InterMedika

INNOVATIVE HEALTHCARE SOLUTIONS

Business & Brand Strategy

Business Reviews and Assessments

Investor Support

Healthcare for Hospitality

Medical Tourism

www.intermedikaconsulting.com

InterMedika is...

A company providing advisory services to healthcare and hospitality companies around the world. We specialize in business strategy, business process improvement and developing innovative solutions that drive growth and profitability.

Our team is comprised of **C-level management, marketing and information technology professionals** with a proven track record of building, operating, and branding healthcare and hospitality assets around the world.

Intermedika's principals are the **business and brand architects that transformed Bumrungrad International Hospital** from a 250-bed general hospital in Bangkok, Thailand into one of Asia's premier hospitals and the world's leading medical travel destination.

Our work has been featured in the Economist, NY Times, 60 Minutes, Businessweek and Fast Company.

We have **decades of experience designing, commissioning, operating, marketing and branding** private hospitals, clinics and academic medical centers in the USA, Middle East, Latin America and Asia.

We are unique because we have deep experience in both healthcare and hospitality.
We help investors, owners and operators identify market opportunities and provide a full range of services to support business generation, optimization and transformation.

Clients Choose Us Because...

- We are senior executives who understand the realities of running healthcare businesses internationally.
- We built one of the most successful international healthcare businesses and brands in the market today.
- We have experience developing and operating healthcare assets within hospitality properties.
- We are pioneers in medical tourism and created the icon for the industry.
- We work as a cross-functional team with more eyes to look at the issues and more minds to offer solutions.
- We work with leading sovereign wealth funds, investment companies and healthcare and hospitality investors.
- We are subject matter experts and a cost-effective, trusted resource for investors and operators to evaluate assets, investments and businesses.

Our Advisory Team

Our team is comprised of seasoned professionals specializing in strategy, finance, business analysis, facility design, clinical operations, marketing and branding, and information technology for healthcare.

Curtis J. Schroeder

Curtis Schroeder is an accomplished healthcare executive with over 35 years of senior management experience in acute hospital, international hospital, ambulatory care and academic medical center management.

In his 16 years with Tenet Healthcare, Mr. Schroeder opened and operated hospitals in the Middle East, New Orleans and California, including the USC University Hospital in Los Angeles. In his 17 years at Bumrungrad International Hospital in Bangkok, Thailand, he led the team to transform a modest private hospital in Bangkok Thailand to become the largest private medical center in Asia with over 100 facilities in eight countries and a market capitalization of US$ 1 billion.

Mr. Schroeder is widely considered a pioneer of "medical travel" and is a leading industry expert and spokesman on global medical care. He has appeared in leading international media including CBS 60 Minutes, ABC World Report, BBC, Newsweek, Time Magazine, the Economist and many others.

He has a personal interest in strategic positioning of healthcare businesses and in the design of highly customer-focused systems and facilities.

Ruben Toral

Ruben Toral is a healthcare branding and marketing executive with over 25 years experience building healthcare businesses, hospital brands and physician networks in Asia, Latin America and the Middle East. Recognized as the "man behind the Bumrungrad brand", Ruben positioned Bumrungrad International Hospital into the world's leading medical tourism destination and trebled international patient revenue from 1.1 to 3.3 billion Baht in 6 years.

Ruben is an external advisor to the Joint Commission International Task Force on Globalization; past president of the International Medical Travel Association; the founder of Medeguide, a web portal connecting patients and doctors online; an advisor to health-tech companies powering the medical tourism industry; and the strategic advisor behind Dubai's medical tourism initiative and brand, DXH.

Ruben engineers creative and innovative solutions to marketing and branding challenges. His work has been featured in a wide range of business publications (Fast Company, Business Week, Modern Healthcare, Financial Times) and in the best-selling book on globalization: Aerotropolis: How We Will Live Next.

Gareth Jones

Gareth Jones is a specialist in information technology and business transformation. He has over 20 years of experience working in Asia Pacific implementing end-to-end information technology systems and supporting business transformation programs.

Gareth has worked with some of the world's largest companies, including Samsung, Microsoft, American Express in designing and implementing hardware and software IT systems, process and productivity transformation and documentation, customer service experience and insights, and statistical and financial analysis.

Gareth is a unique hybrid. He has deep understanding of business strategy, management, technology and financials, and can lead diverse teams to design, develop and implement new systems, processes and reporting systems that help businesses operate more efficiently. He creates value by taking business data and turning it into business intelligence that helps management make better decisions.

Edgar Toral Hernandez

Edgar Toral is a healthcare and hospitality executive with over 20 years of experience working in Asia at C-level positions with market leaders including Hilton International, Bumrungrad International, Sodexo Healthcare, and Ramsay Sime Darby Healthcare. He has extensive experience operating clinical facilities, hospitality services in hospitals, and clinics inside hotels and resorts. Edgar has deep experience working with owners and investors developing and growing profitable businesses differentiated by people, products and service excellence.

His success as an operator revolves around executing to the business plan and building teams that deliver on the mission, vision and goals of the organization.

Fluent in English, Spanish and French Edgar has worked in China, Thailand, Malaysia, Sri Lanka and the Maldives. His work at Bumrungrad International transformed the service quality of the hospital to rival those of five-star hotels, and he helped lead Sime Darby's healthcare business expansion plan that included two new tertiary hospitals and the first integrated wellness and regenerative medicine center.

Our Associates

Carl Stanifer is a seasoned global healthcare executive with decades of experience in healthcare operations, financial management, acquisition & development, deal structures, new company start-ups and new facility development. He has served as board member, CEO, CFO in top corporate executive positions with private and public organizations in the USA, Middle East, Australia and Asia. His professional associations include operating partner at TVM Capital Investments, director of the Cambridge Medical & Rehabilitation Center, CEO of the Abu Dhabi Health Services Company (SEHA), Group CFO at Bumrungrad Hospital Thailand and numerous senior roles with the US-based Tenet Healthcare Corporation in the US, Singapore, Malaysia, Australia and Thailand.

Sudi Narasimhan is a six sigma blackbelt with a Masters in Mechanical and Aerospace Engineering from the University of Virginia. He has has worked with large international healthcare organizations, including Bumrungrad International, Cleveland Clinic Abu Dhabi, Reckit Benckiser and Ansell Corporation. Sudi excels process engineering and business and data analysis.

Michael Hess has 25 years of experience in strategic master campus planning and design of healthcare facilities, including large new free standing hospital developments, academic medical centers, existing hospital expansions, specialty healthcare programs for inpatient and outpatient clinics in Asia, Middle East and the United States.

Connie Ma has a Master's degree in Nursing from UCLA, 35 years of experience in hospital management setting up safety and quality management systems for hospitals and clinics around the world, and was a Joint Commission surveyor for 14 years in the US and later a surveyor for Joint Commission International (JCIA).

Tiwaporn Kuntasuwon is certified CPA with certificates in Internal Auditing, Tax Law, and Auditing of Information Systems, and has over 20 years of experience developing accounting systems for top private hospitals in Asia, including Bumrungrad International, Asian Hospital, MedPark Hospital and Franco Vietnam Hospital.

Lawrence Koh is a supply chain management expert with over 25 years of experience working for large private hospitals in Asia and the Middle East, including Parkway's Mount Elizabeth Hospital, Bumrungrad International, Delta Hospital Shanghai and Cleveland Clinic Abu Dhabi. His expertise is developing purchasing systems, building supply chains, and integrating ERP and HIS platforms.

Our Services

We help investors, owners, operators and governments realize, rationalize, optimize and globalize their healthcare businesses and brands.

Business Assessments and Audits

Think of us as an executive SWAT team. We're quick, we know where to look and what to look for.

Intermedika conducts business reviews, assessments and audits. These diagnostic assessments are ideal for investors and operators that need an objective, professional 'second opinion' to identify areas of business improvement and opportunity.

Strategic Consulting

Do capacities match capabilities? What and who are the profit drivers of the business? Is our business planning process aligned to organizational and operational priorities?

The simplest questions often pose the most complex business challenges. We provide advisory support to investors and operators on a range of strategic issues critical to the business and business transformation.

- Business Planning
- Facility Expansion
- Clinical Programs
- Value Creation
- Patient Acquisition & Retention
- Brand Positioning
- IT Systems and Functionality

Business Process Improvement and Transformation

Can you look at our business and tell us how we can make it better?

We work with management to help identify and fix parts of the business that are broken…or breaking. We focus on elements of the business that impact the delivery of care, the customer experience and the bottom line.

- Rationalizing Capabilities with Capacity
- Optimizing Patient Experience
- Campus Master Planning
- Innovative Patient-Centered Design
- Enhancing Profitability Margins
- Improving Business Reporting
- Medical Staff Development
- Aligning Marketing Spend with Business Objectives
- Expanding Clinical Programs

Investor Support

Is this a smart investment? How do we extract more value from the business? Where do we focus resources to maximize output and outcomes?

We assist investors evaluate healthcare assets and businesses pre & post acquisition and focus on key areas including business strategy, management team, EBITDA margins, growth plan, risk profile and governance.

- Facility Review
- Patient Demand and Capacity Alignment
- Strategic Plans
- Business Analysis
- Medical Staff Profiling & Engagement
- Financial Reports & Reporting
- Marketing & Branding
- Senior Leadership

Healthcare for Hospitality

How do we add 'healthy' services for hotel guests? Can we mitigate risk and manage costs? What are the opportunities?

We see the convergence of healthcare, wellness and hospitality as a major theme this decade. We work with hospitals and hotels to understand the risks, opportunities and economics of delivering wellness, lifestyle medicine and anti-aging programs.

- Strategic consulting
- Clinics for well care
- Right-sizing healthcare services and investments
- Linking hotels and healthcare IT systems

Branding and Marketing

Are we under or over spending on marketing? Are we positioning the brand correctly? How do we convert more prospects into patients?

We help clients find the whitespace, hone their message and develop creative strategies that resonate with media, consumers, staff and investors.

- Brand Strategy Reviews
- Brand Positioning
- Patient Acquisition and Retention
- Website & Social Media Strategies

Medical Tourism

Is medical tourism right for us? What are the critical success factors?
How do we attract international patients?

Our team built one of the world's leading medical tourism brands and business.
We help organizations develop strategic roadmaps that lead to commercially viable, globally competitive international patient programs.

- Strategy
- Positioning
- Product and Programs
- Patient Acquisition Platforms
- Patient Management

Our Clients

We work with some of the world's leading hospitals, healthcare companies and investment firms.

- Abu Dhabi Health Authority (UAE)
- Acibadem (Turkey)
- ADM Capital (Hong Kong, UK, Turkey)
- Al Mafraq Hospital (UAE)
- Allen & Shariff Corp (USA, UAE)
- Amidi Group (USA, China)
- Asiri Hospitals (Sri Lanka)
- BLK Hospital Group (India)
- Baring Private Equity (Asia)
- Boston Consulting Group (Malaysia)
- Cancer Treatment Centers of America (USA)
- Creador (Malaysia, Indonesia)
- Delta Health Ltd (China)
- Dubai Health Authority (UAE)
- Farrer Park Hospital (Singapore)
- Fidelity Investments (USA)
- Inova Health (USA)
- Investcorp (Bahrain)
- Invitae (USA)
- Jakarta Eye Center (Indonesia)
- Medpark Hospital (Thailand)
- Praram 9 Hospital (Thailand)
- Parkway Pantai Healthcare (Singapore)
- Sime Darby Healthcare (Malaysia)
- Tourism Authority of Pernambuco (Brazil)
- Thanyapura Health and Sports Resort (Thailand)
- United Health (USA)
- Universal Hospital Group (Turkey)

How Can We Help You?

If you need help analyzing, optimizing or globalizing your healthcare business or investments, then contact us. We are here to help.

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