



養和醫院

HONG KONG SANATORIUM & HOSPITAL

www.hksh.com

香港跑馬地山村道2號 2 Village Road, Happy Valley, Hong Kong Tel : (852) 2572 0211 Fax : (852) 2835 8008



Hong Kong Sanatorium & Hospital Voted as Trusted Brand Three Years in a Row in Reader's Digest Trusted Brands Survey

(28 April 2010, Hong Kong) Hong Kong Sanatorium & Hospital (HKSH) received the Gold Award in the Hospital Category in the Reader's Digest Trusted Brands Survey 2010. HKSH was voted by consumers as their Trusted Brand and received the accolade for third time in a row.

Reader's Digest Asia conducts the Trusted Brands Survey annually since 1999 and introduced the Hospital Category in 2007. As to the Trusted Brands Survey 2010, research firm Synovate conducted the Survey in October 2009. 1,000 respondents in Hong Kong were asked to name (unprompted) their most Trusted Brand in a wide range of products and services according to the following 6 attributes:

- Trustworthiness & Credibility
- Quality
- Value
- Understanding of Customer Needs
- Innovative
- Social Responsibility



Dr. Walton Li, Medical Superintendent of Hong Kong Sanatorium & Hospital said, "We are delighted to be voted by consumers in Hong Kong as the Trusted Brand again in the Reader's Digest Trusted Brands Survey. This accolade is a demonstration of the trust that people put in our hospital. We will not be complacent about the achievement but will strive to provide patients with the best possible care as we always do."

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For details of the Reader's Digest Trusted Brands Survey 2010, please visit: www.rdtrustedbrands.com

About Hong Kong Sanatorium & Hospital

Hong Kong Sanatorium & Hospital (HKSH) is one of the leading private hospitals in Hong Kong. It is owned by the Li Shu Fan Medical Foundation (LSFMM), which is a not-for-profit organization. HKSH is committed to fulfilling LSFMM's vision of providing quality health care and advancing medical education and research, with an overriding concern for the public good. For more details, please visit www.hksh.com/eng.

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