

2023 SEA Hospital Insights Survey Findings

Summary materials

2023



Agenda

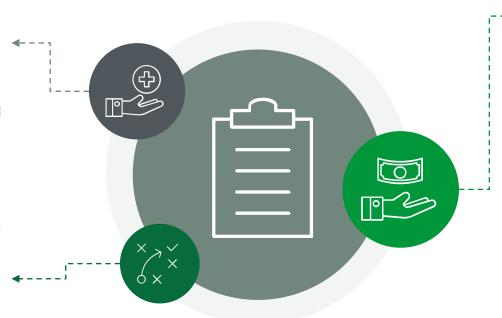
- Summary
- Hospital financial outlook
- Operation priorities
- Go-to-market in SEA
- Digitalization trends
- About L.E.K.



Every year, L.E.K. surveys several hundred hospitals across the SEA region to understand their priorities and to support MedTech and pharma companies as they make key decisions

L.E.K. conducts an annual survey of several hundred decision-makers at key hospitals in the SEA region, including Singapore, Thailand, Malaysia, Vietnam, Indonesia and Philippines to better understand how key strategic priorities and purchasing behaviors are shifting

The survey addresses issues relating to the financial outlook of hospitals, top operating priorities in the next few years, as well as the impact of digitalization on hospitals and their relationships with MedTechs and pharmas



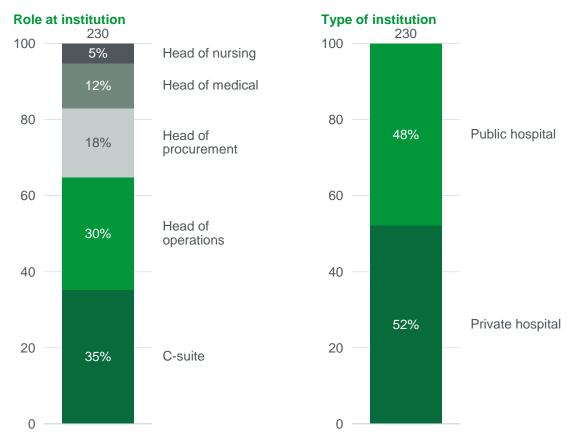
The insights enable MedTech players to make informed decisions, including:

- Which stakeholders to engage and how
- How to tailor their product and service value propositions to address hospitals' priorities
- How to leverage digital channels and enhance their service offerings/engagement models

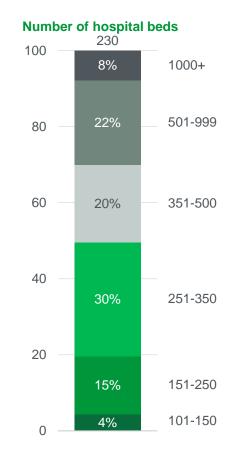


We surveyed 230 hospital directors from SEA markets across a variety of hospital types, hospital sizes, and geographies

L.E.K. Hospital Priorities SEA survey respondent mix* Percent of respondents (N=230)









^{*} SEA market includes Indonesia, Vietnam, Thailand, Philippines, Malaysia and Singapore in 2023 survey Source: L.E.K. 2023 APAC Hospital Priorities Survey

We explore four key themes: financial outlook, operation priorities, GTM, and digitalization

Summary of Findings



Financial outlook

- Robust recovery from COVID-19 with significant financial improvement
- Project to be even more positive for the next three years



Operation priorities

- Top strategic priority is to get new technology
- 90% of hospitals plan to add more acute beds
- Majority expected increase capacity in diagnostic imaging, primary care, dental, and general surgery



Go-to-market

- GPO, reimbursement and guidelines endorsement is gaining importance for hospital listing
- Medical representative access to hospitals is still restricted, but remote channel acceptance is high among hospital stakeholders



Digitalization

- SEA regions show a higher adoption rate in healthcare digitalization solutions than the APAC average
- Hospitals are increasingly recognizing the value brought by healthcare digitalization solutions



Note: GPO=group purchasing organization Source: L.E.K. 2023 APAC Hospital Priorities Survey

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SEA hospitals have experienced a robust recovery from COVID-19 and have witnessed significant improvement financially; projections indicate an even more positive outlook for the next three years



Summary of findings – financial outlook



- Increasingly optimistic financial prospects for both public and private hospitals in 2023 as they have recovered from COVID-19 impact
- Private hospitals generally reported better profitability profiles



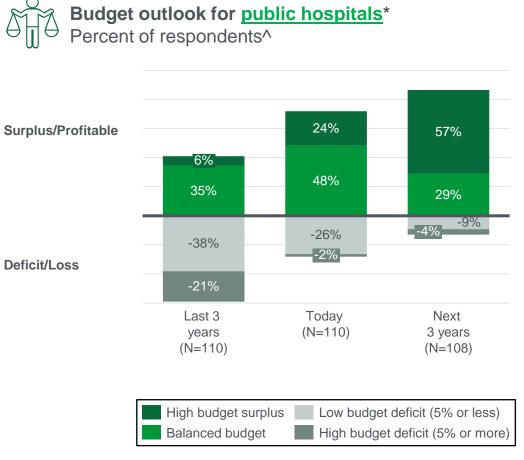
 Using elective procedures as an indicator, surgery-oriented departments, such as orthopedics and oncology, have recovered to 80-90% of pre-COVID level

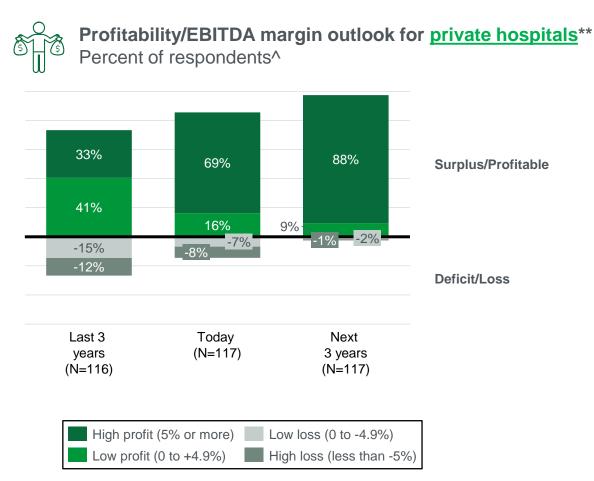


• Hospitals across SEA are optimistic about future capital expenditure, with a significant number expecting a notable increase of over 5%. This reflects recovered confidence and growing healthcare needs



Increasingly optimistic financial prospects for both public and private hospitals in 2023 as they recover from COVID-19 impact; private hospitals are generally more profitable





^{*}Question: What is the level of budget surplus/deficit incurred by your hospital over the following time period?; **Question: What is the EBITDA margin/profitability level of your hospital over the following time period? AResponses with "I do not know/prefer not to disclose" have been excluded

Note: EBITDA=Earnings Before Interests, Tax, Depreciation and Amortization

Source: L.E.K. 2023 APAC Hospital Priorities Survey

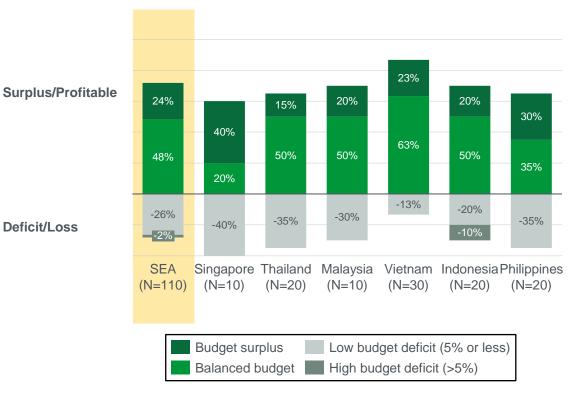


Public hospitals in Vietnam and private hospitals in Indonesia exhibit exceptional financial performance; most hospitals maintain a favorable financial outlook across the region



Budget outlook for <u>public hospitals</u>, by region, today*

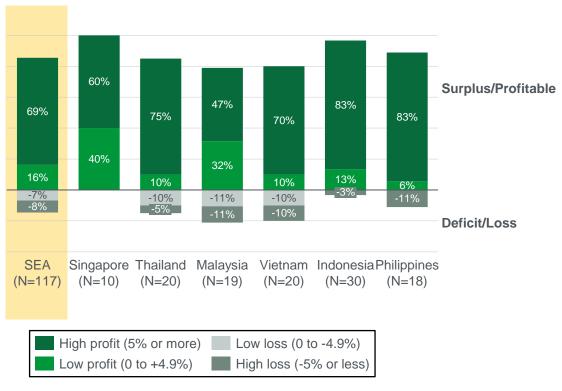
Percent of respondents^





Profitability/EBITDA margin outlook for <u>private hospitals</u>, by region, today**

Percent of respondents^



^{*}Question: What is the level of budget surplus/deficit incurred by your hospital over the following time period?; **Question: What is the EBITDA margin/profitability level of your hospital over the following time period?

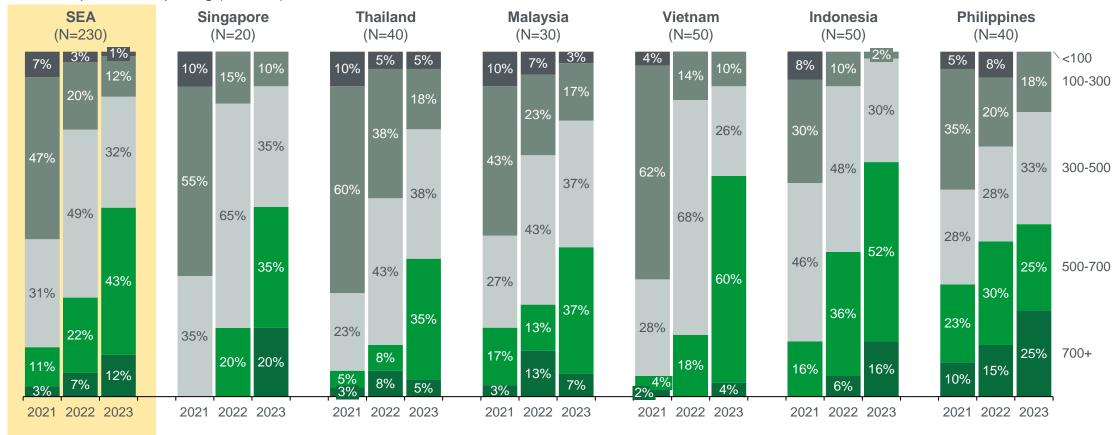
^Responses with "I do not know/prefer not to disclose" have been excluded Source: L.E.K. 2023 APAC Hospital Priorities Survey



Procedure volume recovers strongly from the COVID-19 impact; hospitals in Indonesia and Vietnam are experiencing robust growth in elective procedures, surpassing other regions

Number of elective procedures per month performed/expected each year*

Percent of respondents reporting (N = 230)



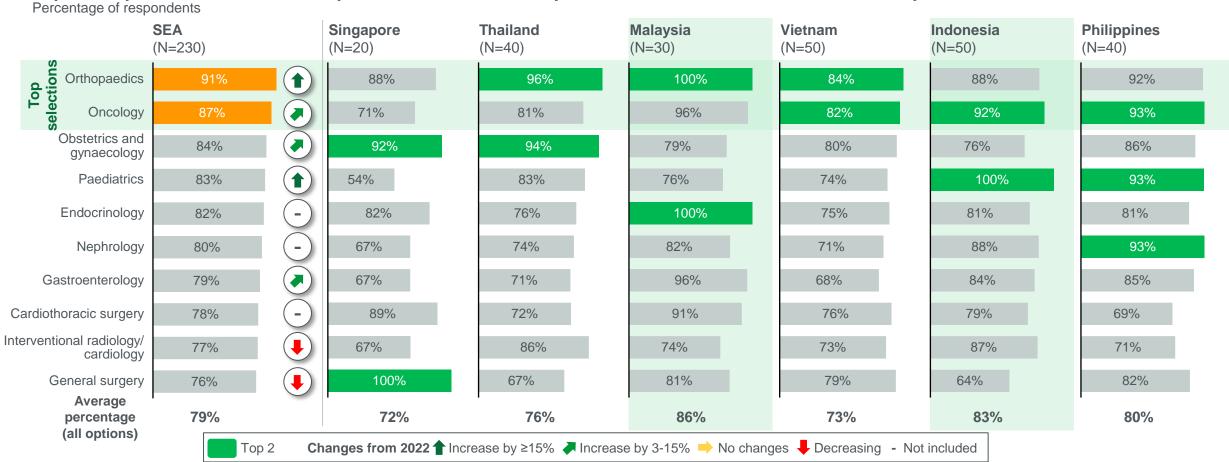
^{*}Question: How many elective surgeries did your hospital perform/do you expect your hospital to perform over the following time period (monthly figures)?; Elective procedure is surgery that is scheduled in advance because it does not involve a medical emergency

Source: L.E.K. 2023 APAC Hospital Priorities Survey



Using elective procedures as an indicator, surgery-oriented departments, such as orthopaedics and oncology, have largely recovered to pre-COVID level; Malaysia and Indonesia lead recovery in SEA region

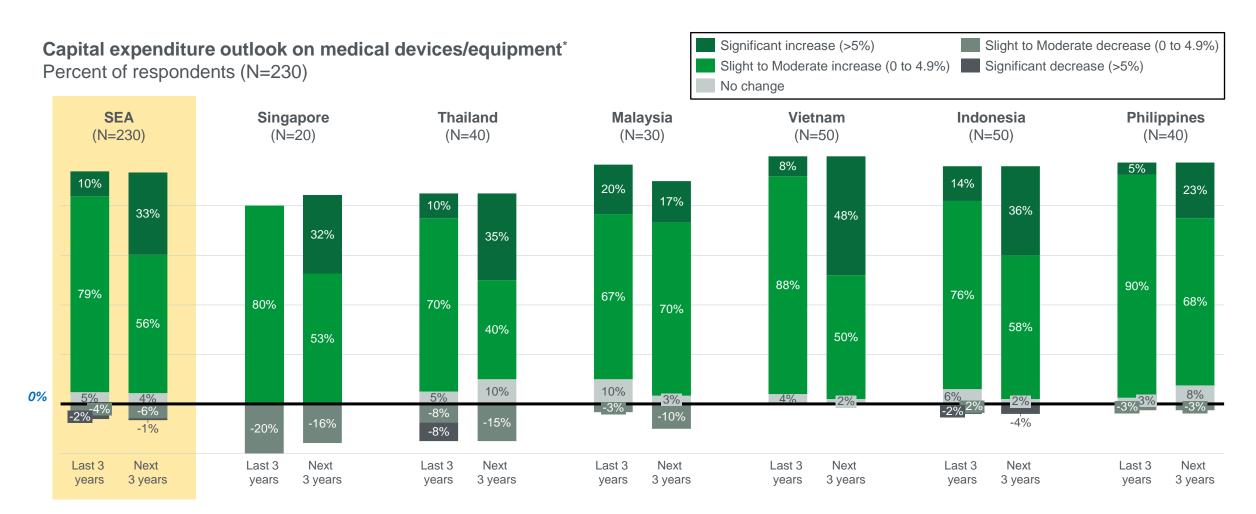
Top ten departments recovered to pre-COVID-19 levels of operations in terms of number of elective procedures*



^{*}Question: Which departments are still below pre-COVID levels in terms of number of elective procedures performed? Source: L.E.K. 2023 APAC Hospital Priorities Survey



Hospitals are optimistic about future capital expenditure, with a significant number expecting a notable increase over 5%. This reflects recovered confidence and growing healthcare needs within the region



*Question: 'How have your hospital's capital expenditure on medical devices/equipment changed over the following time period?' Source: L.E.K. 2023 APAC Hospital Priorities Survey



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In 2023, hospitals prioritize new medical technology, adding acute beds, standardizing consumable purchases, and investing in imaging services



Summary of findings – operation priorities



 Hospitals are expected to prioritize offering new medical technologies or cutting-edge treatments and improving staff safety for the coming years



• Most hospitals anticipate an increase in the proportion of acute beds in the next 5 years, while the few reporting an expected decrease expect bed redeployments rather than retirements



• Hospitals prioritize standardizing purchasing of medical consumables, diagnostic imaging equipment, and clinical support appliances, mainly through choosing a preferred supplier for specific procedures or products



 Hospitals plan to increase investment and capacity in diagnostic imaging, primary care, dental, and general surgery over the next three years to meet growing healthcare demands



Hospitals are expected to prioritize offering new medical technologies or cutting-edge treatments and improving staff safety in the coming years; Malaysia has put more emphasis on operation optimization



Importance of <u>strategic priorities</u> over the next three years*

Percentage of respondents who chose 6 and 7 (1-7 scale, 1=least, 7=most)



	SEA (N=230)	Singapore (N=20)	Thailand (N=40)	Malaysia (N=30)	Vietnam (N=50)	Indonesia (N=50)	Philippines (N=40)
Offering clinicians access to new medicatechnologies/Offer cutting edge treatment	74%	65%	75%	60%	88%	72%	75%
selections Improving healthcare staff safet (physicians, nurses etc.		85%	73%	67%	84%	68%	65%
Standardization of clinical care protocol withi and across hospital		70%	68%	63%	88%	62%	65%
Reducing readmission rates*	* 70%	65%	58%	70%	82%	68%	70%
Dealing with staff shortages in light of front line worker fatigu		60%	68%	73%	90%	60%	58%
Reducing acquisition costs of capital equipmer	69%	65%	65%	70%	72%	74%	65%
Recovering from the finanical impact of COVID-1		70%	68%	60%	80%	66%	65%
Emergency preparednes	s 68%	65%	68%	70%	80%	66%	58%

^{*}Question: How important are the following strategic priorities for your hospital over the next 3 years? ("1" means "not at all important", "7" means "very important")

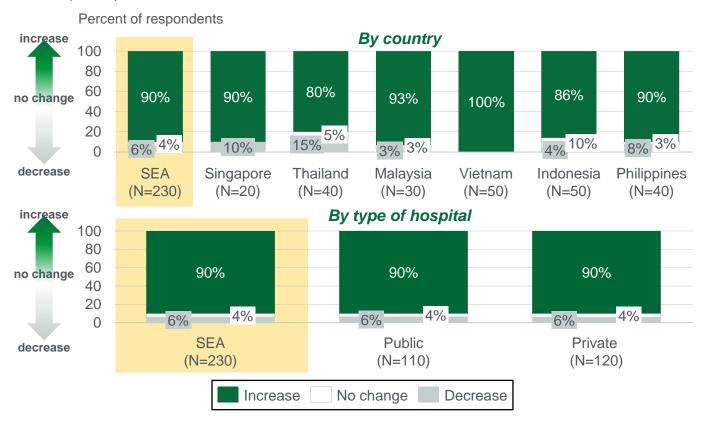
Source: L.E.K. 2023 APAC Hospital Priorities Survey



^{**}Percentage of admitted patients who return to the hospital within seven days of discharge

Most hospitals anticipate a surge in demand on the proportion of acute beds in the next 5 years

Change in proportion of <u>acute beds</u> in the next 5 years* (2023)



- Over 80% of hospitals estimate that they will repurpose their extra acute beds rather than retire them directly
- The most common relocation plan (~60% of respondents) involves converting these beds into rehabilitation and mental health beds
- ~20% demonstrate an interest of converting into ICU beds

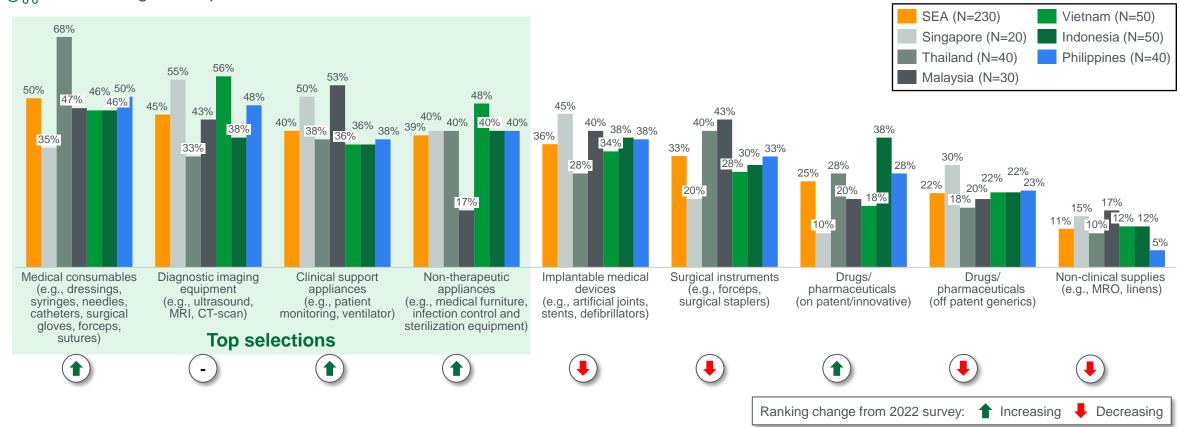


^{*}Question: Please estimate the percentage point change in your estimated proportion of acute beds (inpatients + day bed) in your hospital in the next 5 years; Source: L.E.K. 2023 APAC Hospital Priorities Survey

Hospitals prioritize standardizing purchasing in medical consumables, diagnostic imaging equipment, and support appliances more than last year



Medical supplies/equipment that hospital is looking to <u>standardize purchasing</u>* Percentage of respondents



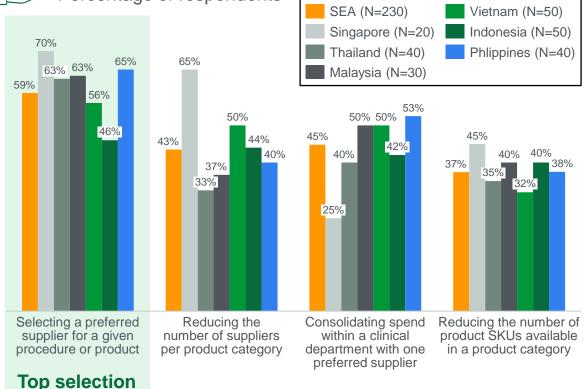
*Question: Please select top 3 medical supplies/equipment where your hospital is looking to standardize purchasing

Note: MRO=maintenance, repair, and operations Source: L.E.K. 2023 APAC Hospital Priorities Survey

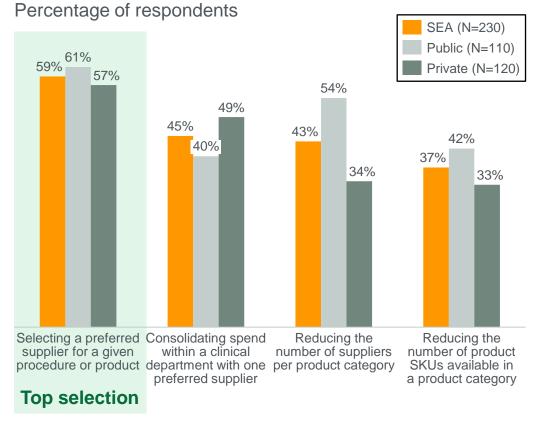


To streamline procurement processes, both public and private hospitals across the region are increasingly inclined to choose a preferred supplier for specific procedures or products

Approach to purchasing standardization, by country* Percentage of respondents



Approach to purchasing standardization, by hospital type*



^{*}Question: Please indicate which of the following approaches your hospital uses to standardize the purchasing of medical supplies/devices Source: L.E.K. 2023 APAC Hospital Priorities Survey

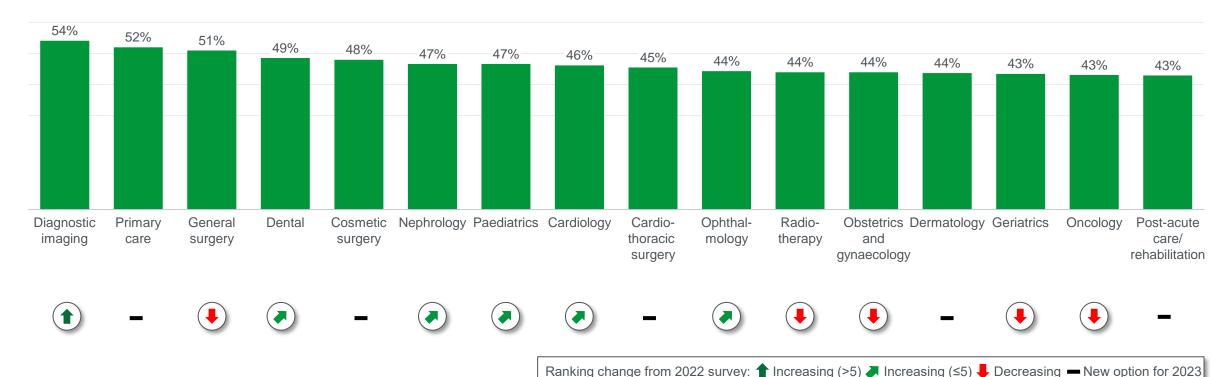


Hospitals plan to increase investment and capacity in diagnostic imaging, primary care and general surgery over the next three years to meet growing healthcare demands



Clinical service offering outlook*

Percent of respondents said they were planning to increase investment/capacity in over the coming three years (n=230)





^{*}Question: Which clinical department is being offered in your hospital, what are the expected changes in offering in the next three years? Expected change in clinical department offering in the next 3 years? Note: High increasing percentage in 2023 is doubled or more compared to the data in 2022 Source: L.E.K. 2023 APAC Hospital Priorities Survey

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Post-COVID, hospital management has regained procurement decision-making power; Hospitals prioritize partnering with MedTechs for valuable services and emphasize accurate diagnostic and cost-efficiency



Summary of findings – Go-to-market



- Post-COVID-19, hospital management and clinical department heads have regained influence in medical device purchasing throughout SEA, surpassing the exclusive involvement of clinical staff
- Hospital management is overall the key stakeholder in capital equipment, while clinical department heads are more influential for medical consumables and others purchasing



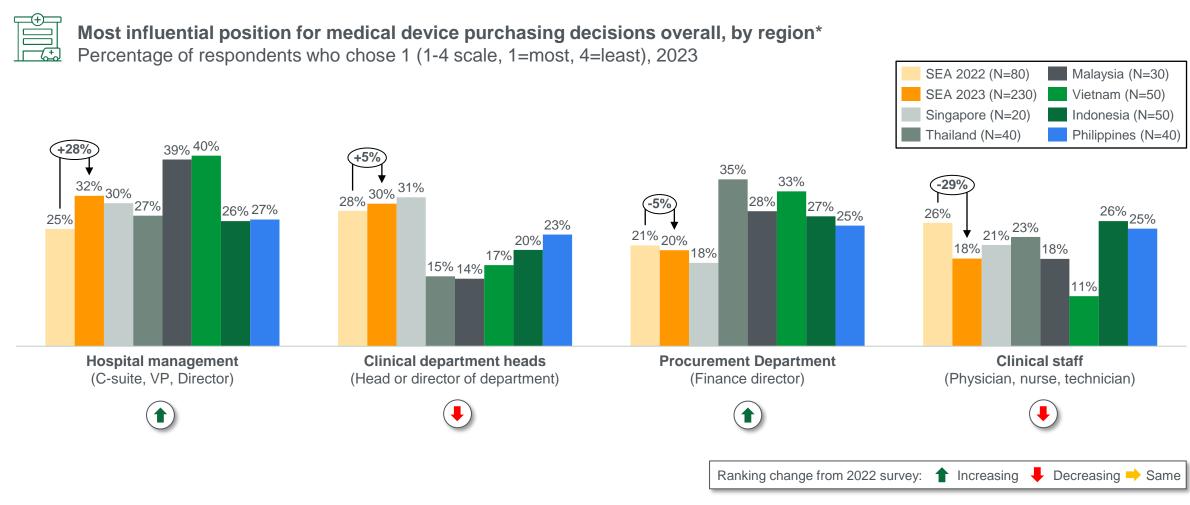
- SEA hospitals, particularly in Vietnam, prioritize working with MedTechs that offer valuable services in addition to products
- The services most valued by hospitals are supply chain and operation management, population health services and clinical education



• When purchasing from MedTech companies, hospitals prioritize accurate diagnostic tools and cost-efficient products



Post-COVID-19, hospital management and clinical department heads have more influence in medical device purchasing throughout SEA, surpassing the exclusive involvement of clinical staff



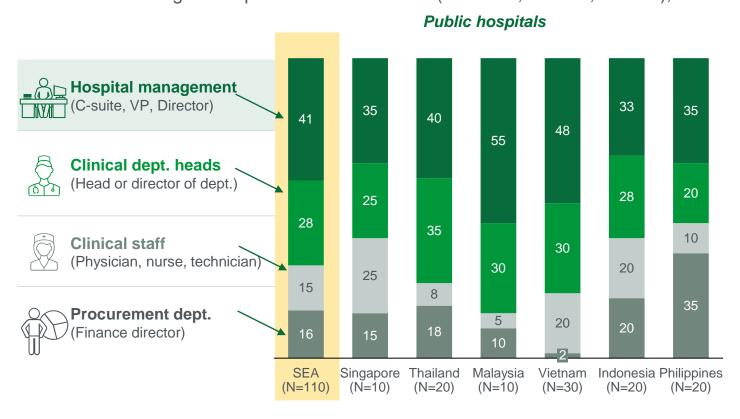
*Question: Who has the most influence in purchasing decision for the following medical products today? Source: L.E.K. 2023 APAC Hospital Priorities Survey

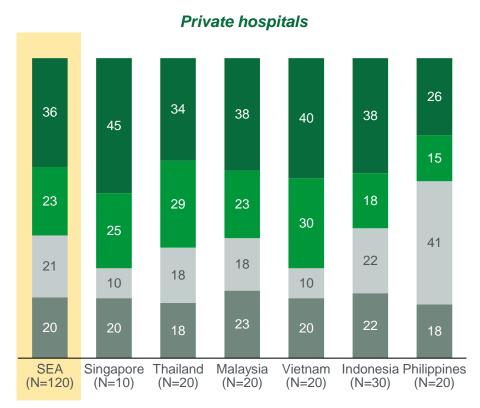


Public hospital management takes lead in purchasing capital equipment and appliances, with clinical department heads being secondary decision-makers to ensure their specific needs are met



Most influential position for <u>capital equipment and clinical support appliances</u> purchasing decisions, by hospital type* Percentage of respondents who chose 1 (1-4 scale, 1=most, 4=least), 2023





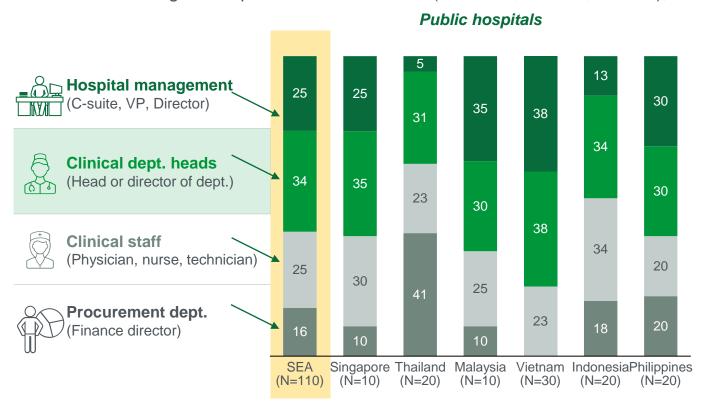


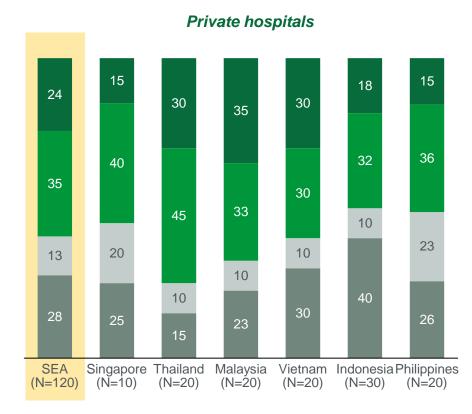
^{*}Question: Who has the most influence in purchasing decision for the following medical products today? Source: L.E.K. 2023 APAC Hospital Priorities Survey

Clinical department heads have a key influence over consumables in hospitals; In private hospitals, engaging with the procurement department is crucial for consumables manufacturers



Most influential position for <u>implantable medical devices and medical consumables</u> purchasing decisions, by hospital type* Percentage of respondents who chose 1 (1-4 scale, 1=most, 4=least), 2023

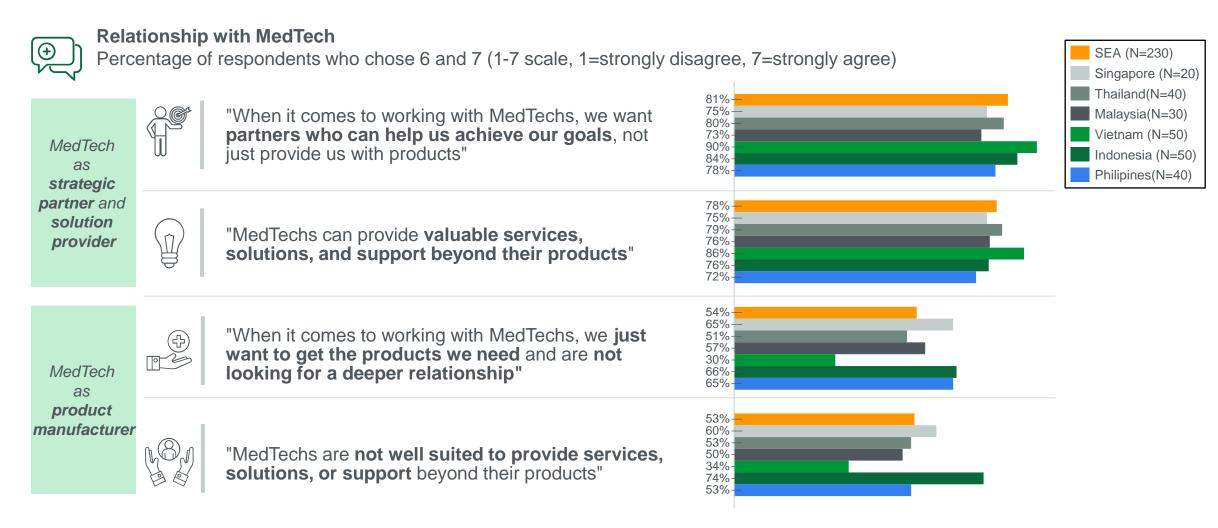






^{*}Question: Who has the most influence in purchasing decision for the following medical products today? Source: L.E.K. 2023 APAC Hospital Priorities Survey

SEA hospitals, particularly in Vietnam, prioritize working with MedTechs that offer valuable services in addition to products



*Question: Please indicate the extent to which you agree or disagree with the following statements Source: L.E.K. 2023 APAC Hospital Priorities Survey

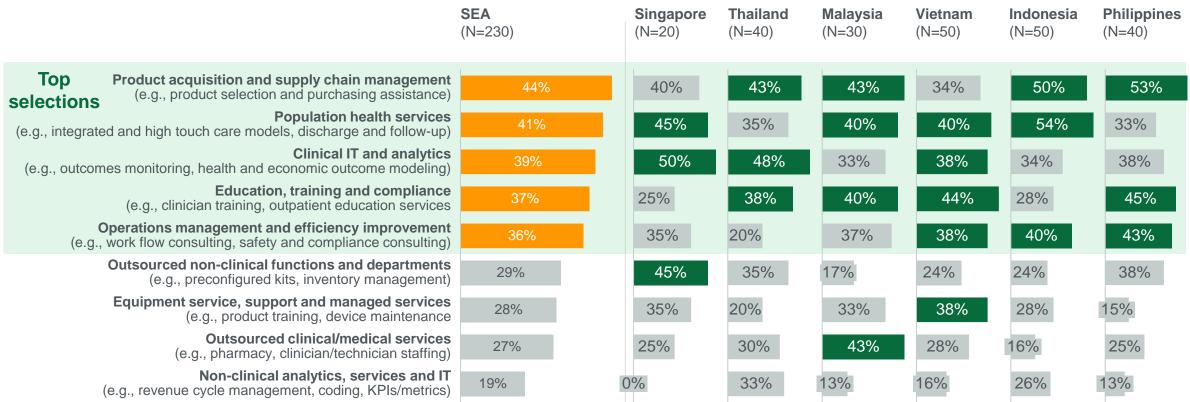


The services most valued by hospitals are supply chain and operation management, population health services and clinical IT & analytics



Top three service offerings from MedTech companies, by region*
Percentage of respondents

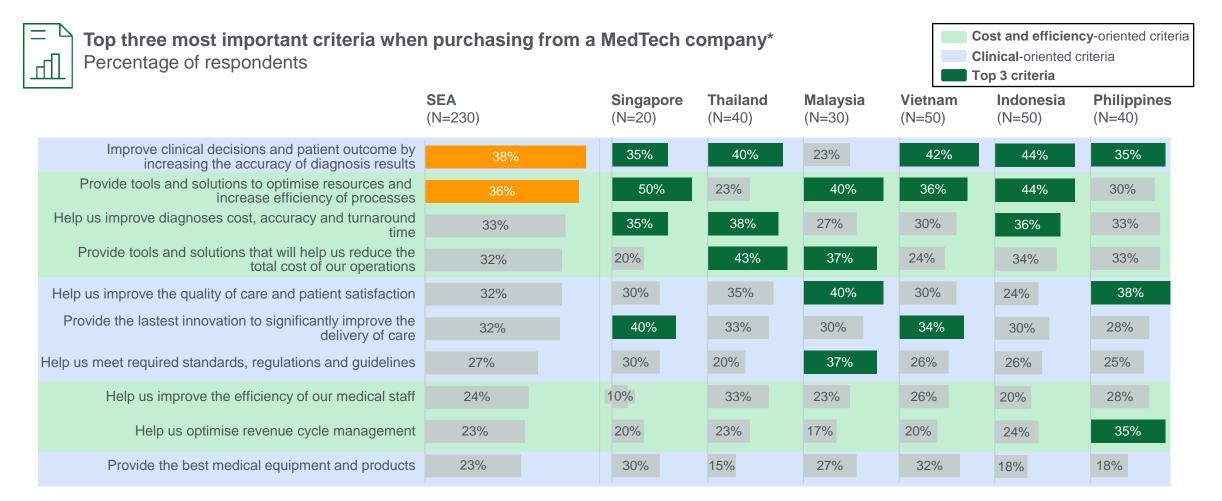




*Question: Please rank the top 3 service offerings that MedTech companies could provide to your hospital Source: L.E.K. 2023 APAC Hospital Priorities Survey



Hospitals prioritize accurate diagnostic tools and cost-efficient products when purchasing from MedTech companies; Malaysia has more emphasis on improve clinical outcome



^{*}Question: Please rank the top 3 most important criteria for procuring from a medical equipment supplier Source: L.E.K. 2023 APAC Hospital Priorities Survey



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Group Purchasing Organizations, reimbursement and treatment guideline endorsement are key for hospital listing



Summary of findings – go-to-market



• The top criteria for adding products to the formulary list include inclusion of GPO, reimbursement eligibility, and alignment with clinical guidelines; higher preference for MNC products in MY



• Pharmaceutical companies are highly valued in most countries for offering treatments that can reduce medical errors, have improved patient outcomes, and do not need to be administered in hospitals



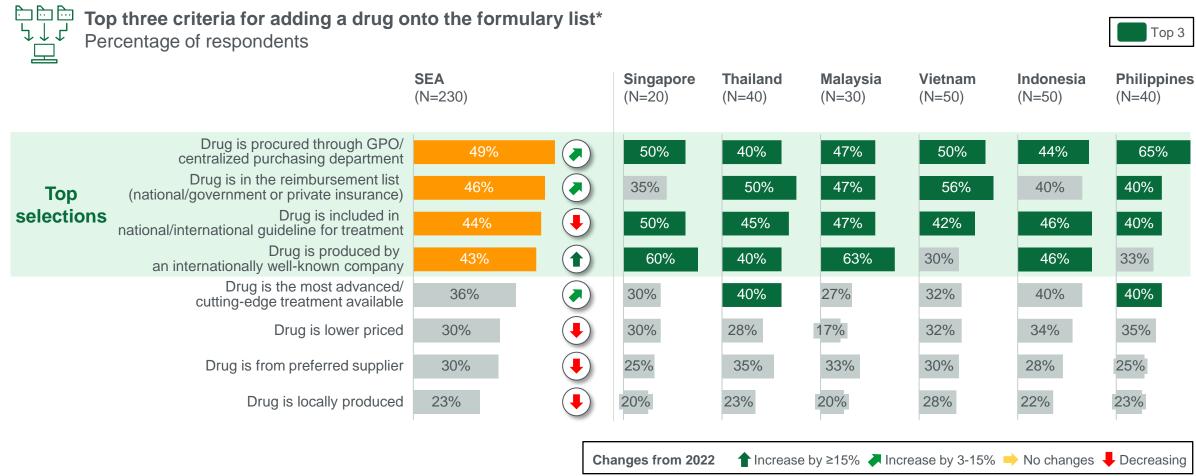
• Sales representatives have encountered greater hospital access restrictions compared to 2022



 Digital engagement is widely accepted in most hospitals across SEA, with the highest level of acceptance seen in Indonesia



There is a growing importance of centralized procurement, reimbursement eligibility, and alignment with clinical guidelines for adding products to the formulary listing



*Question: Please choose the top 3 most important criteria for adding a drug onto the formulary list Note: GPO=group purchasing organization

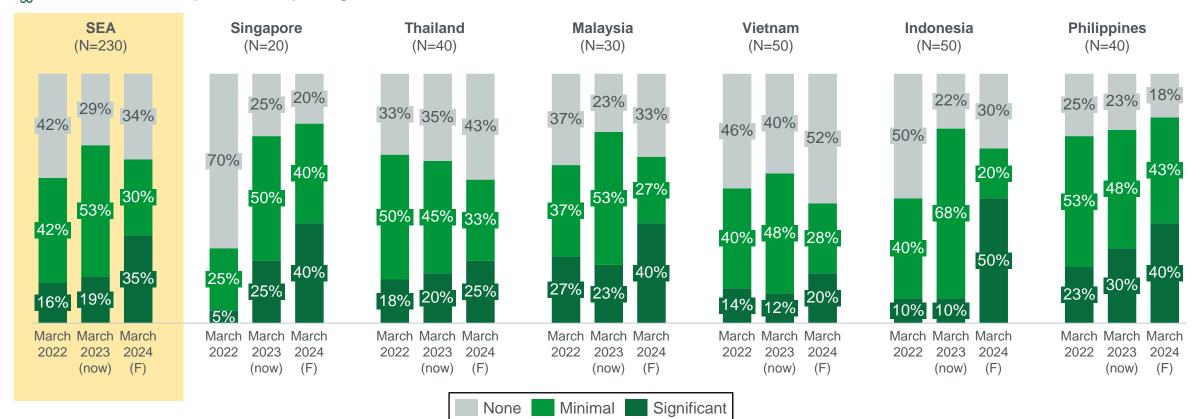
Source: L.E.K. 2023 APAC Hospital Priorities Survey



Sales representatives have encountered greater hospital access restrictions compared to 2022; a growing number of respondents indicate there will be significant access restrictions in the coming year



Sales representative hospital access restrictions in 2022, 2023 and 2024*
Percent of respondents reporting



*Question: Please select which of the following best describes your hospital's approach to managing supplier (e.g., pharma, MedTech) sales/marketing representative access in your facilities. (Choices provided: No restriction on sales rep access to clinicians and/or facilities; minimal restrictions on access of sales reps to clinicians and/or facilities; significant restrictions on access of sales reps to clinicians and/or facilities) Source: L.E.K. 2023 APAC Hospital Priorities Survey

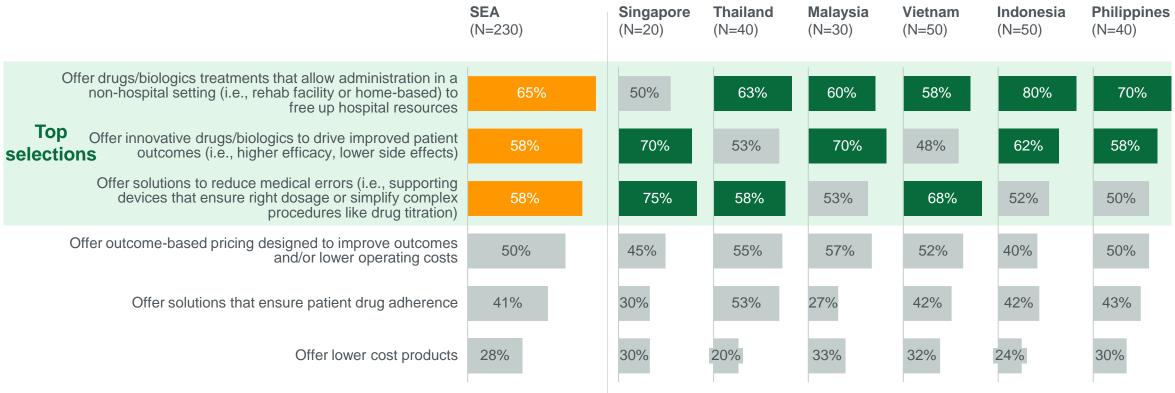


Pharmaceutical companies are highly valued in most countries for offering treatments that can reduce medical errors, have improved patient outcomes, and do not need to be administered in hospitals



Top three areas where Pharma companies can help in achieving hospital goals*
Percentage of respondents





^{*}Question: Please rank the top 3 focus areas where you would like Pharma companies to help you in achieving your hospital goals Source: L.E.K. 2023 APAC Hospital Priorities Survey

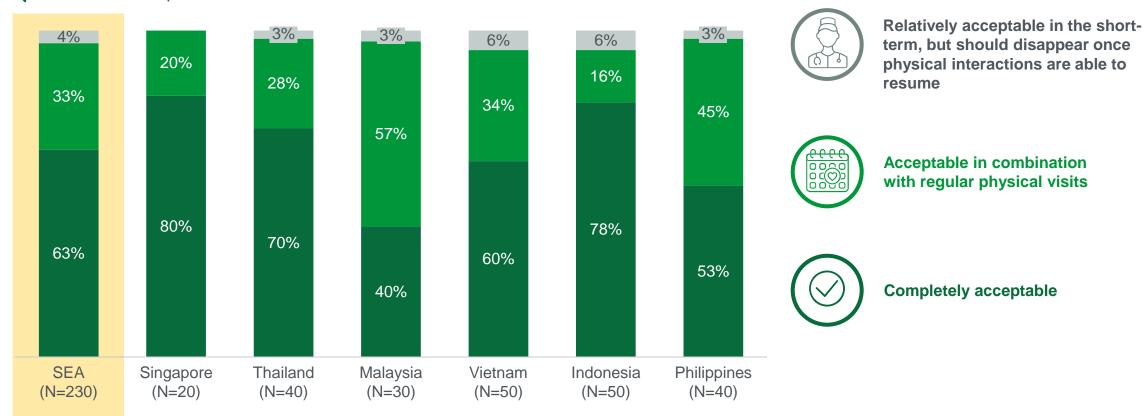


Digital engagement is widely accepted in most hospitals across SEA, with the highest level of acceptance seen in Singapore and Indonesia



Digital engagement preference*

Percent of respondents who chose each statement



^{*}Question: How acceptable do you find digital engagement from suppliers vs. traditional physical interactions? Source: L.E.K. 2023 APAC Hospital Priorities Survey



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SEA hospitals are at the forefront of healthcare digitalization implementation within APAC



Summary of findings – digitalization



• SEA hospitals generally exhibit a higher rate of digital solution implementation, particularly in areas related to patient administration, patient information management, and personal data handling



• SEA leads in tailored disease management programs, remote consultation, patient administration and treatment, and post-discharge monitoring ahead of China and India, with a continuous rising trend



Hospitals increasingly realize the diverse value of digital health solutions across the SEA region



• Patient privacy and talent shortage are major concerns for digital health adoption in almost all SEA countries

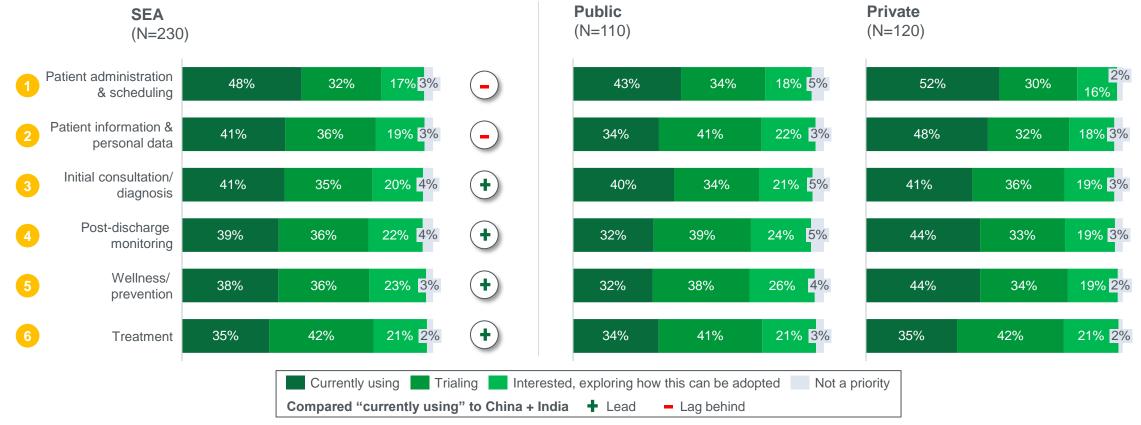


SEA hospitals generally exhibit a higher rate of digital solution implementation, particularly in areas related to patient administration, patient information management, and initial consultation



Adoption of digital health solutions*

Percentage of respondents





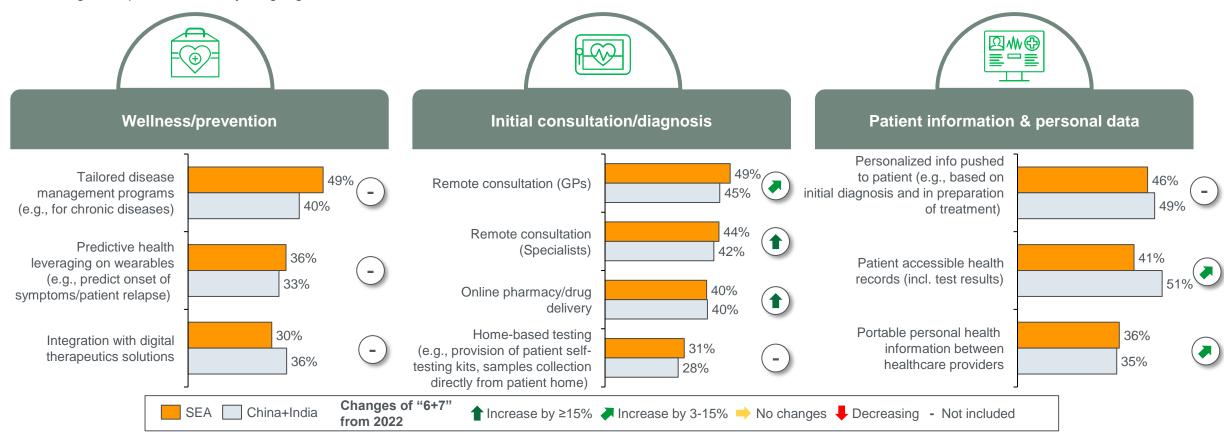




SEA takes the lead in implementing wellness & prevention programs and remote consultation compared to China and India, but lags behind on patient info and data



Percentage of respondents "currently using" digital solutions



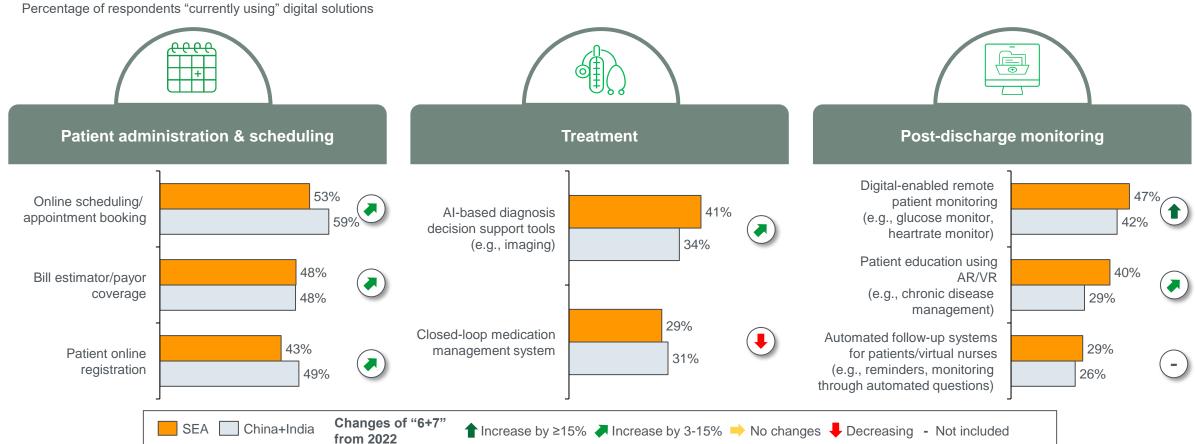
^{*}Survey question: Digitalisation of hospitals is gaining traction in many countries. What digital health solutions have you adopted/would you like to adopt? Note: GP=general practitioner

Source: L.E.K. 2023 APAC Hospital Priorities Survey



SEA hospitals have outperformed in the adoption of digital solutions in treatment and post-discharge monitoring compared to China and India, with a rising trend





^{*}Survey question: Digitalisation of hospitals is gaining traction in many countries. What digital health solutions have you adopted/would you like to adopt? Source: L.E.K. 2023 APAC Hospital Priorities Survey

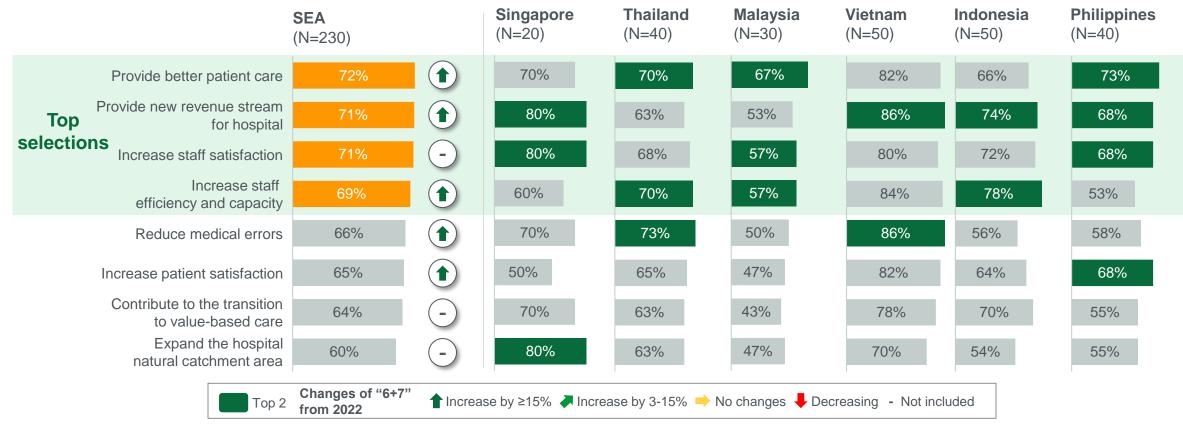


Hospitals increasingly realize the diverse value of digital health solutions across the SEA region



Value from digital health solution adoption*

Percentage of respondents who chose 6 and 7 (1-7 scale, 1=least, 7=most)



Note: *Question: What value do you think digital health solutions will likely bring about for your hospital? (1=not likely, 7=very likely) Source: L.E.K. 2022 and 2023 APAC Hospital Priorities Survey

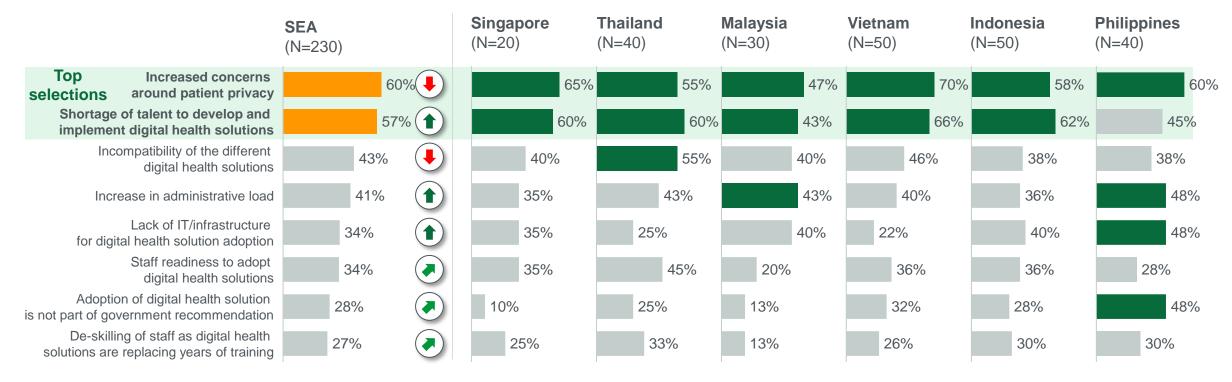


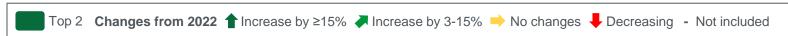
Patient privacy and talent shortage are major concerns for digital health adoption in almost all SEA countries



Top concerns for digital health adoption*

Percentage of respondents





*Question: What are your concerns for digital health adoption? Source: L.E.K. 2023 APAC Hospital Priorities Survey



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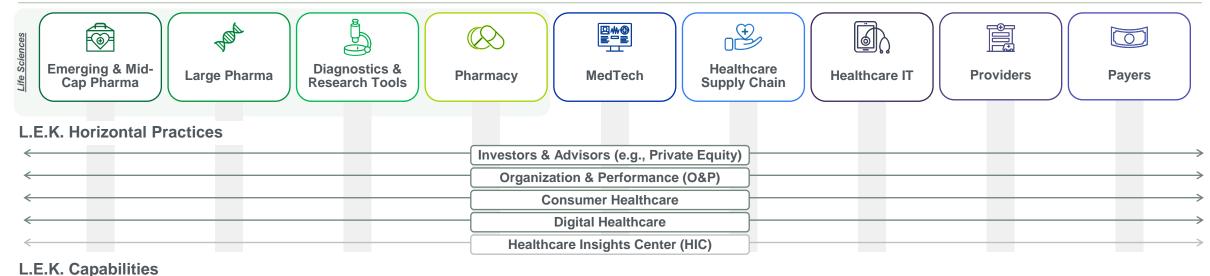
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L.E.K. covers all parts of the healthcare ecosystem with deep expertise across all major practice areas

L.E.K. Healthcare Sector Overview

L.E.K. Vertical Practices



- Gapabilitioe
- ~75 full-time healthcare-focused Managing Directors/Partners globally across 9 vertical and 4 horizontal practices
- Hundreds of dedicated healthcare consulting staff across the world (plus hundreds more in critical supporting functions)
- Global network of 10,000+ healthcare industry executives, experts, clinicians, thought leaders (for research and industry insights)
- Hundreds of projects per year with a diverse range of large-cap, mid-cap and PE-backed clients
- Industry-leading thought leadership and Intellectual Property (e.g., best-in-class methodologies, benchmarks, market fact-bases, industry surveys)
- Recognized as a leading advisor for growth strategy, M&A support and solving key strategic and complex business issues



L.E.K. is a consulting firm uniquely positioned to deliver the strategic perspectives of a large strategy firm combined with the granular insights of a research specialist



L.E.K.'s key points of differentiation

Hands-on senior team with L.E.K.'s Partner-led execution model ensures depth of deep expertise insights and an actionable strategy Data-driven and highly analytical approach leveraging world **Fact-based** class Market Insight capability; conclusions are based on facts, approach not conjecture or "pre-packaged solutions" High caliber team of PhDs, MDs, and MBAs regularly **Industry thought** publishing insights and engaging with market leaders & leadership innovative challengers Acknowledgement that solutions have no value unless they Bias to action can be readily acted upon. Deep experience working with management teams to develop actionable strategic plans L.E.K.'s heritage as a transaction advisor has created a Speed and flexibility working style enabling high-quality, rapid execution



Our MedTech practice is a recognized thought-partner and trusted advisor to senior executives across the MedTech industry





Engaged with 9 of the top 10 largest medical device companies



Works across all medical device categories and the entire value chain



Completed 600+ engagements in the MedTech industry



Global network of 10,000+ healthcare industry experts and thought leaders



Experience across key customer segments including **IDNs** and payers



Deep experience with Corporate M&A Strategy, **Acquisition** Screens, and **Diligence**



Creativity and Energy engagements in and outside of MedTech



Customized and experienced team of Ph.D.s, M.D.s, **MBAs** and **industry** experts for each engagement



Dedicated. "Hands-on" **Senior Team** that executes projects



Connect with us



Stephen Sunderland Partner. Head of SE Asia Healthcare and Life Sciences



Arnaud Bauer Partner, Healthcare Services and Healthcare M&A



Saleem Butt Principal, Healthcare and Life Sciences



Experience

- Stephen has 21 years of experience in strategy consulting working with major clients in the private and public sectors, and is a Partner leading L.E.K.'s SE Asia MedTech practice
- · Stephen has worked with major multinational companies, midsize companies, social enterprises and nonprofits, financial investors, and governments. Stephen advises clients that are active in China and SE Asia MedTech. life sciences and healthcare services, and has previously worked across a range of other sectors
- Stephen focuses on medical technology markets and has recently worked across high-value devices, low-value consumables, equipment, imaging and IVD instruments and reagents



Education

Stephen holds a Masters in Manufacturing Engineering from the University of Cambridge



https://www.linkedin.com/in/s-sunderland/



S.Sunderland@lek.com



Experience

- Arnaud has over 15 years of experience in strategy consulting in healthcare and private equity, advising investors, healthcare providers, and government agencies
- He has led dozens of buy/sell-side transaction engagements and greenfield investment projects across emerging Asia Pacific (Southeast Asia, India), EU and Middle East
- Arnaud advises on growth strategy, mergers and acquisition, and digital strategies. His clients include large private healthcare systems and private equity investors
- His experience in healthcare services spans across the general hospital setting all the way to clinic-case specialty care, including fertility, aesthetics, oncology, mental health, dialysis, dental care and dermatology



Education

Arnaud earned his Masters of Engineering from Ecole Centrale (France). Masters of Business from ESSEC Business School (France) in partnership with Nanyang Technological University (Singapore)



https://www.linkedin.com/in/arnaudbauer/



A.Bauer@lek.com



Experience

- Saleem has over 11 years of experience in strategy consulting and is a principal in L.E.K. Consulting's APAC Healthcare practice, where he specializes in advising Asian and multinational companies, and private equity investors on opportunities across the APAC region covering healthcare services, medical technologies and pharmaceutical products.
- Prior to joining L.E.K., Saleem worked for a European consulting firm, supporting multinational companies and private equity firms in their growth strategy and business development efforts across Europe.



Education

Saleem earned a Medicinal Chemistry master's degree from Imperial College London and also spent time in Hermen Overkleeft's biosyn research group at Leiden University



https://www.linkedin.com/in/saleemshujabutt



S.Butt@lek.com



Connect with us





L.E.K. Consulting Singapore Office



65 6206 0960



9 Raffles Place Republic Plaza, #30-01, Singapore 048619



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