



Internationalization of Taiwan's Medical Services

Taking a broad view of the
world from Taiwan

DATE:2012/9/1

outline

**Taiwan medical
care system**

**Advantages
Of Taiwan's medical services**

Governmental Policies and Assistance

Challenges and Conclusion

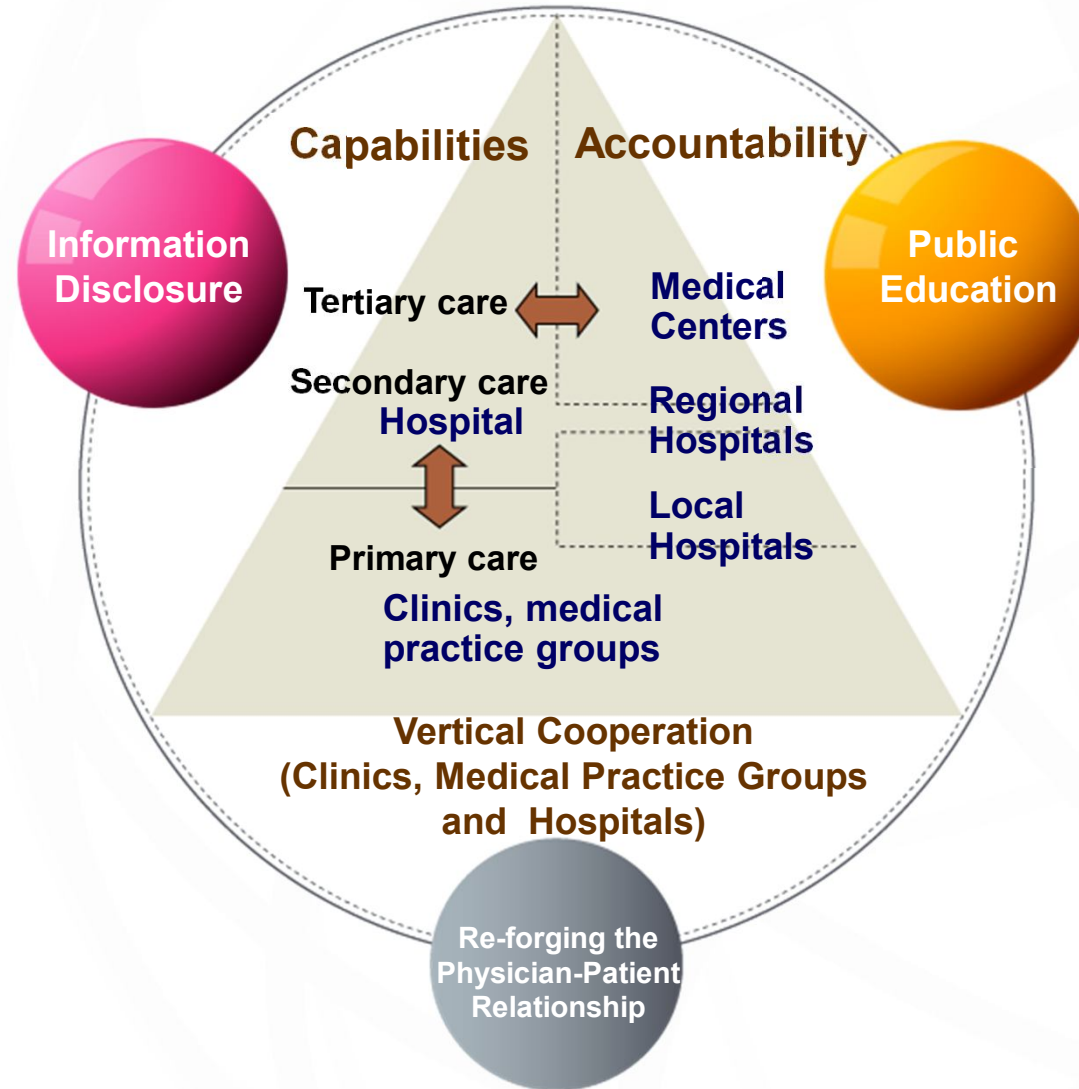
Taiwan Medical Care System

Internationalization of Taiwan's Medical Services

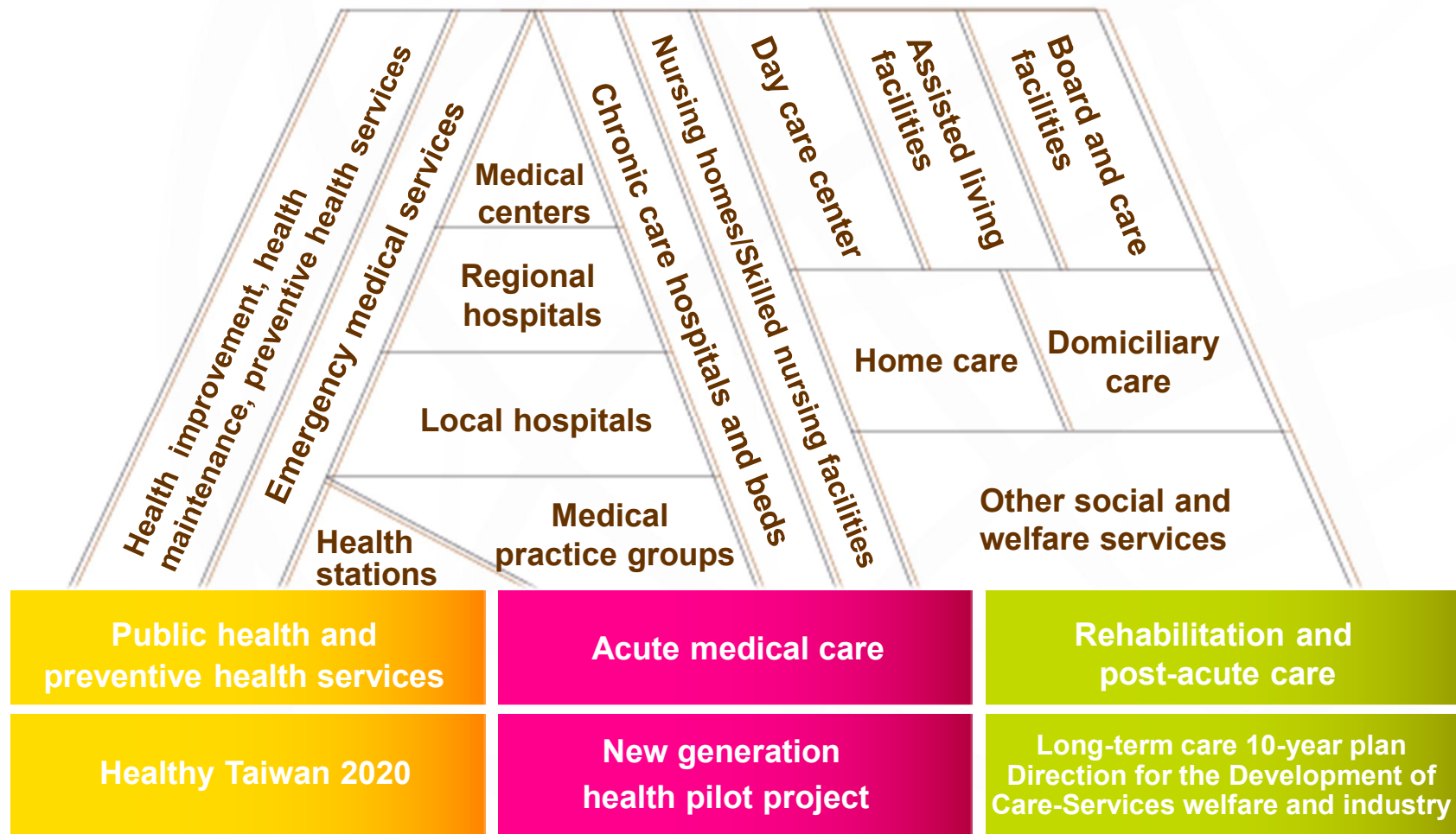
National strategy for medical services quality



Framework of Taiwan's medical care system



Blueprint of Taiwan health care system



Highly professional and qualified medical personnel with complete education system



Advantages of Taiwan's medical services

Taiwan's outstanding medical care quality

- World-wide recognized healthcare reputation
- High professional performance
in advanced medical care
in medical tourism
- Dependable medical quality accredited system
- Affordable price



Taiwan's outstanding medical care quality



- According to the Worldwide Health Rankings of the Economist Intelligence Unit in 2000, Taiwan ranks second, only after Sweden.
- In 2003, ABC News in the US reported about Taiwan's National Health Insurance and medical care integrity under the heading "Health Utopia".

Taiwan's outstanding medical care quality



- In the IMD global competitiveness ranking in 2007, Taiwan's healthcare infrastructure ranks 13th (a total of 55 countries were ranked).
- A Nobel Prize winner, economist Paul Krugman, has said publicly that Taiwan's health insurance system is the best in the world.
- According to the "Quality of Death" survey conducted by the "Lien Foundation" in Singapore in 2010, Taiwan ranks 14th (a total of 40 countries were ranked).

The character of medical service

- **Advanced medical care**
 - Patient search for cure or better health condition
 - High professionalism required, high marginal economic effect, stable client size.
 - Treatment: facial cranial reconstruction, organ transplant, cardiovascular therapy, assisted reproductive therapy, joint replacement, etc.
- **Medical tourism**
 - Travel and relaxation oriented.
 - Low professional and high city marketing required, wide potential client size.
 - Treatment: plastic surgery, laser cosmetic surgery, physical check-up, spa treatment, etc.

Advanced medical Care in Taiwan

**Joint
replacement**

**Cardiovascular
therapy**

**Assisted
reproductive
technology**

**Weight-loss
surgery**

**Cancer
therapy**

**Liver
transplant**

**Spinal
Surgery**
Introduced
by international
TV channel
“Discovery Channel”

**Facial
reconstruction
surgery**

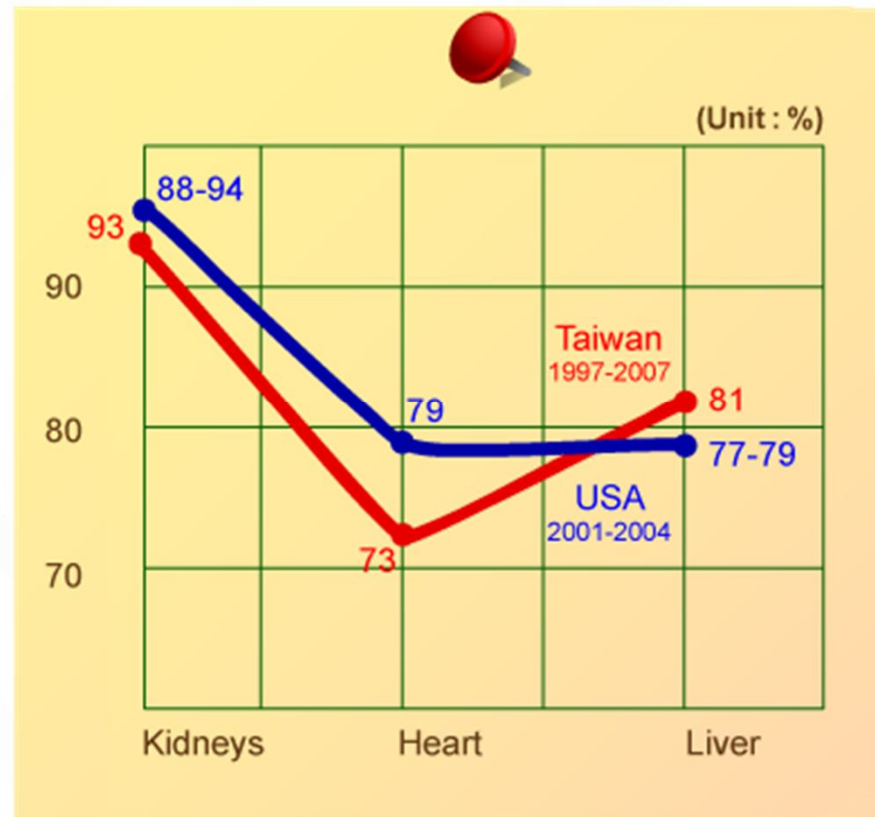
**Plastic
surgery**
Provide medical
training for
foreign doctors



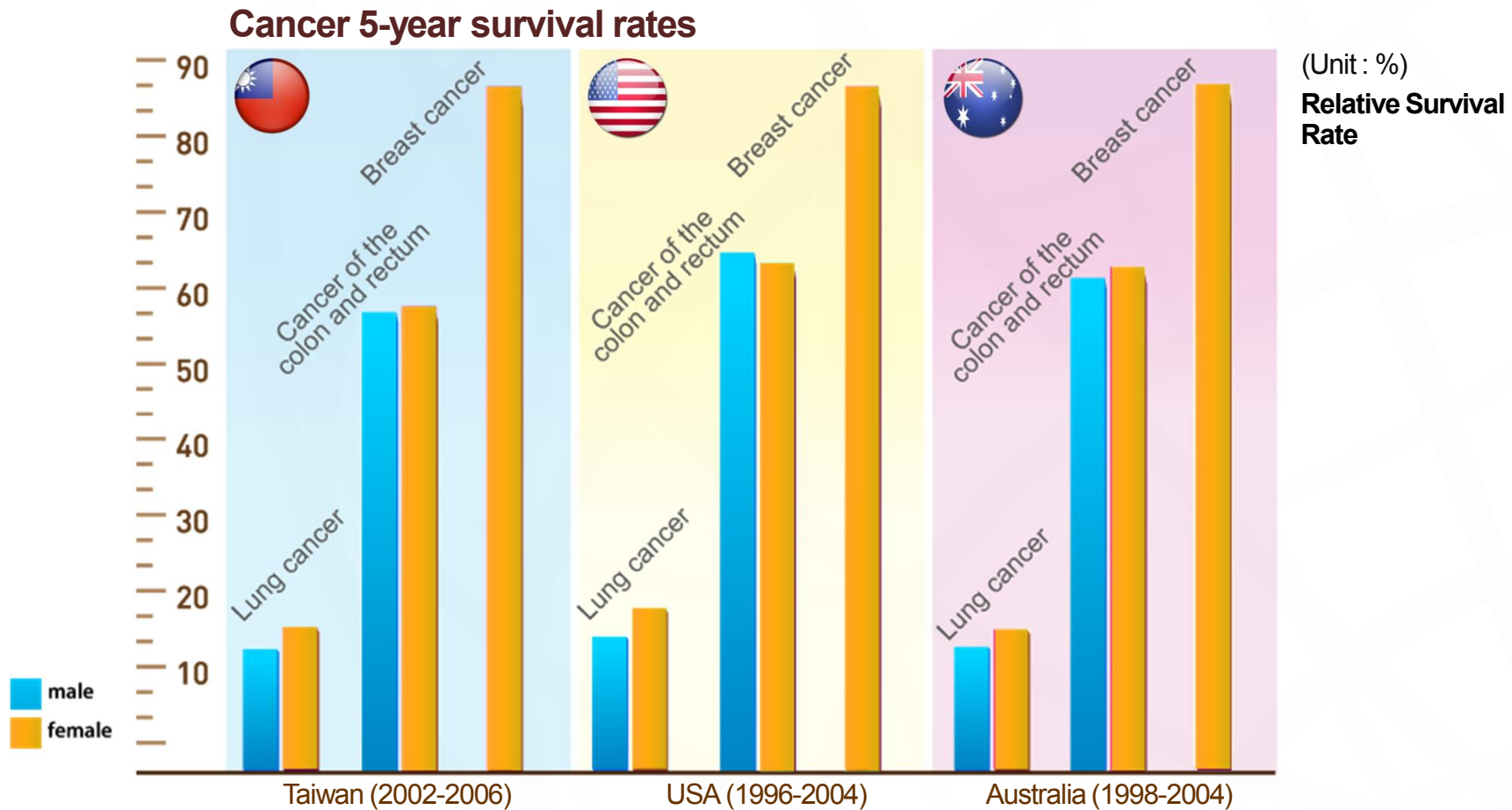
*Foreign patients
from different
countries have
come to Taiwan
for these treatments.

Success rates of heart, liver and kidney transplants

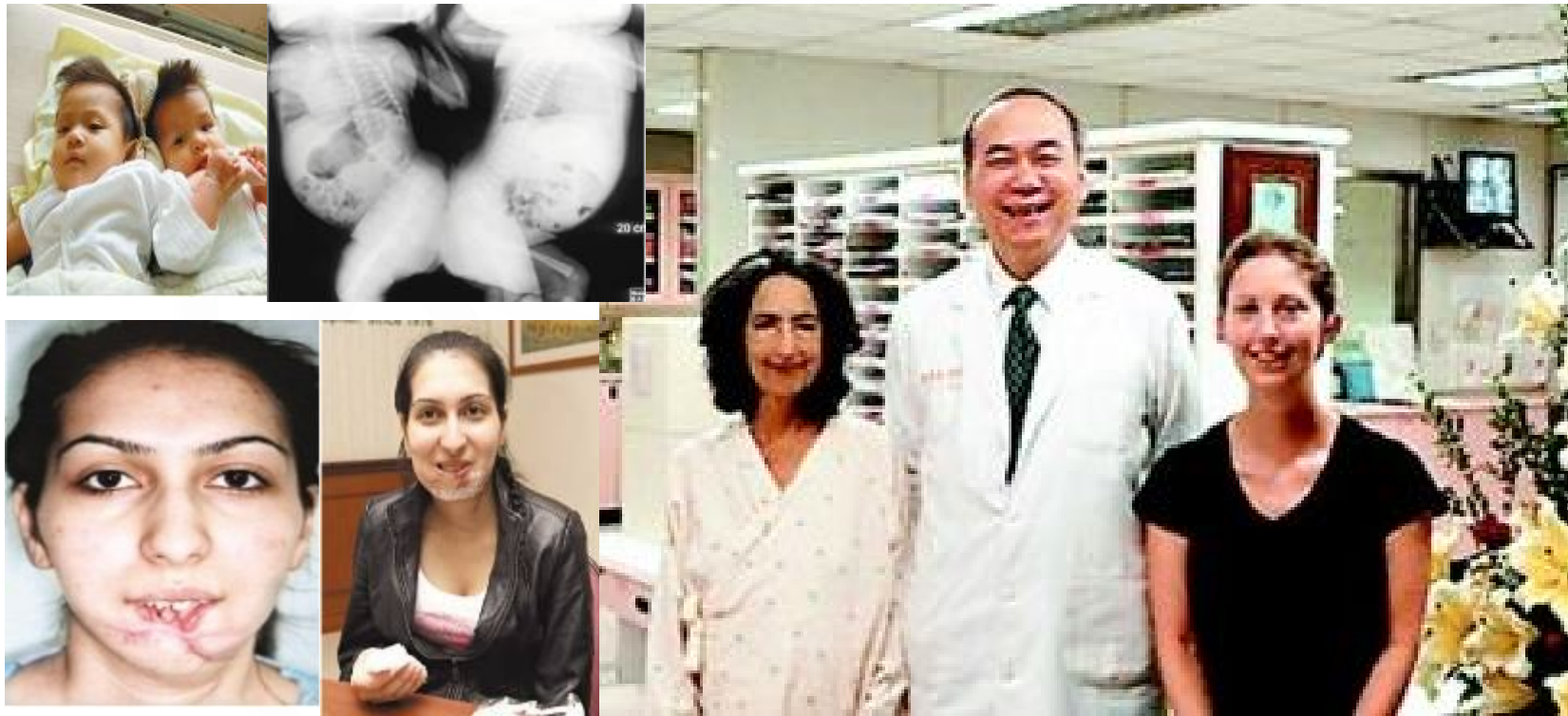
Post-organ transplant three-year survival rates



Survival rates of cancer treatment



The success cases



And many...



Medical tourism

**Dental
treatment**

**Laser
cosmetic
surgery**

**physical
check-up**

Spa treatment



*Foreign patients
from different
countries have
come to Taiwan
for these treatments.

Medical tourism

schedule

1st Arrival Taiwan

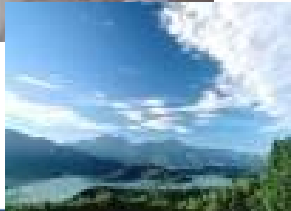
2nd Physical Check-up

3rd City tour

4th Sightseeing

**5th Health check-up
report**

6th Sweet home



Assured medical care quality- Hospital accreditation system



- In addition to the USA, Canada, and Australia, Taiwan is the fourth country implementing a hospital accreditation system.
- The Taiwan Joint Commission on Hospital Accreditation in 2006 gained International Society for Quality in Healthcare (ISQua) certification. It is the 1st institution in Asia and the 8th in the world to gain certification.
- Many hospitals have gained JCI international accreditation.

14 Organizations accredited by JCI



1. Chang Bing Show Chwan Memorial Hospital
2. Changhua Christian Hospital
3. China Medical University Hospital
4. E-Da Hospital
5. Koo Foundation Sun Yat-Sen Cancer Center
6. Min-Sheng General Hospital
7. National Taiwan University Hospital
8. Taipei Medical University Hospital
9. Taipei Medical University Shuang-Ho Hospital
10. Tung's Taichung MetroHarbor Hospital
11. Universal Eye Center
12. Wan Fang Hospital
13. Dr. Wells Wei-Yu Dental & Implant Center
14. Taiwan Adventist Hospital

Competitive medical service fees

20%~50% lower price than USA with comparable quality.

Procedure	USA	India	Thailand	Singapore	Malaysia	Panama	South Korea	Taiwan
Coronary artery bypass surgery	\$70,000-133,000	\$7,000	\$22,000	\$16,300	\$12,000	\$10,500	\$31,750	\$27,500
Bypass surgery with heart valve replacement	\$75,000-140,000	\$9,500	\$25,000	\$22,000	\$13,400	\$13,500	\$42,000	\$30,000
Hip replacement	\$33,000-57,000	\$10,200	\$12,700	\$12,000	\$7,500	\$5,500	\$10,600	\$8,800
Knee replacement	\$30,000-53,000	\$9,200	\$11,500	\$9,600	\$12,000	\$7,000	\$11,800	\$10,000
Prostate surgery (TURP procedure)	\$10,000-16,000	\$3,600	\$4,400	\$5,300	\$4,600	\$3,200	\$3,150	\$2,750
Gastric bypass	\$35,000-52,000	\$9,300	\$13,000	\$16,500	\$12,700	\$8,500	\$9,300	\$10,200
Face-lift	\$10,500-16,000	\$4,800	\$5,000	\$7,500	\$6,400	\$2,500	\$6,650	\$8,500

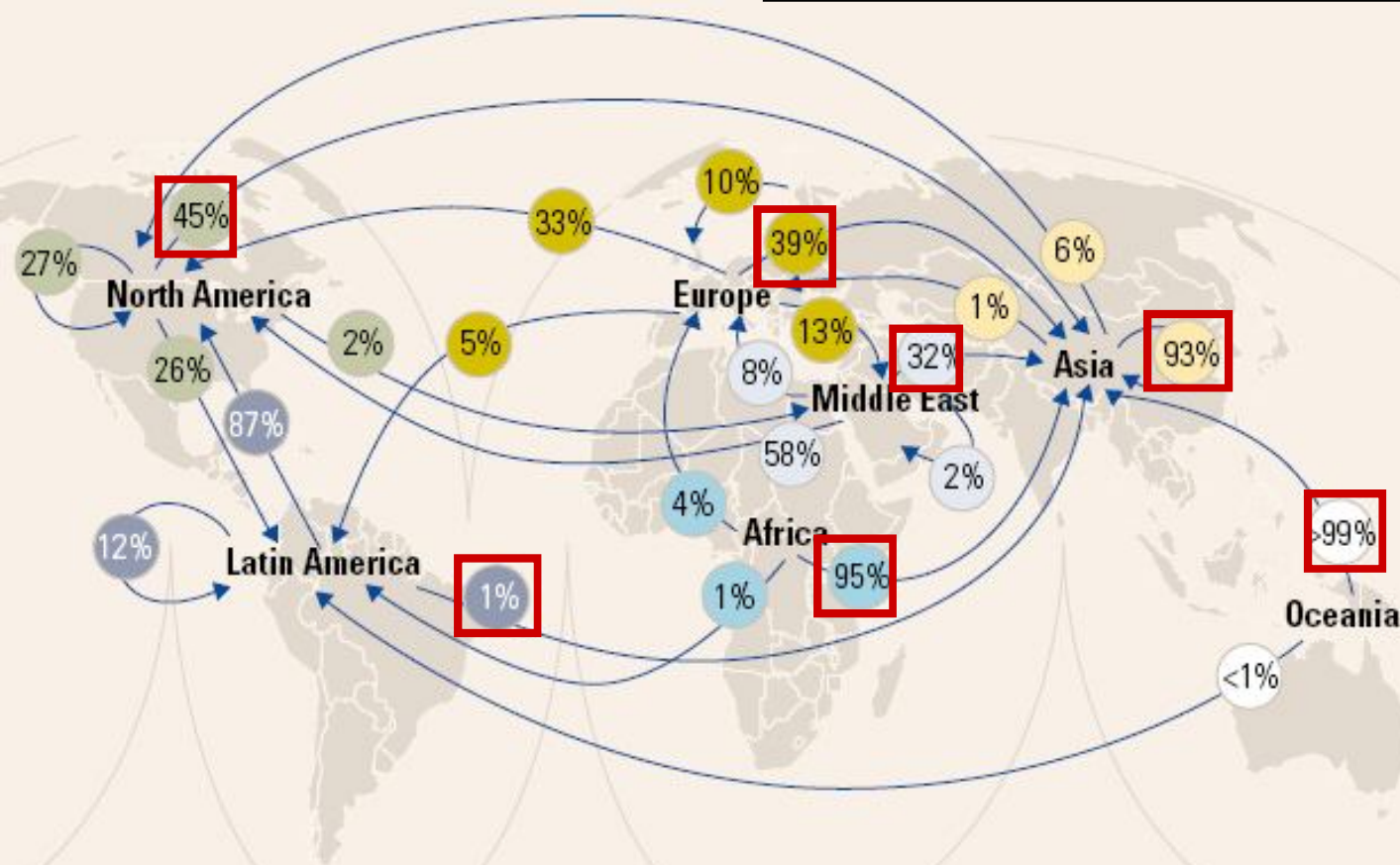
Governmental Policies and Assistance

Asia: Focus of medical travel

Medical travelers by point of origin



From TO	Asia	Africa	Europe	Latin America	Middle East	North America	Oceania
Asia	93%	95%	39%	1%	32%	45%	99%
Europe	1%	4%	10%		8%		
Latin America		1%	5%	12%		26%	1%
Middle East			13%		2%	2%	
North America	6%		33%	87%	58%	27%	

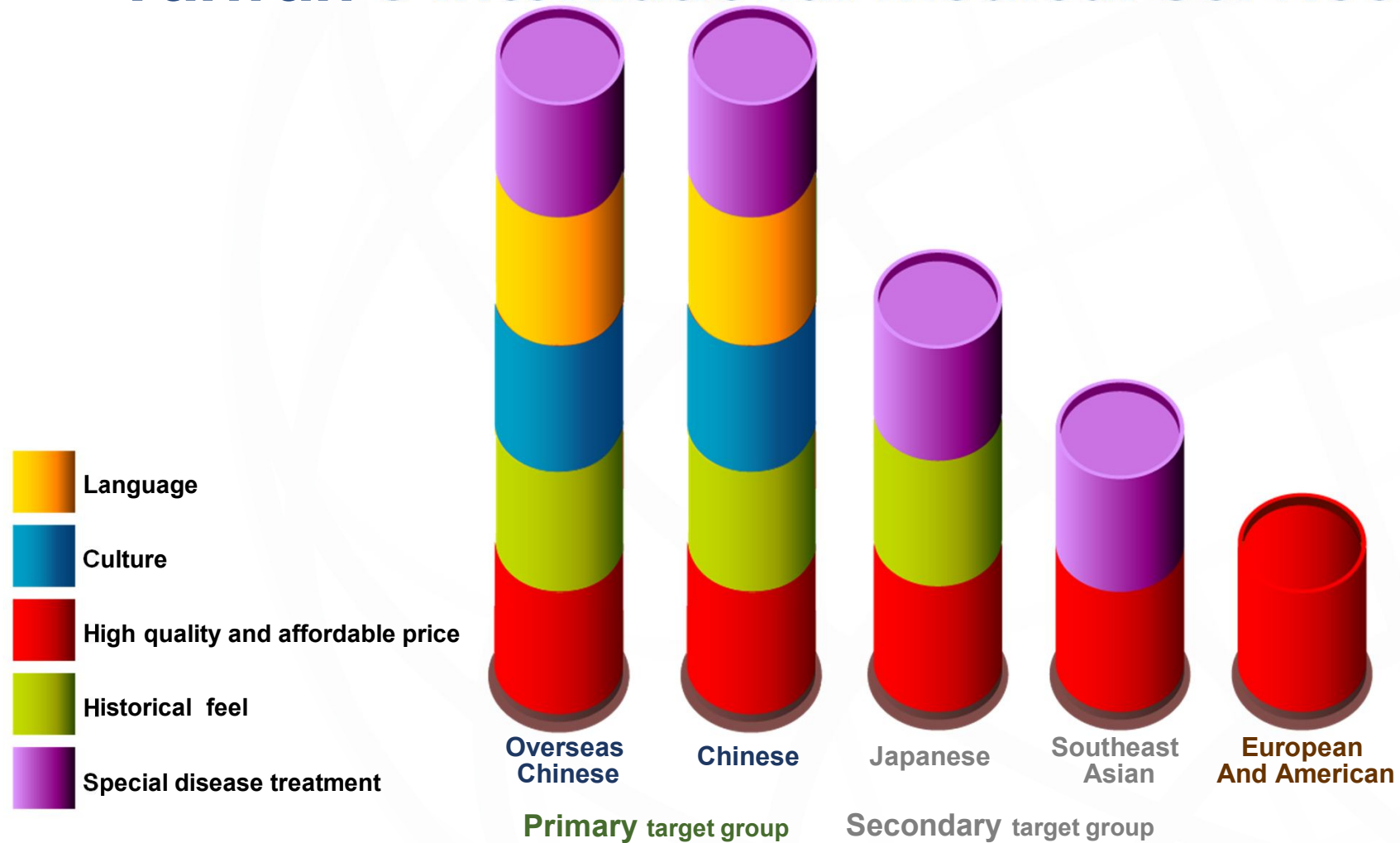


Source: McKinsey.

Areas within 4 hour flight are considered as target market.



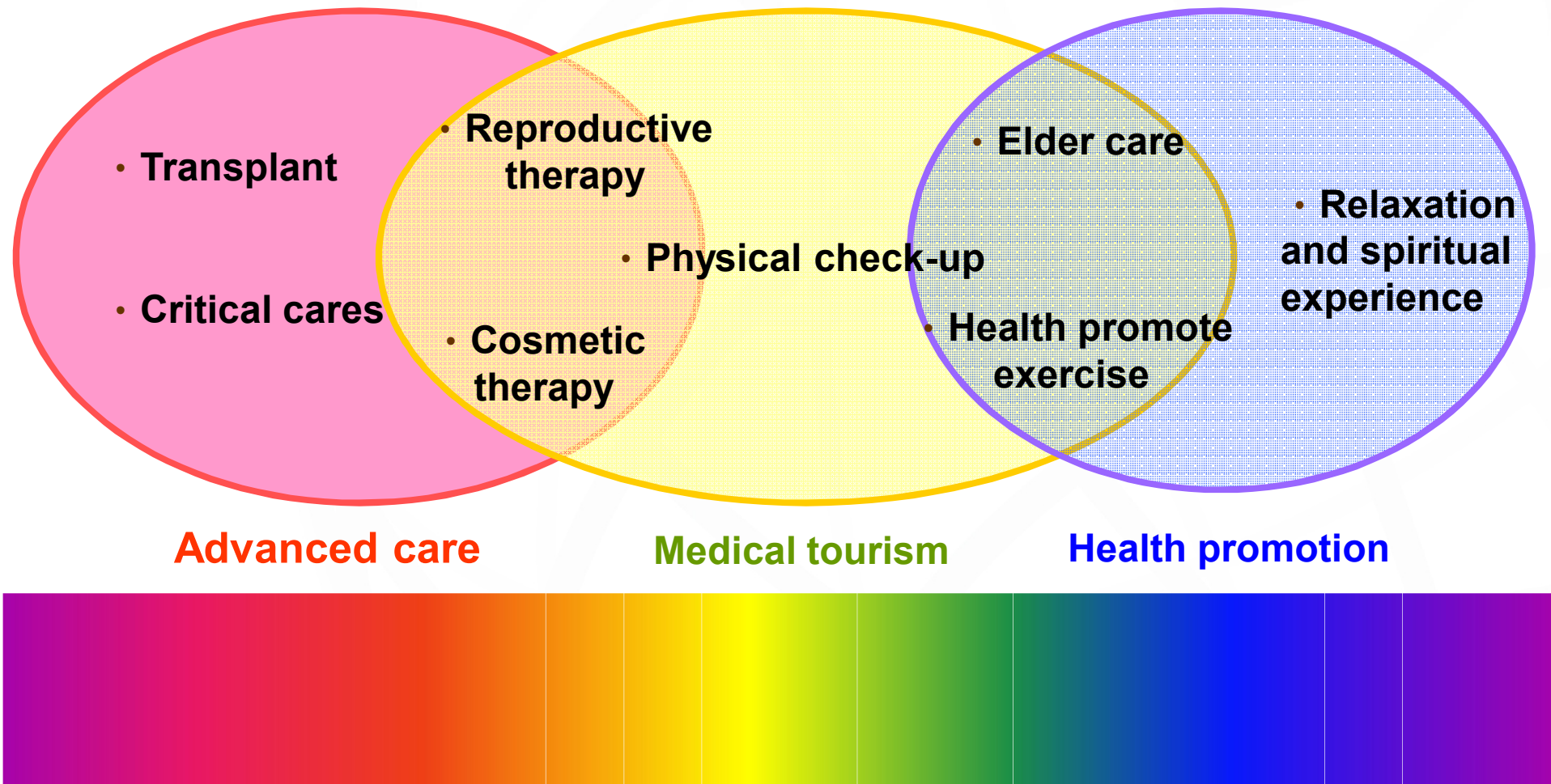
Targets and attractions of Taiwan's international medical services



SWOT analysis



International medical industry development



Environment building strategy



Medical Service Internationalization Project Management Center

- Member hospitals around Taiwan
- Intimate internet connection with the world
- Guiding hospitals in establishing service procedures for international patients
- Completing the standard procedures for handling international medical disputes
- Providing guidance and assistance, and conducting inspections

Taiwan's marketing strategy



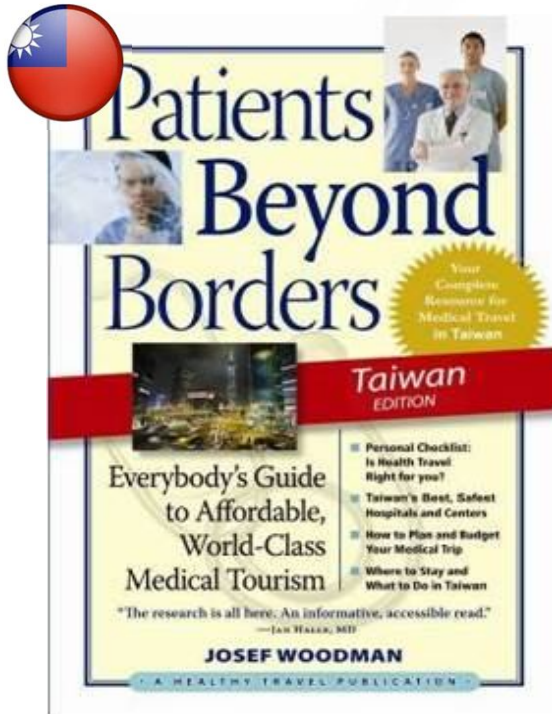
Taiwan External Trade Development Council

- Bridging the other industry to healthcare organization
- Promoting the international cooperation for member health organizations
- Exhibit the medical service of Taiwan
- Building the brand of medical travel in Taiwan.

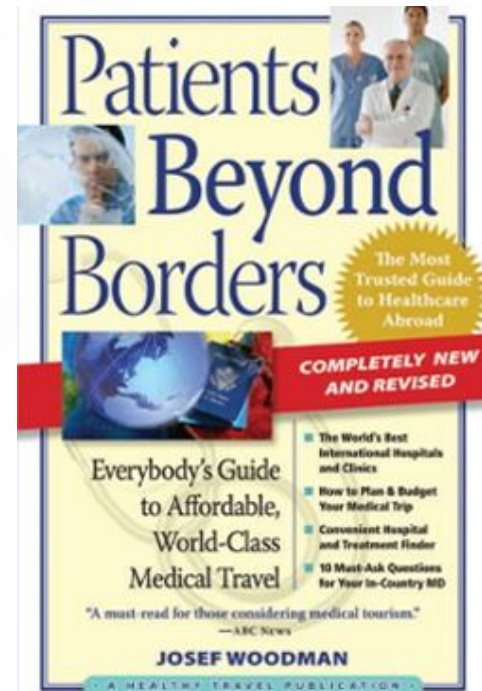


- Producing the documentary of international medical service in Taiwan.
- On channel in coming spring

Introduction to Patients Beyond Borders



Taiwan edition



Global edition

Taiwan edition

- Following Singapore, Taiwan is the second country selected by the author for a special edition.
- This book covers a total of 19 hospitals.

Global edition

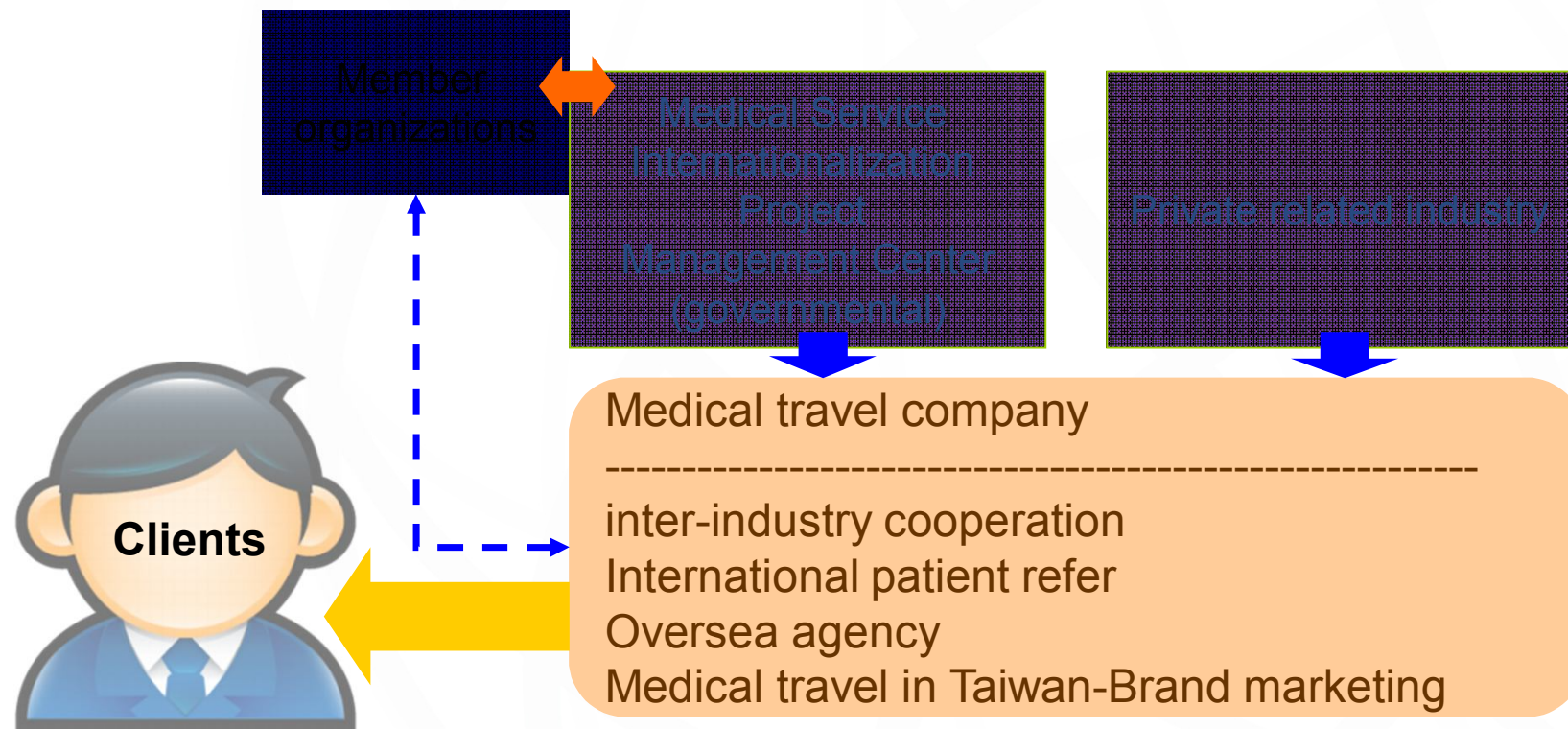
Republished on July 20, 2008
7 hospitals are included in the Taiwan section

Breakthroughs in the Legal System

- Simplify the application procedures for medical visa
- Loosen the restrictions on medical advertising
- Hospital specified for international patients are allowed to establish in designated area

Challenges

- The marketing and advertising of the medical travel in Taiwan
- The business model



Conclusion

- Building the good international patient environment requires the cooperation between government and industry.
- Think in customer's prospect, and provide complete customer service .

Welcome to Taiwan!





Thank You!

Department of Health,
Executive Yuan, R.O.C. (Taiwan)