

HEALTH CARE

CASE STUDY



WE MAKE YOU
STAND OUT



Client:

Good Doctor

Digital Healthcare Services





Background

Telemedicine & telehealth has gained in significance in recent years, especially at a time when traditional healthcare infrastructure is under a great deal of pressure. Good Doctor Technology entered the Thai market with the aim of providing increasingly diverse services covering the whole of Thailand, and with a central goal of making healthcare more accessible, "providing one doctor for one family in SEA."

GDT's services enable the provision of clinical support, make it possible to overcome geographical barriers, leverage the usage/deployment of various types of ICT, and generally aim to contribute to the improvement of health outcomes in the Kingdom.

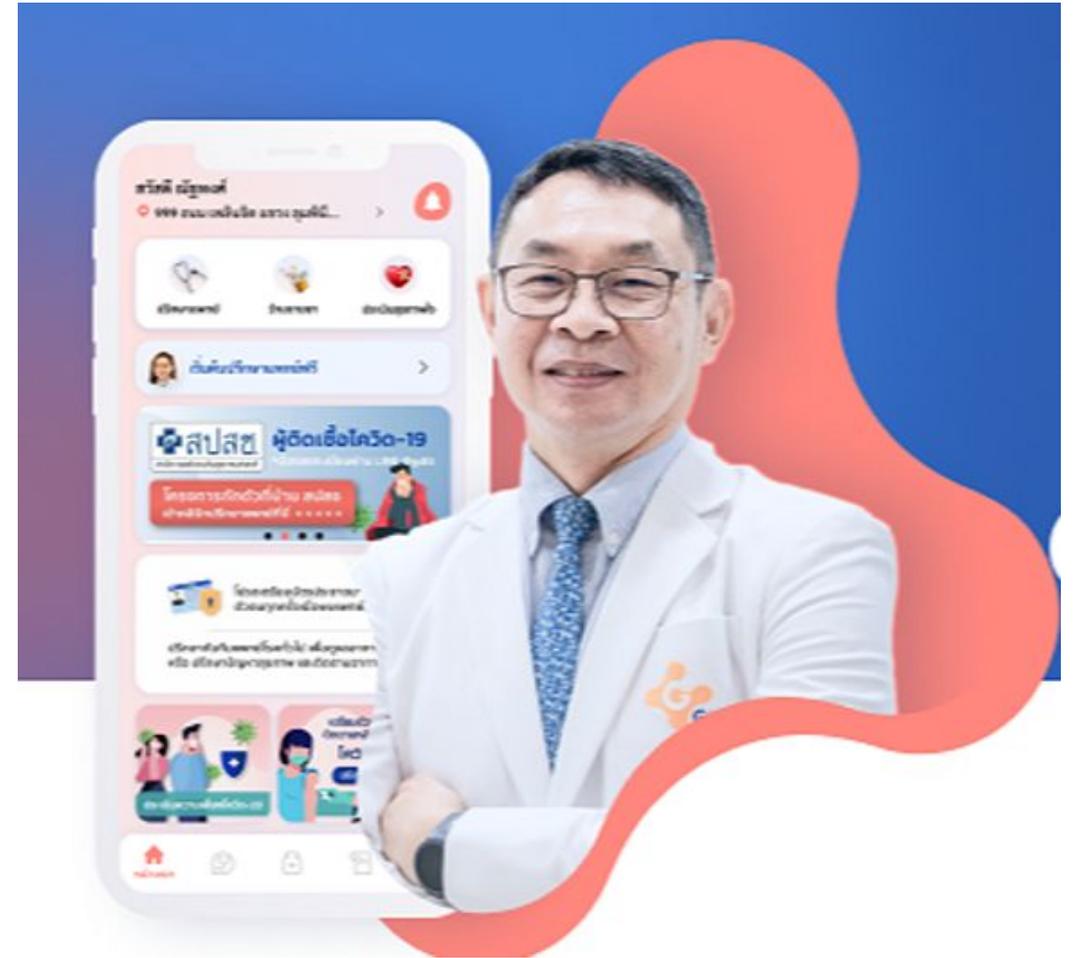
COVID-19 has changed the way access to healthcare meets need. For this reason, telemedicine ensures the risk of spreading the virus is reduced, whilst allowing patients to have an appointment with a doctor without having to leave the home, along with quick home delivery of medicines.

Challenge

Good Doctor Technology Thailand (GDTT) is a subsidiary of Good Doctor Technology (GDT), a joint venture between China's leading one-stop healthcare platform, Ping An Healthcare and Technology Company Limited and Grab Holdings Inc ("Grab"), the leading O2O platform in Southeast Asia.

The main challenge was to introduce an entirely new brand into the market, build awareness among customers, grow its roster of B2B partnerships, and also overcome patient reticence about relying solely on remote digital services as a primary means of accessing healthcare.

GDTT's main goal is to be the standout frontrunner of digital health by targeting a B2B (and B2BC) approach. To achieve this, the strategy must deploy a combined focus on media, content, partnerships, launch programs and other initiatives to develop interest and empower client signup rate.



Approach

In an effort to grow valuable Owned content, as well as support a tactical deployment of communications which serve to increase brand awareness in Thailand & build credibility/trust, a Content First strategy was adopted.

Our mission was to build and strengthen GDT's reputation/reach with media and other stakeholders in the industry. By communicating key developments, such as GDT's appointment as an approved provider by National Health Security Office (NHSO) for digital-first healthcare to support COVID-19 patients, we have been able to position the brand as a thought leader in Thailand, and emerge as the frontrunner in the fast-growing digital healthcare arena.

We helped GDT plan and produce engaging video content that enhanced its B2B go-to-market approach and promote services offered by GDT. We contributed to educating people on the benefits of remote health, providing key updates on its products, services and industry developments.



Approach

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“สิ่งที่เราอยากเห็นคือคนไทยทุกคนได้เข้าถึงบริการทางการแพทย์ที่ดีและมีคุณภาพ โดยเฉพาะอย่างยิ่งบริการทางการแพทย์ที่ทันสมัยและมีประสิทธิภาพ ซึ่งสิ่งเหล่านี้เป็นสิ่งสำคัญที่จะช่วยให้คนไทยทุกคนสามารถเข้าถึงบริการทางการแพทย์ที่ดีและมีคุณภาพได้”

ผู้ร่วมก่อตั้ง
อายุ 41 ปี
อาชีพ
PP1008123111

“หลังจากทราบข่าวของ COVID-19 เราเองพยายามติดต่อไปหลายที่ทั้งผ่านสื่อมวลชนและช่องทางอื่นๆ แต่สุดท้ายก็มาเจอ Good Doctor ที่เราเองก็สนใจอยู่แล้ว เพราะเราเองก็สนใจที่จะทำธุรกิจในด้านนี้อยู่แล้ว”

ผู้ร่วมก่อตั้ง
อายุ 28 ปี
อาชีพ
PP1009027713

“ช่วงแรกที่เราเริ่มมีคอนเทนต์ที่ตัวเองผลิตขึ้นมาไม่ได้มีกระแสที่ดังเท่าไรนัก แต่พอมี Hospital ที่เราเองก็ทำอยู่ได้ติดต่อมาว่าอยากให้เราทำ Good Doctor แบบที่เป็น Hospital ก็เลยมาคุยกันเรื่องที่จะร่วมมือกันทำคอนเทนต์ที่ตัวเองผลิตขึ้นมา”

ผู้ร่วมก่อตั้ง
อายุ 35 ปี
อาชีพ
PP1008114186

“หลังจากที่เรารู้สึกว่าเราเองก็อยากจะทำคอนเทนต์ที่ตัวเองผลิตขึ้นมาแล้ว เราก็เลยได้ติดต่อมาว่าอยากให้เราทำ Good Doctor แบบที่เป็น Hospital ก็เลยมาคุยกันเรื่องที่จะร่วมมือกันทำคอนเทนต์ที่ตัวเองผลิตขึ้นมา”

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ผู้ร่วมก่อตั้ง
อายุ 35 ปี
อาชีพ
PP1008114186

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During our of the partnership, we distributed Press Releases with 5 main angles:

- Good Doctor launches technology-driven healthcare services to accelerate advancement of virtual care in Thailand
- Good Doctor Technology Thailand joins NHSO program as virtual medical provider to deliver telemedicine services during home isolation
- Good Doctor Technology Thailand and Grab Thailand join forces to increase access of essential services to NHSO patients in home isolation
- Good Doctor Technology Thailand Clinic Hosts Key Representatives from National Health Security Office
- Healthtech leader Good Doctor Technology strengthens ecosystem partnerships to drive more innovation and growth for telehealth in Thailand

We secured 2 Interviews with leading media outlets, MGR Manager online and Prachachart (Offline and Online), as well as creating a Linkedin Content strategy which GDT is now able to leverage going forwards along its growth plan.

Good Doctor ร่วมมือ สปสข.

HOME ISOLATION PROJECT

“เรายินดีที่ได้ร่วมเป็นส่วนหนึ่งของการช่วยเหลือสังคมไทยกับ สปสข. เพื่อมอบบริการด้านสุขภาพได้อย่างเต็มรูปแบบ”

Results

With a high quantity of media coverage achieved through 5 press releases, and a high-profile NHSO Clinic Tour event, Good Doctor has decided to continue investing in high value PR stories and tap into the current market interest in Good Doctor as the top telemedicine provider in Thailand.

GDTT is also utilizing Byline format pieces, which featured in Bangkok Post Newspaper and Krungthep Turakij Newspaper Online to strengthen its thought leadership in order to demonstrate capability and emphasize the trustworthiness of what GDTT asserts to be.

By increasing the depth and diversity of content in the media about Good Doctor, prospective B2B partners are increasingly showing higher awareness and improved trust in GDT's medical capabilities.

Furthermore, by using tools to communicate about GDT's Live app demonstration for media in an experience program, first-hand user testimonials and Interviews with Good Doctor Executives strengthening media advocacy, we've been able to deepen the media's understanding of GDTT services and our leading perspectives on the future of digital healthcare

ภาพกับเทคโนโลยี เพียงมือถือเครื่องเดียว”

- 250 ร้านค้า เชื่อมต่อร้านขายยาทั่วประเทศ
- 1 ชม จัดส่งสินค้าถึงมือผู้ป่วย
- 365 วัน เปิดตลอดทุกวัน

The infographic also features a smartphone displaying the GDT COVID CARE app interface, which includes a search bar, a list of services, and a prominent blue button for 'GDT COVID CARE'.

Approach

Midas PR also organized a Media Event on 3 Nov 2021. We welcomed media and let them have the opportunity to create relationships and discuss with GDTT's executives the following points:

- Digital healthcare services can complement traditional healthcare services and increase the accessibility of doctors to patients in need. GDTT aims to continue ensuring that every family in Thailand has access to a family doctor while supporting the adoption of virtual health services, especially during the pandemic.
- GDTT has a full-time in-house medical team to monitor patient's condition daily, organise medication or medical devices deliveries to their homes and facilitate referral cases to hospitals when required.
- Good Doctor app provides telemedicine services, offers exclusive discounts on health and wellness products and includes a library of health articles written and curated by their in-house medical team. With its clinical automation systems in place, patients will get connected to a live chat conversation with their in-house doctors within 60 seconds without prior appointment booking, and receive a diagnosis and recommended treatment plan within 15 minutes.
- GDTT was accepted by NHSO to join the Home Isolation programme as a virtual healthcare service provider for asymptomatic COVID-19 patients and those experiencing mild symptoms. To successfully deliver the right care at the right time virtually to COVID-19 patients outside the hospital setting, GDTT connects with network pharmacies and hospitals across Bangkok city. GDTT has served the largest number of COVID-19 patients in Pathum Wan District, and substantially contributed to increasing the accessibility of care and medication to those who require guided medical support.

Sub messages

By increasing the adoption of telemedicine services in Thailand, therein lies the opportunity to improve effective primary care management in the long term.

- Through telemedicine and virtual care, we can deliver the right care to those in need, particularly in respect of supporting Covid-19 patients, and ensuring that patients are managing their health in the best way possible.
- We're using the latest technology to support COVID-19 and other patients on their journey to full recovery, from continuous virtual symptoms monitoring to hospital referrals.
- The Good Doctor app is powered by cutting-edge technologies that have been proven to address accessibility gaps of healthcare services in other Asian countries such as Indonesia and China.
- We only hire general practitioners who are committed to providing virtual consultations exclusively via our telemedicine platform on a full-time basis. The doctors are constantly updated on medical guidelines and treatment protocols and are required to undergo rigorous training and refresher courses followed by examinations.

Results

The media event was a success, and the following points wowed the media guests:

They were given a good introduction to interesting and useful information about Good Doctor and the procedures during their visit to the clinic.

During the stage presentation, the information explained statistical data, numbers, growth, and business potential; future market trends; and full, comprehensive information on GDTT performance.

They were persuaded that GDTT was the best option for our healthcare needs. It saves us time because we don't have to go to the doctor or stay in the hospital for long periods of time to get traditional treatments, and they are experts in supporting Covid-19 care.

The overall response to media event management was positive. The session was excellently run by the MC, who provided in-depth, solid, and thorough material that was easy to follow. They enjoyed the clinic tour and would like to personally test the services if possible in the future. They liked the Goodie bag, the venue, and the room setting.

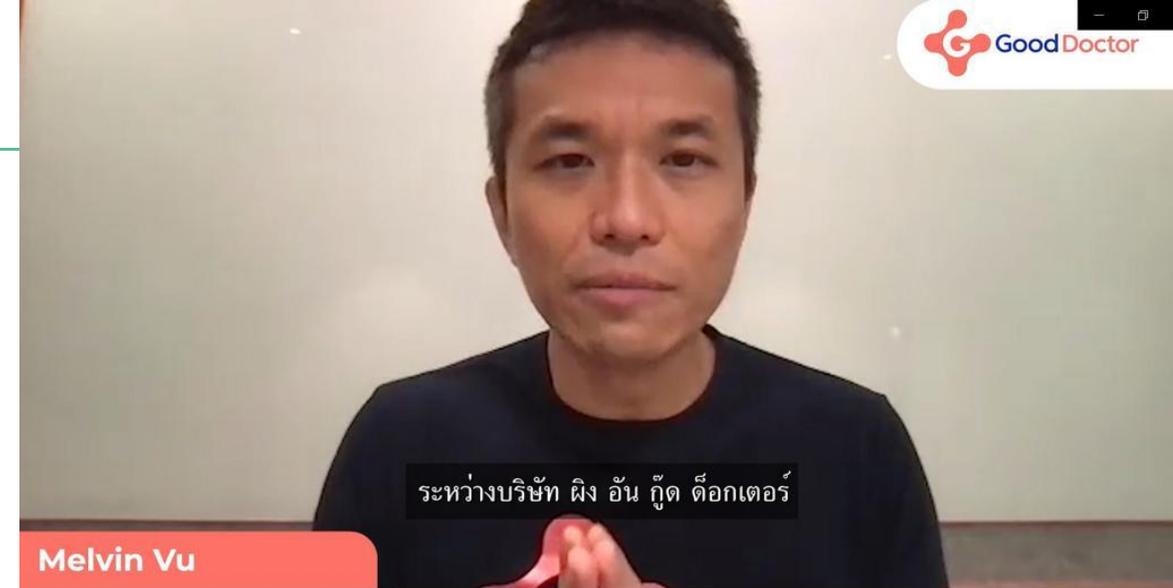
Key takeaways

The media expects to see the marketing strategy and business model expanded upon, and they would like to speak with and interview the CEO. The media would also like to know how Good Doctor will reach the public after today. This approach, particularly in the case of Covid-19, will be able to reduce the journey time of patients with minor symptoms to the hospital as well as remove the contact/transmission risk between physicians and patients.

Results

From our 2 Exclusive Media Interviews, 5 Press Releases, 1 Byline Article and 1 Media Event done so far, we have achieved:

- > 240 total media articles achieved over past 6 months
- > 63% Tier A coverage across business, Tech, lifestyle, medical, Society publications
- 100% Key Message pull-through in all coverage
- 100% Positive sentiment
- 99% Number of articles where GDTT is mentioned in the headline
- Combined reach of > 800M
- Total PR Value of > 47M THB



Melvin Vu

Regional CEO,
Good Doctor Technology

#GoodHealthinGoodHands

HI PORTAL & CASE MANAGEMENT	BENEFITS & VOUCHERS	CONSULT WITH DOCTOR	HEALTHCARE SUPPORT TEAM
ประเมินผู้ป่วยใหม่	WHITELISTING & AMED	ติดตามสัญญาณชีพ	PATIENT SERVICE
รับเข้าระบบ GDT	ยาและอุปกรณ์	ติดตามอาการรายวัน	E-CLAIM & CERTIFICATE
แนะนำ HI X GDT	GRAB FOOD		
ติดตามยาและอุปกรณ์			

GOOD HEALTH IN GOOD HANDS

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