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

# BP Diagnostic Centre

BP Diagnostics was established in 1982. Today, they are considered to be one of Malaysia's foremost well integrated healthcare providers in the field of diagnostics and laboratory services. Their facilities are well known to offer other complementary specialized healthcare services to provide a one-stop-service centre for its patrons. It is one of the first diagnostic centres in Malaysia to have obtained ISO9001.Currently, BPDC has over 30 centres established throughout Malaysia and currently expanding into rest of the South East Asia region with its first venture into Thailand recently.

BP Diagnostics made continuous efforts to provide value enhancing services to its customers. Introduction of paperless operation and utilization of multimedia system nationwide helped clients to avail their results in electronic format. This helps patients to take the detailed results in electronic form to other specialists of their choice.

Such IT enabled services helped BP Diagnostics to manage its patient's records on a long term basis, reduced human error at point of care/test, able to promote wellness and preventive care treatments on a regular basis and most importantly, it improved operational efficiency.

BP provides specialist care services in its comfortable non-hospital facilities. This reduces the chance of contracting chronic infections that are high in a conventional hospital environment.

As part of their corporate social responsibilities, BP Diagnostic conducts awareness programs for communities on latest healthcare issues. Apart from this, BP has tie-up with leading insurance companies, industrial partners like Plusmiles, pharmaceutical companies to provide value enhancing services with discounts and other benefits.

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2010 BEST PRACTICES AWARD

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