

KL Heart Care eyes Asean, Middle East patients

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KL HEART Care, poised to become a leading preventive heart care facility in the country, expects Asean and Middle East health tourists to make up 10 per cent of its customers when it opens its state-of-the-art facility in Kuala Lumpur this year.

Having acquired MSC-status last July, the company, with its start-up capital of RM14 million, has already acquired a place in KL Sentral in Kuala Lumpur.

Chief executive officer Associate Professor Dr Mohamed Rafiq Ibrahim said the company, which is in the midst of getting approvals, hopes to start the project in the current quarter.

"We expect to have 50 to 100 patients per day initially and we will cater not only to Malaysians, but also patients from the Asean and the Middle East regions as well," he told a media briefing in Kuala Lumpur recently.

KL Heart Care signed an agreement with I-Tech. Network Solutions Sdn Bhd, an IBM business partner, for the collaboration which is expected to transform conventional heart care services in the country.

This strategic partnership is valued at some RM3 million in the form of information technology (IT) infrastructure solutions and services.

Dr Mohamed Rafiq said the company, which has the support of the Tourism Ministry, hopes to draw up partnerships with most of the leading health-care facilities in the country.

It will be signing a memorandum of understanding with a local university to secure radiology services soon.

Dr Mohamed Rafiq said the new 3,500 sq ft facility will house screening facilities for heart tests and will be equipped with the latest technology of CT scanning, X-ray facilities and mammography.

KL Heart Care hopes to use Telehealth as its "wellness" paradigm as it provides real-time medical care and allows for diagnosis and treatment of patients over distances.

Through Telehealth, a patient can have access to a heart specialist anywhere in Malaysia or the world over.