



Patients Beyond Borders Focus On: Bumrungrad International

Josef Woodman

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Patients Beyond Borders,™ the best-selling consumer reference guide for medical tourism, is pleased to announce the release of FOCUS ON: Bumrungrad International Hospital, profiling the renowned Asian destination that has treated more international patients than any other.

Located in the heart of Bangkok, Thailand, this award-winning healthcare campus boasts many of Thailand's top doctors, including physicians trained at Johns Hopkins, the Cleveland Clinic, Stanford, MD Anderson, and the Mayo Clinic. Over 200 have been US board-certified.

Established in 1980, Bumrungrad's main facility now measures 1 million square feet and houses a 554-bed tertiary-care hospital, advanced imaging department, ISO-certified laboratory, clinical research center, and medical heliport. The hospital offers 30 specialty centers and has the resources and capacity to meet all patient needs on one campus, within days rather than weeks. During the past decade, more than 3 million patients from 190 countries have traveled to Bumrungrad for its combination of medical quality, efficiency, value, and Thai hospitality, making it one of the world's most popular destinations for medical travelers.

“With costs averaging 50–80% less than comparable treatments in the US and with a 90% satisfaction ranking in recent Gallup polls, it is easy to see why so many healthcare consumers are making the trek to Thailand,” says Josef Woodman, author of Patients Beyond Borders. “I have personally been a patient at Bumrungrad International, and the experience is comparable to the best healthcare and service to be found in North America or Europe.”

Bumrungrad was the first hospital in Asia to receive Joint Commission International (JCI) accreditation (in 2002) and was reaccredited in 2005 and 2008. International medical coordinators, multilingual customer service staff, airport reception services, and a variety of ethnic food options are among the innovations Bumrungrad offers the international patient.

Patients Beyond Borders FOCUS ON: Bumrungrad International will provide healthcare consumers worldwide in-depth information on the hospital's top specialties and doctors, achievements, accreditation, signature services, patient case studies, and travel information.

“We are gratified to be partnering with Patients Beyond Borders to produce this new digital-format publication,” says Kenneth Mays, senior director of Hospital Marketing and Business Development for Bumrungrad International. “Patients Beyond Borders is the bible for medical travelers, so it's only natural that we should collaborate on this important resource for international patients who want to make smart and informed healthcare decisions.”

Produced by the research and editorial team of Patients Beyond Borders, the FOCUS ON: series features a 32-page, full-color digital brochure and eBook highlighting the world's leading, internationally accredited hospitals and specialty centers in a fully searchable, dynamic, consumer-friendly format. Published under the Patients Beyond Borders brand, the series offers healthcare consumers detailed information on specialties, procedures, costs, and travel planning from the most recognized, trusted information source in international

medical travel.

FOCUS ON: Bumrungrad International will be accessible from a variety of sources, including the Patients Beyond Borders website, Bumrungrad's website, Kindle, GoogleEditions and other eBook readers, iPhone and other mobile devices, medical, business, and reference libraries worldwide, and all popular social networks.

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