

## **M'sia introduces first Flagship Medical Tourism Hospital Programme**

By Bernama - March 17, 2023 @ 8:14am

KUALA LUMPUR: Malaysia has introduced its first Flagship Medical Tourism Hospital Programme with four shortlisted finalists, namely National Heart Institute (IJN), Island Hospital, Mahkota Medical Centre, and Subang Jaya Medical Centre.

Malaysia Healthcare Travel Council (MHTC) in a statement today said the Flagship Medical Tourism Hospital Programme played an instrumental role in transforming the healthcare ecosystem in Malaysia and the region.

"Through this programme, the country's top hospitals are intensifying their commitment and endeavours to raise the bar of excellence in delivering exceptional end-to-end services to their patients, further reinforcing Malaysia's position as a safe and trusted destination for healthcare," the statement read.

According to the statement, the shortlisted finalists were carefully selected through an extensive and rigorous qualifying process in 2022 that involved data analysis and on-site assessments.

It said, further to this, the finalists were advancing into the next phase of the programme, the Acceleration Period, which will continuously assess their growth and development against best practices and benchmarks in medical and service excellence, as well as international branding, over a three-year period.

"In support of the growth plan during the Acceleration Period 2023-2025, the shortlisted finalists will be granted several incentives. These incentives include fast-track facilitation to support the development milestones, the flexibility of testing concepts with healthcare technology sandbox and more," it said.

Meanwhile, Health Minister Dr Zaliha Mustafa in the same statement said the flagship programme will promote innovation and excellence in medical services, bringing them closer to achieving a more resilient healthcare system for the country and establishing Malaysia Healthcare as a world-renowned and credible global healthcare brand.

"To this end, I am pleased to announce the provision of a Special Investment Tax Allowance (ITA) for the Flagship Medical Tourism Hospital Programme finalists, which will enable our shortlisted hospitals with the resources to make qualifying capital expenditures to support their growth plans during the acceleration period from 2023 to 2025.

"This special ITA will include technology investments aimed at driving digital transformation in healthcare, in line with Malaysia's IR4.0 aspiration," she added.

The Flagship Medical Tourism Hospital Programme is a collaborative effort between MHTC and global medical accreditation bodies IQVIA and Joint Commission International (JCI). -- BERNAMA