



養和醫院

Hong Kong Sanatorium & Hospital

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Hong Kong Sanatorium & Hospital Wins the Prestigious Corporate Brand Awards 2013 – Judging Panel Award

(3 December 2013 – Hong Kong) Hong Kong Sanatorium & Hospital (HKSH) was named one of the 10 winners of the “Prestigious Corporate Brand Awards 2013 – Judging Panel Award”, an award jointly presented by *Ming Pao Daily* and the Department of Marketing of The Chinese University of Hong Kong.

It was the second consecutive year for HKSH to have received the award. Dr. Joseph CHAN, Deputy Medical Superintendent of HKSH, said the award was a great encouragement for all hospital staff. “We are proud of the trust and confidence rendered to us by our patients, the medical sector and the community as a whole.”

Dr. CHAN added that the HKSH team is committed to providing quality and trustworthy medical services to Hong Kong and will continue to serve with our service motto: “Quality in Service, Excellence in Care”.

“We strive for giving total patient care for our patients and their families, thanks to our dedicated team of healthcare professionals and the application of advanced medical technology. We also seek for continuous improvement in the hospital environment which we think is important to patient recovery,” Dr. Chan noted.

Winners of the “Prestigious Corporate Brand Awards 2013” were selected by an adjudication panel comprising esteemed branding experts from different universities and professional societies. The assessment was based on criteria including “Brand Management Culture”, “Brand Strategy”, “Brand Communication”, “Corporate Social Responsibility” and “Brand Performance and Achievement”.

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About Hong Kong Sanatorium & Hospital

Hong Kong Sanatorium & Hospital is one of the leading private hospitals in Hong Kong. With the motto “Quality in Service Excellence in Care”, the Hospital is committed to serving the public as well as promoting medical education and research.





Photos

1. Dr. Joseph CHAN (left), Deputy Medical Superintendent of HKSH receives the award from Mr. Francis TIONG, Group CEO & Executive Director of Media Chinese International Limited.

