



COLUMBIA ASIA HOSPITALS GO MOBILE

A top patient engagement platform that is defining the delivery of healthcare by strengthening patient experience.

Launched recently it is an easy-to-use app for you to access Columbia Asia healthcare services. Columbia Asia Hospital, one of the largest and fastest-growing healthcare companies in Asia, has outlined key trends impacting the healthcare industry in these times of digital living and convenience. Being a leading healthcare provider in the region with patients' base of over three million across four markets, puts Columbia Asia Hospital in a good position to observe patients' behavior and implement solutions catering to their evolving needs.

One of the evolving healthcare trends which reflects the current healthcare consumers is the demand for personalized, quick and seamless



healthcare delivery. Consumers want to deal with a healthcare system that is much more convenient for them. Patient engagement is taking place in a multitude way in the healthcare sector and has shown that technology advancements in healthcare have the potential of closing the communication and information gap between patients and providers. Columbia Asia as a company that is

continuously looking for better ways to enhance services to their patients, is continuously implementing newer innovative systems and processes with these changing trends to meet the customers' demands.

In line with the key universal healthcare trends, Columbia Asia launched its official mobile app aimed to enhance their service offerings to patients. Keeping up with emerging healthcare trends that are shaping the industry globally further drives the needs for hospital operators to continuously make patients' experience at hospitals hassle-free and less time consuming.

The patient-centric application that connects patients with the hospitals and its doctors makes it seamless

KEY HEALTHCARE TRENDS 2019 – COLUMBIA ASIA HOSPITAL

- Patients are looking for the best consultation with efficient services**
 Patients today are expecting a lot in terms of the service that they receive. These expectations range from well-maintained hospitals, helpful doctors, nurses and staff, shorter waiting time for appointments, quick access to health records et al.
- The future of healthcare lies in efficiency**
 For primary and secondary care, patients prefer to rely on neighborhood / small-sized hospitals that provide easier access to quality healthcare services. In addition, smaller hospitals provide focused treatment options and shorter in-patient stays enabling them to keep costs low for patients. Leveraging digital technologies on a smaller scale further permits cost effective delivery of specialist care.
- Tapping into the realm of mobile healthcare**
 More and more healthcare organizations are relying on patient interface through mobile apps. Apps often feature the ability to schedule appointments, access patient's medical history and test results, send reminders and provide option of cashless payment for acquired services.
- Social media space is the new word-of-mouth**
 Consumers today have the option of checking reviews before making most purchase decisions – hospital choices are also increasingly getting dependent on reviews found in the online space. Other factors such as presence on social media platforms and its responsiveness have an influence on patients' hospital preference.

and efficient seeking for services such as booking and managing of appointments, payment, hospital-related queries, along with retrieving of corporate information and promotions. The app is powering an evolving digital lifestyle that is sweeping across the world and the access to information empowers the patients to be involved in their healthcare planning.

The mobile app is another important initiative for Columbia Asia Hospitals in its digital transformation journey. Aside from better serving the needs of its patients, the mobile application gives a cost-effective solution to reduce time in operational manpower.

During the trial period of the mobile app deployment, Columbia Asia witnessed encouraging results including 16 percent reduction in out-patient journey time and an overall improved in staff efficiency of 8 to 9 percent, translating to increased time for staff-patient engagement. The app is available on both iOS and Android platforms. Columbia Asia is looking to enhance several new services in the future such as exclusive medical package offerings and more. A pilot program has been launched with an app for physicians which is part of Columbia Asia's efforts to improve connectivity to its enterprise IT platform to aid in better patient engagement. 

FEATURES OF THE APPLICATION

Easiest way to book and manage doctor appointments:

- Choose your preferred hospital location and medical consultant.
- View available slots and select your preferred date and time.
- View the status of all your appointments at one glance.
- Get notifications one day and 2 hours before your appointment so you won't miss it!

Beat queues at the hospital when you:

- Check-in for follow-up appointments. Skip the front desk and go straight to the Nursing station.

Easy access to your reports:

- Get notified when your reports are ready.
- View and download your lab and radiology reports at your convenience from anywhere, anytime.
- All reports are password-protected.

Keep track of your health trends:

- View the status of your blood glucose level, thyroid level, blood counts, among others.



Go to Google Play or Apple App Store and search for "Columbia Asia"



COLUMBIA ASIA HOSPITALS IN MALAYSIA

- Bintulu • Bukit Rimau • Cheras • Iskandar Puteri • Klang • Miri • Petaling Jaya • Puchong • Seremban • Setapak
- Shah Alam • Taiping • Tebrau (Opening Soon in Q4 2019)