

# Patient-First Approach

**Eying the increasing demand for specialist medical services in the Greater Bay Area, Virtus Medical Group set up medical centres in Hong Kong to provide personalised total health solutions.**



Launched in January 2018, Virtus Medical opened in July their first Hong Kong integrated medical tower occupying 15 floors in the heart of Central. With the vision of developing an evidence-based healthcare practice with a patient-first culture, Virtus offers multi-disciplinary medical approach to people of different ages and at different stages of their health cycle, from wellness and prevention to treatment and rehabilitation.

The Company's concept of offering an integrated, all-rounded service was demonstrated by its launch of *Virtus Paediatrics* at its tower in Hong Kong covering many sub-specialties in the paediatric space to take care of all aspects of a child's well-being. In addition, Virtus recently opened another medical centre in Tsim Sha Tsui, a bustling shopping district with various means of transportation to cities in Mainland China, housing *Virtus Orthopaedics* with in-house MRI and X-Ray facilities and *Virtus Women Health* offering comprehensive medical care to female patients including mammogram and DEXA scan services.

According to Samuel Poon, Co-Founder and Chief Executive Officer, there are some key reasons why the group decided to set up in the city. "The demand for private specialist care is rising in the city continuously due to a number of factors including rising population, wealth, aging, advancement in medical treatments and people getting more health conscious," Poon added, "Hong Kong is one of the most efficient



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**Samuel Poon**  
**Co-founder and Chief Executive Officer**  
**Virtus Medical**

markets in the provision of healthcare services in the world and is known for the availability of advanced medication and treatment. These attributes help attract patients in the neighbouring cities to come to Hong Kong for serious illness treatments."

Poon believes that the development of the Greater Bay Area (GBA) offers many business opportunities. "Geographic proximity with improved transportation links, speaking the same language, plus reputation of high quality healthcare service offerings, all these make Hong Kong an ideal healthcare and medical hub in the region."

At the moment, around 20 to 30 percent of their clients are from Mainland China, mainly by referrals. "We expect with the rapid development of the GBA, there will be a great business potential in the region," Poon enthused.

### Virtus Medical

- Launched in July 2018, Virtus Medical now has two medical centres in Hong Kong
- Offers multi-disciplinary medical approach to people of different ages and at different stages of their health cycle

 [virtusMedical.com](http://virtusMedical.com)