



Industry Review:

อุตสาหกรรมบริการสุขภาพ (Healthcare)

ผู้ช่วยศาสตราจารย์ ดร.ธนวัต ลิ้มปไพพาณิชย์กุล
คณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์

HEALTHCARE INDUSTRY



The healthcare industry is one of the ten industries in S-Curve Industries with a primary aim of Thailand becoming a global player in this industry. This industry involves a wide variety of resources and specialists ranging from medical personnel in hospitals and other health agencies to on-site maintenance services, including on-demand facilities.



EVOLUTION

Evolution of Healthcare
From treating illness to
prevention and integration
of wellness into everyday
life



TECHNOLOGY

Technology in Healthcare
Delivery From large man-
operated equipment to
virtual care with extensive
connectivity

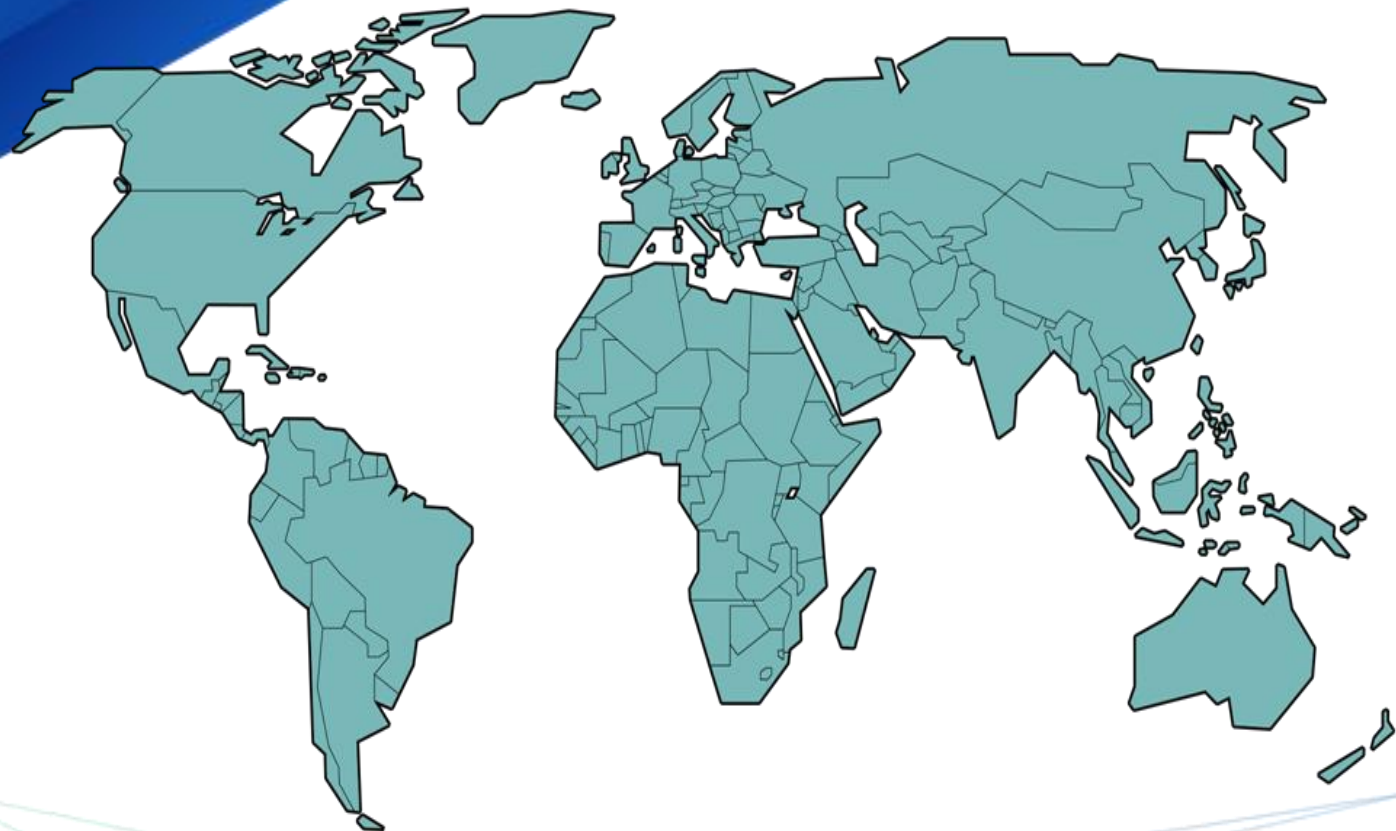


CHANGING ROLE

The Changing Role of the
Consumer From passive
recipients to active partners



WORLD OUTLOOK



400 million

people do not have access to one or more essential health service



Between 2015 and 2050, the population > 60 years will nearly double to **22%**



By 2020, chronic diseases will account for roughly **73%** of all deaths



7.2 million

healthcare professionals are needed

Source: World health Organization, 2013-2015, www.who.org



EVOLUTION OF HEALTHCARE

Evolution of Healthcare From treating illness to prevention and integration of wellness into everyday life

THE NEXT GEN
CORPORATION
OF DESIGN





THE CHANGING ROLE OF THE CONSUMER

The Changing Role of the Consumer From passive recipients to active partners





TECHNOLOGY IN HEALTHCARE DELIVERY

Technology in Healthcare Delivery From large man-operated equipment to virtual care with extensive connectivity

MEDICAL

MEDICAL CARE
AMBULANCE
FIRST AID
NURSE
DOCTOR
HEALTH

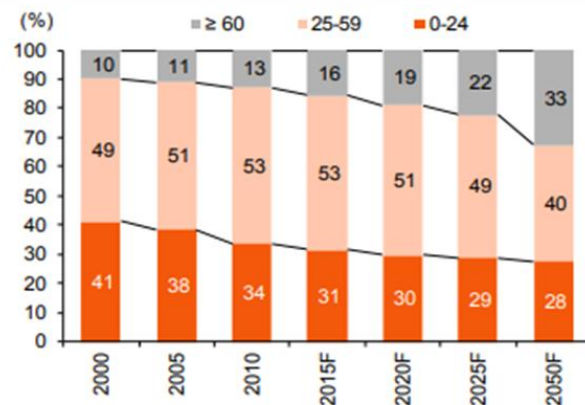


MEDICAL CARE
AMBULANCE
FIRST AID
NURSE
DOCTOR
HEALTH



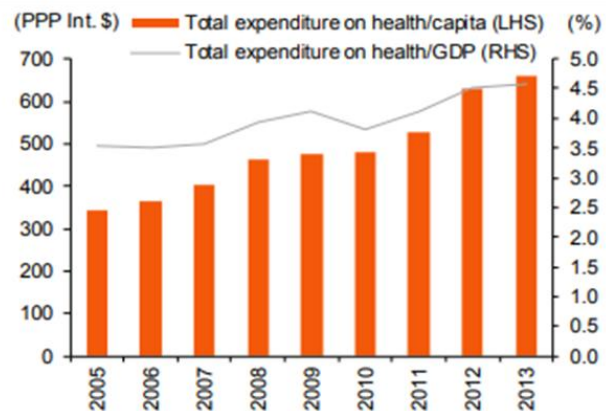
HEART
DOCTOR
HEALTH
PULSE

Ex 13: Ageing Thai Population



Source: United Nations

Ex 16: ... Healthcare Expenditure In Thailand Has Risen



Source: World Health Organization



THE HEALTHCARE SECTOR IN THAILAND



One of S-Curve Industries driving Thailand out of Middle-Income Trap



Value for Money



Medical Tourism Policy





HEALTHCARE SECTOR THROUGH CoD



TO CONFORM WITH
INTERNATIONAL STANDARD



TO FACILITATE
CONSUMER EXPERIENCE



LESSEN NEGATIVE FEELING BY
INCORPORATING AESTHETIC
DESIGN, SHOPS, AND SERVICES



SOURCE
OF INCOMES



CORPORATION OF DESIGN



TECHNOLOGY AI,
VIRTUAL AND SMARTWARES

TECHNOLOGY STARTUPS
FOR MEDICAL

PLATFORM FROM PHYSICAL
HOSPITAL TO APPLICATION