



## DOCTOR A<sup>TO</sup> Z

Building an International Digital Ecosystem for Saving Lives

“Our vision is to become the leader in healthcare innovation and data centralization to support the transformation of healthcare business with a new solution that helps people, both Thai and foreign, access high quality healthcare at an affordable price.”

Anucha Panoi M.D.  
Chief Executive Officer and Founder

### DOCTOR A to Z Co., Ltd.

Doctor A to Z is a pioneering digital healthcare platform, created to support patients seeking medical treatment in Thailand with round-the-clock access to qualified medical professionals. Headquartered in Bangkok, Doctor A to Z's network of specialist doctors provide prompt client communications and enable the early identification of potential health concerns. All hospitals within Doctor A to Z's network are accredited by the Joint Commission International (JCI), a US-based organization that recognizes top-level healthcare service providers.

The company features a one-stop healthcare ecosystem that includes insurance companies, pharmacies, hospitals, doctors, and tourism hospitality businesses. Doctor A to Z is Thailand's most prominent digital gateway for accessing comprehensive health and wellness services. Developed over a period of three years, the platform has become a hub for reliable and trustworthy healthcare information for both Thais and foreign nationals. With the global medical tourism market expected to exceed US\$ 207 billion by 2027, Doctor A to Z is dedicated to offering affordable healthcare services to meet the

needs of patients from Asia and around the globe.

In order to develop a competitive advantage Doctor A to Z has invested a significant amount in their online healthcare infrastructure system to build a 'hospital on cloud' app & web platform. This includes tools such as an interactive telemedicine application, an online appointment system, a medical treatment plan management system, an online health marketplace, a clinic management application, a drug management system, and a referral system, as well as e-claims to submit to insurance partners. They have also developed customized online systems for smart cities, hospitals, insurance companies and other corporate partners. By moving services to the cloud, and providing an easier access channel, Doctor A to Z is on track to achieve a radical improvement in healthcare access for people from Asia and across the globe.

### Vision for the Future

The COVID-19 pandemic has driven the expansion of digital healthcare services growth around the world, with a global market size totaling US\$ 106 billion in 2019.

The sector's market size is expected to reach US\$ 639.4 billion with the compound annual growth rate (CAGR) of 28.5 % by 2026.



Thailand itself is well known across the region and throughout the globe as a hub for medical tourism. With strong demand for health services coming from both the domestic market and abroad, Doctor A to Z has recently embarked on a process of expansion. On November 2019, Doctor A to Z entered into a strategic investment partnership with InVent, the venture-capital arm of Intouch Holdings Plc. Receiving an initial seed funding of approximately Baht 12 million Doctor A to Z is currently pursuing an expansion of its online platform to build healthcare infrastructure technologies to support both additional local and international health services. With strong demand in the healthcare sector expected well into the foreseeable future, Doctor A to Z anticipates that its annual revenues will hit Baht 150 million by the end of 2022.

### **Attractive BOI Incentives**

Investment supports from BOI are an invaluable help for companies like Doctor A

to Z. As a tech start-up with an ambition for global growth, one of the most important benefits it has received from the BOI has been access to the BOI's Smart S type visa for foreign talent. To facilitate the prompt hiring of staff, this visa category can be granted in a matter of days, and without the need for other bureaucratic hurdles to be fulfilled such as Work Permits. Notably, the creation of the BOI Smart S (Startup) visa also aligns with the strategic vision of the ASEAN Economic Community, which promotes the movement of highly-skilled professionals within ASEAN.

In addition, the Thailand Board of Investment (BOI) also offers a wide range of other tax and non-tax incentives for projects that meet national development objectives. Tax-based incentives include an exemption or reduction of import duties on machinery and raw materials, as well as corporate income tax exemptions of up to eight years. Non-tax incentives include permission to bring in expatriates, own land and take or remit foreign currency abroad.

In response to the ongoing COVID19 health pandemic, on 13 April 2020 the Board of Investment announced a variety of additional measures to further support investment in Thailand's medical sector. These amendments for BOI-eligible businesses aim to accelerate investment in the production of crucial medical equipment and supplies. Amendments include a 50% corporate income tax reduction for an additional three years, supplementary import duty exemptions, and expanded timelines for income tax exemptions.

Additional information about specific activities relating to the digital technology industry can be found by clicking [here](#) or contacting the BOI's Investment Promotion Bureau 4.

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Source: Doctor A To Z: Enhancing Healthcare Solutions Through Digital Transformation. *Thailand Investment Review*, 30, 8-9  
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