

《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。



Special Report 特別報導
THE CHINA POST

Taipei Medical University

gears up for medical tourism

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

By Diana Wang and Lana Wu

1. One the last 10 years, Taipei Medical University has attracted medical tourists through various channels from other countries.
2. Professor Wen-Tsai Chia, president of Taipei Medical University, says that the university's current orientation is to be a leading medical center in Asia.
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I have been most impressed by the medical facilities in Taiwan, you can expect to find a superior level of service and equipment. Much to the praise of our staff and government, I have been able to find such a high level of service and equipment in the world.

“We have noticed growth in the number of medical tourists, quality standards have been set, and our reputation, especially the leading academic medical centers such as Taipei Medical University, has been recognized by the world.”

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

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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。

Special Report 特別報導
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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 Diana Wang and Lana Wu

1. Taipei Medical University Hospital, located in the heart of Taipei, is leading more and more patients from other countries to Taiwan.
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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。

Special Report 特別報導
Wan Fang Medical Center gears up for medical tourism



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 Dimiter Bruyeva and Lana Wu

With Taiwan's soaring to become a global center for healthcare in Asia Pacific Region, the Wan Fang Medical Center (萬芳醫院) has received a wave of public attention with its high quality and excellent medical services.

The modern medical center, recently located along Taipei's Shao Road Special zone (SRZ), is the latest fruit of medical research, but primarily appeals to patients from Taipei Medical University (醫學院).

SRZ is a strategically located area, surrounded by major express highways, in 100 meters and approximately 100 meters from the subway station. According to some figures, more than 1.2 million patients and medical tourists at the hospital each year, including nearly 400,000

in Taiwan, medical treatment is accessible to all. Here you use me or another physician, it is the same.

With the soaring of medical tourism in Taiwan, the Wan Fang Medical Center is a good example of how to attract medical tourists.

Wan Fang Medical Center, led by Dr. Dimiter Bruyeva, has been a pioneer in providing medical services to international patients. The hospital's medical quality is the ability to provide high-quality medical care for all patients.

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1. Professor Chang Ho being interviewed at Wan Fang Medical Center, emphasizing the hospital's medical quality and excellent services.

2. Located in the Shao Road Special Zone, Wan Fang Medical Center provides a modern and comfortable environment for patients.

3. A patient in a hospital bed, receiving medical care from a doctor and nurse.

4. Medical staff in a laboratory setting, conducting research and providing medical services.

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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。

Special Report 特別報導
Shuang-Ho Hospital gears up for medical tourism



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

With 30 clinical departments, the new medical facility is a regional center for critical care and medical services for local and foreign patients alike

By Dimiter Bruyeva and Lana Wu

Discover Taiwan

With the demand for quality healthcare in Taiwan is growing rapidly, there has long been a serious and conspicuous mismatch between demand for and supply of healthcare infrastructure and services in northern Taipei County.

For residents living in one of the most populous areas in Taiwan, this imbalance was only likely to get worse, until the Cabinet-level Department of Health (行政院衛生委員會) commissioned Taipei Medical University (醫學院) to build, operate and manage Shuang-Ho Hospital (雙和醫院).

Opened in July 2008, the modern medical center has since been working closely with Taipei Medical University Hospital (醫學院醫院)

大醫院醫學院、TMUH) and Taipei Medical University's Wan Fang Medical Center (萬芳醫院) to form a triangular healthcare structure in the greater Taipei area with a total capacity of more than 3,000 beds.

"Prior to the opening, the average bed (ratio) per 10,000 people living around Zhonghe City (中壢市) was less than seven, compared to 32 around the island, and 82 in Taipei City," remarked professor Chih-Hsiung Wu (吳志雄), superintendent of Shuang-Ho Hospital.

The above facts underlined the urgent need for health facilities to ramp up investments and resources towards improving healthcare infrastructure.

With a capacity of 1,734 beds for inpatients, 30 clinical departments for outpatients and an emergency ambulance helipad on the rooftop — the first for medical use in Taipei County — Shuang-Ho Hospital has since become a regional center for critical care and medical services for local and foreign patients alike.

Drawing from his experience as the former superintendent of TMUH, Wu, a renowned surgeon, stressed how his policies successfully raised not only the hospital's occupancy rate from 60 percent to 90 percent, but also the medical skills of surgeons and nurses.

In fact, a hospital is not only "a building," unless it is operated "by good doctors, good



1. Experimental cutting-edge treatment facilities and medical technologies have been brought from across the world to meet the needs of any patient.

2. Professor Chih-Hsiung Wu, superintendent of Shuang-Ho Hospital, explains how the hospital has raised not only the hospital's occupancy rate from 60 percent to 90 percent, but the medical skills of surgeons and nurses as well.

3. Opened in 2008, Shuang-Ho Hospital was designed to give a modern and strong impression to patients.

4. The well-trained staff at Shuang-Ho Hospital's Health Management Center is actively researching and developing new methods in one of the most innovative fields of study.

— Alex Ang, Director Taiwan, Courtesy of Shuang-Ho Hospital

“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.”

— Professor Chih-Hsiung Wu (吳志雄), Superintendent of Shuang-Ho Hospital

nurses and good staff,” Wu pointed out.

During his seven years as the helmsman of the city's top medical center, such critical skills often came to a test, like when Alberto Zaffaroni was brought back from the brink of death, following a workplace accident in 2007.

The 47-year-old Italian engineer was hit on the head by a falling 350-kg pillar while he was installing a machine in a factory in northern Taiwan's Taoyuan County. The accident broke Zaffaroni's skull, for which he underwent two separate rounds of brain surgery at TMUH.

Thanks to the surgeon's outstanding skills — 85 percent of injuries such as his are fatal — the engineer eventually recovered and came back to Taiwan in 2008 to visit his doctors before attending a marathon in Italy.

"Because (Shuang-Ho Hospital) 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," he said.

"I always tell my staff that one day, when they return, they have to become professors because they are working for a university," he added. "You have access to the students, you are connected to good basic scientists, so, you have to conduct basic studies in this hospital."

With such innovative policies, it is little wonder that several big names in the medical research field have been practicing at Shuang-Ho Hospital and developing new protocols for

medical checkup, obesity surgery, joint replacement and open heart surgery.

As the modern medical center has also received Joint Commission International (JCI) certification, the superintendent noted that Taiwan has a lot of potential in the medical tourism industry, especially for ethnic Chinese people residing all across Asia.

"Our medicine is strong enough," Wu went on. "It is comparable with what you have in the United States, India, Singapore and Thailand."

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