

**“On a strong foundation
for sustainability”**





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Sustainable Organization

Sustainable Health

Sustainable Environment

Sustainable Innovation

Sustainable Society

Sustainable Cooperation

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BDMS is committed to operating its business in supportive of the national and global effort to build a strong and environmental-friendly society with reduced inequalities in line with its sustainable development goals.

Message from Group CEO and President

For a business to be successful and to achieve stable growth,
it must win the confidence of the public
in term of its international standards of operation.

The business must have a strong commitment to excellence in state-of-the-art technology, and management efficiency. And equally important for a sustainable business growth, it must go hand in hand with the sustainable development of the society.

The Bangkok Dusit Medical Services PLC (BDMS) has been firmly committed to these major principles for more than four decades of its operation. The public confidence in BDMS's professional excellence is our greatest pride and valuable asset. It serves as an important driving force for us to keep consistently moving forward.

From the establishment of Bangkok Hospital in 1972, BDMS has now become the region's biggest business leader in health and medical services with a network of 46 hospitals. They all have committed to operating on the same principles of corporate responsibility, along with its responsibility on social, community and environmental development. BDMS firmly believes that a business cannot possibly be sustained without a sustainable society, community, and environment.

As a global corporate citizen in health care services, BDMS is fully aware of the problem of climate change and how it has adversely affected the weather patterns and public's health worldwide. There are also problems of social inequality and economic disparity that have to be dealt with. And Thailand is no exception.

BDMS regards as its mission to contribute to the development of the Thai society and to minimize the unfavorable environmental impacts in order to support the well-being of the public and the society as a whole.

BDMS's mission on social development, public health, and environment is not based on the belief that we are a "giver" but instead on our recognition that it is the "duty" and "responsibility" of all ethical businesses to pursue the achievements of sustainable society, community, and the environment. These are after all the major elements for a sustainable growth of a business.

BDMS's sustainability concept is simple. The objectives are to do its best to minimize undesirable impacts on the environment, to share medical expertise and resources as a public service, to reinforce the strength of the community by reducing disparity, and to foster a favorable environment that is instrumental to good public health. Our mission is also to boost the capacity of the local community to bring about good health, and to restore the environment.

Our mission on social and environmental development has been envisioned and initiated since the start of our business nearly half a century ago. I am very pleased to see that our business growth has strengthened our potential to contribute more effectively to the development of the society, communities and the environment, not only in Thailand but also in all countries that BDMS maintain operation.

On behalf of BDMS, I wish to reiterate BDMS's firm determination to uphold its professional excellence in our business operation, and to continue our strong commitment on social and environmental development. With these commitments, BDMS will continue to grow alongside Thailand and the global community in a strong and sustainable manner.



Mr. Prasert Prasarttong-Osoth, M.D.
Group Chief Executive Officer and President
Bangkok Dusit Medical Services PLC



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Introduction

Good health and good living are among the most desirable wishes for any individual. The United Nations have indicated that good health and well-being are among its Sustainable Development Goals (SDGs).

As an organization involved in health service business, Bangkok Dusit Medical Services PLC (BDMS) regards as most important its duty and responsibility to promote good health and environment among the public.

To achieve these objectives, BDMS has set definite and consistent operating policies for implementation at different levels of operation.

For sustainable business growth, BDMS respects the principles of good corporate governance, with full transparency and accountability. The company has focused on the development of quality human resources to achieve professional excellence, and to instill a safety culture in the organization. BDMS has upgraded quality and safety practices throughout the operating system with an emphasis on minimizing undesirable impacts on the environment at all operating levels.

On social and environmental development activities, BDMS and other hospitals in the group have mapped out short and long terms development goals. Each year, there are activities to solve immediate problems in health care and health education in order to bridge social and economic disparity, to strengthen communities and to promote the restoration of environment. Additionally, BDMS has regularly cooperated with its partners and major organizations both domestic and international to promote a healthy society.

As for long-term programs on social and environmental development, BDMS has focused on the promotion of general environment to bring about a healthy society. BDMS has regularly conducted trainings and been working with the local public to promote a healthy community. BDMS has maintained strong community relations in neighboring areas, and provided health care knowledge and health-related research through major and online media.

Vejdusit Foundation under the Royal Patronage of Her Royal Highness Galyani Vadhana Krom Luang

Naradhiwas Rajanagarindra is one of BDMS's long-term primary corporate social responsibility program in line with the company's belief that generosity forms the basis for the development of a sustainable society.

Vejdusit Foundation has become a center for the donation of medicine and medical appliances and accessories to help the patients in need. Besides, the Foundation has focused on measures to systematically solve problems for the disabilities. People with disabilities have not been able to fully develop their potentials due to the prejudice and misunderstanding of the public. This particular problem therefore represents potential losses of valuable human resources.

Vejdusit Foundation, therefore, has set its aim to promote public awareness of the problem through different media channels especially online media that effectively reach a large number of audiences. The Foundation has been successful in promoting public understanding and respect for human rights of people with disabilities. The Foundation has also been engaged in social responsibility projects to support their dreams and aspirations so people with disabilities can overcome their physical limitations to take part of the society with confidence and pride.

BDMS has become a major employer of the people with disabilities. This has essentially set an example for private business sector to solve the disabilities problem in a sustainable manner. What people with disabilities need, apart from education, is an opportunity to enjoy a life with dignity. This is only possible when the society gives them equal job opportunity.

Although medical expertise and advanced technology are vital to the quality and efficiency in health care services, BDMS firmly believes that a healthy society can only be achieved with the cooperation of all sectors involved, both business and technical, to bring about a strong and sustainable society.





Business Sustainability

Bangkok Dusit Medical Services PLC has firmly adhered to four principles in its operation: maintaining professional excellence and the highest standards; faithfully abiding by medical ethics; and managing its business with a firm commitment to respect the expectations of the customers and stakeholders at all levels.



Impressive service forms the heart of BDMS operation.

BDMS is proud of its principle of delivering services with the world-famous Thai hospitality, sincerity and goodwill. Guided by these principles, BDMS has consistently grown to become the country's largest network of hospitals with strong public's confidence throughout the years.

The operation of BDMS is based on its commitment to professional excellence, medical ethics, business management transparency, and impressive services. They form the heart of the operation that has brought continued success and sustainability to BDMS over the years.

Good Governance

Good corporate governance is a major principle of any public company. BDMS is among the companies that have strongly committed to good corporate governance including a policy to maintain business transparency that opposes all forms of corruption. BDMS has applied a uniform purchasing system with standardized prices across its hospital network, and any malpractice and corruption incident would be promptly dealt with.

BDMS encourages staff participation throughout the chain in the implementation of any program to ensure transparency and effective performance evaluation. This operating principle is among the keys to success of BDMS's operation. It has brought satisfaction to staff members who take pride in the transparency system and a fair performance evaluation. The system has resulted in great customer satisfaction and subsequently great confidence to the general and institutional investors.

Based on the principle of good corporate governance, BDMS is committed to great social responsibility, minimizing undesirable impacts on the environment, opened public disclosure of information, favorable community relations, education promotion, and supports for the underprivileged.

Safety Culture

Safety is utmost important in health care services as it involves the well-being of patients.

BDMS and all hospitals in its network, therefore, have developed and installed systems that assure accuracy and safe services throughout the service chain.

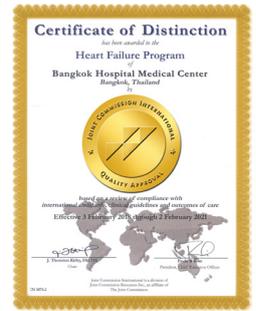
- **Check Us:** The system is available for patients and their relatives to ask for clarification or to oppose to any action any time that they do not understand the medical process at hand. The process assures safety at every level of the medical treatment.
- **Stop the Line:** The system gives physicians, nurses, and all related health personnel the right to point out to others what they think is missing in the medical procedures to assure the best interest and safety of a the patients.



The keys to a sustainable business organization.

These two systems have been so successful that they have become an important part of BDMS's safety culture. The systems have essentially resulted in greater efficiency in medical procedure to maintain BDMS's professional excellence, high customer's satisfaction, and greater public confidence.

Good corporate governance is the top principle of Bangkok Dusit Medical Services PLC's operation.



Great satisfaction and pride from the trust of the customers.

Human Rights

BDMS respects equal employment opportunity for all employees and stakeholders regardless of race, religion, color, nationality, gender, ethnicity, social status, illness or disability.

BDMS also respects the diversity of opinion, creeds, and cultures of all employees. The company strictly honors labor right and hires only legal workers. A system of fair job evaluation and promotion has been established which is based on job performances. As a result, employees have great job satisfaction, and maintained a strong sense of pride and loyalty and that in turn contributed to the company's progress and success.

BDMS respects equal employment opportunity for all employees.

International Standards

For nearly five decades, BDMS has been operating with the state-of-the-art health care services in Thailand. The commitment to operating with international standards and professional excellence has made BDMS the country's leader in medical and health care business.

All hospitals in the BDMS family group have gained strong public recognition as attested by the large number of national and international awards honored by prestigious institutions over the years.

Like in the preceding years, BDMS won several prestigious awards in 2018. Among them are the Building Good Society Award from the Ministry of Social Development and Human Security, and the Top Innovative Organization 2018 award from the National Innovation Agency (NIA) of the Ministry of Science and Technology, the Stock Exchange of Thailand (SET), the Market for Alternative Investment (MAI), and the College of Management of Mahidol University.



Responsibilities to Consumers

Providing health care services with international quality and standards is the main mission of BDMS.

Taking care of the health of all patients is a great responsibility for BDMS and this commitment has become a driving force for BDMS to constantly update its medical technology and services while keeping its medical staff up to date on the latest international advances. Besides technological advances, BDMS has also established a modern organizational management structure to assure the offering of efficient health care service of the highest quality. The commitment to technological innovation and management excellence are among the major factors keeping BDMS upfront in the health and medical services industry.

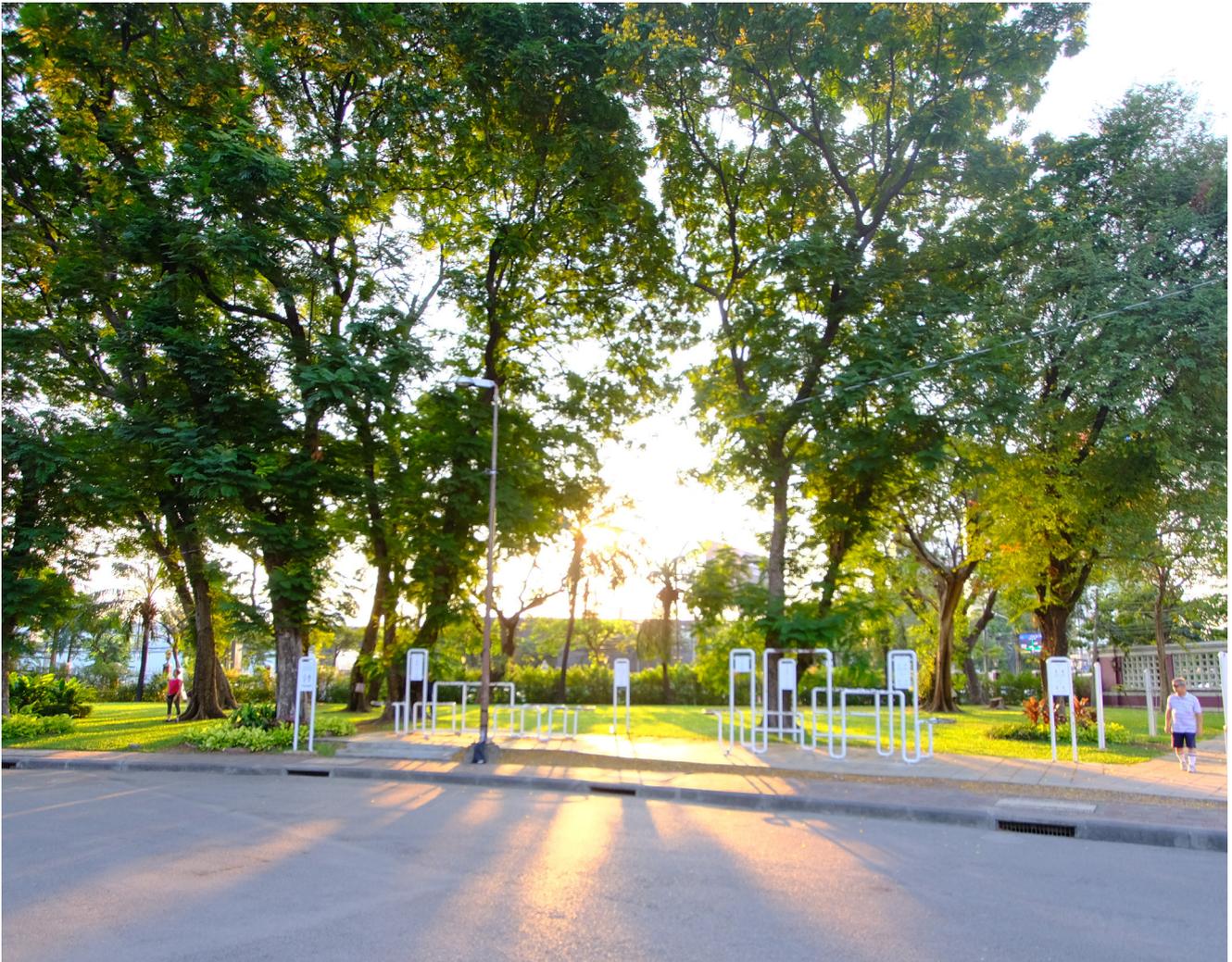
The long-standing responsibility to all patients has won BDMS great trust and satisfaction and become the key to BDMS healthy and sustainable growth throughout the years.

Health care services with international quality and standards.

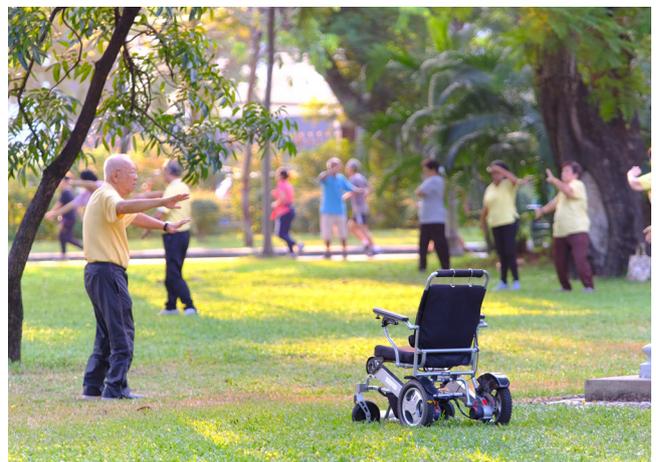


Sustainable Health

To be physically fit and healthy, an individual needs to live under a clean and safe environment, to have proper health information and to maintain a regular exercise program.



BDMS has initiated and maintain a number of health related activities as long-term public service programs. BDMS considers as its responsibility and duty to support public's health service programs in order to allow people in the society to fully develop their health potential so that they can effectively contribute to the country's development.



Good environment brings good health.



Sports are the key to a strong physical and mental health.

BDMS Bangkok Marathon

BDMS has been the principal sponsor of the BDMS Bangkok Marathon, the country's biggest annual marathon race under the slogan "Running is the Best Medicine", because sports and exercises are the key to a strong physical and mental health.

Bangkok Marathon has been Thailand's biggest marathon event with the participation of people from many

parts of the world. Being the main sponsor of the event, BDMS has played a part in promoting this activity towards international standards. The event has played a great part in encouraging the public to exercise, and subsequently to promote a healthy environment and practice to the society as a whole. Additionally, this significant event has put Thailand on the map of venue for the world's marathon event.

Lumpini Park Health Service Center

For nearly three decades, BDMS has been offering free health services at Suan Lumpini, a major park in the heart of Bangkok, to support Bangkokians' regular exercises.

The health center is staffed with qualified health personnel to provide assistances in case of emergency. The center's service of providing health advice and information has received very positive responses over the years. The Lumpini health center project has been most valuable for people who exercise regularly at this popular park. For BDMS, this is where it can communicate directly with the target groups. It is a project that BDMS can promote sustainable health for the public.

Saving a person's life is one of the gifts a person can possibly give to another.

Life Saving Training

Life saving knowledge and skill can be very valuable in saving lives in case of an emergency.

BDMS and hospitals in the group have taken it as a serious responsibility to offer life-saving and first-aid trainings for major organizations concerned especially rescue and relief organizations. Statistics has shown that life saving skills have effectively saved a great number of lives in road accidents.

BDMS and hospitals in its network have been organizing life-saving and first-aid trainings on a regular basis to promote life-saving skills for concerned organizations as much as possible. The ultimate goal is to make life-saving a basic skill for all because saving a person's life is one of the gifts a person can possibly give to another.

Additionally, life-saving skills help strengthen the spirit of volunteerism, which represents a positive driving force to foster a strong and sustainable society.

Life-saving and first-aid trainings have saved a great number of lives in road accidents.





A highly efficient Emergency Health Service Unit.

Emergency Health Service Unit

Accidents and natural disasters have become more prevalent in the modern society.

BDMS and hospitals in its network recognize the fact for health services to meet the need of the modern day accidents and natural disasters in order to prevent the intensity of the mishaps. Apart from offering relief assistance when natural disasters strike, BDMS has provided medical staff to offer around-the-clock services during the national festivals such as Songkran holidays when road accidents have been high in number.

BDMS's Emergency Health Service Unit is actively on hand around-the-clock to offer helps to the public.





BDMS's Vaccines for Parents project has reduced disparity gap in the society.

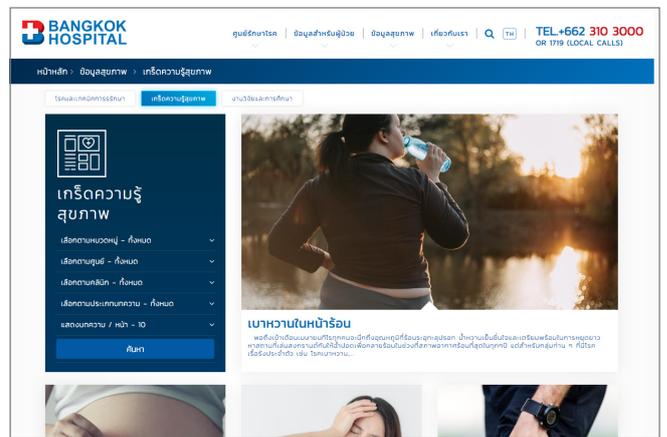
Vaccines for Parents

BDMS has been providing trainings for parents of small children aged three to seven years old in congested communities.

The parents' knowledge in child care and child rearing is the best immunity for small children to grow up healthily and to gain proper development in line with their ages.

BDMS has joined hands with the Foundation for Slum Child Care under the Royal Patronage of Her Royal Highness Princess Galyani Vadhana Krom Luang Naradhiwas Rajanagarindra to organize "Vaccines for Parents" training for four nurseries under the foundation on a regular basis every year. They include Baan Somvai of Klong Toei Community, Baan Srinakarinda of Nong Kaem Community, Baan of Hope at Soi On Nooj 88 and Baan Sua Yai Children at Sua Yai Prachauthit Community. Having achieved very positive results of these projects, BDMS is planning to expand similar training program to rural communities across the country as part of its mission to bridge health disparity in the society. BDMS's objective is to ensure that the young generations will grow up in good health in order to become a part of the force to develop a healthy society.





Health care information and facts through major media are vital to the public.

Health Media

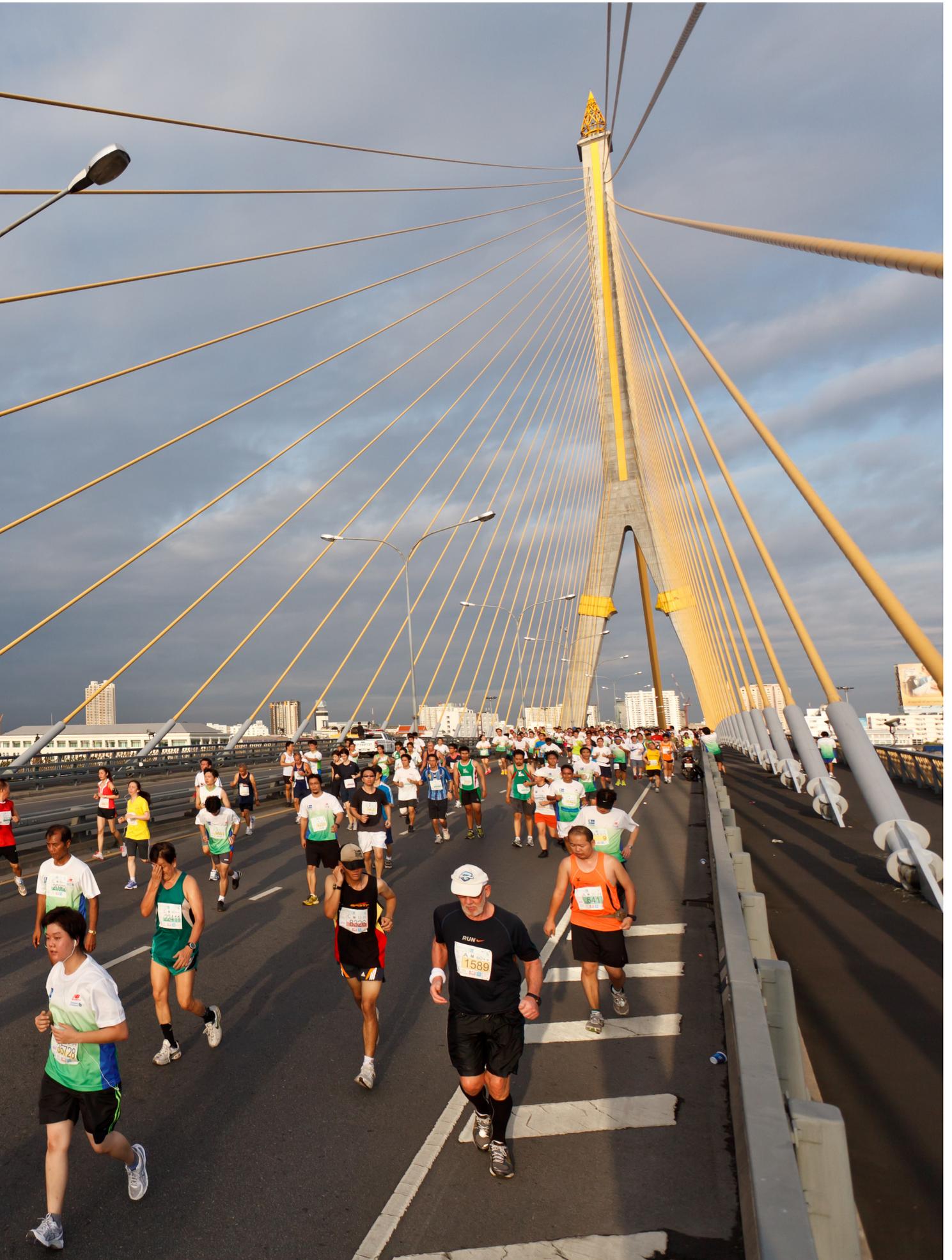
Useful information and facts are vital to the development and maintenance of a strong health of the public.

BDMS has made it a policy to provide health and health-related information through different major media in order for the public to learn of the appropriate ways of keeping a healthy life. Information that is disseminated

through a complete range of traditional and online media will allow the public to get an easy access to the information and make proper use of the information.

In the current digital information era, the need for correct information has become vital to prevent the public from possible damages caused by false information and fraud. The health information program of BDMS will continue its value as part of the activities to promote a healthy and sustainable society.





Running is the Best Medicine

In 2018, BDMS joined forces with the National Jogging Association of Thailand, the Ministry of Tourism and Sports, and the Tourism Authority of Thailand to organize the BDMS Bangkok Marathon, the biggest international marathon race in Thailand.

With the theme “**Running is the Best Medicine: a Victory for Good Health and Great Life for All**”, BDMS Bangkok Marathon 2018 attracted more than 35,000 runners from 62 countries around the globe, vying for the royal trophy in honor of the late His Majesty King Bhumibol Adulyadej.

BDMS Bangkok Marathon 2018 turned out to be a great success and became the biggest marathon race ever held in Thailand.

In his capacity as chairman of the organizing committee, Dr Prasert Prasarttong-Osoth, BDMS President and Chief Executive Officer, presided over the opening ceremony to kick off the country’s grandest marathon race and to celebrate His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun’s 66th birthday anniversary. The proceeds from the BDMS Bangkok Marathon 2018 benefitted the Chaipattana Foundation.

Set for the third Sunday of November each year, BDMS Bangkok Marathon is an event that meets the people’s enthusiasm for jogging and exercises and at the same time promotes tourism in Bangkok.

The marathon route covers world-famous landmarks in Bangkok embracing beautiful historical and cultural sites that have attracted tourists from around the world, including for example the Grand Palace and the Emerald Buddha Temple.

Apart from being the main sponsor, BDMS also provided its medical services for runners. More than 15 teams of physicians and nurses, completed with

ambulances, were on standby being stationed at different spots along the route to provide emergency care. BDMS also arranged more than 500 experienced health personnel to provide assistances to runners. In addition, 17 teams of AED Bike Thailand and over 200 ham radio volunteers with training in life saving and first aids were on hand to give help and coordinate with doctors’ teams to assist runners and to provide emergency aids.

BDMS also used its expertise in sports medicine to assist marathon runners to boost muscle strength in preparation for the race and prevent injuries during the race. In preparation for the event, BDMS gave its health personnel training in cardiopulmonary resuscitation (CPR) in combination with the administration of electric shock to get them ready for any possible emergency during the race. To assure that all participants were properly prepared for a safe and healthy running, BDMS had sent out health information through online media such as Facebook and BDMS web page in advance of the run.

Running is the sport activity that an individual can do at his or her convenience anytime, any day, anywhere, regardless of age and gender. Running is the medicine that serves as both preventive and healing powers. BDMS is pleased to see that the BDMS Bangkok Marathon 2018 was a phenomenal success. And BDMS is proud to be part of the concerted effort to support the public enthusiasm for exercise and to foster a favorable environment for strong health to achieve a sustainable healthy society.

Over 35,000 runners from 62 countries around the world came vying for the royal trophy in honor of the late His Majesty King Bhumibol Adulyadej.



Sustainable Environment

The well-being of public health depends a great deal on safe and clean environment. The society is sustainable provided that economic growth does not cause serious damages to the environment. Meanwhile, the industrial and business sectors must maintain their roles of being a good corporate citizen by not causing harmful effect to the environment.

BDMS is fully aware of its duty and responsibility as a good corporate citizen by maintaining an environmentally friendly operation. Green Health Green Hospital is BDMS's policy that has been adopted by all hospitals in its network in order to achieve sustainable development of their operation.

Green Health Green Hospital

BDMS has strictly enforced measures to assure that operation at all levels has a minimum impact on the environment.

The company maintains strict energy conservation practices to ensure efficient uses of energy. The health service operation is secured by a rigorous wastewater treatment and comprehensive waste management system. Infectious and hazardous wastes are disposed in accordance with the legal and technical requirements. Noise and dust pollutions are controlled to avoid undesirable effect to the nearby communities.

In addition, BDMS has successfully implemented work safety and occupational health measures. Chemical levels in the working areas are regularly monitored while medical equipments in use have to be safe and environmentally friendly. Strict water quality checks are in place to ensure the water is clean and safe for consumption in terms of both daily uses and medical purposes. Water in the cooling system and treated wastewater are rigorously checked to make sure it is safe for human and the environment.

The Bangkok Hospital and other hospitals under the BDMS network have all passed the strict monitoring and certification system of The Institute of Hospital Quality Improvement and Association (HA-Thailand), and the



Good environment leads to great health.

Joint Commission International (JCI). BDMS has adopted these international standards of practice in order to add another level of measures on environmental protection and safety in the workplace. Priorities have been given to energy conservation, occupational health, workplace safety, safe medical equipment, and proper waste management particularly in the infectious and toxic wastes.



Efficient uses of energy are the key.

Hospital Waste Management

To meet the environmental objectives, BDMS has established a clear guideline and implemented rigorous measures on waste management on the collection, sorting, treatment, transport, up to the final disposal of waste materials in accordance with the government’s rules and regulations. All measures are to prevent infectious or toxic waste from contaminating the environment.

BDMS has to be certain that the waste management company under its contract has been maintaining a high standard of practice. BDMS have proper storage rooms for garbage collection with each type of waste being kept in its own room. The operation is overseen by personnel whose responsibility is to assure of the proper flow of hospital waste in and out of all rooms.

Hazardous Waste: 1. General hazardous wastes such as used batteries and carbon papers are collected by special waste trucks operated by the Bangkok Metropolitan Authority or Provincial Authorities. 2. Toxic chemicals such as chemical solutions or expired chemicals are collected and treated by professional waste management companies that have been certified by the government. 3. Wastes with chemical contamination are put in separate bags and disposed by outside waste management companies. 4. Wastes with radioactive contamination are segregated in a special container and kept in a lead-lined room. The radioactivity must be at a safe level for human before the wastes can be transported out of the hospital facilities for disposal. 5. Radioactive wastes will be properly transported to the Office of Atoms for Peace for proper disposal in accordance to specified safety standards.

BDMS has established a clear policy to minimize the use of hazardous wastes. General light bulbs for use in the facilities, for example, are bought from a company that has agreed to take back the used light bulbs for recycling. BDMS has stopped using chemical for photograph film processing and replaced it with the Picture Archiving and Communication System (PACS).

Infectious Waste: BDMS has expanded its definition of infectious waste to ascertain that it is sufficiently comprehensive to prevent any opportunities for infectious waste to leak to outside environment. Special handling is required to dispose of infectious waste with sharp corners that can cut through disposal bags. All infectious wastes are sent to an outside professional waste management company for proper handling.

General Waste: General wastes are separated into dry and wet wastes. Attempts are made to separate recyclable materials from the waste as much as possible.

Energy Conservation

BDMS has set up an Energy Conservation Committee to campaign for efficient uses of energy by relying on efficient sources of energy, improving workflow, and reducing uses of unnecessary equipments.

Incandescent light bulbs have been replaced by energy-saving LEDs bulbs throughout the building, and a District Cooling Plant has been installed to reduce electricity power uses in the cooling plant system, for example.



Safe working environment is an important factor in a workplace.

Wastewater Treatment System

BDMS has maintained a highly efficient wastewater treatment system to assure that wastewater from the facilities meets the strict safety requirement of the government.

A professional company has been commissioned to inspect the treated water before it is discharged. After treatment, the water is sanitized before being discharged to prevent any chance of contamination in the water going outside the facilities.

It is strictly prohibited to discharge water with chemical contamination into the hand-washing stations. In the facilities where cancer patients receive treatment, wastewater with radioactive contamination is stored in special storage facilities until it reaches a safety level. Only then, the water will go to the wastewater treatment system.

Chemicals and Toxic Chemical: BDMS has a special committee which is responsible for the selection of safe chemicals and chemical solutions for use in the hospitals to ensure safety and efficiency. Inspection and control cover each stage of the process from storage, usage, and disposal to assure optimal safety.

Emerging Infectious Diseases

BDMS has a special working committee to lay out guidelines to manage emerging infectious diseases.

The system involves a one-stop-service center to manage the emerging infectious diseases in order to prevent them from spreading to the general public. The patients with severe respiratory problems who need

mechanical respirators will be taken care of in negative pressure rooms. BDMS has laid out a regulation to hold a rehearsal to prepare for the outbreak of infectious diseases at least once a year.

Workplace Environment

BDMS has given a high priority to initiating and maintaining a safe working environment in the workplace.

In addition to the available employee's health protection program, employees who are potentially exposed to higher health risks will be given free vaccinations to ensure proper protection and safety. BDMS encourages proper exercises and therefore provides adequate facilities at fitness rooms for the keep-fit and exercise activities of all employees.



Exchange of ideas and information leads to new learnings.

Accident Prevention in Workplace

BDMS has put in place the collection of statistics of accidents in the workplace and the statistics are analyzed to work out preventive measures.

To promote a safe working environment, BDMS has set up trainings, provided personal preventive gears, and established guidelines of medial treatment for injured personnel. There are also specific actions such as the improvement of containers for used syringe disposals to prevent accident. Inter-department meetings are regularly held to exchange information on work accident prevention.



Fire Prevention and Fire Safety

Fire drills and fire extinguishing exercises organized by professionals take place at least twice a year at BDMS. It is required that every building must hold a building evacuation rehearsal at least once a year.

Fire drills and building evacuation trainings are organized both during the day and a night time. Fire extinguishers installed throughout the buildings are checked monthly, and smoke and heat detecting systems have been installed to cover all areas in the premises. Each hospital in the BDMS network maintains its own team of firefighters who have received high-level firefighting trainings. All buildings receive strict safety checks from firefighting officials every year.



Each hospital in the BDMS network maintains its own team of firefighters who have high-level of firefighting trainings.



Noise and Dust Level Control

BDMS enforces regular checks to control noise and dust levels to avoid disturbance to nearby communities.

The noises from water pumps, electricity generators, or from the hospital employees themselves are matters of special concerns for BDMS. Dust and heat levels are closely monitored and controlled as well as the amount of hazardous chemicals in the workplace so that the quality meets the legal safety requirements.



Water Quality

All hospitals in the BDMS network have set up a system to monitor the quality of clean and wastewater regularly to ensure that all types of water in the hospitals meet the safety standards.

To ensure that all types of water in use is safe, BDMS has regulated that drinking water is inspected once every three months, water for medical uses are checked once every two months, and water in the cooling tower is inspected for algae control once every three months.

A focus on noise and dust levels and water quality.



Green life.



Recycling

In the face of global warming, BDMS has focused on the building of awareness among employees on the significance of clean environment.

BDMS encourages all environmentally-friendly practices among employees such as the use of recycled papers and reducing paper uses by adopting electronic mean of communications.

BDMS supports local communities in the conservation of environment and promoting good health.

Green Community

BDMS has taken actions not only to reduce potential undesirable impacts to the environment from its operation, but also to encourage the active roles of local communities to protect and restore the environment.

As a result, BDMS has consistently supported effort by local communities on activities to protect the natural resources, for example, the reforestation programs by the communities. BDMS has supplied the communities with water purifiers and containers of clean drinking water as well as the organizing of health-related trainings to encourage the development of a good health society.

Innovation Organization

In 2018, BDMS was awarded “Top Innovative Organization” by the National Innovation Agency (NIA), the Ministry of Science and Technology, the Stock Exchange of Thailand (SET), the Market for Alternative Investment (MAI) and College of Management, Mahidol University.

The award was to honor BDMS for its longstanding commitment to creating a strong innovative culture in the organization. This operating commitment has produced consistent flows of innovations in BDMS to improve and add value to its products and services. The “Top Innovative Organization” award testifies that BDMS, driven by strong innovative culture, is consistently moving forward to strengthen competitiveness in the medical service industry domestically and internationally. BDMS’s innovation culture has also enhanced customer’s satisfaction and bolstered confidence of investors in BDMS’s business strength and sustainability.

BDMS’s innovation culture is made possible through the active participation of its personnel at all levels, from physician, nurses, to cleaners and security guards. Engagement has spurred enthusiasm and pride of employees, knowing that their creativity would become

useful concrete products. They are also proud of receiving the company’s support in promoting their work as well as assisting in the registration of copyrights and patents.

Apart from innovative products, BDMS also supports social innovation to create an ambience of sincere caring and empathy for the patients and their families. BDMS pay attention to details in interpersonal communications and interior designs to foster patient’s confidence and relaxation.

The Bangkok Health Research Center is in charge of research and development of producing innovative products and services in line with BDMS’s pursuit of excellence. BDMS’s innovative products and services have responded positively to its customer’s needs, enhanced BDMS’s business growth and sustainability and perhaps, more importantly, become useful for public health services.

BDMS is proud of being awarded Top Innovative Organization in 2018.



In Pursuit of Excellence

In 2013, BDMS participated in a project to develop innovative potential for business operators in the Thai capital market.

The project was initiated by the National Innovation Agency (NIA), Ministry of Science and Technology, the Stock Exchange of Thailand (SET), and the Market for Alternative Investment (MAI). The objective of the project is to encourage listed companies on the stock exchange to invest in research and development and to add value to their products and services because innovation is the key to business growth and sustainability. Without innovation, it is difficult for any business to stay ahead of the competition amidst customer's growing expectations and the fierce business competition.

Upon joining the project, BDMS started out by mapping out strategies and goals of the program. The roadmap for success started with a clear vision, followed by the creation of a necessary structure, providing support and opportunities for employees to innovate, enhancing favorable climate for creativity, and finally campaigning to institutionalize innovation culture in BDMS.

Innovation represents a key factor in helping to maintain an organization's leadership in a business.

The element that has brought success to the project was the collaboration of all parties involved by working in clusters of similar interests towards the common concept of co-creation. This working concept can be used as indicators of the level of an organization's innovation development.





Achievements

Through a supportive structure, environment for participation, creativity and corporate support, BDMS has produced altogether 436 research and innovation projects during 2015-2018 comprising 230 research and 197 innovation projects. Essentially, they included production innovation (35.53%), followed by process innovation (28.43%), service innovation (20.81%), technological innovation (13.20%), and finally business model innovation (2.03%).

The most number of innovators are nurses (56%), followed by doctors (9%). Others are pharmacists, medical technicians, nutritionists, engineers, IT and HR officers, and other hospital personnel. Interestingly, two innovation projects came from cleaners which attested to active engagement of hospital staff at all levels to initiate new ideas and products to drive the company forward.

At present, seven of these innovations have been registered and are in the process of patent and petty patent registration. The innovations include radiation shielding for safety of the whole spine radiographs; sharps disposal bins; nutritional control gadgets for overweight persons; mobile hair-washing stations; health passport program; leg brace for patient; and patient's supporting device made from fabrics.

The NIA has established five levels of innovation development for organizations. BDMS is at level 5, the highest level of innovative organization. Level 5 is categorized as "mature" organization with continuing development through strong innovation strategy, sustainable mechanisms, and systematic support. Thanks to these efforts, BDMS won the prestigious "Top Innovative Organization" award in 2018. In the same year, BDMS also won the "Total Innovation Management Award" of the National Innovation Agency, Ministry of Science and Technology, the Stock Exchange of Thailand, the Market for Alternative Investment, and the College of Management of Mahidol University.

BDMS has produced altogether 436 research and innovation project during 2015-2018.

Impressive achievements.



Impressive service is the key.

Social Innovation: System of Empathy

BDMS believes that innovation must not focus only on tangible products and services but also on the emotional values of services.

Given BDMS's patient-centered policy, it is important that BDMS's patients and their relatives receive sincere and attentive care. An interpersonal communication with the patients can significantly reduce their anxiety and subsequently bring some degrees of positive results of their health.

BDMS, therefore, pays special attention to all the details in designing its services at all working levels, from individuals, general environment of the premises, to management levels. The aim is to enable them to understand the importance of effective interpersonal communication, verbal and non-verbal, to the delivery of sincere concerns to patients and their relatives.

Individuals: At BDMS, all health personnel and general service staff receive empathy training to understand the feeling of patients and their relatives so that they can

communicate and act appropriately.

Environment: The interior design of the premises and rooms are patient-centered. Every detail, be it the lighting, use of colors, or types of seating, must make the customers feeling comfortable and relaxed.

Management: All operating systems in the hospitals must be designed in such a way to provide a sense of safety to patients. Services must be efficient and prompt while conveying sincere empathy.

Having put empathy into action, the results have shown greater customer's satisfaction, growing satisfaction among health personnel and subsequently rising personnel's attentiveness. Finally, BDMS saw a significant decline in customer's complaints.

BDMS and its network have maintained a patient-centered policy to ascertain that patients and their relatives receive sincere and attentive care.

Sustainable Society

One of the operational objectives of BDMS is to contribute to the development of a sustainable society. Therefore, BDMS has consistently played a part in public service activities believing that a society will become sustainable only when all sectors of the society especially the business sector vigorously do their parts to bridge disparity of the society.

As a corporate citizen, BDMS and the hospitals in its network uphold a firm policy to continue their public service programs on community, national and international levels. The Group supports both short-term programs to address immediate needs and long-term projects to tackle structural challenges which require time and continuity. They consider it as their duty to share information and expertise on health, know-how, skills and medical services in line with the recipients' needs for maximum benefits.

In 2018, BDMS and its hospital network undertook a range of activities to contribute towards a sustainable society.

Neighbourhood Club

BDMS and its affiliated hospitals have given high priority to a program to maintain favorable relations with their neighborhood.

As a result, the Neighborhood Club has long been established as a regular program to maintain good ties with nearby communities through a variety of get-together activities. Among the popular activities are a complimentary basic health check-ups and workshops to allow members communities to share their health information with health experts.

During national festivals, for example, New Year or Songkran Festivities, the hospitals play hosts to fun-and-game activities apart from offering free health checks. The Songkran festivities have also given BDMS an opportunity to pay respects to the elderly and the family institution.

Over the years, BDMS has expanded the Neighborhood Club program to cover nearby business organizations. Apart from complimentary basic health check-up services, BDMS has offered health-care information to specific groups such as elderly and pregnant women.



BDMS promotes public service activities to contribute to building a sustainable society.



Un Ai Rak Khlai Khwan Nao – an important cultural festival.

CSR One Love

The CSR One Love is another important health care projects that was initiated by BDMS to assist needy individuals.

The project was initially started with a household survey to locate needy patients based on a set of criteria in order to provide them with the surgeries they require. So far, 95 poor patients have been given free surgeries comprising 29 eye surgeries and 66 knee surgeries.

One Love Concert for Children in Need

The objective of the One Love Concert for Children in Need is to raise funds for the supports of children who are in need of medical attention.

The fund-raising concert has benefitted underprivileged child patients such as children with heart diseases or genetic disorders. Their medical treatment is a joint effort among teams of specialists from public and private hospitals.



Un Ai Rak

The Second Un Ai Rak Khlai Khwan Nao was an important annual cultural festival to promote Thai traditions and customs.

The project was initiated to promote the cultural heritage of Thailand and essential to the development of a sustainable society. BDMS was proud to have taken part in this festival by featuring exhibitions on good health and healthy lifestyles as well as the demonstrations of emergency life-saving skills.



Volunteer spirit to brings a happy community.

Volunteer Spirit

It is the volunteer spirit among employees of BDMS to have formed a group to provide assistances in whatever way they possibly can to remote communities.

Among the group's activities are the repairing of old buildings, producing educational teaching tools, and sharing health care information with members of the communities. Their volunteer work has helped not only filling the needs in the rural communities, but also strengthening camaraderie, team spirit, and service-minded among the people involved.

Mun Nithi Sanjorn Project

The Mun Nithi Sanjorn project has a mission to donate essential products to needy children under pre-school child care centers in Bangkok Metropolitan.

The project addresses the needs of underprivileged communities by donating, among other items, medicines, milk, lunch tables, playgrounds, toys for child development, beds for child patients, and storage shelves.



Samitivej's New Life Fund

The Samitivej's New Life Fund gives needy children access to high-quality surgeries that their families could not afford so they can enjoy a healthy new life.

The fund is divided into three categories namely:

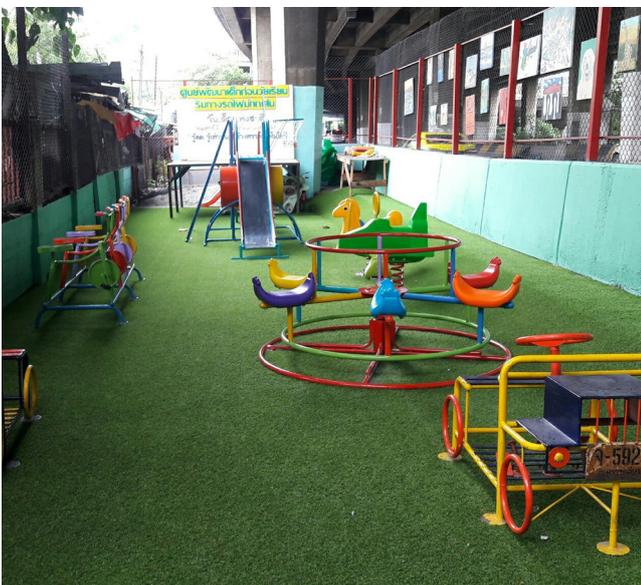
- Samitivej's New Life Fund for Children with Heart Diseases.
- Samitivej's New Life Fund for Children with Genetic Diseases who need bone marrow transplants.
- Samitivej's New Life Fund for Children with Scoliosis. Since timely surgeries can correct scoliosis, the hospital also sends mobile teams to disseminate information to schools and local communities so children with scoliosis can receive treatment in time.

The fund is also open for public donations.

The New Life Fund gives needy children access to high quality surgeries.



Children activities supported by The Vejdusit Foundation.



Vejdusit Foundation

The Vejdusit Foundation under the Royal Patronage of Her Royal Highness Princess Galyani Vadhana Krom Luang Naradhiwas Rajanagarindra is an important public service program to support BDMS's commitment of sharing to achieve a sustainable society.

The Foundation has been engaged in both short-term activities to address the needy's immediate needs as well as the long-term project aiming for sustainable solutions. The project contributions include donations of medicines, educational support items, and other basic necessities for schools and communities in remote areas. The Foundation has also donated medical equipments to remote hospitals and organized physical and dental check-up for children in pre-school child care centers as well as poor children in slum communities.

As for long-term projects, the Vejdusit Foundation is engaged in programs which require continuity of effort to find sustainable solutions and activities which will effect real changes for disabled people.

Sharing is a key to the strong foundation for a sustainable society.



People with disabilities are given an opportunity to pursue their dreams.

“Unlimited Dreams”

The Unlimited Dreams project came from the Vejdusit Foundation’s strong determination to offer systematic assistances to people with disabilities.

To effectively tackle the problems faced by disabled people, solutions must be found to promote public awareness of the value of the disabled, their potentials, strong self-esteem and confidence, dreams and aspirations, and job opportunities, so that disabled people can make their dreams come true with their existing potentials.

The “Unlimited Dreams” short film campaigns to arouse public awareness for equal opportunity for the disabled was highly successful. The success led to the initiation of “Hero” project in the following year to encourage children with disabilities to appreciate their own strength and to have the courage of coming forward to overcome obstacles.

The project is an effort to find a comprehensive solution for people with disabilities. The project started with an attempt to undo public misunderstanding because

the problems are the deep-rooted prejudices among the public on disabled people. These prejudices if not corrected could take away the country’s valuable resources. To promote public awareness, the Foundation has carried out activities through various major media especially online media in order to effectively reach a large number of audiences.

Adaptive Clothing

In 2018, the Vejdusit Foundation initiated another innovative project namely Adapting Clothing for disabled individuals.

The Adapting Clothing project has gained cooperation from a number of leading clothing brands to train disabled students to make clothes that are specially designed and adapted for people with different disabilities. The project has given an opportunity for disabled students to learn from the professionals to make clothing which makes the disabled people’s lives much easier and subsequently to increase their self-esteem.



Vejdusit Foundation serves as a center for donations of used medical equipment.

Human Dignity for the Disabled

People with disabilities do not need sympathy, but equal opportunity to develop their skills and an equal opportunity to realize their existing potentials.

BDMS believes that for a person to be able to earn a living without having to rely on others is important for that person's dignity. Therefore, BDMS has enforced a policy to support disabled people's job opportunities. By observing Section 35 in the Promotion and Development of Quality of Life of Persons with Disabilities Act, BDMS has been supporting the hiring of 332 positions of disabled people for Sub-district Health Promoting Hospitals worth 24.86 million baht per year.

BDMS is proud of having set an example for other business organizations in supporting disabled people by providing them with job opportunities. Apart from education opportunity, disabled people wish to live a life with dignity. This is only possible when the society gives them job opportunities – a sustainable solution for people with disabilities.

Green Health Care and Share

Vejdusit Foundation serves as a bridge between people who wish to donate medical equipments that they no longer need to the poor and disabled patients.

The donated items range from hospital bed, wheel chairs, air mattress, oxygen concentrator, to suction and other medical equipments. The Foundation is a one-stop center to receive and send both new and second-hand medical equipments that are still in good conditions to needy patients across the country so they can enjoy a better quality of life.

Most recipients are the elderly, and disabled or poor people. The Green Health Care and Share program does not only help people in need, but also represents a practical method to recycle medical equipments which are essentially good for the environment.

BDMS is proud to be honored by the Building a Good Society Award from the Ministry of Social Development and Human Security in 2018 in recognition of its long-standing commitment in public service.

Partnership for Sustainability

A sustainable development for the society is successful when there is cooperation among all sectors involved both domestically and internationally.

As a corporate citizen in the health care and medical service business, and as a leader in the health industry with world-class quality in this region, BDMS has been collaborating with the Oregon Health and Science University (OHSU), a leading research university in the United States, to provide training to medical personnel in the Lao People's Democratic Republic and the Republic of the Union of Myanmar.

In 2018, BDMS organized an international conference that was graciously presided over by Her Royal Highness Princess Maha Chakri Sirindhorn, and attended by leading medical experts and professionals from around the world. The conference provided a forum for them to exchange experiences and knowledge, strengthen medical networks, and to establish joint efforts to create good health and sustainable development in the industry.

Ophthalmological Training

BDMS was the co-host to a training of ophthalmologists and other health personnel with the cooperation of

other major health organizations namely the OHSU, Siriraj Hospital, Shwe Yatu Cakkhupala Tipitaka Eye Hospital, and Mandalay Eye Ear Nost and Throat Hospital.

They were working together to train ophthalmologists and other health personnel on the latest medical treatment and technology to improve the local's health and quality of life in Myanmar.

Lao American Nutrition Institute

BDMS together with OHSU and the Lao People's Democratic Republic have jointly working together to develop a nutrition curriculum.

The curriculum was for the Lao American Nutrition Institute to tackle nutrition problems and to improve the locals' quality of life in a partnership established to work towards a sustainable development.

Trainings as a joint achievement for good health.





An international conference to enhance professional excellence and to further improve medical services.

BDMS Academic Annual Meeting 2018

Her Royal Highness Princess Maha Chakri Sirindhorn graciously presided over the opening ceremony of the annual international conference “BDMS Academic Annual Meeting 2018” organized by BDMS under the theme “Excellent Healthcare Network: Medical Advances Meet Compassion.”

The international conference saw the attendance of more than 1,500 leading medical experts in multi-disciplinary medicine from around the world to exchange knowledge and experiences as well as to create the network of professional excellence and to further improve medical services.

In part of the opening speech, HRH Princess Maha Chakri Sirindhorn, said “The conference theme ‘Excellent Healthcare Network: Medical Advances Meet Compassion’ is very timely. Medical knowledge and technology have made much progress. But ethical principles, compassion, attentive and indiscriminating care for the patients are what medical practitioners must still strictly uphold.”

BDMS is deeply grateful for the valuable royal advice which the company will always honor.



More than 1,500 leading medical experts attended the Medical Advances Meet Compassion conference.



BDMS Awards 2018



Building a Good Society Award

Ministry of Social Development and Human Security.

Top Innovative Organization 2018

National Innovation Agency (NIA), Ministry of Science and Technology, Stock Exchange of Thailand (SET), Market for Alternative Investment (MAI), and College of Management, Mahidol University.



Total Innovation Management Awards 2018

National Innovation Agency (NIA), Ministry of Science and Technology, Stock Exchange of Thailand (SET), Market for Alternative Investment (MAI), and College of Management, Mahidol University.

Best Employers Thailand 2018

Aon PLC and Sasin Graduate Institute of Business Administration, Chulalongkorn University. For Phyathai Hospital Group.



Best Thailand Contact Center Awards 2018

Thai Contact Center Trade Association (TCCTA), in both corporate and individual categories.



Best Work Flow Contact Center

Thai Contact Center Trade Association (TCCTA). For Phyathai Hospital Group. (Customer Service 1772).

Thailand's Healthiest Workplace Award

AIA. Category: Organization with the Best Support for Healthy Workplace.

Healthiest Employee Award

AIA. Category: Organization with the Healthiest Personnel.

CAMTS and CAMTS EU

Commission on Accreditation of Medical Transport Systems, United States (CAMTS) and CAMTS EU, European Union, for BDMS Emergency Service Units.

HIMSS Analytics EMRAM Stage 6

HIMSS Analytics Asia Pacific. For high-level electronic medical record system.

Labor Standards

1. Thai Labor Standards (TLS) 8001-2553 Basic Level)
2. ISO 50001 Energy Management System Standards
3. ISO 14001 Environmental Management System Standards



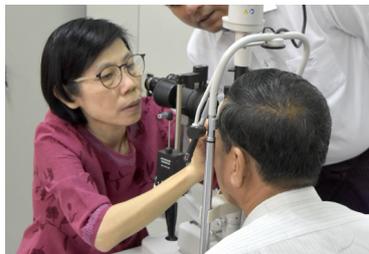
Towards Sustainable Development

BDMS is committed to operating its business in supportive of the national and global effort to build a strong and environmental-friendly society with reduced inequalities in line with its sustainable development goals.



Good Health and Well-being

BDMS provides health and medical services with professional ethic and excellence, promote health education to the public, and create a socially favorable environment for good health.



Quality Education

BDMS supports child development especially pre-school children's good health and age-appropriate learning to build a strong base for their future education.



Gender Equality

BDMS respects gender equality in recruitment, promotion, research and innovation support as well as equal treatment in the workplace.



Clean Water and Sanitation

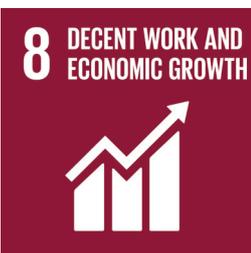
BDMS strictly monitors and controls wastewater quality to ensure it is safe to the environment. BDMS also helps remote schools and communities to have access to clean drinking water.





Decent Work and Economic Growth

BDMS respects human and labor rights in its hiring policy without any forms of discrimination, be it nationality, race, gender, color, creed, social status, or disability. BDMS also strictly observes labor laws and regulations.



Industry, Innovation, Infrastructure

BDMS strongly supports innovations in health and medical services to meet new needs of patients, to increase operating efficiency, and to share its innovations' usefulness for the public good.



Reduced Inequalities

BDMS considers it a duty to give the underprivileged more access to education and health services. BDMS hopes to support them to develop their potential and to have equal opportunity.



Sustainable Cities and Communities

BDMS supports effort to strengthen communities' good relations, mutual assistances, and community network to build a safe and peaceful society together.

BDMS is committed to contributing to a sustainable society.

Climate Action

BDMS is committed to reducing energy use that adversely affects the environment. BDMS also cut down unnecessary equipments, or reuse them for maximum efficiency in order to reduce waste. BDMS encourages staff to adjust behaviors and lifestyles to reduce the carbon footprints.



Life on Land

BDMS keeps the environment safe for the neighborhood and local communities. BDMS supports community efforts to conserve the forest and restore the ecosystems in order to reduce the impacts of extreme weather patterns from climate change.



Peace, Justice, Strong Institution

BDMS operates with good governance by maintaining business transparency, respecting medical ethics and the law, protecting the environment, and engaging in public service activities to reduce disparity and foster social security.



Partnership for the Goals

BDMS forges partnership with all sectors – government, private business, and civil society – both in and outside the country to work together systematically to improve the quality of life of communities and create a strong society which is a key driving force for sustainable development.



**Bangkok
Dusit
Medical
Services**