









Service quality & Responsibility to patients⁹

The affiliated hospitals prioritize patient safety above all else. Therefore, they have established policies for quality control of healthcare services and operational guidelines aligned with both national and international standards to mitigate potential risks to patients and the organization. The Company is committed to continuous and consistent improvement by implementing various quality management systems in patient care processes. These include national hospital accreditation standards (Hospital Accreditation: HA) from the Institute of Hospital Quality Improvement and Accreditation, as well as international hospital quality standards from the Joint Commission International (JCI).

In addition, the Company continuously manages customer relationships (Customer Relationship Management: CRM) with a strong focus on enhancing customer satisfaction alongside a commitment to delivering quality, standardized, and safe services. This approach helps to build confidence and trust among service users, thereby supporting the long-term retention of the Company's customer base.

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Patient Safety	Quality of Medical Care	Patient Satisfaction	Patient Rights and Data Protection	Access to Medical Services
<p>Strict measures are implemented to prevent risks associated with medical treatment, including infection control within the hospital, by international standards such as JCI and HA.</p>	<p>Develop standardized treatment protocols and utilize advanced technology to enhance diagnostic and treatment efficiency, as well as to reduce patient waiting times, ensuring timely and optimal care delivery.</p>	<p>The hospital provides channels for patients to express their opinions, including a complaint and feedback system, which is used to improve service quality in alignment with patient needs.</p>	<p>The hospital implements data security measures in compliance with laws such as PDPA and HIPAA. It also provides clear information regarding treatment procedures and patient rights before receiving services.</p>	<p>The Company has expanded its hospital network, including the enhancement of telemedicine services and the development of staff readiness, to ensure that everyone has equitable access to quality healthcare.</p>


⁹ GRI 416-1

Accreditation

National Accreditation (Hospital Accreditation: HA)	
	<p>HA certification by the Healthcare Accreditation Institute (Public Organization) assures the quality and safety of patient care in healthcare facilities according to international standards. The assessment consists of 3 main parts based on overall operational quality, key hospital systems, and patient care processes and outcomes as follows:</p> <ol style="list-style-type: none"> 1. Quality Development: Healthcare facilities develop work systems suitable for their conditions and in line with standards. 2. Quality Assessment: The Healthcare Accreditation Institute organizes an advisory committee to assess the quality development of healthcare facilities when they are ready to apply for accreditation. 3. Quality Assurance: The Healthcare Accreditation Institute approves accreditation for healthcare facilities that meet quality criteria. The first accreditation is valid for 2 years.
International Accreditation (Joint Commission International: JCI)	
	<p>The objective of JCI standards is to improve the quality and safety of patient care through the assessment and certification of quality standards, as well as physical security systems to minimize potential risks to service users. It also includes organizational management, direction, and leadership, emergency response system, infection prevention and control system, communication and information system, human resource management system, quality system, and patient safety, as well as developing and improving the quality of healthcare services from admission to discharge. JCI standards indicate a quality comparable to healthcare facilities in Europe and the United States.</p>
	Patient-Centered Standards
	<ul style="list-style-type: none"> • International Patient Safety Goals: IPSG • Access to Care and Continuity of Care: ACC • Patient-Centered Care: PCC • Assessment of Patients: AOP • Care of Patients: COP • Anesthesia and Surgical Care: ASC • Medication Management and Use: MMU
	Health Care Organization Management Standards
	<ul style="list-style-type: none"> • (Quality Improvement and Patient Safety: QPS) • Quality Improvement and Patient Safety: QPS • Prevention and Control of Infections: PCI • Governance, Leadership, and Director: GLD • Facility Management and Safety: FMS • Staff Qualifications and Education: SQE • Management of Information: MOI

(See more details at www.jointcommissioninternational.org, www.ha.or.th)

BCH's Standards

	ISO 15189 Medical Laboratory Quality Standard
	ISO 9002 Quality Assurance for Production, Installation, and Services
	ISO 15190 Medical Laboratory Safety Standard with a focus on Work Environment Management, Hazard Prevention, Biosecurity, and Waste Management
	ISO 9001 and ISO 9001:2015 Quality management system by international standards
	Hemodialysis Standards by The Royal College of Physicians of Thailand (RCPT)
	Quality Management Standards according to Medical Technology Standards for medical laboratories
	Laboratory Standards on SARS-CoV-2 with Real-time RT-PCR
	Service Standards on Assisted Reproductive Technology according to the Protection of a Child Born by Medically Assisted Reproductive Technology Act
	Operations Management Standards based on Good Labor Practices (GLP) by the Department of Labor Protection and Welfare
	ISO 9001 Quality and service management system focused on continuous process improvement and enhancing customer satisfaction
	Office of Radiation and Medical Devices: Ensuring the safe and effective management and use of radiation equipment
	Nuclear and Radiation Regulatory Authority Compliance with Radiation Safety Standards and Regulations