

BOE

合肥京东方医院
HEFEI BOE HOSPITAL

技术领先，以人为本，数字医疗

LEADING TECHNIQUE, PEOPLE-CENTERED, DIGITAL HEALTHCARE

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以人为中心的家庭式健康医疗服务

PEOPLE-CENTERED MEDICAL HOME

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京东方 (BOE) 简介

ABOUT BOE



· 示意图

公司名称 京东方科技集团股份有限公司
 成立时间 1993年4月
 性质 国有相对控股上市公司
 总资产 约1628亿元
 营业收入 2016年营收超600亿元，同比增长25%
 专利数 2016年新增专利申请超7500件
 目前可使用专利超50000件
 员工数 约70000人
 股票代码 京东方 A：000725
 京东方 B：200725

Company name BOE Technology Group, Co., Ltd
 Founded April, 1993
 Type Listed company
 Total asset About 162.8 billion
 Operating income Over 60 billion RMB (2016)
 Patents Over 7,500 new-patent applications(2016)
 Over 50,000 usable patents
 Number of employees About 70,000
 Stock Code BOE A: 000725
 BOE B: 200725



半导体显示领域全球领导者

TO BE THE WORLD LEADER IN SEMICONDUCTOR DISPLAY INDUSTRY

智慧产品和服务领域全球领先者

TO BE A GLOBAL LEADING PLAYER IN SMART PRODUCT AND SERVICE

健康医疗服务领域全球典范

TO BE A MODEL IN HEALTHCARE SERVICE

VISION 愿景

成为地球上最受人尊敬的伟大企业

TO BE THE MOST RESPECTED COMPANY ON THE EARTH

健康事业服务群（HBG）简介

我们将京东方多年积累的显示、传感、人工智能和大数据四大核心技术与医学、生命科学相结合，跨界创新，发展移动健康、再生医学、整合医药和O2O医疗服务，整合健康园区资源，搭建健康保险支付平台，以国际最先进医学技术和最优质服务，提供令客户愉悦并可担负的健康医疗服务。



· 示意图

ABOUT HBG

Combining BOE's four core techniques---display, sensor, AI and big data, together with medicine and life science and technology, HBG has made transboundary innovations and developed business units in mobile healthcare, regenerative medicine, integrated medicine and O2O medical services. At the same time, we have been integrating BOE park resources, and building health insurance payment platform. With internationally advanced medical technology and premium care, HBG offers pleasant and affordable healthcare services.

为了人类的健康和幸福

For Human Health And Well-being



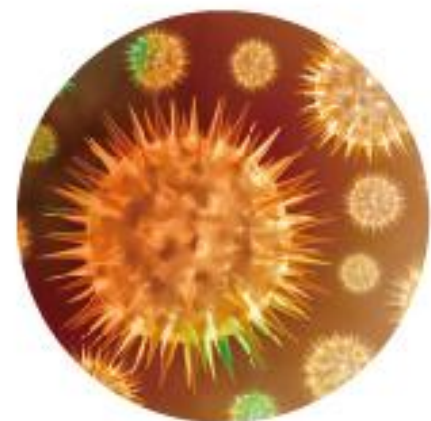
医院性质

由BOE全资控股的三级综合性民营医院，发展具有国际前沿水准的心血管中心、骨科中心、神经中心以及肿瘤中心。医院拟开通省市医保、新农合，与120急救中心联网。



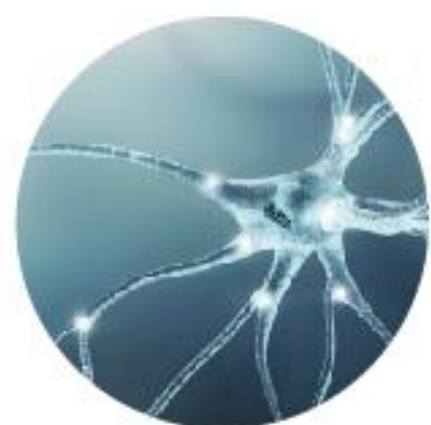
心血管中心

Cardiovascular COE



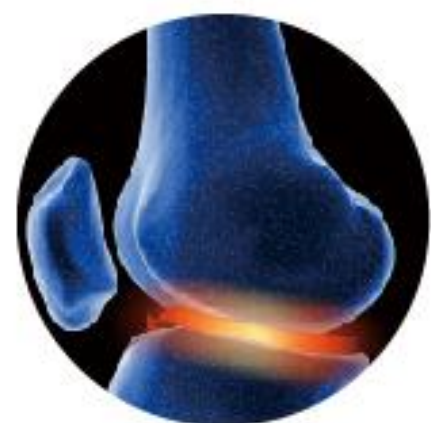
肿瘤中心

Cancer COE



神经中心

Neurological COE



骨科中心

Orthopedic COE

POSITIONING

Funded by BOE Technology Group, Hefei BOE Hospital is a third-class comprehensive private hospital, which includes four world-class centers of excellence, that are cardiovascular center, orthopedic center, neurological center and cancer center. The hospital plans to join provincial, municipal medical insurance and new rural cooperative medical insurance, also provides 120 ambulance services.



地理位置

LOCATION



· 示意图

位于合肥市新站区东方大道（与文忠路交叉口），美丽的少荃湖畔

Hefei BOE hospital locates at the north-western corner of Dongfang Avenue and Wenzhong Road, Xinzhan district, Hefei

地铁三号线和四号线（在建）

It can be reached by subway line 3 and line 4(in construction)

公交车301, 302, 681

Bus route 301, 302, and 681

周边规划（未来十年）

NEIGHBOURHOOD PLANNING



· 示意图

人口规模：突破60万人

Demography: Over 600,000

产业布局：新型平板显示产业、集成电路产业、智能制造和机器人产业

Industry Layout: New display industry, integrated circuit industry, intelligent manufactory, robot industry

教育资源：北京航空航天大学，磨店高教基地

Education resource: Beihang University, Modian higher education base

生态环境：少荃湖国家湿地公园、城市绿带

Ecological environment: Shaoquan Lake wetland park, city green belt

建设规模

SCALE



• 示意图

- 总投资32亿 Total investment is 3.2 billion
- 总床位1000张 1000 beds
- 占地面积8.96万平方米 Site area is 89,600 square meters
- 建筑面积19.3万平方米 Total architectural area is 193,000 square meters

发展愿景

VISION



• 示意图

以“为了人类的健康和幸福”为宗旨，秉持“以人为本”的价值，建设国内领先的数字化三级综合医院，先进的医疗设备，温馨的就诊环境，为患者提供高品质、可负担的医疗服务！

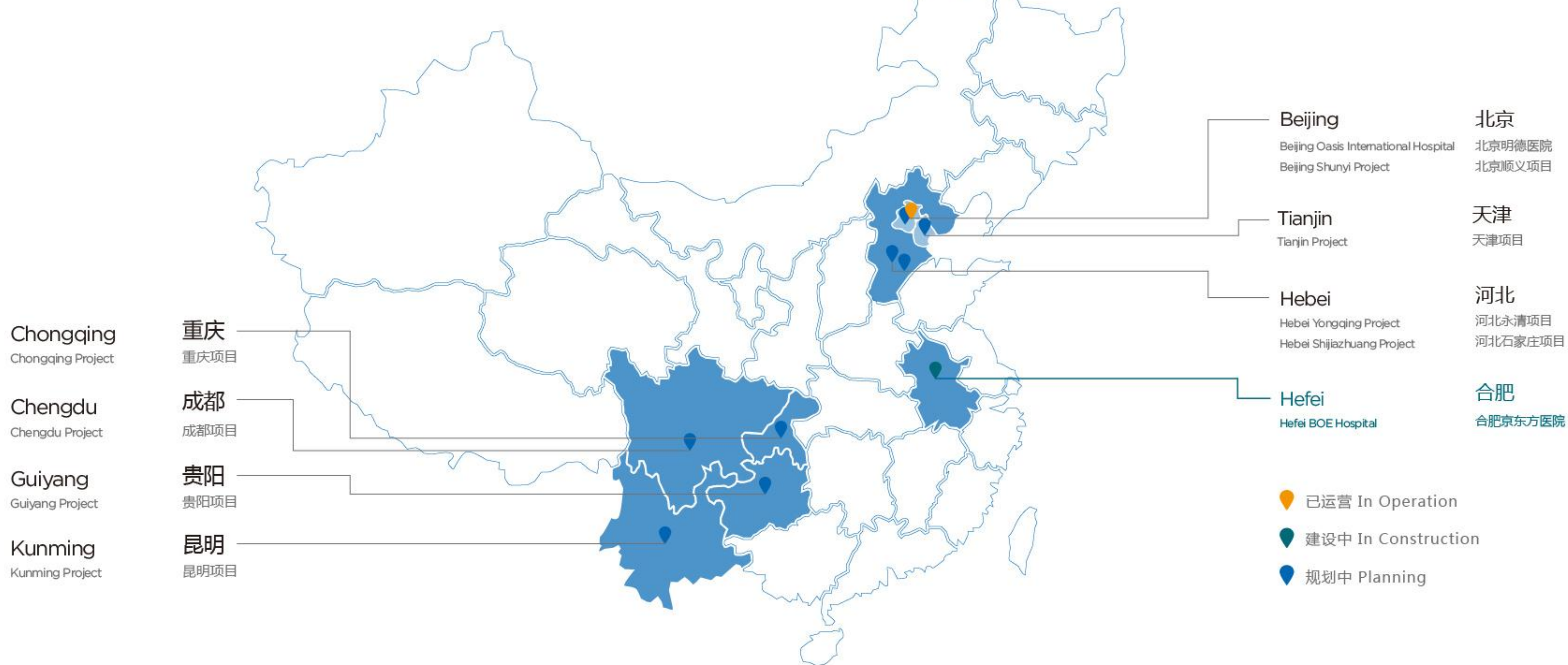
Based on the mission of "For Human Health and Well-Being", and the value of "People-centered", Hefei BOE hospital intends to build a domestically leading, digital, third-class comprehensive hospital, which featured with advanced medical equipment and inviting environment, so as to provide high-quality, affordable medical service.

集团化

京东方健康医疗事业群在全国广泛布局，建立一批三级综合或专科医院。通过“管理模式、品牌效应、核心技术、人力资源、物资采购、质量控制”六个统一，实现集团化的专业管理，提高工作效率，降低运营成本。”

COLLECTIVIZATION

BOE healthcare business lays out broadly across China, plans to establish a batch of third-class comprehensive or specialty hospitals. Leveraging HBG's "management model, branding effect, core technologies, human resource, supply chain management, and quality control", Hefei BOE hospital realizes centralized management for professional teams, so as to improve work efficiency and reduce operation cost.



数字化

合肥京东方医院建立软件与硬件、线上与线下相结合的全功能覆盖的信息系统，提高诊疗的精确性，服务的便捷性，以及患者的舒适性，给医院带来革命性变化，给患者带来数字化体验。



· 示意图

DIGITALIZATION

Hefei BOE hospital establishes an all-purpose information system that combines software and hardware, online and offline services. It will improve accuracy in diagnosis and treatment, leverage service convenience, provides patients with digital experience, and brings transformative changes to hospital.



标准化

合肥京东方医院办院起点高，以JCI (Joint Commission International) 为目标，建立一套完整的“双循环”管理体系。狠抓医院内涵质量，铸造医院品牌形象。



STANDARDIZATION

Hefei BOE Hospital aims to meet JCI standards, and to establish a "Two-cycle" management system. Based on high-quality medical services, we build our brand.



规章制度
Rules and regulations



标准流程
Standard procedure



质量改进
Quality improvement



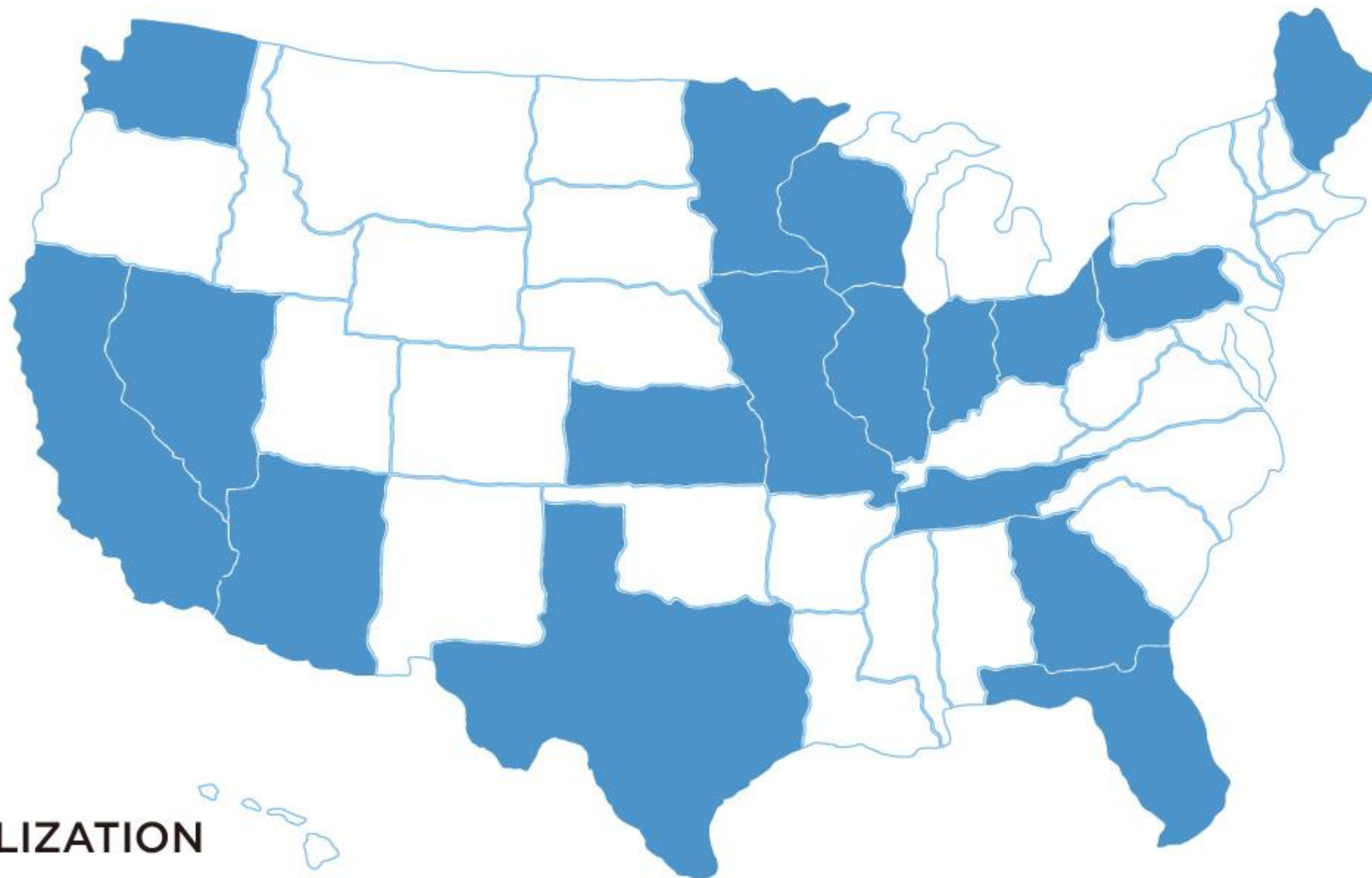
患者安全
Patient safety



优质服务
Premium service

国际化

合肥京东方医院与美国第四大医疗集团Dignity Health深度合作，用先进的管理理念，卓越的诊疗技术，杰出的专业团队，温馨的服务体验，为学科带头人及核心骨干提供进修学习的机会，使京东方医院走向与国际接轨的快车道。



· 39家医院，255家诊所
39 hospitals, 255 clinics



· 医院8500床，护理700床
8500 beds, 700 nursing beds



· 重点专科：心血管科、骨科、神经科、肿瘤科
Cardiovascular, Orthopedics, Neurological, Cancer Departments



· 服务范围覆盖全美20个州
Service covers 20 states in U.S.

■ 蓝色为Dignity Health服务区域
Dignity Health service scope



INTERNATIONALIZATION

Closely cooperating with the fourth largest hospital system in the U.S., Hefei BOE Hospital makes the way to international arena through their advanced management concepts, excellent diagnostic and treatment techniques, extraordinary patient experience, as well as further education opportunities for subject matter leaders and key positions.

平台化

随着社会进步，医院的管理理念发生了悄然变化。医院不仅要为患者提供医疗服务，也要成为员工之家，协助员工找准定位、发扬长处、敢于梦想、勇于表现，与员工的职业生涯同步成长。



你的高度=自我价值+平台高度

Your achievement= self-value realization + platform

• 示意图

PLATFORMIZATION

With development of society, changes of hospital management concepts have taken place gradually. Hefei BOE hospital will not only provide medical services for patients, but will also provide a promising platform for staffs, on which staffs can have a clear understanding of themselves and make most out of their strengths.



医院与社区联系的平台

Connection between hospital and communities



为患者提供多方位智能化服务的平台

Multifarious intelligent services for patients



第三方诊断平台

Third-party diagnosis and treatment



远程会诊平台

Distant consultation

差异化

瞄准世界医学前沿技术，率先引进国际上最先进的新理念、新设备、新项目。选择一些大型公立医院不愿做，小型民营医院不能做的技术，与周边医院形成差异化竞争。



• 示意图

DIFFERENTIATION

Hefei BOE hospital targets world-wide cutting-edge techniques, brings in state-of-art concepts, equipment, projects, and chooses those techniques that neither big public hospital nor small private hospital would perform. In this way, we make a difference.



• 示意图



• 示意图



• 示意图

专业化 - 医管分工共治

PROFESSIONALIZATION - SEPARATING MANAGEMENT FROM MEDICAL PRACTICE



· 示意图

将医疗专业管理和科学精细的企业式管理相结合，推行院长负责制下的医管分工共治，医疗团队负责临床诊疗，管理团队负责经营管理，提升医院的医疗质量及运营效率，从而提升医院的整体效益。

Combining professional medical practice management and rigorous corporate management together, Hefei BOE hospital implements a new management method that is separating management from medical practice. That is to say, medical team will be responsible for clinical diagnosis and treatment, management team will be responsible for hospital management, in order to upgrade medical service quality and operation efficiency, and to promote overall profit of hospital in the long-run.



负责整个体系的临床诊疗，
医学科研，临床教学等专业业务

Responsible for overall clinical diagnosis and treatment, medical research, clinical education, etc.

负责医院管理制度流程的设计及优化，
分析，改善经营状况，协助医疗专业
团队完成目标

Responsible for designing and optimizing hospital management procedures, and promoting operation status, and assisting medical team to reach their goals.

专业化 - 中心制

PROFESSIONALIZATION - DISEASE CENTERED SYSTEM



· 示意图

创新医疗服务理念，按照系统疾病的分类原则，建立以“中心制”为特色的新型医疗模式，促进学科之间相互渗透、相互弥补，为患者提供最优化的诊疗方案。

Based on the principle of systematic disease classification, Hefei BOE hospital implements an innovative medical service concept, named as "disease centered system", we promote interdisciplinary communication and provide optimized treatment plan for patients.

内科
Internal medicine

外科
Surgical department

医技
Medical technician

护理
Nursing

.....

转变
Transformation



传统医疗服务模式

Traditional medical service model

科室为独立单元，
各自为政

Each department pays attention to its own business, based on old-fashioned medical department classification

中心制医疗服务模式

Disease centered medical service model

多学科联合，团队医疗，
管理高效，技术更优

Multi-disciplinary combination, team work, efficient management, better techniques

专业化 - 分级诊疗体系

PROFESSIONALIZATION - GRADED DIAGNOSIS AND TREATMENT SYSTEM



· 示意图

O2O医疗服务通过“诊所+综合门诊+旗舰医院”，构建一个从预防到诊疗到康复的全生命周期的分级诊疗服务体系，形成新型医疗产业形态，构建自有生态体系。通过分级诊疗网络聚集患者、互相转诊，资源共享，提升效益。

With clinic, general outpatient service, flagship hospital, O2O medical service establishes a graded diagnosis and treatment system, which covers whole life cycle from prevention, to diagnosis and treatment, and to recovery. With this graded diagnosis and treatment system, we can gather and transfer more patients, share resources, and increase profits.

三级诊疗

疑难病、危重病的诊疗
开展新技术、新手术、新项目
科研与教学

Third-grade

- Diagnosis and treatment of difficult diseases
- Perform new techniques, surgeries, projects
- Research and education

二级诊疗

旗舰医院患者重要来源
满足区域内大型检查项目
双向转诊

Second-grade

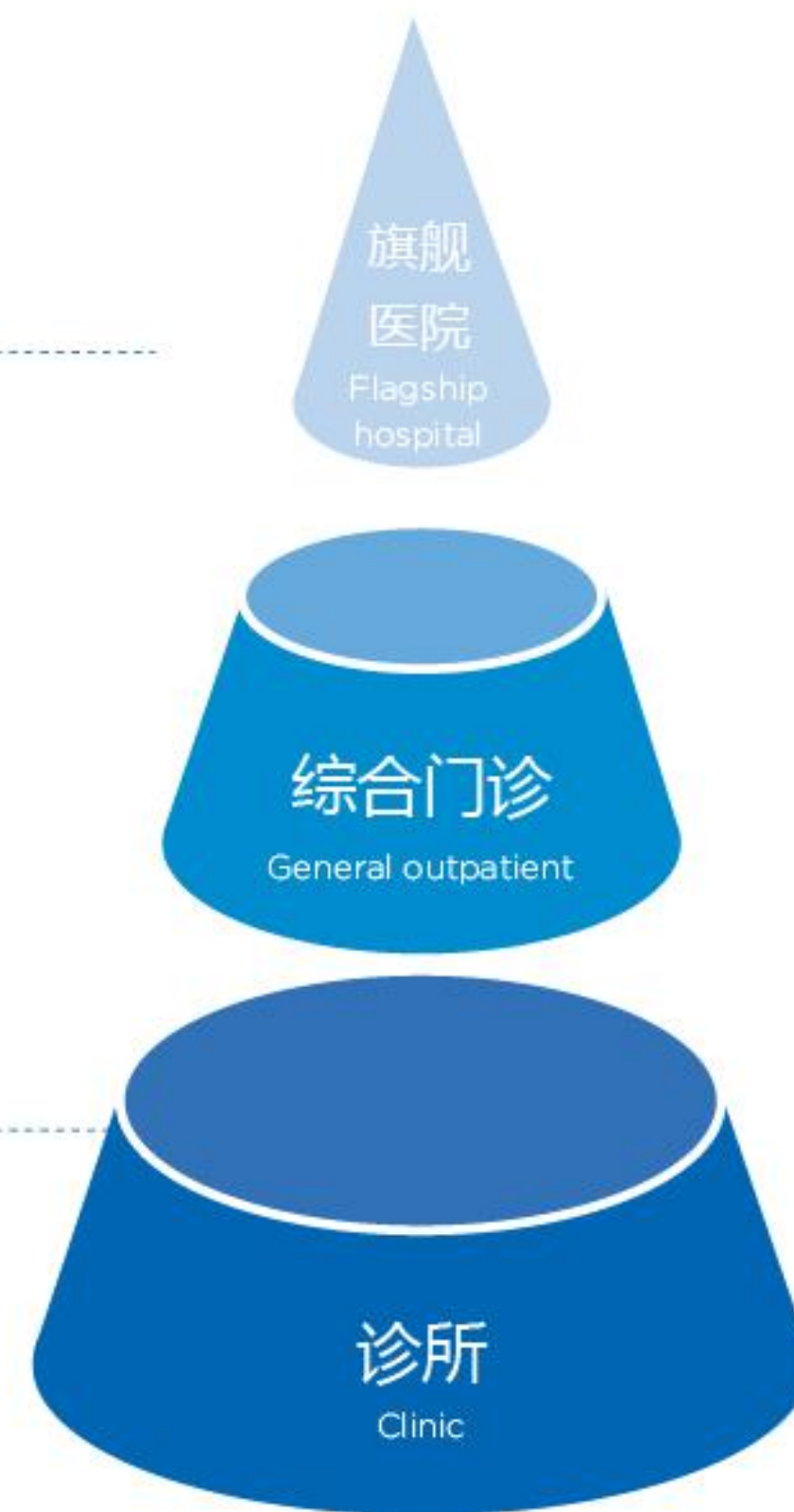
- Major patient resource for flagship hospital
- Meet the needs of large equipment examination programs
- Bi-direction referral

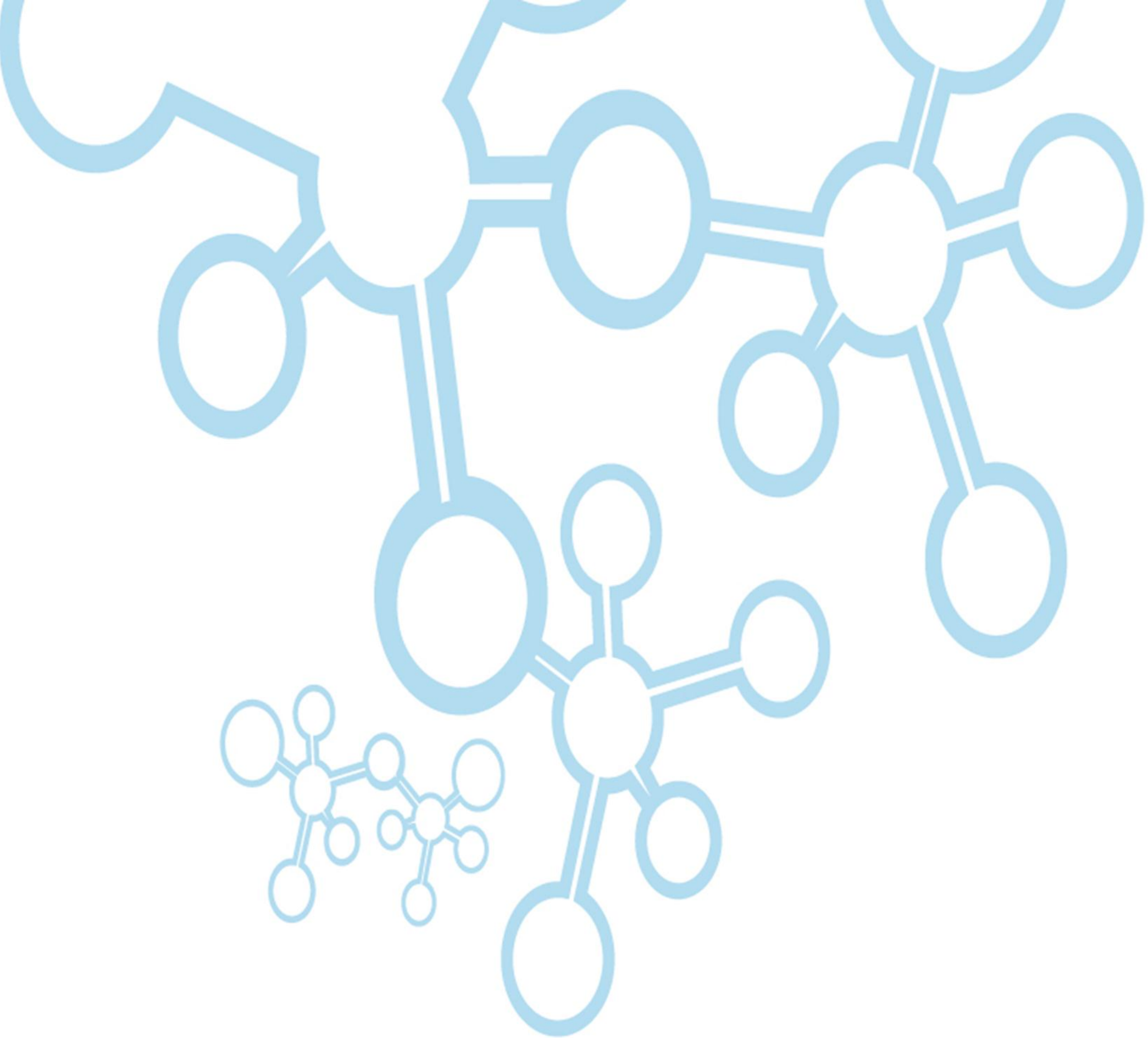
一级诊疗

布局在人口密集的区域
常见病、多发病的诊疗
提供健康管理、慢病管理服务

First-grade

- Locate at densely populated communities
- Diagnosis and treatment of common, frequent diseases
- Provide health management and chronic disease management service





以人为中心的家庭式健康医疗服务

PEOPLE-CENTERED MEDICAL HOME