



CORPORATE PROFILE

About Us

InterMedika is...

A company that provides corporate advisory services to hospitals, healthcare companies, investors, governments and health tourism promotion boards around the world.

Our team is comprised of **senior international hospital management and marketing professionals** with a track record of building globally recognized healthcare brands, growing profitable businesses, and delivering shareholder value.

Together, **we formed the executive team that managed Bumrungrad International Hospital from 1993-2011** and transformed a 250-bed general hospital in Bangkok, Thailand into one of Asia's premier hospitals and the world's leading medical travel destination.

Collectively, we have over **90 years experience** designing, commissioning, operating, marketing and branding private hospitals, clinics and academic medical centers in the USA, Middle East, Latin America and Asia.

Our services reflect the needs of hospital owners and operators who want to rationalize, capitalize, operationalize and internationalize their businesses, and of healthcare investors who need guidance realizing business and investment opportunities.

Our value proposition is simple. **We've run big hospitals, built big brands, and have extensive international experience.**

We're different because...

- We are hospital executives and understand the complexities of running healthcare businesses first hand.
- We work as a cross-functional team, giving us more eyes to look at a problem and more minds to come up with solutions.
- We share a proven track record building one of the most recognized and profitable healthcare brands in Asia.
- We are pioneers in medical tourism.

We understand the business of healthcare.

Our Team

We are experts in healthcare management, facility design, operations, finance, marketing and branding...



Curtis J. Schroeder

Curtis Schroeder is an accomplished healthcare executive with over 30 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 the 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.

Mr. Schroeder is known for his ability to bring creativity and innovation to complex situations and his capacity to operate effectively in diverse cultural environments bringing a style that employs good humor, strong ethics and a sense of fair play. He has a personal interest in strategic positioning of healthcare businesses and in the design of highly customer-focused systems and facilities.



Lee Chan Yow

With 11 years as Financial Analyst/Controller and Chief Financial Officer for Mount Elizabeth Hospital in Singapore, and 16 years as Chief Financial Officer at Bumrungrad International Hospital in Bangkok, Thailand, Lee Chan has unparalleled experience running profitable, publicly traded, international hospitals that are recognized market leaders.

Lee Chan was part of the management team that helped build Mount Elizabeth Hospital into Southeast Asia's premier private medical center for specialty care. At Bumrungrad, Lee Chan was part of the senior management team that engineered the transformation of Bumrungrad International Hospital from a local hospital with revenues of 1.7 billion Baht and EBITDA of 14% in 1997 into the largest private international medical center in Asia with revenues of 11.3 billion Baht and EBITDA of 25% in 2011.

Lee Chan's forte is linking business strategies to budgets and financial forecasting and modeling to management reporting systems. She is a skilled manager who knows how to work with physicians and coach non-financial managers to take ownership in managing their departments as profitable business units.

Our Team

...and we've built iconic healthcare businesses and brands.



Janice Chan

Janice Chan is a proven healthcare executive with over 20 years experience operating and commissioning medical centers in Asia and the Middle East.

Janice was Project Director and Director of Operations in developing and commissioning St Luke's Community Hospital in Singapore prior to her relocation to Bangkok. She spent 11 years with Bumrungrad International Hospital in various senior executive roles, including Director of Operations, Chief Operating Officer, and then another four years as Chief Executive Officer for Bumrungrad International Holdings HK Limited (BIHL).

During her tenure with Bumrungrad International Hospital in Bangkok, she was responsible for the Department of Nursing, Pharmacy, Laboratory, Imaging, Human Resources and Customer Services. As CEO of Bumrungrad International Holdings HK Limited, Janice was involved in business planning, expansion, and operational improvement projects for a 480-bed public hospital in the UAE, and supervision of hospital operations for a 258-bed private medical center in Manila, Philippines.

Janice's strength is her practical knowledge of how hospitals and clinics work. She understands the big picture, but executes on the details.



Ruben Toral

Ruben Toral is a healthcare branding and marketing executive with over 18 years experience building healthcare businesses, hospital brands and physician networks in Asia and Latin America.

Recognized as the "man behind the Bumrungrad brand", Ruben positioned Bumrungrad into the world's leading medical tourism destination. In his role as Chief Marketing Officer for Bumrungrad International Hospital in Bangkok, Thailand, Ruben doubled international patient volume from 195,000 to 435,000 international patients, 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 and past president of the International Medical Travel Association. He is also the founder of Medeguide, a web portal connecting patients and doctors online.

Ruben engineers creative and innovative solutions to marketing and branding challenges, and 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*.

Our Services

We work with healthcare investors, owners, operators and governments around the world to help them realize, maximize and globalize their businesses and brands.

Business Reviews.

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

Together with your team, we help discover leaks, choke points, missed opportunities and processes that are robbing your business of value.

Strategic Consulting.

Is this a smart investment? How do we grow and expand our business? Where should we be focusing our resources? How do we build a brand?

The simplest questions often pose the most complex business challenges. We provide practical advice from a veteran team with years of hands-on experience.

- Business Planning
- Feasibility Studies
- Financial Modeling
- Innovative Facility Design
- Medical Tourism

Business Improvement.

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

Yes, we can. We work with your team to help fix parts of the business that are broken (or breaking). Our focus is on services that impact the delivery of care, the patient experience and the bottom line.

- Finance Reviews
- Operational Reviews
- Management Review
- Procedures & Policies
- Medical Staff Development

Pre and Post M&A Support.

These are exciting times in healthcare, but irrational exuberance can spell trouble.

We help investors evaluate healthcare businesses, valuations and risk before they buy, and provide critical support to stabilize and grow their businesses after acquisition.

- Investment Reviews
- Due Diligence
- Post Acquisition Support
- Strategy
- Business Analysis
- Business Improvement
- Financial Reports and Reporting
- Marketing and Branding
- Senior Management Recruitment

Marketing and Branding.

Building a brand looks easy but it's hard work.

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

- Brand and Marketing Reviews
- Marketing Plans and Support
- Branding and Re-branding Campaigns

Medical Tourism.

There are millions of patients seeking medical treatment abroad. Why would they choose you?

Hospitals and doctors no longer compete locally for patients; they now compete globally. We help hospitals and tourism promotions boards all around the world develop strategies, support services and brands that cater to the fast growing medical tourism market. Our team built one of the world's leading medical tourism brands, and we can help you.

- Strategy
- Product and Service Assessments
- Package Pricing
- Marketing and Branding

Our Clients

Individually and collectively, our team has worked with some of the world's leading hospitals, healthcare companies and private equity firms.

Acibadem (Turkey) **ADM Capital** (Hong Kong, UK, Turkey)
Al Mafrq Hospital (UAE) **Allen & Shariff Corporation** (USA & UAE)
Amidi Group (USA & China) **Apollo Hospitals** (India)
Artemis Health Sciences Institute (India) **Asian Hospital** (Philippines)
Boston Consulting Group (Malaysia) **Bumrungrad International Limited** Thailand)
Country Heights Holdings (Malaysia) **Ingenix** (USA)
Investcorp (Bahrain) **Kitihara Neurological Institute** (Japan) **Medsi** (Russia)
Parkway Pantai Healthcare (Singapore) **Prince Court Medical Centre** (Malaysia)
R.I.S.E. International Healthcare Group (USA & Ethiopia)
SEHA - Abu Dhabi Health Services Authority (UAE)
Sime Darby Healthcare (Malaysia) **Sunway Medical Centre** (Malaysia)
Tourism Authority of Pemambuco (Brazil) **United Health** (USA)
Universal Hospital Group (Turkey) **Sheik Khalifa Medical Center** (UAE)

How can we help you?

If you need help analyzing, rationalizing, maximizing or internationalizing your healthcare business or investment opportunities, please contact us.

We are here to help.

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