

NEWS RELEASE

QUALITY HEALTHCARE RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

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Hong Kong, China, 11 July 2006 – Quality HealthCare Medical Services Ltd (Prince’s Building) has been awarded the People Site Certification from APCSC (Asia Pacific Customer Service Consortium), in recognition of QHMS ongoing commitment in providing innovative and world-class service and elevating customer service quality in Hong Kong.

Quality HealthCare Medical Services Ltd (Prince’s Building) received the People Site Certification for the Prince’s Building Branch, which is presented to business units that have over ninety percent of their Customer Service Centre staff certified under APCSC’s Global Certification programme ‘Certified Customer Service Professional’ (CCSP).

Mr. Jason Chu, Chairman of APCSC commented, “With increasing medical sophistication and threats from new diseases, health care industry is faced with much challenges and demand from the public. Customers and patients alike demand and choose quality health care providers with different requirements. QHMS has embarked on developing better customer experience management in Hong Kong to provide individualized services consistently meeting each patient’s unique needs. Investing in professional staff development and achieve People Site Certification is an investment directly impacting the lives and service experiences of patients. On behalf of APCSC, I congratulate the achievements and initiatives taken by QHMS to bring better health care services to the public.”

Dr. Lincoln Chee, Managing Director, QHMS commented, “We recognize that each patient in Quality HealthCare is a unique individual with changing needs over his/her life time. QHMS Prince Building Branch, located in the most vibrant Central business district in Hong Kong, is serving numerous customers each day. Apart from reliable medical services, it is essential for us to possess a team of highly efficient staff to provide excellent service.”

Dr. Chee added, “Through trainings and technical support, we strive to build all-rounded excellence. We are honoured to receive the People Site Certificate from Asia Pacific Customer Service Consortium in recognition of our clinic’s effort and contribution. I believe such recognition could motivate the staff of Prince’s Building, as well as all staff of QHMS, to endeavour to exceed our customer expectation.

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

About Asia Pacific Customer Service Consortium (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 Customer Service Management, Call Centre, Help Desk professions together with global education partners and international membership organizations to set worldwide standards.

About Quality HealthCare Medical Services (www.qhms.com.hk)

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 centers, and 44 dental and physiotherapy centers. In 2005, our network recorded more than 2 million healthcare visits. They operate eight elderly care homes and Hong Kong’s longest-established international nursing agency. One of their medical practices has been serving Hong Kong people for over 135 years.

新聞稿

卓健醫療太子大廈分行獲亞太顧客服務協會頒發的 「優質客服專員中心證書」

“除了專業可靠的醫療服務，我們更需要高質素和高效率的團隊以提供優越的服務。我相信是次嘉許能推動我們的員工繼續以超越客戶期望為我們努力的目標。”

中國 - 香港, 2005 年7 月29日 - 卓健醫療太子大廈分行榮獲亞太顧客服務協會頒發的優質客服專員中心證書，以表揚卓健醫療太子大廈分行不斷致力提供創新及世界級的顧客服務，及其對提升亞太區內顧客服務質素所作出的貢獻。

卓健醫療太子大廈分行獲頒發的優質客服專員中心證書，要求機構必須有九成以上的顧客服務和熱線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，其中包括顧客服務專員證書(CCSP)。

亞太顧客服務協會主席朱剛岑先生表示：「隨著醫藥發展和新疾病威脅，醫療界面對公眾重大的需求和挑戰。顧客和病人均有不同選擇合適和高質素醫療機構的準則。卓健醫療在香港開拓並致力提升顧客經驗管理，並針對病人的需要提供個人化的服務。投資在員工上的培訓和獲頒優質客服專員中心證書上的成就更能直接影響顧客生命和服務體驗。我謹代表亞太顧客服務協會祝賀卓健醫療得到是次的認同和其主動為公眾提供較佳醫療服務的精神。」

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，而且在不同的時期有不同的需要。卓健醫療太子大廈分行位於中環這個繁盛的商業中心，每天均服務著數以百計的客戶。因此，除了專業可靠的醫療服務，我們更需要高質素和高效率的團隊以提供優越的服務。」

徐旺仁醫生更表示：「我們一直致力透過專業培訓和提升硬件配套在各方面均做到最好，對於獲得亞太顧客服務協會頒發優質客服專員中心證書，我們感到

非常榮幸亦在此答謝各員工的努力。同時，我相信是次嘉許能推動我們的員工繼續以超越客戶期望為我們努力的目標。」

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和熱線中心有九成以上客服中心職員能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均可獲免費頒發。

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)。亞太顧客服務協會誠意邀請各領導機構參與，推動優質顧客服務標準的成功。

優質顧客服務標準是由亞太顧客服務協會，和香港大學一班研究員的合作而制定，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 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)

卓健亞洲是一個由醫生主導的醫療集團。集團提供一系列的綜合醫療及保健服務，包括設施管理、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。於二零零五年，集團醫療保健網絡錄得逾二百萬投診人次。此外，卓健經營八間護老院及香港歷史最悠久的國際護理介紹所，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。