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ASIA EDITION

# HMC launches new look in-line with patient centric strategy

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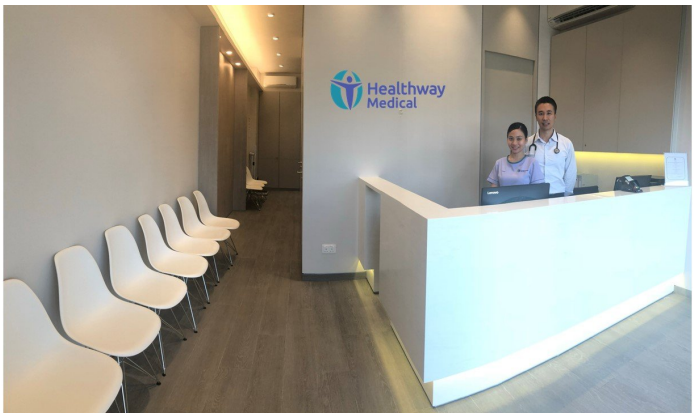
**Healthway Medical's latest clinic at Bukit Batok West Avenue 8 will open on 25 July, bearing the new corporate identity.**




**Singapore -** Healthway Medical Corporation (HMC) Limited announced a refreshed look and tagline to complement the Company's vision of creating a technology-enabled, hospitality-led network of clinics that will empower patients in Singapore.

The new brand reflects HMC's goal of empowering healthier lives through a renewed focus on a patient-centric approach, where patients are always at the centre of HMC's care ecosystem. HMC has identified four key thrusts of its new brand identity – trusted care, hospitality excellence, accessibility, and technology.

Dr Stephen Riady, Non-Executive Non-Independent Director of HMC, said, "The rebranding of the Company retains our established values while adopting a timely update reflecting our renewed commitment to, and focus on, our patients. Our rebranding is guided by our goal to deliver the highest quality of healthcare services to our patients, while ensuring our enhanced processes and methods support and nurture our staff and doctors. This is an exciting milestone for us, and we look forward to serving our communities better."

HMC's strategy going forward is anchored on patient-empowerment through digital innovation. As part of its digital transformation, HMC will progressively develop and deliver a host of targeted digital healthcare solutions to patients. It will also continue to improve patient accessibility to care through its vast network of clinics. The healthcare company with 100 clinics islandwide across Singapore, will also focus on educating its patients on the importance of preventive healthcare, given the rapidly ageing population.