

**FOR IMMEDIATE RELEASE**

**Healthcare companies in Asia Pacific compete for the most coveted titles**

**Singapore, May 14, 2008** – The 2008 edition of the Frost & Sullivan Excellence in Healthcare Awards will see some of the region’s illustrious names compete for the most coveted titles in the Asia Pacific Healthcare industry. Held for the third year, more than 30 titles in five different categories are up for grabs. The deserving companies will be honoured at a glamorous Awards banquet which will be held on June 13, 2008 in Singapore.

Leading companies who specialise in the field of medical devices, clinical research organisations (CROs), healthcare technologies, pharmaceuticals and healthcare services will make it to the top-list after emerging successful from a vigorous selection process. The chosen recipients will be those who have paved the way to excellence through innovation and perseverance in their business domain.

All contenders go through a detailed evaluation process that starts with a short-listing of organisations by the Frost & Sullivan analyst team via an in-depth and independent research on the selected organisations’ market performance. The information on each company is then consolidated and a competitive matrix is prepared for judging. An independent panel of judges further deliberates the findings of the analyst team to decide on the most deserving award recipient.

Summing up the judging process, Ms. Reenita Das, Vice President of Asia Pacific Healthcare Practice at Frost & Sullivan comments, “The Awards recognise companies that have achieved world class performance within the healthcare sector. By tracking best practices in the industry each year, we are able to recognize the quality and merit of distinguished individuals and companies that deliver tremendous insight to the healthcare space and ultimately help to inspire others to follow in their footsteps. This year, the race to identify the nominee was a very difficult one, our judges and awards committee had to work extra hard to choose the recipient. This makes the whole event even more special and exciting.”

This year a unique category, namely, the Physicians’ Choice Awards for Pharmaceutical Companies has been introduced. As the name itself suggests, recipients under this category are chosen by the community to whom the pharmaceutical companies render their services. Over 70 physicians, including specialists and general practitioners, indicated their choice of pharmaceutical company for four different awards. This year, the Physician’s Choice Award has been introduced in Malaysia and will be extended to other Asia Pacific countries in the following years.

The annual Awards program has grown in scale and prestige over the years. It has since earned a reputation as the platform for champions, showcasing Asia Pacific’s most outstanding performers and achievers in the pharmaceutical and medical industry.

This year, the following titles will be conferred to the deserving outstanding healthcare field practitioners:

**MEDICAL DEVICES**

- Singapore Medical Device Distributor of the Year
- Singapore Self-Monitoring Blood Glucose Devices Market Leadership Award
- Malaysia Medical Device Distributor of the Year

**HEALTHCARE IT**

- Singapore Healthcare IT Market Leadership Award
- Singapore Healthcare IT Customer Service Leadership Award
- Australia Healthcare IT Market Leadership Award

**MEDICAL IMAGING**

- Singapore PACS Market - Customer Service Leadership Award
- Singapore PACS Market - Market Leadership Award
- Singapore Ultrasound Market - Customer Service Leadership Award

- Malaysia Self-Monitoring Blood Glucose Devices Product Quality Award
- Malaysia Self-Monitoring Blood Glucose Devices Market Leadership Award

- South Korea Self-Monitoring Blood Glucose Devices Product Quality Award
- South Korea Self-Monitoring Blood Glucose Devices Market Leadership Award
- Thailand Self-Monitoring Blood Glucose Devices Product Quality Award
- Thailand Self-Monitoring Blood Glucose Devices Market Leadership Award

- Australia Healthcare IT Customer Service Leadership
- Australia Healthcare IT Entrepreneurial Company of the Year

#### SERVICES

- South East Asia Private Hospital Market Leadership Award
- South East Asia Private Hospital Growth Strategy Leadership Award
- South East Asia Private Hospital Market Penetration Award

- Singapore Ultrasound Market - Market Leadership Award
- Australia PACS Market - Customer Service Leadership Award
- Australia PACS Market - Market Leadership Award
- Australia Ultrasound Market - Customer Service Leadership Award
- Australia Ultrasound Market - Market Leadership Award
- Malaysia Ultrasound Market - Customer Service Leadership Award
- Malaysia Ultrasound Market - Market Leadership Award

#### PHARMA

- Asia Pacific Asian Clinical Services Provider of the Year
- Asia Pacific Multinational Clinical Services Provider of the Year
- Asia Pacific Clinical Research Organization Customer Service Leadership Award
- China Clinical Research Organization of the Year
- South Korea Clinical Research Organization of the Year
- Australia Clinical Research Organization of the Year
- Malaysia Physicians' Choice Award - Multinational Pharmaceutical Company of the Year
- Malaysia Physicians' Choice Award - Domestic Pharmaceutical Company of the Year
- Malaysia Physicians' Choice Award - Customer Service Leadership Award
- Malaysia Physicians' Choice Award - Customer Value Leadership Award

The panel of judges includes the following leaders and key personalities from the healthcare industry:

1. Dr Lim Chu Sing, Daniel – Associate Professor, Nanyang Technological University
2. Matthias Mueser MD PhD – Medical Director, Head of Medical Affairs, Oncology Asia Pacific, Global Medical Affairs Merck Serono, Merck Pte. Ltd.
3. Sim Heng Joo, Joe – Acting CIO, National Healthcare Group
4. Prof. David A. Stringer – Head of Diagnostic Imaging, KK Women's & Children's Hospital
5. Asst Prof Martti T. Tammi – Asst Professor, Department of Biological Sciences / Biochemistry, National University of Singapore
6. Colin Sheppard – Head of the Division of Bioengineering, National University of Singapore
7. Dr. Debora N Situmeang – Head Medical Resources Management and Administration, Bayer Schering Pharma for Asia Pacific, Singapore
8. Dr. Tan Bien Soo – Head & Senior Consultant, Dept of Diagnostic Radiology, SGH
9. Julius Anthony Vaz – Medical Director, International Operations Clinical Development Centre, Novo Nordisk Asia Pacific Pte. Ltd
10. Yeoh Keat Chuan – Executive Director, BioMedical Science Division, Economic Development Board, Singapore.
11. Michael Ong – President, Singapore Society of Radiographers
12. Dr Winston E H Lim – President, Singapore Radiological Society

13. Fong Choon Khin - Group Chief Technology Officer, SingHealth Information Technology
14. Pierce KH Chow MBBS - Assoc. Professor, Duke-NUS Graduate Medical School, Singapore
15. Professor Ikram Shah b Ismail – Director, University Malaya Medical Center

The Awards banquet is supported by RSA. Official media partners for the Awards are Asia Pacific Biotech News, BioSpectrum Asia, Pharma Asia and Business Today. For more information visit, [www.healthcare-awards.com](http://www.healthcare-awards.com)

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