



MEDIPHAR TAIPEI

Medicine & health Taiwan cares

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Approved
Event

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E-mail: mediphar@taitra.org.tw

Bulletin Board



Show Dates & Hours

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Exhibition Extra

Organizers:

Taiwan External Trade Development Council (TAITRA)

Formosan Medical Association

Co-organizers:

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Taiwan Pharmaceutical Manufacturer's Association

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Cheng Hsin excels in cardiac care

As the top facility providing cardiac expertise at low cost in Taiwan, Cheng Hsin General Hospital aims to expand its market to global patients.

"A heart transplant costs US\$2 millions ... in Taiwan it is only NT\$1 million to NT\$2 million, or US\$30,000 to US\$65,000. This is one-sixtieth of the U.S. medical fee," said Wei Jeng, the director for Heart Center in Cheng Hsin General Hospital.

The average medical fee in the U.S. is at least 7.5 times that in Taiwan, according to Wei. He stressed the hospital's medical technology and low-cost services are on par if not better than U.S. and Europe. Yet to promote Taiwan's healthcare,

governmental assistance is needed, he said.

"Less than two percent of the patients are foreign nationals who visited Taiwan for the sole purpose of seeking medical services in our hospital," Wei emphasized, adding the hospital is making improved marketing plans to attract global patients to receive the inexpensive and professional cardiac care provided by its heart center. He mentioned the primary step for government is to loosen regulations and to construct a smoother process for foreign patients seeking medical treatments in Taiwan.

The hospital's heart center was the first in Taiwan to provide comprehensive services in cardiac care

and in 1996 conducted the first successful case in the world, of a combined heart-kidney transplantation bridged by total artificial heart. It has the first 24-hour on-call center serviced by cardiologists and surgeons in Taiwan. In 2009, the center had the first FDA accredited cardiovascular implantable device in Taiwan, performed 6,800 open heart operations and 31,000 cardiac catheterization procedures, and had a 98.4% successful rate for coronary artery bypass surgery.

As a designated case study for cardiac care presented to global companies in this year's International Medical Services Industry Forum, the Heart Center in Cheng Hsin General Hospital has distin-

guished itself with well-trained and experienced cardiologists and surgeons.



Wei Jeng sells hearts with a smile.

Medical Travel Taiwan promotes island's quality healthcare

Taiwan is seeking to become the global center for healthcare, and Medical Travel Taiwan provides high-quality and reasonably-priced medical services to the world.

"A patient visiting Taiwan only has to pay one-fifth of the medical fee charged for living organ transplants in the U.S.," Wu Ming-yen

from Medical Travel Taiwan said. The significantly reduced fee applies to surgery, hospital stays, and aftercare services. Wu stated Taiwan has ample experiences, with ten hospitals able to conduct living organ transplants.

The current goal of Medical Travel Taiwan focuses on marketing and branding Taiwan's health-

care to the rest of the globe. Its major prospective consumers are Asians in different parts of the world, especially China. The organization's ultimate objective rests in Europe and the U.S. because healthcare services are extremely expensive in these countries.

Wu stated the organization is presently negotiating with health

insurance providers from the U.S. and is expected to sign a contract within two months to allow U.S. patients to visit Taiwan for the sole purposes of healthcare services.

"We hope to obtain more governmental sponsorships," Wu said, explaining governmental assistance is necessary to secure funds for marketing Taiwan healthcare.

Metal center, firms showcase advanced medical equipment

A consortium of firms based in the Kaohsiung Medical Device Special Zone, led by the Metal Industries Research and Development Center (MIRDC), is displaying a full range of cutting-edge medical equipment at Mediphar Taipei this year.

According to MIRDC, it was commissioned by Southern Taiwan Science Park to find businesses for the Kaohsiung Medical Device Special Zone, which aims to be-

come a major production and R&D center for medical equipment and precision instruments.

One of the companies in the zone, Kera Harvest Inc., offers laser systems for treating eye and skin illnesses. The company began developing the Excimer Laser Refractive System in 1994 and subsequently began clinical trials in Spain with human subjects during 1997 and later in 1998 at the Linkou

Chung-Gung Hospital in Taiwan. In 2000, the company received a CE certificate.

The special zone is also home to some of the leading manufacturers of dental and orthopedic equipment in Taiwan.



The latest from MIRDC.

Hungarian buyer impressed with quality of Taiwan goods

Marton Istvan is a buyer from Hungary-based Gysgy Reha Kft., which imports knee braces and ankle braces from Taiwan, as well as raw materials used to make these products, such as laminated foam.

Istvan said he has formed a "strong" business relationship with Taiwan, which began in 2002 when his company first imported goods from the island. "Taiwan has advantages," he said. "Most of its goods are of high qual-

ity offered at competitive prices."

Istvan first visited Taiwan three years ago, and this is his first time attending Mediphar Taipei.

When asked about his first impression of the show, Istvan couldn't help but admire its size. "It's huge," he said. "I've already seen seven to eight exhibitors offering what I'm looking for. To me this is impressive."

There are similar medical equipment shows back in

Hungary, but none of them are as big as Mediphar Taipei, he said.



Marton Istvan from Hungary.

Mobile scooter, an enjoyable experience

"Imagine an elder couple sitting on this scooter, there is country music playing, and together they submerge in the beauty of the sunset," said Edward Shu, president for TFK Homecare, as he took rides in its two-seated mobile scooter displayed at Mediphar 2009.

TFK Homecare is the only company in Taiwan that offers mobility scooter catering to match different needs, according to Shu. With 30 types of innovative scooters

of various capacity, speed, and specialization, a customer can even customize his own scooter designed for his individual needs. The scooter provides easy maneuverability and an effortless drive over road obstacles. Convenience is made through the detachable battery with options to charge from the battery or directly from the scooter.

A hesitant customer can benefit from TFK's leasing program -- allowing a customer to lease the scooter first

and make the purchase later. The leasing fee is deductible from product's final price.



A TFK scooter.

Mediphar Taipei best platform for displaying new products

There are many newcomers at this year's Mediphar Taipei. One of them, Jogtek Corp., manufactures thermostats and related products and has achieved a solid presence overseas. The firm is attending this year's show to strengthen its contact with clients.

"A lot of buyers are here to see the show," the

company said. "We should not be absent."

Working Hard Working Smart is an exhibitor at the show promoting its products, knowing that Mediphar Taipei has become the most professional medical equipment show in Taiwan.

Chen Ying-fang, sales representative of Winning

Medical Inc., is a visitor this year. She visits the show each year.

"Many new products are unveiled at the show each year, and I don't want to miss them," she said.

To examine the products closely, Chen chooses to visit the show on its first day when it is less crowded, she said.