

Excerpts from The Star dated 4th July 2009

"In line with strategies outlined in the third industrial masterplan, the Government has set up the health industry section under the ministry to nurture the development and promotion of healthcare including health tourism.

The ministry will soon launch "Malaysia Healthcare" as part of its branding exercise to promote the country as a choice destination for international medical care.

The ministry, in collaboration with several government agencies under takes programmes and activities to promote the local health industry overseas via specialised marketing missions for healthcare products in targeted countries in Asean, the Middle East and Europe.

To reduce bureaucracy and increase efficiency, the ministry has introduced simplified forms, online paper-less applications and set up one-stop centres to facilitate transactions.

These include licencing, permits and approvals.

Rising healthcare cost is one reason that has prompted many countries to apply business practices to medicine with the hope of improving efficiency, controlling expenditure and enhancing quality, and in the process, improving competitiveness.

However the "business mindset" must not compromise healthcare delivery.

by Tan Sri Dr Ismail Merican, Director General Of The Health Ministry