

Medical Clinics in Thailand

JULY 2010

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Bangkok Hospital

Project Overview

Bangkok Hospital (BGH) ranks among the Asia Pacific region's top medical institutions and is touted as the most technologically advanced facility in Thailand. Part of a conglomerate of 14 hospitals, BGH alone consists of 20 medical centers and 8 specialized clinics, offering every medical treatment imaginable. Coincidentally it's the number one choice for Japanese companies in Thailand for their employees' annual medical check-up.

Project Details

1. **Type of Business:** *Internationally accredited hospital*
2. **Open Date:** *Founded in 1972*
3. **Location:** *New Petchburi Road, Bangkok*
4. **Target Customer:** *Local and international patients*
5. **Concept:** *Private, state-of-the-art medical services*
6. **Website:** www.bangkokhospital.com

Location Map



Centrally located near the Sukhumvit area of Bangkok.

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The facilities consist of an expansive, state-of-the-art medical campus which offers virtually every amenity imaginable from concierge services & luxury accommodation, to translation & visa assistance and shopping & dining.

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Above and below: Inviting waiting rooms with comfortable chairs. For the color scheme a soothing yellow and beige has been chosen.

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Patients are treated to live piano music while they wait.



There is a Starbucks on the premises for patients and visitors to take a break.

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Hospital rooms easily rival those of a small Tokyo studio apartment: a DVD-equipped TV, comfortable sofa for visitors, bathroom as well as a mini kitchen with microwave.

S Medical Spa

Project Overview

S Medical Spa was founded by anti-aging physician and dermatologist Dr. Pakpilai Thavisin, who is a bit of a celebrity herself thanks to her regular TV appearances and guest columns in the media. The clinic aims to be a “one-stop shop” in a luxurious setting for those looking to optimize their health and their appearance. The philosophy is a holistic, integrated approach, whereby Western medicine is combined with Eastern therapies. The clinic has twice won the “Medi-Spa of the Year” award at AsiaSpa Awards – in 2007 and again in 2009.

Range of services offered:

- Skin laser treatments
- Therapeutic massages, body and facial treatments and other spa services
- Detox, slimming & weight loss programs; nutritional advice
- Alternative medicine like acupuncture and aromatherapy
- Cosmetic surgery like face lifts

Project Details

1. **Type of Business:** Medical Spa
2. **Open Date:** 2005
3. **Location:** Wireless Road, Bangkok
4. **Target Customer:** Clients seeking beauty, spa or health services
5. **Concept:** “East meets West” medicine, i.e. a holistic approach whereby Western medicine is combined with Eastern therapies.
6. **Size of the clinic:** 2 storeys; 2,700 square meters
7. **Website:** www.smedspa.com

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Location Map



Next to the Nai Lert Park hotel in Bangkok's commercial and embassy district of Ploenchit.

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The modern reception area is spacious and serene, with playful cow-hide-patterned chairs and fire-engine red ceramic statues pitted against marble flooring and grated, tiled walls. There's even (not visible here) a separate entrance for VIP clients.

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The Spa Suite overlooks the Nai Lert Park Hotel's tropical gardens. The grey vases on the far right are from well-known Thai ceramics brand Dhanabadee which specializes in nature themes (image below).



The Dhanabadee ceramics collection, popular among spas and resorts.



Aqua-pressure treatment room.

TRIA

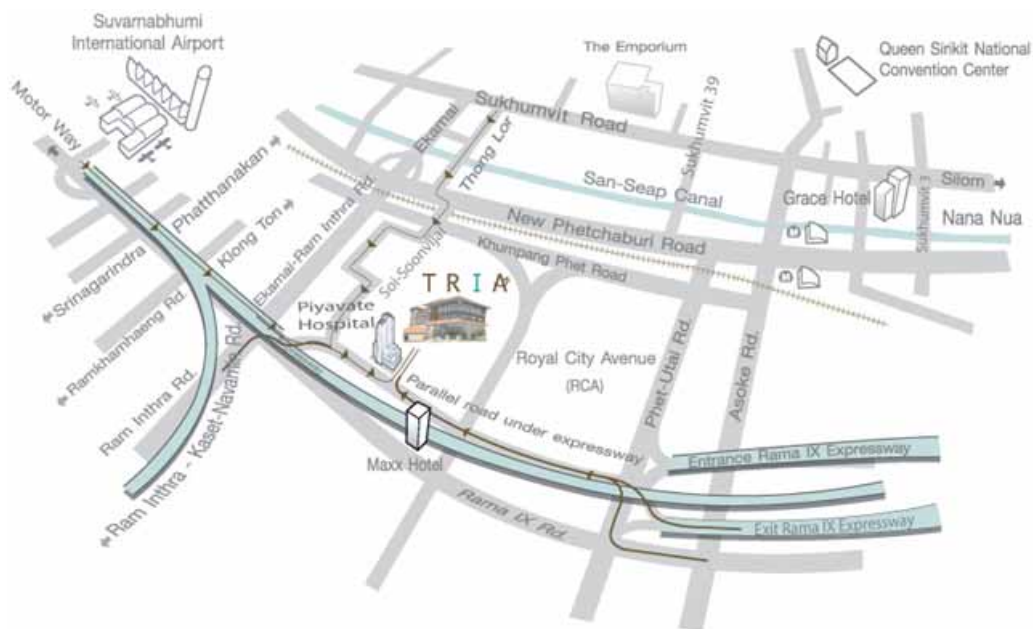
Project Overview

Thailand’s most comprehensive wellness center, offering a range of services from spa and beauty treatments and holistic medicine to sophisticated diagnostic procedures and facilities. The 4-storey center cost 500 million baht to build.

Project Details

1. **Type of Business:** Integrative wellness clinic offering
2. **Open Date:** 2007
3. **Location:** Rimklongsamsen Road, Bangkok
4. **Target Customer:** Anyone seeking medical, fitness, massage or beauty treatments
5. **Concept:** Urban health retreat
6. **Facilities:** 40 bodywork rooms, pools including a 20-meter outdoor pool, a fully equipped gym, restaurants and villas for those seeking privacy and luxurious comfort.
7. **Website:** www.triaintegrativewellness.com

Location Map



TRIA is a separate unit of Piyavate Hospital.

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The building in which TRIA is housed.

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The lobby area.

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Consultation room.



TRIA's clients can take a dip in the vitality pool before or after treatments.

Brite Smile

Project Overview

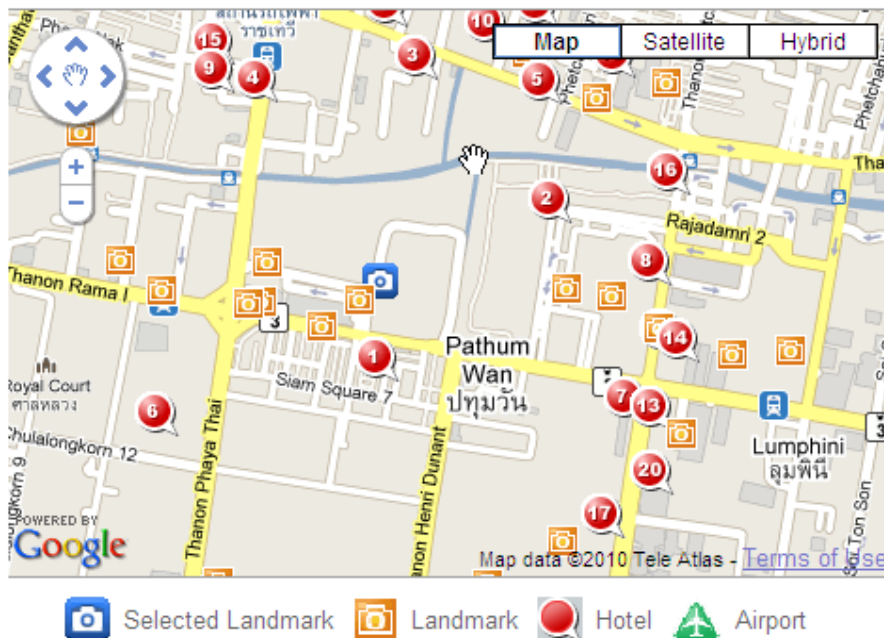
Brite Smile is an ultra-modern looking “dental spa”, conveniently located in a shopping mall. The procedure only takes an hour and patients can relax in a comfortable recliner chair and watch their own private television while they have their teeth whitened. Dental products are sold on the premises and the clinic also offers other dental services like braces and teeth cleaning.

Project Details

1. **Type of Business:** Dental Spa
2. **Open Date:** December 2005
3. **Locations:** Siam Paragon and Esplanade shopping malls
4. **Target Customer:** Shoppers
5. **Concept:** Dental cosmetic services in luxurious setting.
6. **Website:** www.britesmilethailand.com

Location Map

Siam Paragon



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The Siam Paragon branch, located in the Beauty Zone on the 2nd floor of Siam Paragon. The interior is ultra-modern and futuristic, with individual plasma entertainment screens and recliner chairs for clients.

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The color white abounds from floor-to-ceiling while sand-blasted, piercing blue bottles are lined along illuminated, parallel, built-in glass shelves achieving a very clean, pristine and spa-like ambience.

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Above & below: Lighting at Brite Smile is by Bangkok's leading company for lighting design, Panini (www.panini-design.com).

