



ID	708
Target Country	Mongolia
Project Sector	Medical technology
IIPP number	MNG, 011, I, 2009, 05
Status	P-Promotion
Title (english)	Joint Venture for expanding hospital capacity and services into cardiovascular surgical fields
Title (italian)	Joint Venture per aumentare la capacità di ricezione di un ospedale e nuovi servizi nel campo della chirurgia cardiovascolare
Isic	8511-Hospital activities
Summary (english)	The project concerns a private hospital that provides health care services which are not available at public hospitals (as 24 hour ECG monitoring). The following are the hospital services: Hospitalisation, diagnostic examinations, nursing care, outpatient services. The hospital looks for a JV with the aim of expanding its capacity and providing more specialized services into cardiovascular surgical field.
Summary (italian)	Il progetto riguarda un ospedale privato che fornisce servizi medici che gli ospedali pubblici non offrono (come ad esempio il monitoraggio ECG di 24 ore). I servizi che l'ospedale fornisce sono i seguenti: ospedalizzazione, esami diagnostici, servizi infermieristici, servizi ambulatoriali). L'ospedale punta a una JV con l'obiettivo di ampliare la propria capacità di ricezione e di avere nuovi servizi più specializzati nel campo della chirurgia cardiovascolare.
Turn Over	252,740,000 yearly
Company search	Joint Venture, Loan,
City	Ulaanbaatar
Country	Mongolia
Foundation	1997
Employees	22
Products	<p>Product 1 – Hospitalization Currently the hospital is providing hospitalized care to cardiology and internal medicine care. In the future they are planning to expand the building and the capacity into cardiovascular surgical field.</p> <p>Product 2 - Diagnostic examinations The hospital provides echocardiography, ECG, biochemical analysis, abdominal ultrasound examination and 24 holter monitoring examinations.</p> <p>Product 3 - Nursing care The hospital has second section located in the countryside for providing hospitalized traditional and rehabilitation treatment.</p> <p>Product 4 - Outpatient services Internal medicine, cardiology, neurology, dentistry and gynecological examination treatment services are provided by the hospital outpatient section.</p>





## COMPANY

Since its establishment and continuous functioning for 11 years the hospital has provided health care services to 176,000 patients. At present, it provides health services not only to citizens of Ulaanbaatar city but also for people from countryside area. The hospital provides nursing care, cardiac echo, outpatient, dental, gynaecologic care, ultrasound, x-ray and nursing services. The available public hospitals are not able to provide sufficient care to capital and countryside citizens. There are 200 private hospitals in Ulaanbaatar, 40 of which are at a similar field. However, the hospital is able to provide services not available in public hospitals such as 24 hour ECG monitoring.

Although the hospital is functioning using its full capacity (100%), in 2009 the project will target to expand its capacity and provide more specialized services to a greater number of patients.

## PRODUCTS

Actually the hospital provides the following services:

- Nursing care
- Cardiac echo
- Outpatient
- Dental care
- Gynaecologic care
- Ultrasound
- X-Ray
- Nursing services

The hospital provides echocardiography, ECG, biochemical analysis, abdominal ultrasound examination and 24 Holter monitoring examinations.

It has a second section located in the countryside for providing hospitalized traditional and rehabilitation treatments.

Its outpatient section provides internal medicine, cardiology, neurology, dentistry and gynaecological examination treatment services.

## PROJECT

The hospital is now providing hospitalised care to cardiology and internal medicine care and is planning to expand the building and the capacity into cardiovascular surgical field.

Current administrative team is holding a policy to broaden its area of services to more and more public. The purpose is to attract patients who travel to foreign countries by its experienced doctors, and to provide them with quality and friendly care. The administrative unit also holds a policy to stabilize the position achieved in the market during past years and to install modern technologies.

The following are the main objectives of the project:



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1. To provide health care services to general public
2. To decrease the cardiovascular disease prevalence
3. To decrease the dental and oral disease
4. To provide gynecological and internal medicine care to public
5. To import modern means of technology and to improve knowledge of doctors
6. To decrease the number of patients travelling to foreign countries and to diagnose and treat them locally
7. To improve services combining training and research

### **THE MARKET**

The hospital has constant customers from Songinokhairkhan district, has experienced staff and well trained physicians. These data indicate the hospital's strong capacity in the market. It's one of the very first accredited private hospitals, well known among public, continuously functioning for several years and able to provide several types of services.

### **COMPANY'S STRONG POINTS**

The hospital has a sufficient number of staff and physicians and the majority of them are well-trained and able to use, analyse and conclude the examinations.

The hospital location is near the major road site with nearby bus station and it is connected to central water, drainage and electricity supply system.

The staff has been working for almost 11 years in the hospital, since it was established. Thus the quality of the staff is perceived as very well experienced.

