



**2010 Malaysia Frost & Sullivan
Customer Value Enhancement Award in Diagnostics**





Frost & Sullivan's Global Research Platform

Frost & Sullivan is entering its 49th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective,* which in turn serves as the foundation of its TEAM Research** methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2010 Malaysia Frost & Sullivan Customer Value Enhancement Award in Diagnostics to BP Diagnostic Centre.

Significance of the Customer Value Enhancement Award

Key Industry Challenges Addressed by Enhancing Customer Value Competition from other Diagnostic Centers

The primary challenge facing the diagnostic centers in Asia Pacific is that multinational competitors who have more resources and marketing capabilities are overshadowing them. To succeed in the market, a local diagnostics center such as BP needs to identify the challenges faced by the end users or consumers commonly including the public, patients, and doctors. In addition, such centers need to satisfy the demands by developing innovative strategies and products. Pathology services that commonly provide laboratory testing for clinics and hospitals are often confused with diagnostic centers.

Low Awareness of Preventive Health

The second challenging factor is the low awareness about preventive health screening and its importance. The culture of preventive care is still being inculcated in the population through awareness regarding the early symptoms of chronic diseases such as diabetes, cancer, and hypertension. These diseases are often only detected in the advanced stages, which leaves the option of treatment through strong medicine.

Customization of Diagnosis Packages

Individuals have different concerns about their health, which vary with different genetic and family histories. The industry, as a result, finds it challenging to customize the packages, particularly when patients come from diverse backgrounds. Diagnosis packages often do not meet consumer requirements. In addition, customers are unable to quantify the products and services they get from a diagnostic centre, as the services and products offered by them are mostly intangible.

Impact of Customer Value Enhancement Award on Key Stakeholders

The Customer Value Enhancement Award is a prestigious recognition of BP Diagnostic Centre's accomplishments in clinical diagnostic. An unbiased, third-party recognition can provide a profound impact in enhancing the brand value and thereby accelerating BP Diagnostic Centre's growth. As captured in Chart I below, by researching, ranking, and recognizing those who deliver excellence and best practices in their respective endeavors, Frost & Sullivan hopes to inspire, influence, and affect three specific constituencies:

- **Investors**

Investors and shareholders always welcome unbiased and impartial third party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is the best and most credible way to display an organization worthy of investment.

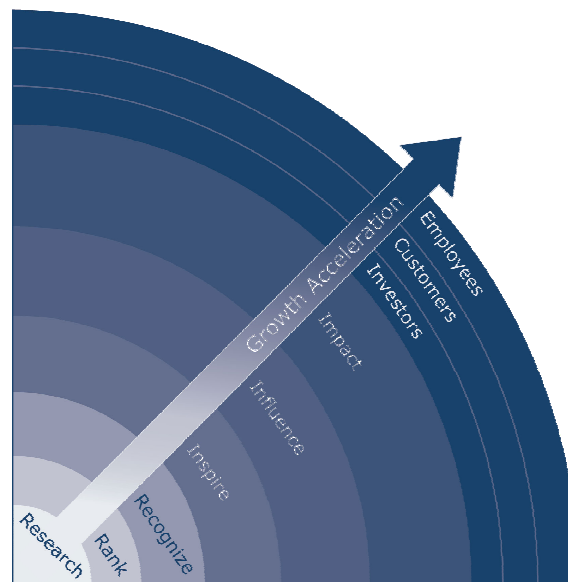
- **Customers**

Third-party industry recognition has been proven the most effective way to assure customers that they are partnering with an organization that is leading in its field.

- **Employees**

This Award represents the creativity and dedication of BP Diagnostic Centre's executive team and employees. Such public recognition can boost morale and inspire your team to continue its best-in-class pursuit of a strong competitive position for BP Diagnostic Centre.

Chart I: Best Practices Leverage for Growth Acceleration



Best Practice Award Analysis for BP Diagnostic Centre

The Frost & Sullivan Award for Customer Value Enhancement is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This award recognizes the company's inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and ultimately customer base expansion.

BP Diagnostics Performance in the Clinical Diagnosis Market

Apart from being differentiated for its specialist medical services in a non-hospital environment, BP Diagnostics maintains a consistent relationship with its customers in the proactive delivery of constantly improved services. While customers are surveyed on every visit, peer evaluations encourage a positive service culture within the organization. Systems supported by community-centered marketing activities, have made BP Diagnostic Centre the first in the region to receive ISO 9001 accreditation, and is the leading healthcare provider in Malaysia, where it operates 30 centers. Recently, it has opened a centre in Bangkok, Thailand and has short-term expansion plans within greater Southeast Asia.

Key Performance Drivers for BP Diagnostics Centre

Implementation of Modern Technology for a Smooth Experience

BP Diagnostics is at the forefront of implementing modern technology at all levels of its services from a paperless patient record system to teleradiology services. The services provide archived and updated diagnostic imaging thus, allowing accurate diagnosis. Such systems have reduced human error and allowed for efficient and accurate diagnosis. Stringent quality checks and maintenance of these systems ensure a flawless and seamless experience for patients. Such cost-effective systems are minimally invasive and have least human involvement thus, increasing accuracy. Conventional hospitals and other medical service institutions may possess quality equipment; however, failing to serve appropriate health-screening requirements and involve invasive procedures. Such systems are less cost effective with the additional costs being passed on to the patients. The high operational costs coupled with the complexity and variety of cases may pose a logistical challenge for the implementation of such systems in hospitals.

Strong Focus of Customer Service

Customers are surveyed on each visit on their opinion on the quality of service, the overall customer experience, and recommendations they may have to improve service. This not only ensures a consistent relationship with the customers but also a measure of the quality of service and the customers' needs and expectations.

Consistent and comprehensive screening of patients allows the early detection and intervention of otherwise chronic and detrimental diseases such as diabetes, cholesterol and other age-and genetic-related conditions. BP Diagnostic Centers are consolidated medical facilities in a non-hospital set up. These centers aims at providing precautionary measures to avoid the illness in contrast to conventional hospitals and clinics which treats already diagnosed patients; whereas, the center. The number of patients visiting a hospital is contrary to the BP Diagnostic Centers, where the staff to patient ratios is fewer allowing for customized services and an efficient work rate in a comfortable environment.

BP Diagnostic Centers have standardized packages, customized to prospective consumer groups. These packages include all services that may be involved in a wellness screening. BP Diagnostic centers are differentiated from conventional hospitals where prices are broken down per service and unnecessary invasive procedures may be conducted.

Leverage of Component Strategies for Marketing Products and Packaging

BP Diagnostic Centers' products and services are marketed through the awareness and interest in wellness and preventive healthcare. This focus as opposed to the conventional treatment of diseases, strategies adopted by similar medical service providers, sets BP Diagnostic Centers in a differentiated market positioning. Although standardized packages are offered to customers, BP Diagnostic Centers target services for various consumer groups. Across all packages, the company aims to deliver wellness and preventive healthcare to patients and allow for the early detection and preventive treatment for chronic diseases.

A Head-to-Toe screening is unified among all packages offered by BP Diagnostic Centers, which essentially involves in examination of the complete body. This comprehensive check is aimed to instill a sense of security among the consumers. BP has broadly divided its target market on the parameters of gender and age, recently adding packages for newborns and children. Targeting corporate groups, the POPE ('P' stands for pre-employment health screening, 'O' stands for 'occupational health and safety examination', 'P' stands for panelship provider to companies, and 'E' stands for executive health screening examination) business model includes employment and occupational health and safety related screenings.

About BP Diagnostic

BP Diagnostic is part of the BP Group that was established in 1982. BP Diagnostics, today, has grown to become the largest chain of integrated health care diagnostic service provider in Southeast Asia. Being the first such center in Malaysia to receive ISO 9001 accreditation, it operates 30 centers across the country. BP diagnostics has expanded into Thailand and plans to expand into greater Southeast Asia in the short term. Comprehensive and customized services are offered through modern technologies such as teleradiology and electronic patient record systems to deliver accurate and expert radiology interpretations. Specialist care delivered comfortably in a non-hospital environment reduces the risk of chronic infection that can be contracted in an otherwise conventional hospital. As a responsible corporate social entity, BP Diagnostics informs and educates communities through various print and virtual media.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry. awards.frost.com

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.