



Singapore Healthcare Management 2018

Set-up of Laser & Scar Centre in SOC P

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Introduction

Doctors in SOC P received feedback from patients that the laser technology available in the clinic was outdated, and requested for the latest laser machines available in the market.



What can cosmetic laser therapies do?

Laser therapy is used to remove tattoos, warts, moles, birthmarks, and sun spots and can lessen the appearance of wrinkles, blemishes, or scars.

Methodology

Technavio¹ estimates a CAGR of 12% for the aesthetic laser and energy device market in the U.S., and a CAGR of 7% for the global medical aesthetics market up to 2020.

In 2017, doctors reviewed the existing laser services in SOC P and proposed to redesign the space initially planned for post-surgery recovery to cater to a growing demand for aesthetic and laser services.

A team of stakeholders from **Facilities Management & Engineering (FME), Communications, and Clinic Operations** held meetings with doctors to gather user requirements and feasibility of the plan.

Since senior management approval of financial budget, the clinic team has been following up on the design, signage, equipment purchase and setting up of new service codes with respective departments.

Communication will be effected through various platforms to all clinic team members and departments to promote the new **"Laser & Scar Centre"**. Feedback sessions from patients and clinic team will also be held to solicit further improvement.

Results

New service codes have been set up and launched successfully, with a signage for **"Laser & Scar Centre"** visible from main waiting area of Clinic P

Optimized the newly renovated recovery room A into New Procedure Room, allowing for **3 concurrent procedures** instead of 2 previously

The **average utilization of the laser procedure room** per month **increased by 18%** from 50% to 67.5% per month from 2016 to 2018

Received good feedback from patients, doctors and nurses due to updated technology, better space utilisation and aesthetically pleasing environment for procedures.

Neoasia-SGH Laser Scar Workshop in Clinic P on 24 Jan 2018



NC Karen, SSN Zoe and Dr Wong Manzhi of Plastics Department doing a hands-on training with the vendor to learn safe & effective treatment methods for non-surgical skin tightening.

¹Technavio: Global Facial Aesthetics Market 2016-2020, April 2016

Conclusion

In order to stay relevant in the rapidly-growing and fast-changing laser market, it is important to continually update existing facilities and technology.