Case Study 11: Prince Court Medical Centre (PCMC): The Hospital with a 5-Star Hotel-Like Experience and Beyond

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Healthcare is now at the cross-roads. While maintaining focus towards providing for the health and well-being of Malaysians, we also realized the unlimited economic potential of this sector. We are aware that healthcare sector is also a wealth creator. Beyond just the organic growth in services, pharmaceuticals and medical devices, we will explore new horizons in services, clinical research, health travel, and generics pharmaceuticals manufacturing.

(Ministry of Health Malaysia 2008)

—Dato’ Sri Liow Tiong Lai
—The former Minister of Health, Malaysia

Healthcare Industry in Malaysia

The Malaysian healthcare industry has undergone significant changes over the past few decades. Prior to colonisation by the West, medical treatment was very limited to conventional remedies and antidotes that were based on beliefs and knowledge passed down orally or informally from generation to generation. These traditional prescriptions consisted of those practiced by the Malays, Chinese, Indians and other indigenous groups in Malaysia. However, it was not until the occupancy by the British in particular that modern Western medical practices were introduced into the country. Since Malaysia gained Independence in 1957, gradual transformations

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