

Medical Connections

医疗旅游新篇章

Farrer Park is welcoming medical tourists with Connexion, an integrated hub with a hospital, medical centre and hotel

本地医疗旅游市场稳健增长，潜力无限。除了乌节路、诺维娜，靠近小印度的花拉公园将成为新兴的医疗中心。

TEXT NG SIANG PING/黄向京 PHOTOGRAPHY 龙国雄

Medical tourism is not new for Singapore, with much of the activity concentrated in the Orchard Road and Novena belt. But that might soon change with Farrer Park as the new medical hub on the block.

The gleaming new building of the \$800 million Connexion at Farrer Park stands out in the Serangoon Road district. Covering 1.36 hectares, it is an integrated healthcare and hospitality complex that houses the Farrer Park Medical Centre, Farrer Park Hospital, as well as the five-star One Farrer Hotel & Spa.

Owen Link, a lifestyle retail avenue on the ground floor, completes the development. It puts medical facilities, accommodation, shopping, spa and restaurants all under one roof so a patient and his entourage never need to go far to get a fulfilling holiday with medical treatments worked in.

The story of how Connexion came about is a novel one.

The developer, The Farrer Park Company, was founded by a group of 20 to 30 doctors from various fields of medicine, who formerly headed private clinics at Mount Elizabeth Hospital and Gleneagles Hospital. They hope to provide new alternatives for private healthcare not currently available in the market. Renowned cardiologist Dr Maurice Choo, who sits on the board of directors, is an active advocate of day surgery, which allows patients to recover in a hotel instead of a hospital ward, thereby saving them time from waiting for a hospital bed to be freed up. This will relieve some of the resource crunch in Singapore hospitals too.

Inspired by the doctors' vision, Indonesian coal mogul Dato Low Tuck Kwong decided to support the project. The founder of PT Bayan Resources and his daughter Elaine Low own one-third shares of the company and are both board members. Real estate company Wharton Scott Holding owns another one-third shares of the company.

One-stop Service

BJIOS Orthopaedics, which operates within Farrer Park Medical Centre, was set up by Dr Chong



Lobby of Farrer Park Hospital feels like a hotel than a hospital.



Curved seats and sofas create enhanced visual privacy at Farrer Park Hospital.

Keen Wai from Gleneagles Hospital with a group of doctors. With its one-stop orthopaedic medical services, patients save time and money because they can get all their X-ray, minor bone procedures and physiotherapy done in one place.

Dr Chong tells ZbBz: "No orthopaedist would possess the most advanced knowledge on every single subject, so you have to have different specialists put together. With the collective knowledge, we're able to come up with the best treatment for patients. At a more macro level, Connexion houses the hospital, specialist treatment centres, hotel and restaurants under one roof and they are all operated by the same group. It's a first for the region."

Patients from out of town seek mainly private hospitals for medical treatment and make up 20 to 30 per cent of their patients, and Dr Chong expects the number to grow to 50 per cent in five years; public hospitals see about five per cent of foreign patients, he adds.

He sees many patients from Indonesia, who are "happy to take the one- or two-hour flight to Singapore because there aren't enough orthopaedists back home. There is a lot of trust in Singapore healthcare. It's not cheap but they keep coming". Other international patients come from Europe, America, South Korea, Japan and China.

With 189 medical consultation suites, Farrer Park Medical Centre is home to specialists in cardiology, oncology, orthopaedics, gastroenterology, ophthalmology, plastic surgery and colorectal surgery. Among them are oncology consultants Dr Whang Hwee Yong and Dr Tan Yew Oo, eye surgeon Dr Au Eong Kah Guan and cardiothoracic surgeon Dr Wong Poo Sing.

Looking more like a hotel than a hospital, the complex features installation art and sculpture pieces everywhere. The red apple sculpture that greets guests at the entrance of the Farrer Park Medical Centre is named after Apollo, the Greek god of medicine and healing. The green apple at the entrance of the hotels is named after his twin, Artemis, the goddess affiliated to the pursuit of lifestyle. They were created by Singapore-based Thai conceptual artist Kumari Nahappan.

Dr Choo decided to have the hospital's interior of the hospital decorated in warm colours to create a more relaxing environment for both patients and visitors. CEO Dr Peng Chung Mien adds: "The new global trend is to make the hospitals look less like hospitals and more like playground. If a patient is already unwell, why remind him that he is in a hospital?"

After day surgery at the hospital, patients can recover at the One Farrer Hotel & Spa and continue with subsequent consultations at the medical centre or have their doctors visit them in their hotel rooms.

They can keep fit at the gym and in-house fitness centre, relax in the 16 differently themed gardens scattered throughout the complex (including a Zen garden where you can rake your own sand sculpture),

The Escape restaurant in the hotel provides

专题FEATURE:



Numerous gardens and green areas pepper the grounds at Connexion.

24-hour food-and-beverage services for patients and visitors. Family members can also visit the kitchen at Origins of Foods and learn to make healthy dishes from the chefs or try put together daily recovery menu for the patient with the help of a nutritionist. Or they can zip into the Connexion's many restaurants, including the Les Amis Group's Sushi Jin and Nam Nam.

Located between the 11th and 20th floors, the One Farrer Hotel & Spa offers 243 rooms and suites spread across three distinct hotel concepts.

All The Way From Russia

Efforts put together by complexes such as Connexion at Farrer Park are obviously working their magic with medical tourists from as far afield as Russia.

Russian designer Anastasia Zelenina comes to Singapore once a year, with her family in tow, for plastic surgery procedures, regular physical exams and gastroscopy. Her mother has had carpal tunnel syndrome surgery, dental veneer and knee treatment done here and her father prostate surgery and aneurysm repair.

Zelenina has been coming to Singapore since 2012 because of the high standards of healthcare, which she says are well-known internationally. The doctors are well-qualified, the equipment is advanced and there is legal protection for patients. She stays in the Marina Bay Sands hotel for two weeks each time and loves shopping up a storm, to the tune of about \$15,000 on each visit.

Another Russian visitor, 26-year-old Anastasia Bely, was so convinced that Singapore has the best healthcare in Asia, that she started the Singapore VITA Agency in 2010 as a medical tourism broker for Russians. Among other services, the company helps its clients to communicate with Singapore personnel and has experienced year-on-year growth in excess of 30 per cent. Recently, the agency has started to develop new client bases in Australia, Japan, Cyprus and the Middle East.

"Russian healthcare is way inferior to that of Singapore's," says Bely. "This has forced many Russians to seek medical care out of the country. Singaporean doctors graduate from the finest medical institutions and they stay at the front line of research and medical breakthroughs in their fields. This makes it an attractive destination for patients who are disappointed by doctors from their own countries."

The quality of medical care and equipment in Singapore is higher than in South Korea, Thailand and Dubai, she adds, reflecting her clients' overwhelmingly positive impression of Singapore private hospitals. They think of them as five-star hotels with security, butlers and great personal service.

Many of Bely's clients are VIPs, including high-level officials, businessmen and sports stars, who like to stay at top hotels such as The St Regis, Capella and Fullerton Bay, and have their stays spiced with sight-seeing, shopping and dining.

Bringing In The Dollars

Medical tourism has been a boon not just for the patients, but for healthcare professionals as well. Dr Chong says local hospitals have hosted a great number of international medical conferences over the years and this number is set to go up by another 10 to 20 per cent in the next five years.

When these conferences are held in a mixed-use complex such as Connexion, the delegates can enjoy the convenient transitions between conference room and hotel room, networking opportunities and professional engagements.

The huge potential of the medical tourism sector has attracted the likes of property developer RB Capital. It has put together a blueprint for the \$450 million Farrer Square, which will be built on top of Farrer Park MRT station. To be completed in 2017, the development will include Park Hotel with 42 medical suites, 300 guestrooms and retail stores. Packages will include airport transfers, hospital services and even tour packages.

Connexion and Farrer Square in Farrer Park, Royal Square in Novena, SBF centre in the financial district and Vision Exchange in Jurong East are medical hubs that together boast 500 medical suites, accounting for 35 per cent of the 1,400 medical suites in Singapore. Add that to the several new hospitals slated to open in Singapore and it is clear that the sector is booming.

The medical hub in Novena took shape as early as eight years ago, gathering Mount Elizabeth, Tan Tock Seng Hospital, Novena Medical Centre, Novena Specialist Centre, Oasia Hotel, Square 2 and Thomson Medical Centre. In the area, it offers not just medical treatment but also boasts a good range of shopping and dining options.

According to the Singapore Tourism Board, medical tourists spent close to \$832 million in



Singapore VITA agency founder Anastasia Bely (left) with urologist Dr. Gerald Tan at Mount Elizabeth Novena Hospital.

2013, a significant increase from 2010's \$700 million. Actual numbers of such tourists are unavailable, but the sector is expected to grow at a rate of 8.3 per cent per annum to \$1.71 billion by 2018. Traditionally, most of Singapore's medical tourists have come from Malaysia, but these days, they also come from Russia, the Middle East, Bangladesh, China, Vietnam and Myanmar.

According to Patients Beyond Borders, countries such as Singapore, India, Malaysia and Thailand have all been actively marketing their affordable healthcare and this has made South-east Asia a popular destination for medical tourism. The medical tourism industry is set to grow by 25 per cent every year globally and in 2013, some 11 million medical tourists spent US\$55 billion (S\$75 billion) in total.

According to a Bloomberg report on healthcare systems in 2013, Singapore ranked second out of 48 countries in quality. Its blood supply also ranks among the safest in the world. Building on the back of the stellar reputation that Singapore's healthcare system enjoys, the government is continually invest in hospitals, clinics and other medical facilities to further improve Singapore's medical-hub status. Evidently, as in the case of Connexion at Farrer Park, many companies are also doing the same. ☞

世界各地的游客飞来新加坡，不仅为了购物、美食，更为了看病。除了乌节路、诺维娜，靠近小印度的花拉公园将成为新兴的医疗中心。

花拉公园地铁站外，占地1.36公顷、耗资8亿新元建设的Connexion大厦引人注目。它集合了斐瑞医疗中心（Farrer Park Medical Centre）、斐瑞医院（Farrer Park Hospital）和五星级华乐酒店（One Farrer Hotel & Spa），加上贯穿其中的Owen Link餐饮街，让医院、酒店与餐饮店同在一个屋檐下，从去年底起，为医疗游客提供一站式服务。

Connexion的诞生很特殊，可说是医生为其他医生及病人精心设计的医疗中心。发展商The Farrer Park Company由一組二三十名在各领域有所建树的私人专科医生共同发起创办，目的是为市场提供另一种私人医疗服务模式与选择。这群曾在伊丽沙白医院和鹰阁医院设立诊所的医生拥有Connexion三成股权，志在改变现有私人医疗服务的局面，推广更物有所值的高水平医疗服务。公司主席朱福兴医生是心脏专科医生，大力推广日间手术，让病人无须住院，可选择在酒店调养，省时省钱。

公司其他资金来自印度尼西亚煤炭业大亨拿督刘德光，他被这群医生真心诚意地为病人着

想，而非追求利润最大化的梦想触动，出钱支持，占有另外三成股权。刘德光是印尼煤矿综合集团（PT Bayan Resources）创办人，与女儿刘伊凌都是The Farrer Park Company董事局代表。刘伊凌四年前曾捐助100万新元为日本地震赈灾，此事广为报道。其余股权为房地产公司Wharton Scott Holding所拥有。

一站式服务

以斐瑞医疗中心的骨科诊所BJIOS Orthopaedics为例，它由曾在鹰阁医院执业的钟健炜医生与几名同行创办，提供本区域独一无二的一站式骨科医疗服务，从拍X光检查、骨科小手术到物理治疗，样样俱全，让病人少跑几个地方，省下时间，也省下至少两成费用。

钟健炜医生说：“一名骨科医生不可能掌握所有先进医学知识，集中几个在不同领域有专长的同行，等于集合知识资源，能为病人提供最好的治疗法。Connexion在同一大厦内集合了医院、专科中心、酒店与餐饮，由同个集团经营，在本区域是独一无二的。”

钟医生指出，私人医院的外地病人占两三成，服务对象以印尼人居多。他说：“他们从各个城市飞来新加坡看病，因为当地医生供不应求，他们也对新加坡医疗品牌有信心。”钟医生预测，随着本地医疗旅游市场将吸引中国大陆客源陆续前来，未来三至五年，私人医院的外地病人比例估计将占一半。

病人永远紧跟名医，斐瑞医疗中心有189间医疗套房，集中不同专科领域（心脏、肿瘤、骨科、肠胃、眼科、整形外科、结肠直肠外科），闻名国际的医生包括：肿瘤顾问黄慧容医生和陈有禹医生、眼科医生欧阳加元、心脏外科医生黄步星。

不像医院的医院

Connexion装潢设计像酒店多过医院，散布四处的多件装置艺术雕塑很吸引眼球。入口处的铜制“红苹果”喷泉以希腊医药之神阿波罗为名，成为斐瑞医疗中心与医院的标志；名为“绿苹果”的雕塑则以月亮及狩猎女神阿尔忒弥斯为名，安置在酒店入口处，两者皆出自泰国艺术家Kumari Nahappan之手。

朱福兴医生亲自挑选医院内部装潢的温暖土色调，以营造幽静的氛围，让访客与家属可以放松身心。公司总裁彭聪敏医生说：“全球新趋势是医院看起来不再像医院，更像游乐场。已经病了，为什么还让人感觉住在医院？”

斐瑞医院以日间手术为主，外地病人在医院动手术后，可转到华乐酒店康复，环境更像住家，医疗支援则近在咫尺，病人可步行至医



医生钟健炜认为，一站式医疗服务，让病人省时省钱。

疗中心复诊，若有任何需要，医生随时到位，病人不用四处奔波。保健中心为病人提供复健服务，包括皮拉提课程、体重控制、饮食调理，病人也可学做富禅意的“枯山水”沙雕，打太极，做瑜伽等等。

大厦内酒店餐馆Escape提供24小时餐饮服务，方便病人和家属，家属也可到烹饪厨房Origins of Foods，向主厨学做健康菜色，或与营养师研究适合病人康复的日常菜单。日夜看护累坏了，不妨到酒店内的威士忌酒吧喝一杯，或到Spa做按摩放松一下。

医院设在大厦1到5楼，医疗中心在7到16楼，7至10楼的122间病人套房有窗景，散布各层的16个不同风格小花园（包括禅花园、树花园），让病人散步养心。豪华套房面向城市或花园，床位有一台时髦小荧幕电视，墙上挂东南亚艺术家画作，环境舒适清幽。从医院的病人套房到酒店还有私人电梯，保护病人的隐私。

位于11到20楼的华乐酒店走“酒店中的酒店”路线，243间客房分成三种不同类型，以应付不同客需。



The Farrer Park Company总裁彭聪敏医生说，看起来不像医院的医院是全球新趋势。

医疗旅客客源扩大

医疗旅游对象不只是病人，也包括来新开会的医疗人员。钟健炜医生说，本地医院主办不少国际医学会议，未来五年场次将增加一两成。结合医院、酒店与会议中心的Connexion，方便来新与会的医生。他们住在酒店，上下楼到医院观看手术或门诊，切磋交流都在一个屋檐下。在这里进行的大手术可通过4.5米宽大屏幕，在酒店宴会厅或医疗中心会议室现场直播，让数百名同行观摩切磋，加强交流。

这类结合医疗与旅游的完善设施成功吸引不少远方来的旅客，有的甚至远自俄罗斯。

来自莫斯科的俄罗斯籍设计师阿纳斯塔西娅查勒尼娅（Anastasia Zelenina）每半年来新加坡一次，进行整容手术、健康体检和胃镜检查，还带家人同来。她的妈妈在这里陆续做了腕管综合征手术、牙冠安装和膝盖治疗，爸爸则动了前列腺与脑动脉瘤手术。他们分别在伊丽莎白、莱佛士、鹰阁私人医院及SMG集团诊所就医。

查勒尼娅从2012年起就选择来新加坡就医，因为这里的医疗水平具国际声誉，医生专业性高，器材先进。而且治安良好，病人受法律保护。她每次会待上两个星期，喜欢下榻滨海湾金沙酒店，喜爱逛街，每周医疗旅游平均消费约1万5000新元。

26岁的阿纳斯塔西娅贝莉（Anastasia Bely）也是俄罗斯人，她认为新加坡的医疗体系亚洲最佳，是医疗游客的首选，因而在2010年创办新加坡VITA旅行社，专攻医疗旅游，主要市场在俄罗斯。

她指出：“俄罗斯的医疗体系远远不如新加坡，逼得俄罗斯人出外寻医。新加坡医生毕业于最佳医学院，在研究与医疗突破方面处于前沿，对那些对自己国家医生失望的病人很具吸引力。在异乡看病，旅行社负责人会说病人的语言很关键，这让病人感到安心。”

比起韩国、泰国或迪拜，新加坡医疗人员与设施具备更专业水平。VITA顾客对新加坡医院的印象非常好，认为很像五星级酒店，有门房、管家和服务生，住起来非常舒适，又很人性化。

贝莉说，她的客户一般来新做身体检查，或进行心脏、骨科或肿瘤手术，VIP客户有高官、商人及体育名人，爱住在瑞吉（St Regis）、卡佩拉（Capella）、富丽敦（Fullerton Bay）酒店，边度假，边看病。目前，旅行社客源已从俄罗斯，扩大至澳大利亚、日本、塞浦路斯和中东市场。

市场潜力无限

未来医疗旅游市场潜力无限，除了Connexion，RB Capital去年也进军本地，推出4亿5000万新

元的综合项目，在花拉公园地铁站上建设花拉广场（Farrer Square）。该建筑有42间医疗套房、300间客房的花拉酒店（Park Hotel）和零售店，预计在2017年完工。业者届时将推出从机场到酒店、医院的专门旅游配套。

Connexion与花拉广场、诺维娜的Royal Square、金融商业中心的SBF中心，以及裕廊东Vision Exchange的医疗套房总数约500间，占当前全国医疗套房总数（1400）的35%。加上未来几年数家新医院开张，由此可见医疗旅游的红火。

七八年前，靠近诺维娜地铁站的医疗中心已经成形，集合了伊丽莎白诺维娜医院、陈笃生医院、汤申医疗中心，远东机构旗下的诺维娜医疗中心、诺维娜专科中心，附近也不乏酒店及商场。汤申集团发言人说，前往诺维娜医疗中心与专科中心求医的，以孕妇与癌症病患为主，病人主要来自印尼、马来西亚、越南、中国、俄罗斯和缅甸。他们喜欢诺维娜医疗中心的多元化服务，且地点适中，方便购物。

新加坡旅游局数据显示，2013年的医疗旅客花费总额达8亿3200万新元，比起2010年的7亿新元有所增加。2012年有85万外国游客人次来访（包括医疗游客），这个数目逐年增长。本地传统医疗旅客以印尼与马来西亚为主，最近几年，俄罗斯、孟加拉、中东、越南、中国大陆与缅甸的医疗旅客有增加趋势。澳大利亚投资市场报告服务机构Urbis预测，本地医疗旅游将以每年8.3%的速度增长至2018年的17亿1000万新元。

美国医疗旅游指南Patients Beyond Borders估计，新加坡、印度、马来西亚与泰国大力宣传其医疗费用比欧美发达国家便宜，使东南亚被视为医疗旅游热点。全球医疗旅游每年以25%速度增长，2013年共有1100万医疗游客花费550亿美元。

新加坡的医疗体系在国际上赫赫有名，政府优先投资医院、诊所与设施，以提升其“医疗中心”的国际地位。根据彭博社2013年的排名，新加坡的医疗体系在48个国家中排名第二。新加坡的血液供应也是全世界最安全的。



诺维娜医院的套房很宽阔。