



“Our goals are to provide satisfactory and uncrowded services; no long queues; and reasonable prices”

- Prof. Dr. Pittayaphum Patrnuthaphon
Chief Executive Officer, Sriracha Cancer Alliance Hospital

SRIRACHA CANCER ALLIANCE HOSPITAL

Specializing in the Treatment of Patients with Cancer

According to the World Health Organization, cancer is one of the leading causes of premature medical death in Thailand, and one which till now has required most patients covered by social security, as well as government officers and National Health Security holders, to obtain their treatment at a limited number of medical schools, which typically have resulted in long waiting queues for those needing treatment. Since Prof. Dr. Pittayaphum Patrnuthaphon, CEO of the Sriracha Cancer Alliance Hospital, began working in the field of cancer treatment decades ago, he has seen huge academic progress, and dramatic leaps in the technology used for cancer treatment become available in Thailand. However, outside of medical schools, access has remained limited because most such treatments are only available in the leading private hospitals and cancer centers in Bangkok, which are financially out of reach of most Thai people. Limited government budgets and a lack of flexibility to invest in specialized cancer treatment technology have held back a broader expansion of services in

the public sector, while in the private sector there has been a reluctance to expand availability due to the large amount of capital investment required.



This situation is what lead Prof. Dr. Pittayaphum to open his cancer treatment facility in Sriracha. Collaborating together with the Business Alignment (Public) Co., Ltd., a long established radiation machine and medical equipment distributor in Thailand who both shared his vision and also desired to expand into the medical delivery business, they assembled a team of cancer specialists gathered from Thailand's medical schools, the National Cancer Institute, and multiple cancer centers to found a hospital with the goal of providing medical services operating as both a public and private

hospital to serve cancer patients in the western region, as well as their families and society, using the most advanced technology available. Due to the high standard of treatment they endeavor to provide, it is their expectation that customers from other parts of the country who trust in the hospital's potential will also come to visit and obtain medical services. They further hope to become a model for expanding cancer treatment services for all people in throughout Thailand, with a vision is to become the number one "Accessible Trusted Cancer Hospital" of the country.

Servicing equally across the board

In order to prevent public sector patients from feeling that their treatments were different from or less than the treatments private patients received, the specialized cancer hospital invested to build their outpatient examination rooms (OPD) as if there were two hospitals operating in same location, which combined features of both a public and a private hospital. All of the patients get similar treatments utilizing the same advanced technology, as well as experience satisfactory and uncrowded services; they do not have to queue for long times, and they pay reasonable fees.



Prof. Dr. Pittayaphum said, *"We planned the service structure of this hospital by combining the characteristics of the public and private hospitals, which is similar to service on an airline which provides a special lane for their first class or business class passengers and another one for their economy class passengers. Although these lanes are separated, in the end the passengers are boarding the same plane, which can be compared to obtaining treatments from the hospital utilizing the same technology for all of the patients."*

The government provides investment support for many new medical service activities, especially those which are presently under-represented in Thailand. As one of the targeted new S-curve supported industries, they are supporting Thailand to become a center of excellence for comprehensive medical services, particularly for the specialized oncology businesses of chemotherapy and radiology. This is one of the activities for which BOI provides the corporate income tax exemption.

Furthermore, the hospital is located in the zone of the Eastern Economic Corridor (EEC), where the government has a policy to promote investments in order to further develop this area to become a center of business and modern tourism.

Prof. Dr. Pittayaphum said that, *“We have set ourselves to be the hospital without medical limits and to provide services which will help reduce overcrowding and the long wait for service. This will lead to an increase in availability and a decrease in the inequality of medical services available in Thailand.”*

The Thailand Board of Investment (BOI) offers a wide range of 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.

Additional information about specific activities relating to the medical and healthcare industries can be found by clicking [here](#) or contacting the BOI’s Investment Promotion Bureau 4.
