

# 北醫大國際醫療躍登國際

北醫焦點

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《中國英文郵報》(China Post) 記者 Dimitri Bruyas and Lana Wu 於第十三期專刊特別專訪本校邱文達校長，及三所附屬醫院院長：北醫附醫李飛鵬院長、萬芳醫院洪傳岳院長、雙和醫院吳志雄院長，暢談北醫大醫療體系所提供之完整國際醫療服務。

本校邱文達校長表示，過去以病人為中心的醫療服務，現今逐漸轉變為以顧客為中心之導向。這種轉變，為成為國際一流醫療研究中心的北醫大，帶來了許多新的契機。

**Taipei Medical University gears up for medical tourism**

Professor Wen-Ta Chia points out that the current shift from a patient-centered healthcare system to a customer-centered system creates new opportunities for leading academic medical centers.

**The (JCI) accreditation system ensures that our hospitals maintain excellent personnel, facilities, instruments and services, as well as the highest safety standards.**

— Professor Wen-Ta Chia, president of Taipei Medical University

“The accreditation system ensures the one hospital, one medical government, national, international and services, as well as the highest safety standards.”

“Our affiliated hospitals have also received numerous awards, like Whangpu Hospital, which has been recognized as an excellent Best Hospital-Transfer (BHT) project, winning Taiwan’s Golden Phoenix Award.”

“In Taipei, government such services would greatly on the international stage, the international organization revealed that TMC’s medical centers are accredited by the JCI, an international accreditation organization (JCI) as international medical facilities and services in Taiwan.

With regards to medical tourism, JCI accreditation provides a viable solution to

“To improve the quality of medical care, it ensures a self-motivated and innovative hospital continues efforts to reduce costs, improve and care.”

The accreditation further makes sure the hospitals have state-of-the-art facilities and technology, along with advanced medical standards and protocols, professional and quality of their staff.

“We only see medical tourism to look after non-medical services, as well as allowing our staff to have a more global perspective,” said Chia, who is also an accomplished neurosurgeon.

“In this global world, we must understand the various health concerns in other countries and how to better serve them,” he added.

By recent years, the customer care in hospitals world has shifted responsibility to patients or patients, who are seeking the best experience alternative. The resulting shift from a patient-centered system to a customer-oriented system creates new opportunities for top academic medical centers, like TMC’s affiliated hospitals.

“After almost Taiwan’s general in the medical sector industry, Chia revealed that country in India, Thailand, Mexico and Singapore, which are all English-speaking countries, some of the staff at Taiwanese hospitals cannot express themselves fluently in English.

Besides, Taiwanese legislation also is limiting the cost of healthcare and other services. Chia pointed out that if foreign patients could in great numbers to the island, local hospitals would flourish in the face of this demand. In other words, local regulations can be medical tourism between local and foreign patients,” he pointed out.

As for progress of Chinese patients seeking medical treatment in Taiwan, Chia noted that China is “a good opportunity to not in a rush.”

“Some Taiwanese hospitals already serve in China in local medical centers, but some of them have encountered a lot of difficulties,” he remarked.

On the one hand, Chia believes that mainland Chinese have understood Taiwan’s medical culture. “They don’t know about the quality of services that Taiwan’s professionals can provide.”

On the other hand, Chia believes that mainland Chinese have understood Taiwan’s medical culture. “They don’t know about the quality of services that Taiwan’s professionals can provide.”

“The American JCI accreditation and clinical certification, for example, helps the growing number of Chinese patients would travel across the Taiwan Strait for medical treatment, rather than going to Singapore, Hong Kong, Korea or Japan.

After all, if a local medical institution is given of “top officer” private medical care for foreign patients, medical and other forms of specialized treatment, TMC and its three affiliated hospitals are at the forefront of Taiwan’s healthcare industry.

Over the last 10 years, the top academic center has offered medical education through various programs — College of Medicine, College of Oral Medicine, College of Pharmacy, College of Nursing, College of Public Health and Nutrition, College of Medical Science and Technology, and College of Biomedicine and Health Sciences — to more than 30,000 students. Currently, the TMC faculty members nearly 6,000 members, with full-time faculty members, and 400 part-time faculty members.”

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本校附設醫院李飛鵬院長在專訪中指出，有愈來愈多的醫療觀光客到附醫享受優質的醫療服務，不僅因附醫緊鄰 101 大樓，居交通便利的市中心之故，更因為附醫以高標通過國際 JCI 醫院評鑑及提供國際醫療之援助，而備受國際友人關注。



# Taipei Medical University Hospital takes the lead in hi-tech healthcare

As one of the leading JCI accredited hospitals in Taiwan's healthcare industry, it is not surprising that the Taipei Medical University Hospital attracts a growing number of medical tourists, who want to apply for reimbursement from their healthcare provider

By Clinton Draper and Lena Wu

Hi-tech is one of the most rapidly growing sectors in Taiwan, and the health care industry is no exception. In 2008, the health care industry's gross regional product (GRP) was 1,070,137 million New Taiwan dollars, accounting for 10.4 percent of the total GRP. The health care industry's growth rate is expected to reach 10.5 percent in 2009, according to the Ministry of Economic Affairs.

**Taiwanese believe that medical care is a service industry. Like the catering and hotel industries, it makes our hospitals even more attractive than other medical institutions in mainland China.**

TAIPEI MEDICAL UNIVERSITY HOSPITAL



Medical professionals in a laboratory setting.



Portrait of a man in a white coat, likely a hospital official.

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萬芳醫院洪傳岳院長認為，強調高品質的醫療服務，就是臺灣醫療服務的強項。在醫療觀光業的蓬勃發展下，萬芳醫學中心為國際病人提供第一流的各項醫療諮詢與服務。



# Wan Fang Medical Center highlights Taiwan's quality medical care

With the medical tourism industry soaring to new heights, Taiwan's Wan Fang Medical Center looks to provide top-notch medical consultations and services for all patients that are looking for any kind of medical care

By Clinton Draper and Lena Wu

Wan Fang Medical Center is a leading medical center in the Asia Pacific Region. The Wan Fang Medical Center is a leading medical center in the Asia Pacific Region. The Wan Fang Medical Center is a leading medical center in the Asia Pacific Region.

**In Taiwan, medical treatment is accessible to all. Here you see me or another physician; it is the same.**

WAN FANG MEDICAL CENTER

TAIPEI MEDICAL UNIVERSITY HOSPITAL

雙和醫院吳志雄院長表示，雙和醫院是新北市重要的醫療中心，除擁有 30 個醫療部門，更專注在急重症的治療。不僅僅照顧在地的新北市居民，同時也照顧眾多的外籍人士。



# Shuang-Ho Hospital cares for Taipei County's residents and beyond

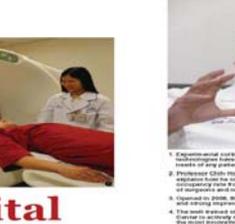
With 40 clinical departments, the new medical facility is a regional center for critical care and medical services for local and foreign patients alike

By Clinton Draper and Lena Wu

Shuang-Ho Hospital is a leading medical center in the Asia Pacific Region. The Shuang-Ho Hospital is a leading medical center in the Asia Pacific Region. The Shuang-Ho Hospital is a leading medical center in the Asia Pacific Region.

**Because it is a new health facility, all our focus has been on serving the patients' needs. But because it is a medical university hospital, we also need to do research and teaching.**

SHUANG-HO HOSPITAL



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Exterior view of Shuang-Ho Hospital building.

SHUANG-HO HOSPITAL

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