



PRESS RELEASE

Thomson Medical is the first hospital in Singapore to launch an interactive pregnancy and baby website and baby planner service

SINGAPORE – 15 September 2009 – Singapore Exchange Main Board-listed **Thomson Medical Centre Limited** (“**Thomson Medical**” or the “**Group**”), a niche healthcare provider for women and children, today announced that it will be the first hospital in Singapore to launch an interactive and personalised parenting website www.ThomsonBaby.com and “**Thomson Baby Planner**”, a unique baby concierge service.

The two latest initiatives firmly demonstrate Thomson Medical’s commitment to raise the level of care for women and children through innovative services.

ThomsonBaby.com

Rich in parenting information, the website caters to parents from diverse cultural preferences with articles on doulas and natural birth plans popular in the western culture to more local or Asian topics such as confinement nannies, confinement food, traditional massage and wraps as well as Traditional Chinese Medicine (TCM).

ThomsonBaby.com takes into consideration modern parenting and lifestyle needs. A comprehensive list of features and tools allows parents-to-be to add a dynamic element to their parenting journey and build networks among other parents with similar concerns and interests, friends and relatives.

Supported by SPRING Singapore under the Technology Innovation Programme (TIP), ThomsonBaby.com serves as a strategic tool for Thomson Medical to provide educational content and extend its innovative services to parents and parents-to-be.

Mr Allan Yeo, Chief Executive, Thomson Medical Centre said, “As a leading healthcare provider for women & children, we are very pleased and proud to be taking the first mover role in setting up ThomsonBaby.com. The website combines medical advice and community features powered by a reputable medical provider and backed by medical experts. With its rich content, we believe the website will play both an empowering and educational role, and deliver even more value to Thomson customers.”

“The role of the Internet and its impact on our younger generation will be even more prolific moving forward. Online communications will be a huge part of our children’s lives in the future and we want to play an active role in being at the forefront of that medium,” added Mr Yeo.

ThomsonBaby.com Features

Aside from useful articles regarding pregnancy, childcare and a baby name database, ThomsonBaby.com also features:-

1) Digital Diary

With the Digital Diary feature, parents-to-be can create priceless mementos of their pregnancies by uploading photos, baby scans and penned expressions of feelings and experiences. Hard copies of the Diary can be printed as a keepsake.

2) Baby Supporter

The Baby Supporter feature allows parents-to-be to invite friends and family to come together and form a virtual community. Supporters can view parents’ Digital Diaries, and also send messages of encouragement online

via the Supporter feature.

3) Baby Scheduler

Baby Scheduler is a tool for parents-to-be to streamline and organize their busy lifestyles. Widgets ensure that the most updated entries are available both on their computers and on the website. The Baby Scheduler also allows busy parents-to-be to keep track of their pregnancy milestones and appointments.

These features of ThomsonBaby.com will be introduced in phases with completion slated for 29 Oct 2009. Other modules planned for the website include the baby scheduler application for mobile phones, on-line event registration, webinars and e-shop. In addition, the website will also carry on-line discussions on fertility issues with healthcare professionals such as fertility expert, Dr Cheng Li Chang – Thomson Medical Centre’s medical director of the Thomson Fertility Centre, as well as other pregnancy and childcare topics with paediatricians, obstetricians and gynaecologists, Thomson ParentCraft consultants as well as other experts in related fields. Medical content will also be continually updated and added to bring enhanced benefits to the website users.

While the general public will be able to benefit from pregnancy and childcare-related articles, the special interactive features will only be available to members.

Thomson Baby Planner

The Group is equally enthused over the innovative Thomson Baby Planner, developed by Thomson ParentCraft. Styled like a wedding planner, Thomson Baby Planner is a one-stop baby concierge service aimed to take the hassle out of organizing baby showers, finding the right mother and baby products, and planning for professional courses and workshops to meet the unique needs of each couple.

Through a needs assessment session, baby planner consultants will help parents and parents-to-be navigate the vast array of mother and baby services available and advise on suitable courses and workshops, mother and baby products according to their needs and budget and even help plan their full month baby party. With easy access to professional and clinical services and exclusive discounts and privileges by hand-picked participating partners, this baby concierge service will provide busy parents-to-be much needed guidance and help.

Mr Yeo said, "We are highly excited with the pioneering website and baby concierge service and are confident that they will be well-received. Our strategic intent is ride on our strong brand name and be a one-stop resource centre and an authoritative repository for all things related to childbirth and parenting. "

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About Thomson Medical Centre Limited

Incorporated in 1977, Thomson Medical Centre Limited (“Thomson Medical”) is one of Singapore’s leading providers of healthcare services for women and children. It provides a comprehensive range of facilities and services for primary, secondary and tertiary healthcare, with focus in the areas of Obstetrics and Gynaecology (“O&G”) and Paediatric services.

Thomson Medical has been in operation since 1979 and offers quality healthcare by a team of highly experienced O&G specialists and paediatricians. It also operates the Thomson Fertility Centre, which offers In-Vitro Fertilisation (“IVF”) programmes to aspiring parents, as well as a chain of Thomson Women’s Clinics islandwide. Thomson Medical’s other subsidiaries include Thomson Women Cancer Centre, Thomson Pre-Natal Diagnostic Laboratory, Thomson Aesthetics Centre and Thomson International Health Services.

Thomson Medical is also expanding beyond Singapore. To date, it has secured two hospital consultancy projects in Vietnam and will continue to expand its regional reach.

For more information, please visit Thomson Medical’s corporate website at www.thomsonmedical.com.

About SPRING Singapore

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. We work with partners to help enterprises in financing, capabilities and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING also develops and promotes internationally-recognised standards and quality assurance to enhance competitiveness and facilitate trade.

Please visit www.spring.gov.sg for more information and news about SPRING Singapore.

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