

## ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognize ASSA member-institutions' achievements.
- 1.2 Following the approval of EPF's proposal on the ASSA Sustainability Pledge at the 41st ASSA Board Meeting in Manila, Philippines in November 2024, and the signing of the Pledge by member-institutions in Palawan, Philippines in March 2025, **the Government Service Insurance System (GSIS) of the Philippines, introduces a new award category on Sustainability - recognizing programs and initiatives that address climate risks, environmental stewardship, sustainable development, and long-term resilience.**
- 1.3 The new criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.
10.	Sustainability Recognition Award	Initiatives that promote environmental protection and stewardship, sustainable development, climate resilience, green transformation in social security operations, programs, value-chains, and resource allocation and deployment.

## WRITE UP TEMPLATE

<b>CATEGORY</b>	: Continuous Improvement Recognition Award
<b>ORGANISATION</b>	: National Health Security Office (NHSO), Thailand
<b>CONTACT PERSON</b>	: Miss Nuttha Siriwanapisan <a href="mailto:Nuttha.s@nhso.go.th">Nuttha.s@nhso.go.th</a>
<b>NAME OF PROJECT</b>	: From “30-Baht Treats All Disease” to “UCS Anywhere”: Advancing Health System Responsiveness to People’s Needs
<b>OBJECTIVE AND NATURE OF PROJECT</b>	<p>The project aims to build on Thailand’s landmark <b>Universal Coverage Scheme (UCS)</b>, first introduced in 2002 as the “30-Baht Treats All Diseases” policy, and continuously improve it to meet evolving health needs, demographic changes, and digital opportunities.</p> <p><b>Its objectives are to:</b></p> <ul style="list-style-type: none"> <li>• Improve responsiveness to population needs by expanding service access, reducing hospital overcrowding, ensuring quality, and adapting to changing lifestyles.</li> <li>• Reduce waiting times and indirect costs caused by administrative barriers such as referral letters and rigid provider networks.</li> <li>• Integrate private sector and digital solutions into the UCS to strengthen primary healthcare and ensure seamless service delivery.</li> <li>• Ensure transparency and accountability through enhanced auditing, fraud prevention, and quality assurance systems.</li> </ul> <p>The nature of the project is <b>policy continuation and innovation</b>: evolving the original UCS design through new “Anywhere Policies” (OP Anywhere, IP Anywhere, Cancer Anywhere, and ultimately UCS Anywhere with a single ID card) to expand accessibility, equity, and efficiency.</p>
<b>WHY IT SHOULD BE RECOGNISED</b>	<p>This initiative embodies the principle of continuous improvement in Thailand’s National Health Security System by:</p> <ul style="list-style-type: none"> <li>• <b>Transforming policy into practice</b> through systematic reforms that address emerging societal and healthcare challenges such as digital disruption, an aging society, COVID-19, and urban overcrowding.</li> <li>• <b>Enhancing equity</b> by ensuring that all UCS members, regardless of income or geography, have timely access to care without unnecessary costs or barriers.</li> <li>• <b>Achieving quick wins with sustainable impact</b>, including eliminating paper-based referral systems, enabling cancer patients to receive treatment anywhere, and allowing outpatient and inpatient care across the country with just a national ID card.</li> <li>• <b>Engaging multi-sector collaboration</b>—government, NHSO, the private sector, local governments, and professional councils—ensuring broad ownership, transparency, and sustainability.</li> <li>• <b>Delivering measurable results</b>: within one year, the UCS</li> </ul>

	<p>Anywhere initiative expanded to 34 provinces and nationwide coverage, reduced treatment waiting times by more than 50%, enlisted 4,500 new private providers, and lowered patients' indirect costs by an average of USD 5 per visit.</p> <p>This demonstrates Thailand's ability to <b>continuously evolve its UCS</b>, ensuring resilience, inclusivity, and efficiency, while serving as a model for other countries.</p>
<b>SUMMARY OF THE PROJECT</b>	<p>: Thailand's Universal Coverage Scheme (UCS) — the country's largest public health insurance program — was introduced in 2002 under the campaign name <b>“30-Baht Treats All Diseases.”</b> Built upon a strong public health infrastructure, it quickly achieved near-universal coverage. Over the past 20 years, while the UCS has ensured broad coverage, several challenges have emerged: limited provider choice, long waiting times, burdensome referral requirements, and inequities compared with other public insurance schemes.</p> <p>To address these issues, the National Health Security Office (NHSO), together with the Ministry of Public Health and stakeholders, developed the <b>“Anywhere Policy” reforms:</b></p> <ul style="list-style-type: none"> <li>• <b>OP Anywhere:</b> freedom to access primary care units beyond the designated service unit.</li> <li>• <b>IP Anywhere:</b> inpatient care without referral letters, enabling continuous treatment across facilities.</li> <li>• <b>Cancer Anywhere:</b> nationwide cancer care access supported by digital systems.</li> <li>• <b>UCS Anywhere (2024):</b> integration of all policies into a seamless “Anywhere” system, enabling care with just a national ID card, including services from private clinics and pharmacies.</li> </ul> <p>These reforms have expanded access, enhanced patient choice, reduced travel costs, shortened waiting times, and introduced digital innovations for real-time data sharing and claim verification. The phased rollout ensured continuous learning and adaptation, while robust auditing and monitoring systems safeguarded the integrity of funds and service quality.</p> <p>The <b>UCS Anywhere</b> policy represents the continuation of Thailand's UCS development process—transforming the original “30-Baht” policy, born out of economic crisis, into a digitally integrated, inclusive, and equitable national health insurance system. It showcases Thailand's commitment to <b>continuous policy improvement</b>, ensuring access to healthcare for all, anywhere, with dignity.</p>

**PHOTOS/  
IMAGES OF  
THE  
PROJECT,  
WHEN  
POSSIBLE**



