



Hong Kong Sanatorium & Hospital Garnered the Prestigious Corporate Brand Award 2012 – Judging Panel Award by Category – Healthcare Service

(5 December 2012 – Hong Kong) Hong Kong Sanatorium & Hospital (HKSH) spares no effort in realising the mission of “Quality in Service and Excellence in Care” since its establishment in 1922. Its unwavering commitment over the past 90 years has been further recognised by the “Prestigious Corporate Brand Award 2012 – Judging Panel Award by Category – Healthcare Service”, jointly organised by *Ming Pao Daily* and The Chinese University of Hong Kong.

The judging panel consists of a group of esteemed branding experts from different universities and professional societies. The assessment is based on six different criteria: “Brand DNA (Mission, Vision & Core Value)”, “Brand Management Culture”, “Brand Strategy”, “Brand Tactics”, “Corporate Social Responsibility” and “Brand Performance and Achievement”. The award testifies to the trust and confidence of the community as recognition of our endeavor towards setting industry benchmarks of quality services.

The presentation ceremony was officiated by The Honorable Tsang Chun Wah, John, GBM, JP, Financial Secretary of the Hong Kong Special Administrative Region. Mr. Tsang pointed out in his speech delivery that the brand performance plays a significant part in a corporation’s sustainable development and its competitive advantages. As such, the Prestigious Corporate Brand Award is a great encouragement for HKSH, which propels the Hospital to continue enhancing its service and realising its brand mission, “Quality in Service, Excellence in Care.”

In addition to the Prestigious Corporate Brand Award, HKSH was awarded the “Hong Kong’s Most Valuable Companies 2012” presented by *Mediavision* earlier this year. “We are delighted to have received six international and local awards in our 90th anniversary year and we will continue to contribute in advancing Hong Kong’s standards of healthcare,” Dr. Walton Li, Medical Superintendent of HKSH concluded.

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養和醫院

Hong Kong Sanatorium & Hospital

香港跑馬地山村道二號
2 Village Road, Happy Valley, Hong Kong
Tel : (852) 2572 0211
Fax : (852) 2835 8008

About “Prestigious Corporate Brand Award”

Prestigious Corporate Brand Award was co-organised by *Ming Pao Daily* and The Chinese University of Hong Kong since 2007.

About “Hong Kong’s Most Valuable Companies” Award

The judging panel of “Hong Kong’s Most Valuable Companies” Award comprises the editorial committee members and Asia-Pacific research team of the Mediazone, which made the assessment from various aspects, such as Corporate Social Responsibility, innovation in product/service and the contribution to Hong Kong etc.

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.

For media enquiry, please contact:

Department of Corporate Affairs, Hong Kong Sanatorium & Hospital

Carol Kwok Tel : 2835 7082 / 9262 4455 Email : carolkwok@hksh.com

Mandy So Tel : 2835 7092 / 9328 2627 Email : mandyso@hksh.com

Photos

1. Dr. Raymond Liang (left) and Dr. William Wei (middle), Assistant Medical Superintendents of HKSH represented HKSH to receive the Judging Panel Award (Category – Healthcare Service) in Prestigious Corporate Brand Award 2012.





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2. HKSH awarded Judging Panel Award (Category – Healthcare Service) in Prestigious Corporate Brand Award 2012, showing that our excellence in service is well recognised by the community.



3. HKSH was named 'Hong Kong's Most Valuable Companies 2012' presented by Mediazone, in recognition of our corporate integrity and our quest for perfection. Dr. Joseph Chan (left), Deputy Medical Superintendent of HKSH represented the HKSH to receive the award.

