is a social entrepreneur, author, "healthcare leadership" consultant and mentor to hospitals, health care institutions and doctors in China.

She has devoted 12 years in cancer care management and education, bridging the novel concept, treatments and technologies from China to the world.

EMIC was the very first to initiate and implement effective 5C+2A systems in reaching out to cancer patients and medical tourists overseas. Together with her team, they have managed to reach out to more than 10,000 cancer patients and medical tourists from over 70 countries.

In providing effective solutions to clients and patients, EMIC has partnered with well-known medical resources from around the world, in establishing a one-stop preventive medical travel platform.

- Founder and Chairman, Excellence Medicare (EMIC)
- Ten Outstanding Young Malaysian (TOYM) 2014
- Vice Chairman, Guangdong Cancer Rehabilitation Association, China
- Secretary General, Asian Society of Cryosurgery
- Secretary General, 18th International Society of Cryosurgery