



# A New Beginning for China, A New Market For You.

Lawrence S. Lin, 林欣- MSHS, MBA

President / Owner, Greater China Healthcare Solutions

Feb. 12, 2006 – HIMSS '06 Conference, San Diego

# Self Introduction

- *15+ years healthcare*
- *35+ years in Chinese Culture*
- *Georgia Tech, Health Systems Graduate*
- *HIMSS Greater China Region SIG founder, SIG Chairperson*
- *Optimistic, friendly, ambitious, respectful, humble*

# Part One. **New Beginning for China**

## **Current Trends in China**

- Prosperity
- Many industries – Foreign involvements (investment, opening office)
- Statistics
- Opening doors to former enemies (e.g. Taiwan) – new businesses doing well



## Part One. **New Beginning for China**

### – More international contacts:

- Students
- Returnees
- Global firms employees



### – New generation of leaders: less ideology, more focus on “wealth for all”

### – Widening gap between rich and poor (poor = farmers, inland, migrant workers)



- Fear of Social Unrest;  
Healthcare a Priority



### – ... and Other Recent article headlines

## **Effects of these Recent Trends:**

1. US **Trade deficit** with China
2. Generation getting **older**
3. **One-child** policy – economic impact
4. Experiments with **privatization** - hospitals
5. **“Social Insurance”** – in some places; others use “company accounts”

6. **“Health Reform”** – the attempts,

7. Wealthier People, new **“wealth-related diseases”**

8. **Horror stories:**

- Walking around excessively with charts
- Hospital - Refusal to admit
- (More stories)

	Problem	“Interesting outcomes”
1.	Trade Deficit	Will healthcare, consulting and IT help USA to regain ground?
2.	Older Demographics	Senior homes – to become more prevalent in China.
3.	One-Child Policy	Fewer tax payers to support entire country’s tax revenue need
4.	Privatization	Windfall for “people in the know”; hospitals to begin compete on branding/marketing/ “differentiation”

	Problem	“Interesting outcomes”
5.	Social Insurance	Some have it, some don't -
6.	Health Reform	Complaints – “rich people's club” – ammunition for critics, momentum toward govt control?
7.	Wealthy Diseases	Diabetes, coronary conditions – increased need for drugs, operations and equipments
8.	Horror Stories	“We want something better, we deserve something better, but we need help to get there”.

# Entire Greater China region – similar stories elsewhere

- Japan
- Taiwan
- Etc.





- In this New China - US Products are:

- Well respected

- Medical, Services, Information Technology, Machinery

- High Quality

- Brand Name Recognition

- Kentucky Fried Chicken, Burger King, Coca Cola, Motorola, Microsoft, Hollywood, Disney;

- HIMSS!

- HP, Medtronic; Harvard, IBM, Big-5...

- But – over priced, different revenue model



## Part Two. **New Opportunities for You**



- “You” = Any industry!

- Some Industries are more ready

- Devices
- Pharmaceuticals



- Some are “in the process”

- Consulting firms

- To everyone, China has Dual roles – consumer, producer.

- **How have other done it?**
  - Company A
  - Company B
  - Companies C and D
  - Company E
  - Company F
  - Company G

- Has your company already experienced “internationalization”?
  - e.g. tried to cater to **Latino clients** in your current market?
  - Selling to **Europe**?
  - **Sourcing** from **Asia**?

- What will benefit your company the most now?
  - **Export** – new market?
  - Secure **leadership position** in your industry?
  - **Import** – outsource, lower cost of production? Fulfilling Asia market needs?

- What you will need, to capitalize the “new opportunities”:

– Vision



– Strategy

– Goals / Metrics



– Resources



- Contingencies
- Milestones / Checkpoints
- “Phased” (e.g. Singapore); 1yr, 3yrs, 5yrs
- Trusted partners / Project Manager
- Language expert
- Implementer, hands-on



- **Successful models, in more detail:**
  - **Entry methods**
    - Joint venture
    - Sales Rep
    - Local Team
  - **Localization:**
    - Change pricing,
    - packaging, documentation,
    - Marketing,
    - Programming, workflow, business logic,
  - **Tools and processes leading to:**
    - Cost reduction
    - Improved medical safety
    - Reduced wait time (results, medical decision, admission, eligibility, claims payment)
    - Increased competitiveness
  - **Experience selling to other developing countries**

Part Three. Greater China Healthcare  
Solutions –  
Your Partner in this Endeavor

# A customized solution

- Proposed steps:
  - Join **HIMSS International efforts** – Our SIG, XiAn conference (5/27/06), AsiaPac '07 (Singapore),
  - **Go** to China – Conference, meet possible vendors/clients, make connections
  - Secure a dedicated **contractor-consultant**
  - Improve your **culture** and **language** familiarity (not expertise)

- *My Expertise*
  - *Yrs experience*
  - *Degrees – MSHS, MBA (GEM)*
  - *Project Manager, strategist, architect, analyst*
  - *Languages*
  - *Managed care*
  - *Government*
  - *Translation, brochures, publications*
- *Greater China Healthcare Solutions – A Network of On-Demand Consultants*



- Winning formula: Our Secret Sauce

- “Guang Shee”, 關係, “relatedness”



- Connections (e.g. delegations, IBM, Accenture, SIG members, HIMSS, CHIMA)

- MiForum – Chinese language discussion, info source

- Find your answer, ANY answer

- Team of consultants in All Relevant Fields



- TRUST (non-compete, non-disclosure)



## Products & Services:

- Feasibility Study
- Customization Service
- Language Service
- Outsourcing Services
- Import / Export Services

Your “**Low Hanging Fruits**” for  
Q1 and Q2 of 2006:

“Show Specials” – 3 packages

1. Enhanced China Tour Package  
(HIMSS/CHIMA/CHITA Conference – 5/27 – 5/29/06)
2. No-cost Strategic Planning Initiation
3. Customized Language/Culture Training

Join HIMSS Greater China Region SIG

- **Speaking / publication** opportunities
- **Networking**, for free, In USA & Online
- Access to **White papers** – past, present



**Lawrence S. Lin, MSHS, MBA**

President & Owner 林欣 先生

**Greater China Healthcare Solutions**

A part of L-information Consulting Inc.

2526 Mt. Vernon Rd., Ste. B-411 (770) 891 6776 cell  
Dunwoody, GA. 30338 (USA) llin@L-information.net

Yahoo IM: larrylin\_usa, MSN IM: larrylin98@hotmail.com  
Skype: larrylin\_usa www.L-information.net

*"A New Beginning for China, a New Market for You".*

Services:

- Feasibility Study
- Customization Service
- Language Service
- Outsourcing Services
- Import/Export Services

Leader of the **HIMSS Greater China Region SIG**  
**[www.himss.org](http://www.himss.org)**



**Alvin V. Shih, MD, MBA**

Partner

**Greater China Healthcare Solutions**

A part of L-information Consulting Inc.

2526 Mt. Vernon Rd., Ste. B-411 (617) 833 5585 cell  
Dunwoody, GA. 30338 (USA) alvin@L-information.net

*"A New Beginning for China, a New Market for You".*

Services:

- Feasibility Study
- Customization Service
- Language Service
- Outsourcing Services
- Import/Export Services