

# *Experience Malaysia Healthcare*

22 January 2025





# MHTC Role



## PUBLIC ENTITIES



Governmental Ministries  
(e.g., MOH, MOTAC, MOFA)



Immigration Department of Malaysia



Malaysian External Trade Development Corporation (MATRADE)



Malaysian Investment Development Authority (MIDA)



Tourism Malaysia



Malaysia Airports Holdings Berhad (MAHB)



Malaysian Society for Quality in Health



Malaysian Dental Council



State Tourism and Medical Tourism Agencies



Economic Corridor Authorities



An initiative by the Ministry of Health, Malaysia

**MALAYSIA  
HEALTHCARE  
TRAVEL COUNCIL**

### AUGMENT & COORDINATE



### PROMOTION OF UVPs



### MARKETING & COMMUNICATION



## PRIVATE ENTITIES



Association of Private Hospitals of Malaysia



Malaysian Medical Association (MMA)



Private Medical and Dental Facilities



Hotels



Airlines



Wellness Providers



Travel Agents and Tourist Guides



# MHTC Formula To Drive Innovation Forward



We augment and coordinate any initiatives and events to further amplify Malaysia Healthcare's clinical offerings using the formula below:

1

We have **one vision** to position *Malaysia* as **THE** healthcare travel destination in the world

4

We focus to augment **four areas** for our member hospitals

**Healthcare** (Modern Medicine,  
Wellness and Traditional &  
Complimentary Medicine)  
**Clinical Offerings**  
**Tourism**  
**Experience**

5

We use a unified **five brand narratives**

**Doctors**  
**Hospitals**  
**Infrastructure**  
**Medical Outcomes**  
**Malaysian Hospitality**



# 4 Focus Areas for Elevating Malaysia Healthcare Ecosystem



## Expanding Malaysia **Healthcare** Services Beyond Modern Medicine

*Provide healthcare travelers with a well-rounded and enriching health journey*



## Advancing **Clinical** Excellence

*Attract healthcare travelers seeking high-quality and specialized treatments*

## Augmenting Malaysia Healthcare Product & Services



## Integrating Healthcare with **Tourism**

*Creating unique value by seamlessly combining Malaysia healthcare services with exceptional tourism experiences*



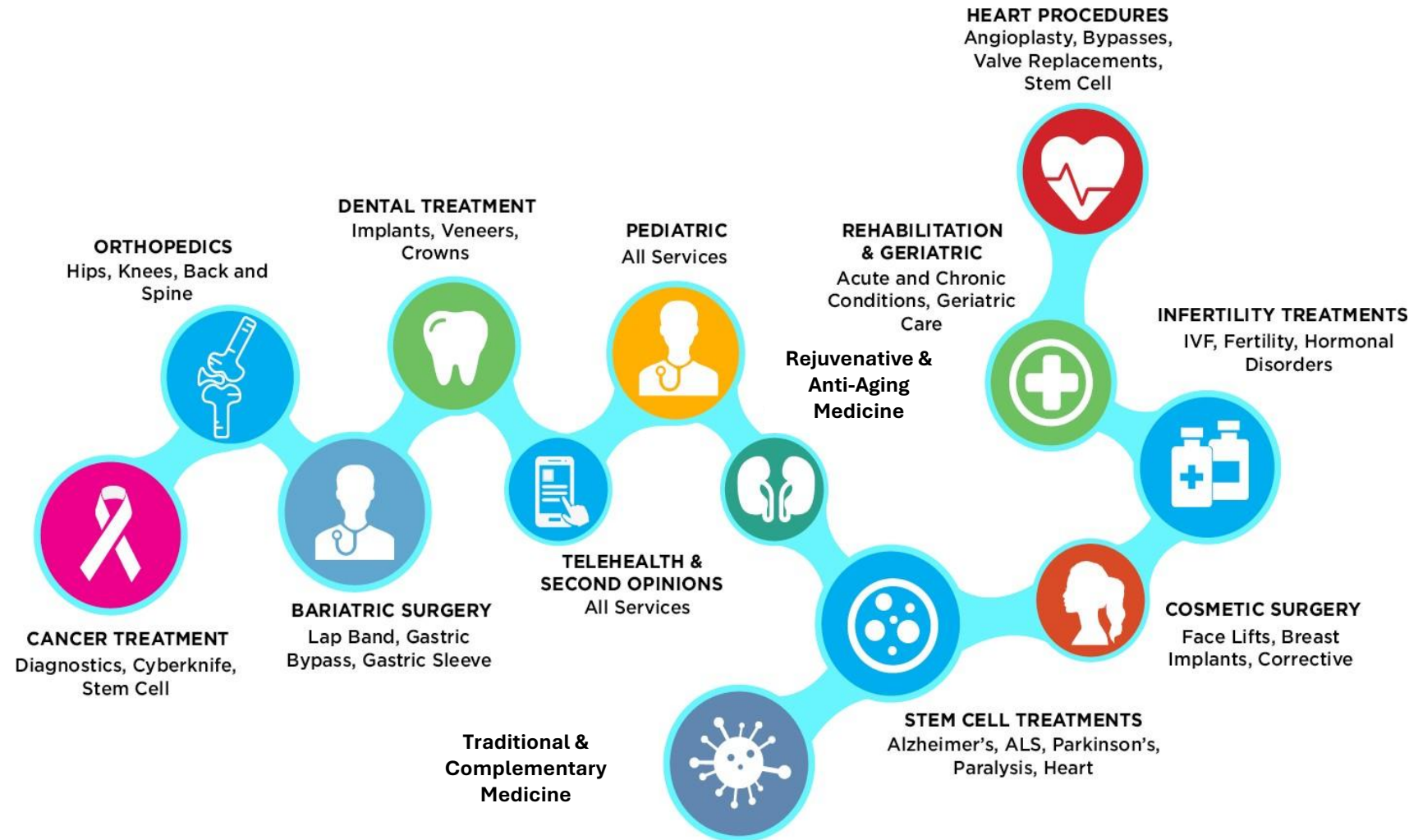
## Transforming the **Patient** Experience

*Ensures a transformative experience where patients feel valued, cared for, and confident in choosing Malaysia for their healthcare needs*

4 Focus Areas



# Evolution Beyond Modern Medicine



## AUGMENT

- Expansion in Modern Medicine to include aesthetic medicine, CAR T, cellular based therapy, rejuvenation medicine and anti-aging.
- Integration of wellness medicine, emphasizing a holistic approach that includes mind, body, and soul
- Explore Traditional & Complementary Medicine (T&CM) to support and enhance the clinical offerings





# Malaysia Healthcare Brand Narratives



**Unified, Competitive and Attractive**  
Malaysia Healthcare brand narratives globally



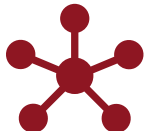
## DOCTORS

Highly qualified  
fellowship certified,  
credential and  
privileged by national  
registry



## HOSPITALS

Accredited hospitals  
by local &  
international  
agencies



## INFRASTRUCTURE

Leading edge  
technologies,  
equipment, medical  
protocols



## MEDICAL OUTCOMES

Consistent, high  
quality effective care  
across Malaysia



## MALAYSIAN HOSPITALITY

Warm and  
welcoming: people,  
language, culture,  
food

# Thank You

[www.mhtc.org.my](http://www.mhtc.org.my)

#experienceMalaysiaHealthcare

