

Healthway Medical rebrands itself

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Healthway Medical Corporation Limited has announced a refreshed look and tagline to complement the Company's vision of creating a technology-enabled, hospitality-led network of clinics that will empower patients in Singapore.

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Dr Stephen Riady, Non-Executive Non-Independent Director of HMC, said, "The rebranding of the Company retains our established values while adopting a timely update reflecting our renewed commitment to, and focus on, our patients. Our rebranding is guided by our goal to deliver the highest quality of healthcare services to our patients, while ensuring our enhanced processes and methods support and nurture our staff and doctors. This is an exciting milestone for us, and we look forward to serving our communities better."

HMC's strategy going forward is anchored on patient-empowerment through digital innovation. As part of its digital transformation, HMC will progressively develop and deliver a host of targeted digital healthcare solutions to patients. It will also continue to improve patient accessibility to care through its vast network of clinics. The healthcare company with 100 clinics islandwide across Singapore, will also focus on educating its patients on the importance of preventive healthcare, given the rapidly ageing population.

A Trusted Brand

Most recently, HMC was awarded the Gold Award in the Singapore edition of the Reader's Digest Trusted Brands Asia Awards 2018, under the category of Family Clinics. The award signifies a strong vote of confidence from a sizeable pool of

consumers, with the award criteria focusing heavily on the areas of healthcare expertise, brand reliability and trustworthiness, and a strong local connection.

Strategic and Community Partnerships

Over the past 12 months, HMC has announced a series of initiatives anchored on boosting its innovative capabilities and enhancing its community healthcare services. HMC inked strategic partnership agreements with South Korea's SK Telecom, the Seoul National University Bundang Hospital, HealthConnect, and Hong Kong-based United Medical Practice, thereby bolstering HMC's network of partners and depth of expertise across the region.

In April 2018, HMC further strengthened its commitment to providing quality healthcare services to the community by forming an advisory board aimed at providing relevant insights on key market trends and other developments in the medical field. Mr Tan Chuan-Jin, Speaker of Parliament and Member of Parliament (MP) for Kembangan-Chai Chee, Marine Parade Group Representation Constituency (GRC), chairs the advisory board. Also on the board are Jalan Besar GRC MP Lily Neo and Professor Bernard Yeung, Dean and Stephen Riady Distinguished Professor of Finance, Strategy and Policy at the National University of Singapore Business School.