



## NEWS RELEASE

# QHMS RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

*“An informed, responsive and integrated healthcare focused call center is needed to meet the expectations of patients, doctors and our corporate clients.”*

**Hong Kong, China, 26 September 2005** – Quality HealthCare Medical Services Limited (QHMS) has been awarded the People Site Certification from APCSC (Asia Pacific Customer Service Consortium), in recognition of QHMS’ ongoing commitment in Continuous Professional Development and Accreditation providing international standards of medical treatment and care, and the "patient first" philosophy in Hong Kong.

QHMS’ Call Centre received the People Site Certification, which is presented to organizations that have over ninety percent of their Call Centre staff certified under APCSC’s Global Certification programme. This includes ‘Certified Call Centre Manager’ (CCCM), ‘Certified Call Centre Professional’ (CCCP), and Supervisor (CCCS).

Mr Jason Chu, Chairman of APCSC commented, “Quality HealthCare Medical Services has made their call center a competitive edge in creating customer loyalty with best practices customer service in Hong Kong. Their strategic move to achieve People Site Certification is the first in the health care services sector and has further enhanced their efficiency and service standards. APCSC is very pleased to present the People Site Certification to Quality HealthCare Medical Services Limited and congratulates their call center as a preferred health partner for patient care excellence.”

Dr. Lincoln Chee, Managing Director, QHMS commented, “We recognise that each patient in Quality HealthCare is a unique individual with changing needs over his/her life time. In the era of information overload and multidisciplinary care, busy doctors and practices may not be in the best position to coordinate care and manage patient expectations. Having an informed, responsive and integrated healthcare focused call center is needed to meet the expectations of patients, doctors and our corporate clients. We appreciate the commitment of our managers and staff in meeting these challenges.”

The People Site Certification is offered free of charge and is renewed on an annual basis provided that ninety percent or more of the staff remain certified under APCSC’s Global Certification programme.

In addition to the People Site Certification, APCSC has also introduced the CSQS – a 360 degree Customer Service Quality Standard that enhances the knowledge management, organization learning and customer relationship excellence. APCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard.

The CSQS has been developed in conjunction with the Asia Pacific Customer Service Consortium (APCSC) and in collaboration with researchers at the University of Hong Kong (HKU) to assess the overall service quality, best practice compliance and performance of the customer service operation. It is the highest certification that is awarded to call centres and customer service organizations that excel in people excellence in customer relationship.

For Global Certification Program, People Site Certification, CSQS or press enquiries/interviews, please contact Ms. Stella Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: [stella.lau@apcsc.com](mailto:stella.lau@apcsc.com)

**About Asia Pacific Customer Service Consortium ([www.apcsc.com](http://www.apcsc.com))**

APCSC is founded with the belief of that “*Excellent Customer Relationship is the only way to Sharpen your Competitive Edge!*” The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across the Asia Pacific Region and to recognize and reward companies, business units, teams and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for Call Centre, Help Desk and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

**About Quality HealthCare Medical Services Limited ([www.qhms.com](http://www.qhms.com))**

Quality HealthCare Asia Limited is a physician led provider group offering an integrated range of healthcare services including facilities management, third party plan administration and paramedical support. The Group provides care for our private and corporate contract patients through a network of more than 560 Western and Chinese medical centres, and 44 dental and physiotherapy centres. In 2004, our network recorded more than 1.9 million healthcare visits. We operate eight elderly care homes and Hong Kong’s longest-established international nursing service. One of our medical practices has been serving Hong Kong people for over 135 years.

Quality HealthCare became the first healthcare provider listed on The Stock Exchange of Hong Kong Limited (HKSE ticker 593) in 1998. The Group’s healthcare turnover in 2004 exceeded \$780 million.



新聞稿

## 卓健醫療服務有限公司榮獲亞太顧客服務協會頒發「優質客服專員中心證書」

「一個具資料性、高效率及對各項醫療服務十分熟識的客戶服務中心來達到顧客、醫生和公司客戶的期望。」

中國 香港，2005年9月26日 - 卓健醫療服務有限公司榮獲亞太顧客服務協會頒發「優質客服專員中心證書」，以表揚卓健醫療在香港不斷致力於持續專業發展與認證、提供國際標準醫療服務，及奉行『病人為本』的顧客服務理念。

卓健醫療服務有限公司的客戶服務中心獲頒發優質客服專員中心證書。獲頒發的機構必須有九成以上的客戶服務中心的職員達到亞太顧客服務協會全球性認可培訓證書課程的認證標準，其中包括客服中心資深經理人員證書 (CCCM)、客服中心資深專員證書 (CCCP)及客服中心中層經理證書 (CCCS)。

亞太顧客服務協會主席朱剛岑先生表示：「卓健醫療成功提升客戶服務中心，以優質的客戶服務模式贏取客戶的信心，這更成為卓健醫療的優勢所在。卓健是在醫療服務界中首間獲得優質客服專員中心證書的公司，這策略使卓健更進一步提高其服務效率及水準。亞太顧客服務協會很高興將優質客服專員中心證書頒發給卓健醫療服務有限公司，並衷心祝賀卓健之客戶服務中心，成功地為病人提供優質的服務，令其成為客戶首選的醫療伙伴。」

卓健醫療服務有限公司董事總經理徐旺仁醫生表示：「我們認為每一個卓健醫療的顧客都是獨一無二的，而且在不同的時段會有不同的需要。在這資訊發達、著重跨界別醫療護理的時代，忙碌的工作和繁忙的業務使醫生及診所未必能處理並滿足病人各方面的要求及期望。因此，我們需要擁有一個具資料性、高效率及對各項醫療服務十分熟識的客戶服務中心來達到顧客、醫生和公司客戶的期望。我們非常感謝我們的管理人員和員工對這些挑戰所作出的貢獻。」

優質客服專員中心證書是免費頒發，有效期為一年。只要機構內的顧客服務及熱線中心維持有九成以上職員達到亞太顧客服務協會全球性認可培訓證書課程的認證標準，便可每年更新優質客服專員中心證書。

除了優質客服專員中心證書，亞太顧客服務協會亦推出了一個全面性的優質顧客服務標準 (CSQS)，目的在於增強公司知識管理、組織學習與及顧客關係。亞太顧客服務協會誠意邀請各個具領導地位的機構參與並成為委員會成員，推動優質顧客服務標準的發展。

優質顧客服務標準是由亞太顧客服務協會與香港大學的研究員共同合作而制定，目的是評定整體服務質素、最佳守則和顧客服務的表現。這是致力於優質顧客關係的客戶中心和顧客服務機構所獲得的最高榮譽。

有關亞太顧客服務協會的全球認可培訓課程、優質客服專員中心證書、優質顧客服務標準 (CSQS) 和新聞稿或訪問，請致電 +852 2174 1428 與劉運英小姐聯絡。亦可透過電郵至 [stella.lau@apcsc.com](mailto:stella.lau@apcsc.com) 索取新聞稿。

#### **亞太顧客服務協會 (www.apcsc.com)**

亞太顧客服務協會 (APCSC) 成立的信念在於『優質的客戶關係是增強競爭力的唯一方法！』協會的目標是在亞太區推廣優質顧客關係及服務質量，致力表彰各機構和客服人才對客戶服務與企業所作出的雙贏貢獻。

亞太顧客服務協會提供全球性認可的培訓證書課程，範圍包括客戶服務、技術支援和客戶關係管理等，所有證書課程均根據國際客戶服務標準。

#### **卓健醫療服務有限公司 (www.qhms.com)**

卓健醫療服務有限公司是一間由醫生主導的醫療保健服務集團，提供綜合的醫療服務包括醫療設施管理、醫療計劃第三者管理及輔助醫療服務。卓健集團透過其五百六十多間中西醫療中心、四十四間牙科及物理治療中心，為個別人士及公司合約病人提供醫護服務。於二零零四年，集團醫療保健網絡錄得逾一百九十萬投診人次。此外，卓健經營八間護老院及香港歷史最悠久的國際護理服務社，而卓健其中一種醫療業務更在香港為市民服務了超過一百三十五年之久。

於一九九八，卓健亞洲成為首間在香港聯合交易所有限公司上市（編號：593）的醫療保健服務集團。集團於二零零四年錄得醫療保健業務營業額逾780,000,000港元。