

ENTERPRISE 50

# Going beyond aesthetics into specialised medical care

Beyond Medical Group supports its doctors from a central headquarters, while letting them retain autonomy

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FROM a group of six doctors offering aesthetics services in 2013, Beyond Medical Group (BMG) has since expanded into specialist care and grown a network of over

20 doctors and clinics.

What remains the same is its business model: supporting its doctors from a centralised headquarters that manages administrative and operational tasks.

This frees up the medical specialists to focus on quality patient care, while allowing doctors to retain autonomy. "We are committed to challenging the status quo," said chief executive officer and co-founder Elayne Soh.

The idea for BMG began in a doctor's waiting room. A patient – now a major shareholder of the company – was struck by how the doctor had to skip lunch to handle the high patient load, and then was surprised to learn that the doctor was a salaried employee.

That patient envisioned a different healthcare model – one in which doctors owned and managed their clinics, while receiving comprehensive support from a central organisation.

So in 2013, the Beyond Wellness Group was established. Initially, the company focused on marketing and building a brand.

But when the Covid-19 pandemic hit in 2020, the group decided to shift from aesthetic services to specialised medical care.

"The move was driven by our commitment to addressing emerging healthcare needs and enhancing our service offerings," said Soh.

With the strategic shift, Beyond Wellness Group was renamed Beyond Medical Group. It created a network of clinics specialising in fields as diverse as cardiothoracic surgery, colorectal surgery, plastic surgery and rheumatology.

The strategy paid off. BMG has expanded, growing to 20 doctors by 2024. Under its doctor-equity model, the medical practitioners have ownership stakes in their practices.

## Specialised functions

For its part, BMG provides corporate shared services through its centralised model, with the headquarters overseeing administrative, legislative, marketing and business development functions.

This means medical professionals can focus entirely on their clinical expertise; the business model also means the company can reap economies of scale with centralised procurement.

Patients, too, benefit from a streamlined healthcare experience



Group general manager Sean Mak (left) and CEO Elayne Soh (right) celebrating the opening of Beyond Medical Group's new clinic, Alpha Asia Aesthetics, along with its interior designer Kenneth Ng, director of Watermark Interior Design. PHOTO: BEYOND MEDICAL GROUP

as they can receive a range of services without dealing with multiple providers.

The company further differentiates itself with its 24/7 call centre, which fields inquiries from both local and international patients.

Beyond scheduling appointments and arranging medical referrals, the call centre can provide detailed treatment plans and even arrange accommodation for overseas clients. To ensure service quality, BMG hires staff with prior experience as airline cabin crew.

Even after pivoting to specialist care, the group has retained its focus on marketing, particularly in digital search.

It received the Strategic 360 Marketing Medical Centre of the Year in 2022 award from Global-Health Asia-Pacific.

Another focus is sustainability. Besides initiatives for energy efficiency and waste reduction at its headquarters, BMG champions sustainable behaviours among employees, promoting recycling, reducing single-use plastics and adopting eco-friendly materials. All this earned it a BMI Sustainable Brand Award in 2023.

For 2023, BMG was also one of the winners of the Enterprise 50 Awards.

## Growing and going further

Group revenue reached S\$30.8 million in 2022, up 76.2 per cent from the pre-pandemic figure of S\$17.5 million in 2019. This was achieved with a more modest rise in staff strength, by 17 per cent to a headcount of 70.

The group's compound annual growth rate (CAGR) of 21 per cent from 2018 to 2023 also outpaces the broader healthcare sector's CAGR of 11.3 per cent.

In 2024, it was named one of Singapore's top 100 fastest-growing companies in a list compiled by *The Straits Times* and research firm Statista.

For further growth, BMG plans to expand into Cambodia, Vietnam and Indonesia, through strategic partnerships with local healthcare providers, governments and community stakeholders.

In Indonesia, for example, BMG has established a representative office staffed with local experts to manage regulatory compliance, oversee operations and spearhead targeted marketing efforts.

BMG is expanding its offerings as well, with plans for an e-pharmacy and a dedicated endoscopy centre with advanced diagnostic and therapeutic procedures.

As part of providing a comprehensive healthcare service, the

group even plans to operate its own hospital by 2026.

This series is part of the Enterprise 50 Educational Project between the E50 partners and the NUS Business School. Beyond Medical Group was among the winners in 2023. The annual E50 ranking is co-organised by *The Business Times* and KPMG, sponsored by OCBC Bank, and supported by Enterprise Singapore, Singapore Exchange and Singapore Business Federation.