

Future of ASEAN

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Success Stories of

Digitalisation of ASEAN MSMEs



Health4U Solutions Sdn. Bhd. (BookDoc)

Innovative mobile-based platform 'BookDoc' that connects patients and healthcare professionals, allowing patients to find solutions anytime, anywhere



Mr. Chevy Beh,
Founder and Chief Executive
Officer

Profile

Chevy holds a double major in Economics and East Asian Studies from the University of Virginia, USA. He started his early career life in New York City working for Investment banks.

It was after he returned to his home country and when he was working for his family business that he realised there was information asymmetry and an information mismatch between patients and healthcare providers. He then established Health4U Solutions in 2015 with a technology expert as a co-founder to provide information such as hospital locations and availability through its mobile platform 'BookDoc' to the general masses. Since then, BookDoc has expanded its service in Malaysia, as well as in other ASEAN member states.

Key Success Elements



Strategic vision for digitalisation



Business partnership and
collaboration

Information mismatch in the healthcare industry means the difference between life and death

After gaining professional experience in New York City as an investment banker, Chevy returned to his home country to join his family business. The idea on creating BookDoc came when one of his friends asked him for the nearest hospital location after getting bitten by a mosquito. "Information asymmetry and mismatch are a common problem in all industries. However providing transparency in healthcare means the difference between life and death", says Chevy. This is why he founded Health4U Solutions to launch a mobile-based platform 'BookDoc' to remove the 'black box' system, wherein not enough information is available to the public about medical service providers, which hinders them from making an informed choice.

Technological enabler raising highest pre-seed and seed valuation of seven-digit USD in Asia's tech app history

BookDoc acts as a technological enabler that will make the healthcare ecosystem more efficient, striving to improve the timeliness of diagnosis, and help patients to find appropriate care anytime, anywhere. It integrates seamlessly with navigation systems such as Google Maps and Waze, transportation service providers such as Grab and AirAsia, and accommodation search engines such as Agoda for a hassle-free healthcare appointment experience.

"In a global setting, the medical tourism market is estimated to be worth USD 40-50 billion, while the Southeast Asia market stands at about USD 3-5 billion. The markets have been demonstrating double-digit growth. We hope to make medical trips more convenient not only for the patients but also for accompanying family members or friends, especially in unfamiliar territories", says Chevy.

BookDoc provides not only medical information but also hospitality information

such as top-rated restaurants and attractions around the vicinity of users' medical appointments in Malaysia, Indonesia, Singapore, Thailand and Hong Kong.

Capitalising on partnership cooperation with other digital-based startups

BookDoc has been gaining momentum in terms of increasing the size of its user database.

"Since our start it has been a slow process getting across the idea of online healthcare appointments to the market. But the latest technological features such as Activ allowed BookDoc to expand our reach to a wider audience, through its positive reinforcement of healthcare services and low cost entry. We hope to begin a social fitness movement bringing in more partners and users, as well as to innovate the healthcare ecosystem", says Chevy.

The company is capitalising by scaling up its services and territories, by forming strategic alliances through partnerships with other digital-based startups.

As for the reward programme, the company is currently in talks about cross border partnerships with major retailers and service providers to encourage users to lead a healthier life.

BookDoc is endorsed by multiple government agencies including the Ministry of Tourism, and the Ministry of Health, Malaysia, to gain its standing as a trusted healthcare app. BookDoc contributes positively to all aspects of the tourism industry in addition to private healthcare services.



BookDoc Activ in four simple steps



BookDoc's partner healthcare providers (left and below)



Chevy speaking at the World Conference of Educational Science (WCES)

Company Profile

Corporate Name:

Health4U Solutions Sdn. Bhd. (BookDoc)

Street Address:

Menara OBYU, 4 Jalan PJU 8/8A
Damansara Perdana, Petaling Jaya,
47820 Malaysia

Established: 2015

Products & Services:

- Mobile-based platform to connect patient and healthcare providers

Awards & Certificates:

- BookDoc Founder appointed as the Ambassador of Frost & Sullivan for Greater China, 2018
- CEO of the Year for Healthcare Innovation in Southeast Asia from Le Fonti Awards, 2018
- Man of the Year 2016-2017 by the Brand Laureate, 2017
- Visionary Leadership Innovation Award from Frost & Sullivan, 2017
- Malaysia's Top 10 Most Innovative Young Leaders Award, 2016
- Great Entrepreneur – Brand Icon Leadership Award 2015 from Brand Laureate, 2016
- Massachusetts Institute of Technology (MIT) Technology Review, Innovators under 35 Asia, 2016
- Top Nominee for the Ernst & Young's Entrepreneur of the Year, 2014 & 2013
- Most Promising Entrepreneurship Award from Asia Pacific Entrepreneurship Awards (APEC), 2012

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