

BOARD REPORT ON EOI FOR THE PROMOTION OF PRIVATE MEDICAL SERVICES OF UHKDU.

REFERENCE:

1. අවෙසේ/විවිචේ/කොආවිවි/විමර්ශන/29/2023() dated 02nd February 2023.

BACKGROUND

University Hospital – Kotelawala Defence University (UH-KDU) is an ultra-modern, state of the art teaching hospital established at Werahera, with the aim of providing clinical training for medical students of the Faculty of Medicine (FOM) and Faculty of Allied Health Sciences (FAHS) – KDU. UHKDU designed to have two separate wings, “income generating wing” and “public wing”. Public wing of the UHKDU operates as a normal public government Hospital, providing free healthcare to the public.

UHKDU private wing, includes fifty (50) luxury rooms and six (06) super luxury suites with all up-to-date facilities, operates as other private hospitals in Sri Lanka providing healthcare services for a very nominal competitive fee. The UHKDU has been accepted by all the major insurance providers in Sri Lanka.

Currently UHKDU operates with 6 major specialties (Medicine, surgery, Paediatric, Gynaecology and obstetrics, Psychiatry and Family medicine) and other sub-specialties including, cardiology and cardiothoracic surgery, oncology, nephrology, eye, ENT, orthopaedic surgery, neurology, Urology, physiotherapy and rehabilitation, dental ect. In near future UHKDU expects to operationalize transplant surgery unit, interventional cardiology unit, andrology & Reproductive Medicine also.

UHKDU has an ultra-modern radiology department with X-ray, US, CT, MRI and other modalities can facilitate investigations and interventional radiological investigations. The main laboratory complex (including haematology, serology, histopathology, microbiology, molecular biology sections) can facilitate almost investigation. There are 120 consultation rooms, 20 modern modular type operating theatres, 10 dental units, 24 reception desks, 40 nurse stations, 08 pharmacy outlets, 16 or more billing stations, 08 bleeding rooms, and an A&E with 41 beds. A fully automated pneumatic system with 57 communicating outlets has been installed to connect bleeding rooms, wards, laboratories, and pharmacies effectively assuring timely delivery of patient samples.

UHKDU needs to launch a proper marketing and advertising program to enhance and promote business at the private wing of UHKDU with the following objectives.

1. To re-brand UHKDU private wing with fresh stimulate to aware all stakeholders from patients to consultants.
2. To design and implement a new brand name, logo, color theme and promotional/ advertising materials as appropriate to facilitate the rebranding of the private wing of UHKDU.
3. To promote and support the innovative service delivery system for both public and private wings.
4. To assess the current awareness, perception, and acceptance of UHKDU private wing by the stakeholders and propose strategy to improve them.
5. To increase the number of patients and generate sales to achieve the sufficient revenue.


Initially, to achieve the above objectives, UHKDU is expected to start with following activities.

1. To design and implement a new brand name, logo, color theme and promotional/ advertising materials as appropriate to facilitate the rebranding of the private wing of UHKDU.
2. Re-build the "UHKDU-private wing" brand with fresh stimulate to aware all stakeholders from patients to consultants using mass media, social media, display media and website.


UHKDU is inviting Expression of Interest (EOI) from suitable advertising organizations to achieve the above activities. The interested advertising organizations should have following minimum qualifications.

1. The organization should have minimum of 5 years of unblemished tract record in Sri Lankan marketing field.
2. The partners should have completed and published two or more video-clips in last 01 year in Full HD TV format, Full HD social media format and for billboard.
3. The partner should have designed minimum of 3 brand logos and taglines previously (If they have work for Hospital industry in Sri Lanka will be an added advantage).
4. The organization should have minimum of 5 permanent staff members currently working with.

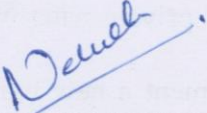
03.. of March 2023


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Col. (Dr.) HHLK Fernando
Board President

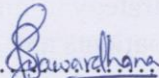
02.. of March 2023


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Lt Col. ABS Athukorala
Board Member

03.. of March 2023


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Dr. HMN Chamindi
Board Member

03. of March 2023


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AGUS Jayawardhana
Information Technology Assistant
Board Member