

Health Plaza Management Meeting 8 May 2025



Agenda

Agenda 1: Performance Updates

Agenda 2: TC

Agenda 3: Service Management

Agenda 4: Health Package

Agenda 5: Hospital Connect

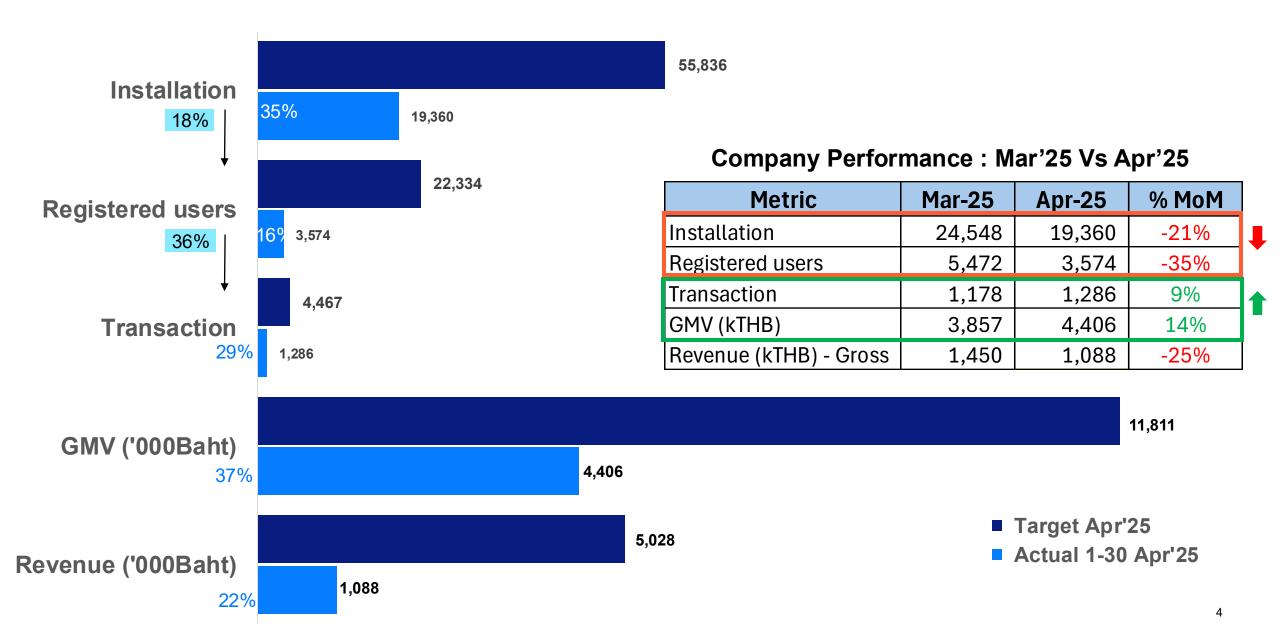
Agenda 6: AOB



Performance Updates

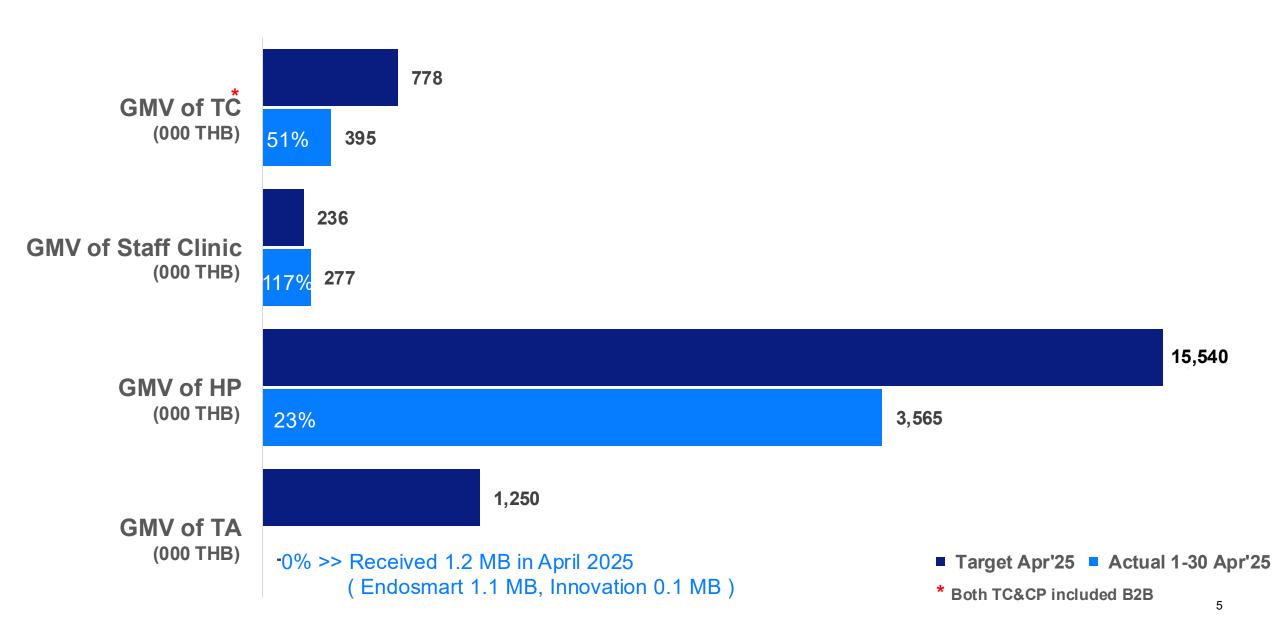
Company Performance : April 2025





Company Performance: April 2025 by SBU





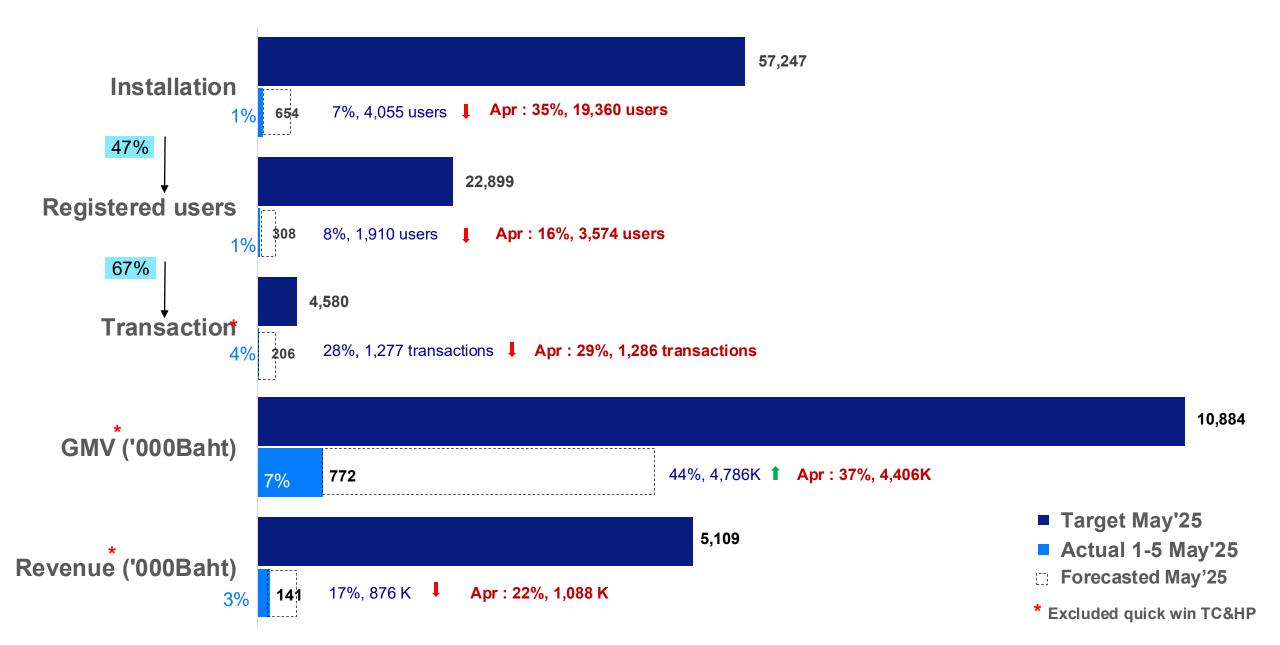
Performance by SBU's Target (YTD)



Teleconsultation	Actual	Target - SBU	Variance	%
GMV	1,390,991	2,221,507	(830,516)	-37%
Staff Clinic	Actual	Target - SBU	Variance	%
GMV	722,506	706,800	15,706	2%
Health Package	Actual	Target - SBU	Variance	%
GMV	8,218,947	21,090,000	(12,871,053)	-61%
Tech Arms	Actual	Target - SBU	Variance	%
GMV	1,185,000	3,250,000	(2,065,000)	-64%

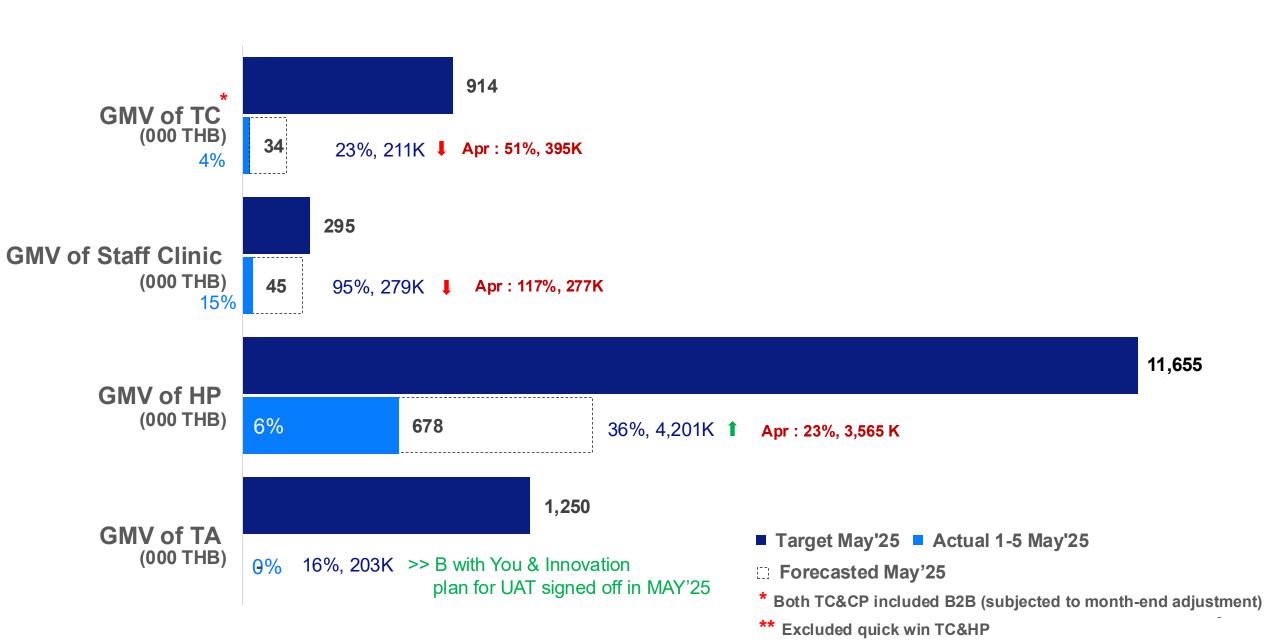
Current Company Performance: May 2025 (1-5 days)





Current Company Performance: May 2025 by SBU (1-5 days)







Agenda

Agenda 1: Performance Updates

Agenda 2: TC

Agenda 3: Service Management

Agenda 4: Health Package

Agenda 5: Hospital Connect

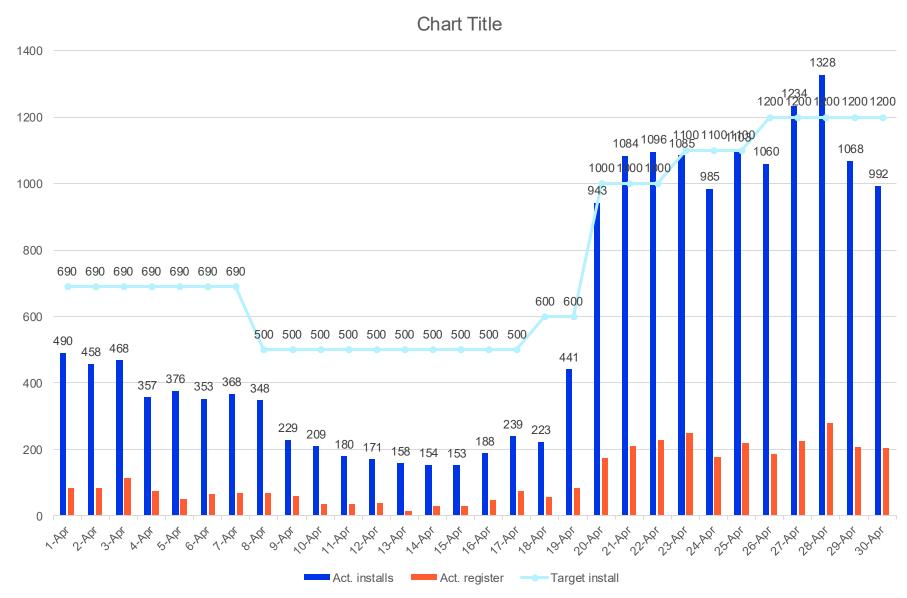
Agenda 6: AOB



TC

Performance App install & register - (Apr 1-30,2025 – 30 days)





Data source: Appsflyer & ME as of 6 May 25

Google ads. Signal was lost: on process checking with Appsflyer Team.

Total Target install: 23,330

vs Act Mar 21,324

Actual install: 17,541 vs target (-23%)

vs Act Mar (-18%)

Total Target register: 4,634

vs Mar 5,333

Actual register: 3,462 vs target(-26%)

vs Act Mar (-35%)

Total Budget : 460,265.-

Meta Ads. 372,181.- (81%)

TikTok Ads. 0.-

Google Ads. 80,500.- (17%)

ASA Ads. 7,583.- (2%)

CPI 26.- vs Mar 22 (+21%) CPR 133.- .- vs Mar 86 (+54%)

MAU 27,920 vs Mar 42,080 (-34%)

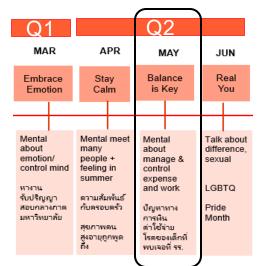


May Campaign



Objective : Increase Awareness : BeDee App "พื้นที่ปลอดภัย สู่สุขภาพใจที่ดีกว่า ด้วยบุคลากรมืออาชีพ"

Target: B2C 60% Gen Z via TC mental (AH) / B2C 40% Gen Y via TC mental (SP)











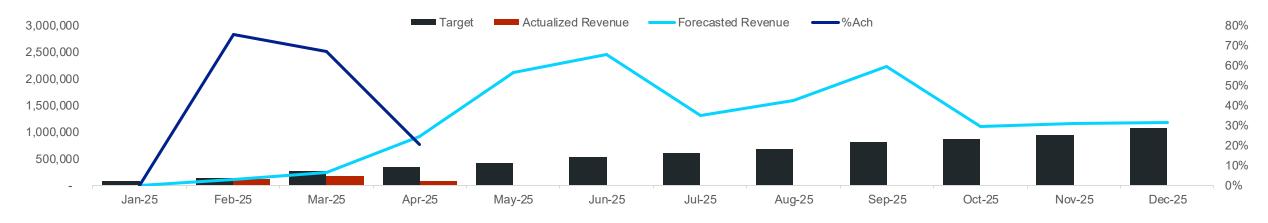




		May	2025			KEY: Sick Mental Promotion Holiday HM Trendy Star Provider APP
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CONDAI	MONDAI	IOLODAI	WEDNEODAI	1	2	
				5 โรคฮิตวัยทำงาน	CODE : นักจิต	ภาวะไม่กล้าใช้เงิน
				CYMUNI	HM สังฆทาน	
				e e		
				วันแรงงาน		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4	5	6	7	8	9	
	5.5 Healing Pack	Toxic Workplace	F	lealth Mall : Mega Wecar	CODE : จิตแพทย์	iPad Kids
				HMMAY100		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11 FEATURE : แบบประเมิน	12 Financial Stress	13	14 BLOG : รับมือความเครียด	15 Mid Month Healing Pack	16	17 ความดันโลหิตไหนถึงปกต์ วันความดันโลหิตสง
						1
SUNDAY	MONDAY	TUESDAY 20	WEDNESDAY	THURSDAY 22	FRIDAY	SATURDAY
18 CODE: FIRSTTIME Health Mall: Gevity	19	20 5 โรคควรระวังช่วงเปิดเทอม	21 DEK68 : เครียดผลแอดมิชชั่	-	Star Provider	24
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	. 31
PAYDAY Healing	ରୁ	กเข้ากับเพื่อนไม่ได้ ปรับยังไ	EATURE : ลองทำกันหรือยั แบบประเมิน	BLOG : GAP YEAR		อันตรายจากบุหรี่ไฟฟ้า
						วันงดสูบบุหรี่โลก

B2B Performance Update





Total GMV per month	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Q1	Q2	Q3	Q4	Total
Target	70,840	141,680	268,345	339,185	410,025	536,690	607,530	678,370	805,035	875,875	946,715	1,073,380	480,865	1,285,900	2,090,935	2,895,970	6,753,670
Actualized Revenue	-	106,824	179,399	68,510									286,223	68,510	-	-	354,733
%Ach	0%	75%	67%	20%	517%	459%	216%	235%	277%	125%	122%	109%	60%	5%	246%	118%	5%
Forecasted Revenue	-	100,000	243,700	904,666	2,119,366	2,463,306	1,310,355	1,593,790	2,233,942	1,096,077	1,151,294	1,170,907	343,700	5,487,338	5,138,086	3,418,278	14,387,402
%Accurracy		107%	74%	8%	-	-	-	-	-	0	-	-	83%	1%	0%	0%	2%
Gap	(70,840)	(34,856)	(88,946)	(270,675)	1,709,341	1,926,616	702,825	915,420	1,428,907	220,202	204,579	97,527	(194,642)	(1,217,390)	3,047,151	522,308	2,157,427

May Pipeline

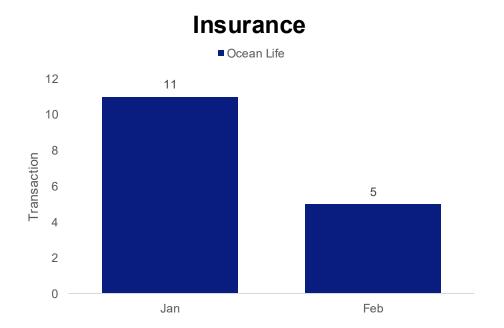
Client Name	 Service	Probability (%) 💌 May	
■ King Power	■ Mental Health Solution	40%	280,000
■ SCB (Bank)	■ Mental Health Solution	60%	90,000
■SGS	■ Mental Health Solution	60%	117,000
■Thai IOD	■ Mental Health Solution	50%	15,000
■ Thaiwah	■ Mental Health Solution	70%	63,000
■TTB	■ Mental Health Solution	60%	90,000
	■ Special Project	60%	12,000
	■ Teleconsultation	60%	283,200
■TU	■ Mental Health Solution	100%	825,000
■TU Human Resource	■ Mental Health Solution	50%	210,000
■ 7.2 HR	■ Mental Health Solution	50%	15,000

Insurance Update

Clients	Status
Ocean Life	To Live June 2025
Thai Life (Indiviual) - iClaim	To Live 15 May 2025
Viriyah (Manual)	Lived
TPA Bluventure	Project US Embassy > Live
SE Life	To Send Contract to Clients
AXA (API)	Contract Reviewing - Client's end
FWD (API)	Lost, Client has no plan to expand partne
Krungthai AXA (API)	To follow up feedback
Thai Life (Group)	To re-engage, new contract revision
Prudential	To confirm iClaim integration

Insurance and PT Max Me Performance (YTD 2025)





PT Max Me

service	af_order_id	af_cart_summary	af_customer_user_id	Remark
HM	SO25000001868	147.75	ID25000052296	Bowornrat tested before testing with customer
CP	SON25000004024	11.7	ID25000052668	Test orders with customer
TC	SON25000004023	0	ID25000052668	Test orders with customer
TC	SON25000004278	0	ID25000053466	Test order [Provider Name = BeDee Test]

Key Highlights:

•Insurance Partner Performance (YTD):

- Currently onboarded **6 insurance partners** (excluding staff clinics).
- Transactions primarily from Ocean Life, totaling 11 in January and 5 in February; no transactions recorded from any insurance partners
 from March to May.
- Identified key issue: User flow complexity. Improved UX and increased communication highlighting insurance coverage expected to drive higher conversions.

•PT Max Me Partnership:

- Launched on 18 April, with only 4 test transactions to date.
- Anticipated slow initial performance; significant conversion growth expected following full partner activation (Phase 2: App-to-App
 integration with Max Me points utilization).



Vaccine Ads – Live 1 May









Ads PerformanceTracking 9, 16 May

🚀 1. Objective (เป้าหมายโฆษณา)

•Campaign Objective: Lead - Messages (ส่งข้อความ)

•Conversion: กระตุ้นให้กลุ่มเป้าหมายติดต่อเข้ามาใน Inbox

🌀 2. Campaign Structure (โครงสร้างแคมเปญ)

Set แยก A/B Testing อย่างชัดเจนเป็น 2 Ad Sets ดังนี้:

Ad Set A: Productivity & Cost Efficiency

Ad Set B: Care & Employee Wellness

ตั้งค่างบประมาณเท่ากันทั้งสองชด และปล่อยโฆษณาพร้อมกัน เพื่อเปรียบเทียบผลลัพทธ์ใค้อย่างชัดเจน

📵 3. Audience Targeting (การกำหนดกลุ่มเป้าหมาย)

กำหนดกลุ่มเป้าหมายดังนี้ (ทั้งสอง Ad Sets ใช้เหมือนกัน):

•Locations: Thailand (ประเทศไทยทั้งหมด)

•Age: 30–55 ปี

•Language: Thai

•Job Title (ตำแหน่งงานที่กำหนด):

•HR Director, HR Manager, Admin Manager

•CEO, COO, People Operations

•Interests (ความสนใจ):

Corporate Wellness, Employee Benefits

•Human Resources Management

•Healthcare, Occupational Health, Vaccination

•BeDee, BDMS (ถ้ามี option นี้)

Result: Lead cost ads.



Result: Lead care ads.



Atrium Technology

Budget: 949.01.-

Stage of Mental User & Journey





Thoughts/ Mindset

Behavior

Ideas

- 2. Short-term 3. Mid-term
- 4. Long-term

Recognition & Self-Awareness Pre-Awareness

Sponsor

Podcasts

Information Gathering & Exploration

Seeking Support & Treatment

Recovery & maintenance

"I'm just stressed, tired, or having a bad week"

They don't realize, their struggles might be linked to mental health

Often ignoring emotional.

Distract themselves with

work or staying busy.

"Something's not right"

They begin noticing patterns like constant worry, low mood, or feeling "off

"I want to understand what's happening to me"

They're open to learning more maybe it's anxiety, burnout, or something else

Searches online, reads blogs or watches YouTube videos about

"I think I need help from someone"

They're ready to talk to a professional — but might still feel unsure where to begin

"I know what helps me. I'm taking care of myself"

Mental health becomes part of their regular selfcare

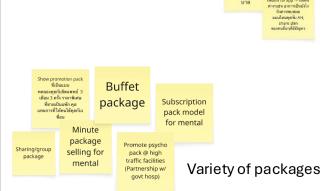
Starts to reflect more — Opening up to someone they trust

mental health and related symptom

Looks for therapists, clinics, or support groups carefully find options, check chemistry, appoint same providers

Sticks to helpful routines like sleep, journaling, or therapy check-ins

- 1. Quick-win
 - Health Assessment



with influencer Youtube เอา Tap in mental at early stage ต่างๆเช่น อาการเป็นยังไ

doctor affiliate

/ incentive



Landing Page [serve price

sensitive]

Hook users both when they are in our app & outside



icons

Let users find right providers







Continue hunting potential users

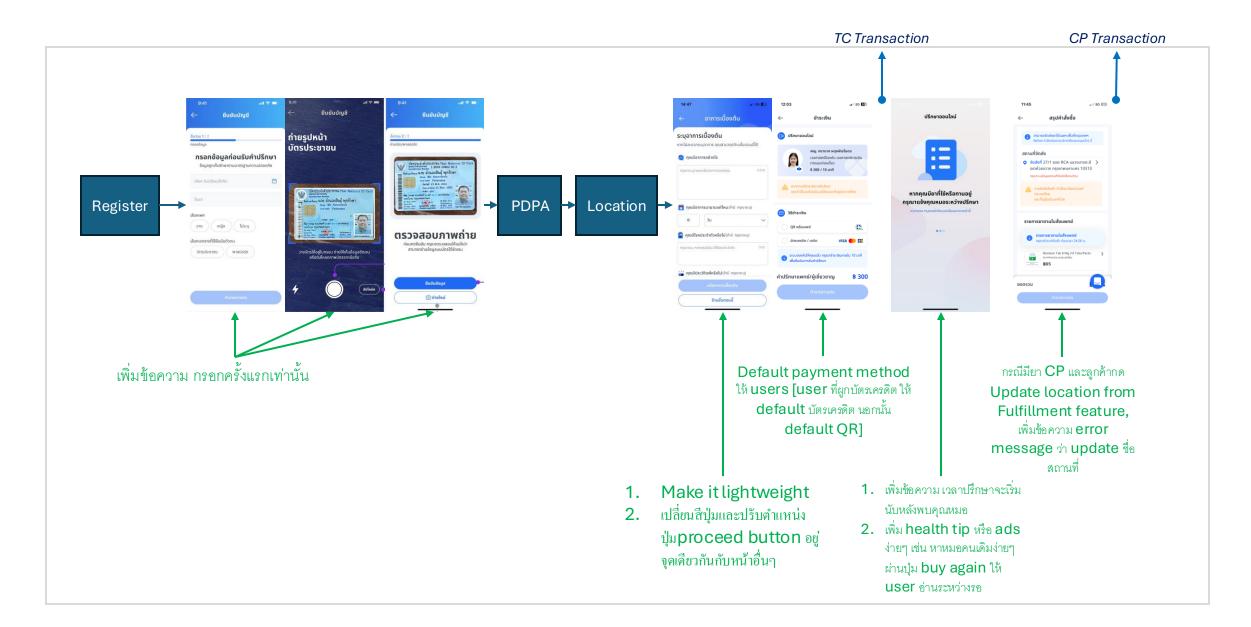
Flexible booking & appointment

Enhance experience after first-consult

Quick-Win

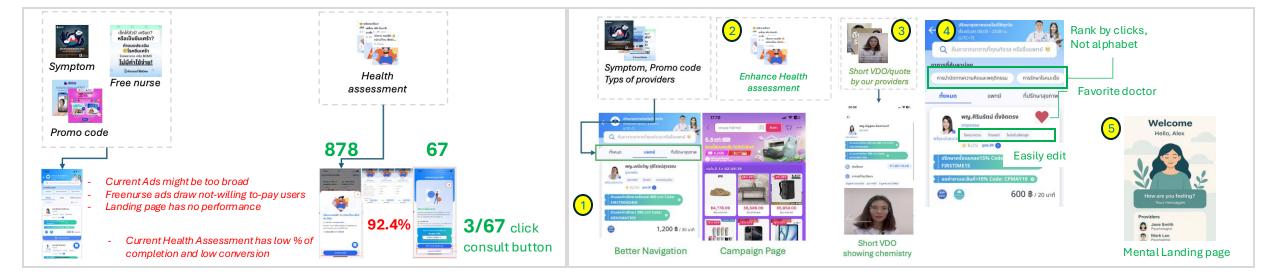
Time to Market within 2 weeks

• Simply adjust UI to improve conversion / time-to-convert on existing purchase journey



Time to Market within 1-1.5 months

- Lead new quality users to platform
- Capture first-time mental patients (tap in early state), Long life time value + Potentially create CP transactions



Current Pain Points

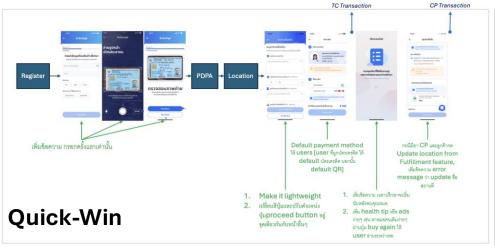
- 1. Ads might be too broad, draws not-willing-to-pay users, and lands to low conversion rate landing page
- 2. Health-assessment, to hunt mental users, has low conversion rate
- 3. When mental users select providers, they need to ensure if they have same chemistry to providers. Also they will feel trust if they find providers in social media or podcast before
- 4. When selecting providers, they need to see all providers that are matched to their symptom first. And then, second round, they will select 1 final provider
- 5. Mental users, their concerns are different from other. They care about privacy (don't need insurance), how treatment is, what differences between mental doctors and mental AH

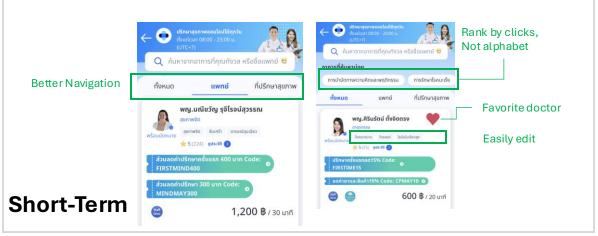
Proposed Features

- 1. Prepere ads landing page
 - 1. Enhance existing provider list page wth proper filers / navigation as per ads / Symptom Entry Point
 - 2. Main Campaign Page/section [Quick win to accelelate conversion from ads]
- 2. Enhance health-assessment journey + create more varieties of assessment
- 3. [Low Priority] Introduce Short VDO/Quote by our providers to gain trust from mental users in social media/podcast to land directly to provider detail page (shorten order journey)
 - 1. Organic users can also check chemistry by looking at provider profile page
- 4. Enhance condition-treat + Introduce Favorite doctor
 - 1. Condition treat ranked by actual most-frequence search
 - 2. Condition treat can easily be edited by admin
 - 3. Favorite doctors
- 5. [Low Priority] Dedicate landing page for mental (Bold privacy with relax and calm tone + Guideline to select providers / related promo / testimonials)

Expected Result

sion to transaction increased by 5%
e time to convert reduced 50% from 1
rage browsing ff from TC homepage reduced 10% at







Staff Clinic Updates

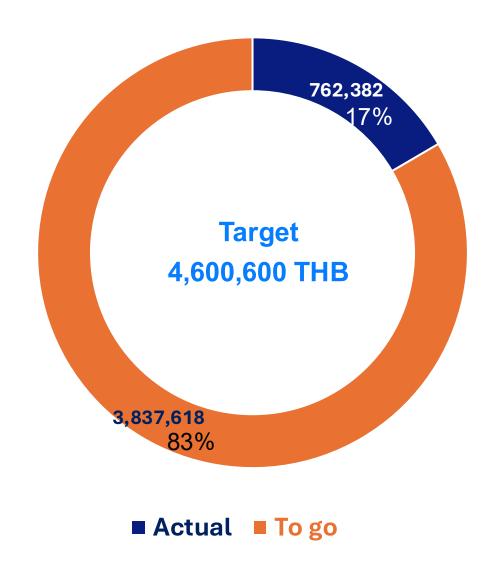
Project Milestone



1				bebee			
Gr	Hospital	Benefit	Go live	Remark			
	BHQ, BDMS	Acute, Refill	2024	Expand Med Refill to potential clinics e.g. Endocrine, Orthopedics (high value)			
1	BHN	Mental	May-2025	Onboarding mental health well-being program (assessment/activity/consultation/dashboard)			
	BSN/TPK,BPR,BMR	Acute , Refill	Q3-25	Follow up after the first meeting with BSN/TPK			
2	Samitivej group	Mental	Jun-2025	Conduct Meet with Tech Validate Final design API System testing Go Live			
3	BRH,BCH,BTH,SRH,BPH	Acute	Q3-25	Follow up after the first meeting			
3	ЈТН	N/A	tentative	Revisit after G.3 pilot hosp. successfully completed			
	BKH (SSO),BHP	Acute	Q4-24	Revisit BHP after SSO model successfully completed			
	BUD	Acute, Mental	Q1-25	Promote staff clinic by using mental activity/assessment			
	ВСМ	Acute, Mental	Q1-25	Monthly meeting, Summarize 3 months data and discuss next steps in May 2025			
4	BKN	Acute	Q1-25	Monthly meeting, Summarize 3 months data and discuss next steps in May 2025			
	BCR	Acute	Q2-25	Promote and monthly meeting for first 3 months			
	BPL	N/A	tentative	Pending (due to manual process improvement)			
	BSH	Acute	Q4-25	Revisit the project in May 2025			
•	внн	Acute, Refill	Q2-24	Revisit for Acute and Implement Med refill in Q2-2025.			
6	BPK,BSI,DBK	Mental	Q2-25	Follow up after sending the proposal and quotation			
	BSR	N/A	tentative	Revisit after G.6 pilot hosp. successfully completed			
7,	N- Health Procurement, SDC, ANB	Acute, Annual	Q2-25	Get requirement for the TC project in 2025-2026			

Online Staff Clinic Achieved 97% of Target Jan – Apr'25 BeDee

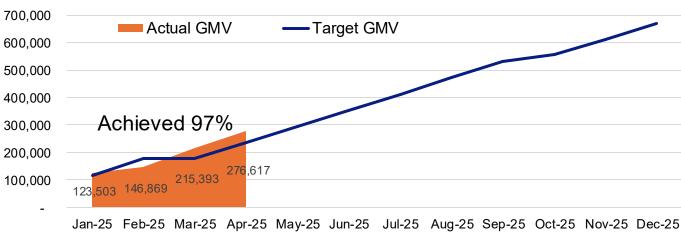
Actual per Target in Apr-25 (YTD)



Transaction (Actual VS Target)



GMV (Actual VS Target)





Agenda

Agenda 1: Performance Updates

Agenda 2: TC

Agenda 3: Service Management

Agenda 4: Health Package

Agenda 5: Hospital Connect

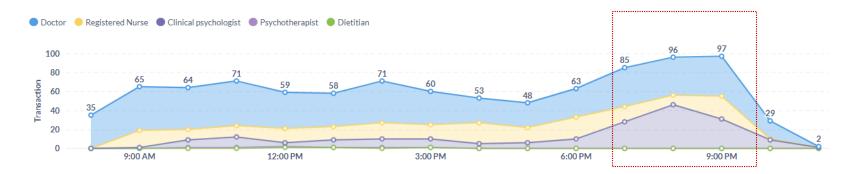
Agenda 6: AOB

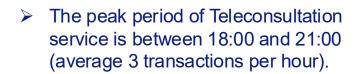
Teleconsultation Patient's Behavior and Demand



Different preferred times to consult among general, mental, and nurse TC

Teleconsultation Service usage time





11:00 and 14:00 are a higher demand coming from the staff clinic project.

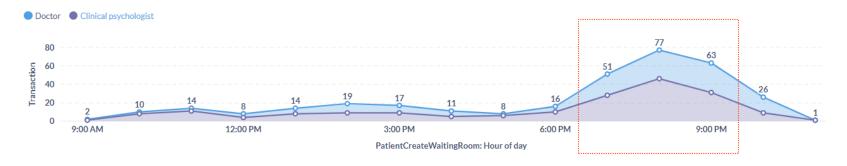


General Illness:

- Peak time is between 8:00 AM to 3:00
 PM in the afternoon (average 1 case per hour during peak time.
- Next step:
 - Additional instant GP 9-11 AM
 - Adjusting MG slot to 8-21 PM

Mental Health:

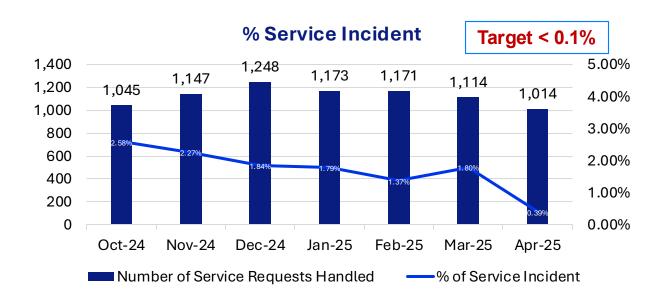
 Both psychiatrists and psychologists peak period starts after 18:00-21:00 PM

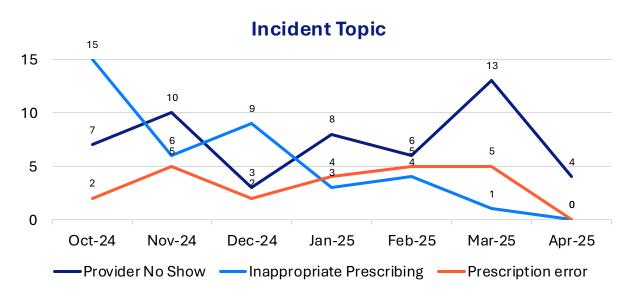


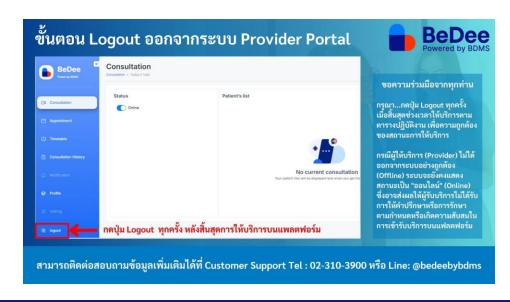
Service Incident (30 Apr 2025)



As the current data, the number of service incidents has decreased from 1.80% in Mar to 0.39% in Apr 2025.







Problem	Cause	Action
	Forgot to toggle off	Inactive the provider for 1 month (1 doctor)
Provider No	 A patient arrived while a provider was logging out 	 Notice: advise provider to log out immediately after the schedule time (1 doctor)
show	Internet signal from abroad	Hold service until internet is ready (1 doctor)
	Providers neglect the notification	Inactive the provider for 1 month (1 psychologist)
Tech-related	No sound notification	Extend notification
issues	Conversion error (Med)	Bug fixing



Agenda

Agenda 1: Performance Updates

Agenda 2: TC

Agenda 3: Service Management

Agenda 4: Health Package

Agenda 5: Hospital Connect

Agenda 6: AOB



Health Package

HP Performance Mar24 vs Mar25



1-31 Mar 2024					
Row Labels	รum of จำนวน	Sum of ราคาขายสุทธิ			
⊞ Bangkok hospital Chiang Mai		3 16300			
■ Bangkok Hospital Headquarters (Soi Soonvijai)	3	36 4228970			
[Bangkok Hospital Headquarters] ชุดตรวจสุขภาพรังไข่และมดลูกของสุภาพสตรี Ovarian and Uterine Cancers Screening		2 11000 I			
Ulthera full face and submental ยกกระซับหน้าและไต้ดาง - Bangkok Hospital Headquarters [E-Coupon]		1 87300			
เลสิกไร้ใบมีดแบบแผลเล็ก ReLEx SMILE 2 ตา - Bangkok Hospital Headquarters [E-Coupon]	1	1384000			
แพ็กเกจการตรวจการนอนหลับ SLEEP LAB PACKAGE - Bangkok Hospital Headquarters [E-Coupon]		1 22500			
การใส่เลนส์เสริม ICL (Implantable Collamer Lens) เพื่อแก้ไขบัญหาสายตาสั้น (1ข้าง) - Bangkok Hospital Headquarters [E-Coupon]	1	1338000			
การใส่รากฟันเทียม Straumann 1 ราก พร้อมครอบฟัน รุ่น Raxolid SLA (Swiss made) - Bangkok Hospital Headquarters [E-Coupon]		7 581000			
การใส่รากฟันเทียม Straumann 1 ราก พร้อมครอบฟัน รุ่น Roxolid SLA - Bangkok Hospital Headquarters [E-Coupon]		3 249000			
การใส่รากฟันเทียม Straumann 1 ราก พร้อมครอบฟัน รุ่น Roxolid SLActive (Swiss made) - Bangkok Hospital Headquarters [E-Coupon]		1 93000			
การตรวจวัดความหนาแน่นมวลกระดูก Bone Densitometry (Lumbar Hip) - Bangkok Hospital Headquarters [E-Coupon]		1 2200			
ชุดตรวจสุขภาพ Advanced Check Up สำหรับอายุ 30 - 40 ปี (ชาย-หญิง) - Bangkok Hospital Headquarters [E-Coupon]		9 96900			
ชุดตรวจสุขภาพ Executive Female Check Up (NON EST) อายุ 40-50ปี หญิง - Bangkok Hospital Headquarters [E-Coupon]		2 33800			
ชุดตรวจสุขภาพ Executive Male Check Up (EST) อายุ 40 - 50 ปี ชาย - Bangkok Hospital Headquarters [E-Coupon]		4 61500			
ชุดตรวจสุขภาพ Executive Male Check Up (NON EST) อายุ 40 - 50 ปี ชาย - Bangkok Hospital Headquarters [E-Coupon]		4 46000			
ชุดตรวจสุขภาพ Longevity Female Check Up อายุ 60 ปีขึ้นไป - Bangkok Hospital Headquarters [E-Coupon] (หญิง)		3 76500			
ชุดตรวจสุขภาพ Longevity Male Check Up อายุ 60 ปีขึ้นไป (ชาย) - Bangkok Hospital Headquarters [E-Coupon]		3 64500			
ชดตรวจสขภาพ Supreme Female Check Up (NON EST) อาย 50 ปีขึ้นไป หญิง - Bangkok Hospital Headquarters [E-Coupon]		1 22000			
ชดตรวจสขภาพ Supreme Male Check Up (EST) อาย 50 ปีขึ้นไป ชาย - Bangkok Hospital Headquarters [E-Coupon]		1 19500			
ชุดตรวจหาคราบจุลินทรีย์ และเอกซเรย์ด้านประชิด พร้อมขจัดคราบจุลินทรีย์และขูดหินปูนด้วยเครื่อง GBT - Bangkok Hospital Headquarters [E-Coupon]		1 3500			
ตรวจคัดกรองมะเร็งเต้านม Digital Mammogram with Ultrasound Breast - Bangkok Hospital Headquarters [E-Coupon]		6 26400			
ตรวจปรึกษาและเอกซเรย์ด้านประชิดเพื่อหาฟันผุ พร้อมขูดหินปูนทั้งปาก - Bangkok Hospital Headquarters [E-Coupon]		1 1900			
ตรวจมะเร็งปากมดลูกโดยสูติ-นรีแพทย์ Cervical Cancer Screening (Liquid Based Cytology) - Bangkok Hospital Headquarters [E-Coupon]		1 1900			
ตรวจหาเชื้อไวรัส HPV ที่เป็นสาเหตุหลักของมะเร็งปากมดลูก (HPV DNA TESTING) - Bangkok Hospital Headquarters [E-Coupon]		1 3600			
วัคซีนป้องกันไข้หวัดใหญ่ 4 สายพันธุ์ Flu Vaccine Package - Bangkok Hospital Headquarters [E-Coupon]		3 2970			
⊞ Bangkok Hospital Khonkaen		1 2500			
⊞ Bangkok Hospital Pattaya		2 26800			
⊞ Bangkok Hospital Ratchasima		4 31355			
⊞ BeDee		4 5807			
■N Health	1	12 83000			
■ phayathai nawamin		1 2900			
■ phayathai2		7 32548			
■ phayathai3		4 76620			
⊞ (blank)					
Grand Total	12	24 4,506,800			

00			
70			
00	BHQ (exclude dental+eye)	All hos (exclude dental+eye)	
00	583,970		861,800
00			
00	BHQ (only dental+eye)		
00	3,645,000		
00			
00			
00			
00			
00			
00			
00			
00			
00			
00			
00			
00			
00			
00			
00			

HP Performance Mar24 vs Mar25



1-31 Ma	1-31 Mar 2025								
Hospital	¥	Sum of จำนวน	Sum of ราคาขายสุทธิ์						
■ Bangkok hospital Chiang Mai		3	26,900						
■ Bangkok Hospital Headquarters (Soi Soonvijai)		101	2,355,950						
■ Bangkok Hospital Ratchasima		4	49,870						
■ Bangkok Hospital Udon		1	2,290						
■									
⊞Imm by BDMS		1	4,588						
 N Health		22	103,100						
⊕ phayathai nawamin		2	5,800						
⊕ phayathai2		1	2,500						
₱ phayathai3		4	16,850						
₱ PHYATHAI1		2	6,000						
•									
Grand Total		151	2,573,858						

Growth 1,044,894 (120%)

2025

Only Lasik + Dental
719,000 2024 3,645,000

HP Performance: 1-30 APR 25: 3.6M baht (123K baht/Day)



*accumulated YTD 8.9M baht

Total GMV 3.6M baht

Total package sold 167 packs

Total order 119 orders

Avg AOV 30,200 THB



MTD GMV:

Target: 15M THB

Actual: 3.6M THB

Avg Daily GMV: 123K THB



No. of Package Sold:

Target: 500

Actual: 167

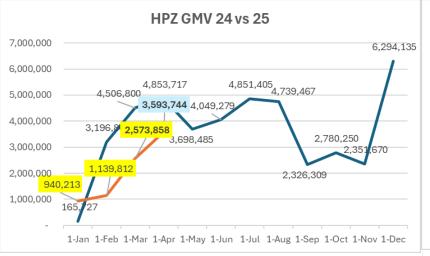
Avg Daily Package : 5.75 packages

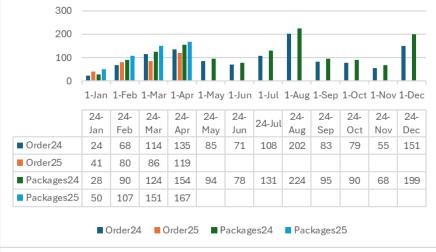


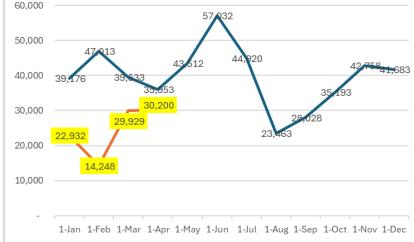
No. of AOV:

Target: 30,000 baht

Actual: 30,200 baht







Jan – APR 2024

Portion	Row Labels	Unit Sc 🔻	% +	Total GMV	% ¬	AOV 🔻	AVG packag 🔻
64%	Bangkok Hospital Headquarters (Soi Soonvijai)	267	63.9%	12,461,030	92.9%	59,622	51,492
	N Health	28	6.7%	189,700	1.4%	12,647	6,775
	PHYATHAI1	22	5.3%	143,930	1.1%	10,152	6,854
	Bangkok Hospital Ratchasima	18	4.3%	91,165	0.7%	7,597	5,363
	phayathai2	17	4.1%	87,246	0.7%	5,453	5,453
	Bangkok Hospital Pattaya	11	2.6%	74,476	0.6%	12,413	10,639
	Bangkok hospital Chiang Mai	10	2.4%	58,900	0.4%	6,443	7,363
36%	Bangkok Hospital Khonkaen	8	1.9%	61,450	0.5%	10,242	8,779
	Bangkok Hospital Siriroj	8	1.9%	44,200	0.3%	11,050	11,050
	phayathai nawamin	8	1.9%	50,100	0.4%	8,350	7,157
	phayathai3	6	1.4%	118,020	0.9%	29,505	23,604
	Bangkok Hospital Udon	1	0.2%	690	0.0%	690	690
	Bangkok Hospital Chanthaburi	1	0.2%	750	0.0%	750	750
	Bangkok Hospital Phuket	1	0.2%	17,750	0.1%	17,750	17,750
100%	Grand Total	418	100%	13,414,246	100%	13,762	11,694

Jan - APR 2025

Portion	Row Labels	Unit Sold	%	Total GMV	%	AOV	AVG package
53%	Bangkok Hospital Headquarters (Soi Soonvijai)	262	52.9%	7,640,800	85.6%	43,970	32,240
	Bangkok Hospital Ratchasima	51	10.3%	335,557	3.8%	10,229	7,804
	N Health	49	9.9%	222,300	2.5%	7,171	5,293
	Bangkok hospital Chiang Mai	39	7.9%	327,718	3.7%	10,924	9,931
	PHYATHAI1	31	6.3%	91,140	1.0%	3,854	3,255
	phayathai nawamin	18	3.6%	29,118	0.3%	2,240	1,820
47%	phayathai3	8	1.6%	65,150	0.7%	13,030	8,144
47/0	phayathai2	6	1.2%	60,050	0.7%	12,010	10,008
	Bangkok Hospital Siriroj	5	1.0%	37,715	0.4%	9,429	9,429
	BDMS Wellness Clinic	4	0.8%	94,000	1.1%	14,500	31,333
	Bangkok Hospital Pattaya	2	0.4%	11,800	0.1%	5,900	5,900
	Bangkok Hospital Udon	2	0.4%	5,190	0.1%	2,595	2,595
	Imm by BDMS	1	0.2%	4,588	0.1%	4,588	4,588
100%	Grand Total	495	100%	8,925,145	100%	10,803	10,180

Hilight min basket size



Media spending – APR 2025 (8,205 baht)







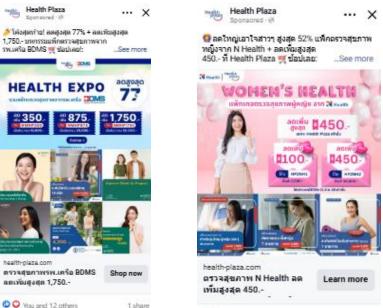


health-plaza.com

Comment







Impression: 644,900 times

Reach: 407,497 ppl

Engagement: 5,317

Clicks: 5,157 clicks

CPC: 1.55 baht

HP Performance: 1-6 May 25: 790k baht (131K baht/Day)



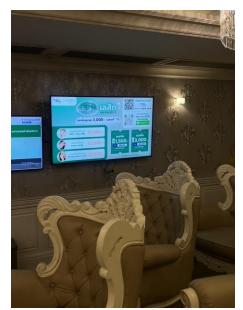
*accumulated 9.715M baht

Run rate May: 4M baht

Run rate May : 4M baht		
Hospital List	Unit Sold	Total GMV
Bangkok hospital Chiang Mai	8	123,968
ความงาม	2	37,800
(โรงพยาบาลกรุงเทพ เชียงใหม่) Royal Vitamin & Micronutrients D	2	37,800
ชุดตรวจสุขภาพ	6	86,168
(โรงพยาบาลกรุงเทพ เชียงใหม่) ชุดตรวจสุขภาพ Premium Check-up แนะนำผู้ที่มีอายุ 40 ปีขึ้นไป(ชาย)	1	16,900
(โรงพยาบาลกรุ [้] งเทพ เชียงใหม่) ชุ [้] ดตรวจสุ [้] ขภาพ Premium Check-up แนะนำผู้ที่มีอายุ [้] 40 ปีขึ้นไป(หญิง)	2	33,800
(โรงพยาบาลกรุ๋งเทพ เชียงใหม่) ชุ๋ดตรวจสุ๋ขภาพก่อนวิวาห์แบบพรีเมี่ยม (ชาย)	1	4,900
(โรงพยาบาลกรุงเทพ เชียงใหม่) ส่องกล้องกระเพาะอาหารและลำไส้	1	28,000
(โรงพยาบาลกรุ้งเทพ เชียงใหม่) สุขภาพดี บี้ใหม่เมือง	1	2,568
Bangkok Hospital Headquarters (Soi Soonvijai)	9	657,400
แก้ไขปัญหาสายตา	7	629,000
เลนส์เสริมแกัสายตาสั้น ไม่รวมเอี่ยง (1 ข้าง) ICL surgery for short-sightedness correction (1 eye) - Bangkok Hospital Headquarters [E-Coupon]	3	285,000
เลนส์เสริมแก้สายตาสั้น ไม่รวมเอียง Low diopter สำหรับผู้ที่มีค่าสายตาสั้นไม่เกิน 450 (1 ข้าง) ICL surgery for short-sightedness correction - Low Diopter (1 eye) - Bangkok Hospital Headquarters	2	180,000
เลสิกไร้ใบมีด FemtoLASIK 2 ตา แก้สายตาสั้น/เอียง/ยาว แต่กำเนิด - Bangkok Hospital Headquarters [E-Coupon]	1	79,000
เลสิกไร้ใบมีดแบบแผลเล็ก ReLEx SMILE 2 ตา - Bangkok Hospital Headquarters [E-Coupon]	1	85,000
ชุดตรวจสุขภาพ	2	28,400
ชุดตรวจสุขภาพ Prestige Male Check-up (NON EST) อายุ 40 - 50 ปี ชาย - Bangkok Hospital Headquarters [E-Coupon]	2	28,400
Bangkok Hospital Ratchasima	4	3,850
ชุดตรวจสุขภาพ (กรุงเทพราชสีมา) ตรวจเอกซเรย์มะเร็งเต้านมระบบดิจิตอลและอัลตร้าซาวด์เต้านม (Digital Mammogram & U/S Breast) วัคซีน	1	1,600
(กรุงเทพราชสีมา) ตรวจเอกซเรย์มะเร็งเต้านมระบบดิจิตอลและอัลตร้าซาวด์เต้านม (Digital Mammogram & U/S Breast)	1	1,600
วัคซีน	3	2,250
(กรุงเทพราชสีมา) วัคซีนป้องกันไข้หวัดใหญ่ 4 สายพันธุ์ (1 เข็ม)	3	2,250
phayathai2	1	3,600
ชุดตรวจสุขภาพ	1	3,600
(พญาไท 2) โปรแกรมตรวจหาความเสี่ยงภาวะกระดูกพรุน	1	3,600
phayathai3	1	1,500
ชุดตรวจสุขภาพ	1	1,500
(พญาไท 3) ตรวจอัลตร้าซาวด์ต่อมไทรอยด์	1	1,500
Grand Total	23	790,318

HP Campaign on May 2025 – PYT3 (Eye Center only HPZ promo)

















HP Campaign on May 2025 – BCM (4 centers)





















Campaign in May 2025 *13 - 15 May Event@PYT1

RSM

*Onboard

- **PYT Sriracha**
- **PYT Phaholyothin**

Contract done

- Samitivei Chinatown
- **BWC** (dental)

Reviewing

Samitivei Srinakarin



Samitivej Sukhumvit

Campaign **Platform**



BCM



BPL







Nhealth



Target May 25 4m+ baht

- BKH (AOV 2.5k baht)
 - 20 packages sold
 - 50k baht
- **BCM (AOV 11k baht)**
 - 30 packages sold
 - 330k baht
- BPL (AOV 2.5k baht)
 - 10 packages sold
 - 25k baht
- 4. Nhealth (AOV 7k baht)
 - 20 packages sold
 - 140k baht
- PYT3 (AOV 50k baht)
 - 20 packages sold
 - 1m baht
- BHQ (AOV 90k baht)
 - 42 packages sold
 - 3m baht









Chat and Shop – Performance (26 Mar – 7 May 2025)





Hospital list ▼	Unit Sc →	Total GM ▼	AOV 🔻
Bangkok Hospital Headquarters (Soi Soonvijai)	3	102,900	38,600
phayathai nawamin	2	1,998	1,998
Bangkok hospital Chiang Mai	1	14,900	14,900
Bangkok Hospital Udon	1	2,900	2,900
Grand Total	7	122,698	22,600

Conclusion & Next Step

- มีลูกค้าสนใจ Pack ที่รพ. ไม่ได้ออน -> suggest ไปทางรพ. ให้แอดเพิ่ม
- มีลูกค้าสนใจ pack Lasik แต่พอแจ้งว่ารับโอนเท่านั้น เลยไปกดซื้อเองในเว้ป -> On process เช็คกับ KBank
- ส่วนใหญ่ลูกค้าเชื่อถือว่าเป็น link official เพราะ รพ. Refer เอง
- เริ่มใส่ QR add friend LineOA ในสื่อ offline เพิ่ม เพื่ออำนวยความสะดวกหน้า งาน

More partner to upsell Health package





Wobbler + ท้ายบิล

- Staff push sales

Send mail to K'Jiw



Select near hospital with Boots store

- Staff push sales

Discuss Solution with boots team

Commission Model

1-2%

- 500k baht -> 1%
- 1m baht -> 2%

Timeline BHQ ecommerce website [Update]







Agenda

Agenda 1: Performance Updates

Agenda 2: TC

Agenda 3: Service Management

Agenda 4: Health Package

Agenda 5: Hospital Connect

Agenda 6: AOB



Hospital Connect

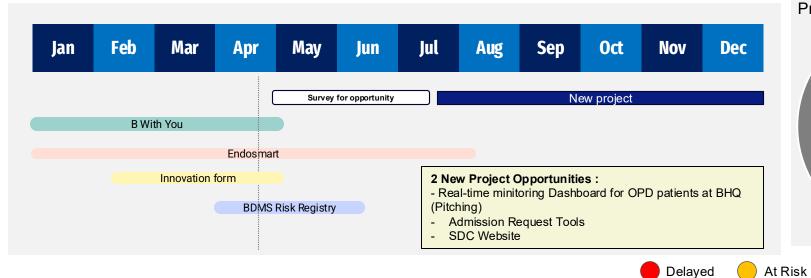
Tech Arm 2025: Timeline and status

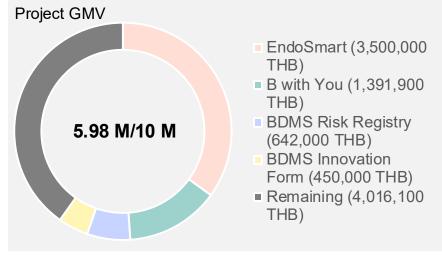


On-Track



N/A





Not start

Completed

	Preparation						Requirement Gathering			Development			Delivery
Project	Explore	Proposal submission	Pitching	Awarded	Contract/PO	DPIA	Kick Off	Architectural Design	Design	Development	Testing	Penetration test	Project Delivered
EndoSmart								•					
B with You			•					•					
BDMS Innovation Form			•			•		•					
BDMS Risk Registry			•			•		<u> </u>					

Contract and development status

Project	Tentative Go-Live date	Contract	РО	Current Progres s	Key Milestones / Next Steps
EndoSmart [Squad : Tech Arm] Image capturing from endoscope and endoscopic report generation Owner : BHQ (GI department)	Aug'25	Contract completed	Revenue 30% = 1,050,000 (Cash received 25/04)	60%	 Completion on test detecting signal from Endoscope's hand switch Additional Enhance Request : Connect EndoSmart result with E-Clinical
B With You [Squad : Tech Arm] OR/Procedure status tracking Owner : BHQ	Early June'25	Contract Signing in Progress	Pending	90%	 Demo with BHQ team on 25/04 SIT Test with BHQ on 8/05 (On cloud server – test API integration)
BDMS Innovation Form [Squad: Tech Arm] Web for BDMS Innovation team Owner: BDMS Innovation	May'25	Proposal completed	Revenue 30% = 135,000 (Cash received 25/04)	95%	Environment and server set upAllow whitelist
BDMS Risk Registry [Squad Valkyrie] Web for ERM – Enterprise Risk Management Owner: BDMS Quality	Jun'25	Proposal completed (PO issuing)	Pending	40%	 Development started (Input data and template : ERM event, mitigation plan, KRI - Key Risk Indicator) Pending for Architecture Diagram discussion (TBC)













EndoSmart:

Onsite testing and POC Validation - Our team collaborated directly with the client to ensure real-time alignment on technical requirements.

New Project Opportunity:



1. Owner: BHQ

Users: HODs, Managers, Doctors

Details (Phase I): Develop a real-time OPD dashboard

• Shows and track patient status in real time (Ex. Arrival, Waiting time for Blood Test results, Vital Signs, Treatment, Lab or imaging etc.)

- Tracks individual waiting times to reduce patient waiting times and improve service efficiency
- Alerts when KPIs are exceeded, KPI Monitoring, Display average waiting time
- · Supports rollout across BHQ hospital networks

Timeline:

TOR Clarification – 2/05 (Completed)
Proposal and UI Mock Up Submission – 27/05

2. Owner: BHQ

Users: Nurses, Admission department

Details: Admission Request Tools

• Tool for nurses and admission department to create room request for IPD patient

Enhancement of Nurse Portal from 'B with You'

Timeline: TBC

3. Owner: SDC

Details: SDC e-commerce website for B2B & B2C

Timeline: Proposal submission – 20/05





Agenda

Agenda 1: Performance Updates

Agenda 2: TC

Agenda 3: Service Management

Agenda 4: Health Package

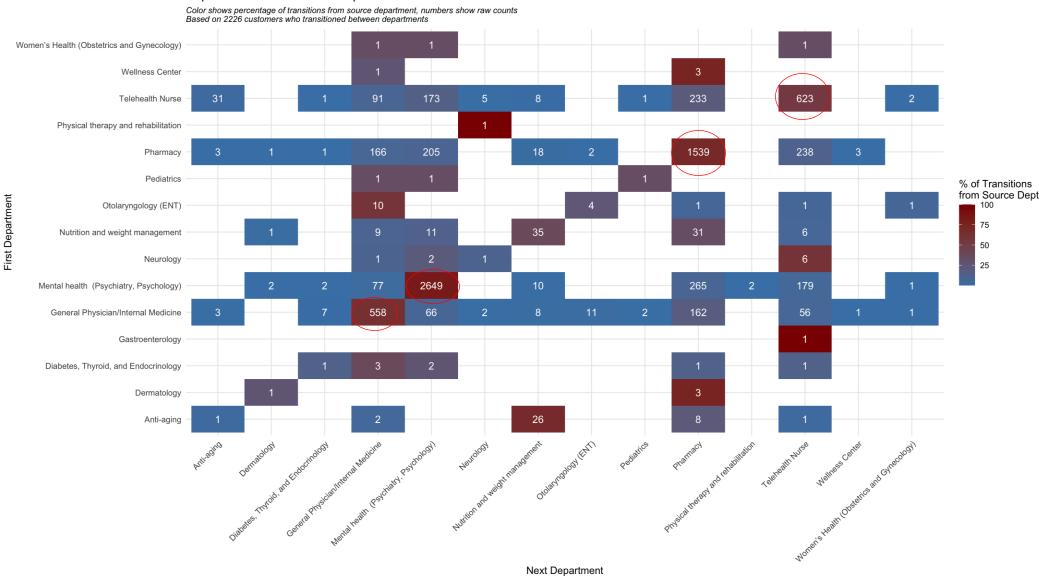
Agenda 5: Hospital Connect

Agenda 6: AOB

TC Cross-Department Analysis & Recommendation







Finding: Most following transactions are within the same department as the 1st transactions **Recommendation:** Focus on direct sales & repeated transactions within the same department

