

# @Nusajaya



■ Nusajaya Welcome  
Invest Malaysia 2011 Delegates

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■ Interview Series:  
Columbia Asia Hospital-Nusajaya

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■ Enhanced Cross-Border  
Travel Convenience

## FROM THE EDITOR



Greetings everyone,

It is wonderful to meet you again in this combined April/May issue of @Nusajaya. We trust you enjoyed reading the first interview series brought to you in the previous issue.

These interview series are aimed at giving you an 'up close and personal' glimpse of those personalities who helm our signature developments and their projects. In this issue, we introduce you to Puan Rahani Yusof, the General Manager of Columbia Asia Hospital-Nusajaya, who will share with you the success formula of this private hospital at the Afiat Healthpark.

The Malaysia-Singapore Joint-Ministerial Committee decision on cross-border transportation is sure to enhance connectivity between the two countries. The preview of the Melody Park at East Ledang has enticed many of our visitors, especially with the private pools and quality finishes. The delegates who attended the recent Invest Malaysia 2011 were treated to a special 1-day 'Nusajaya tour' – read all about these in our 8th eNewsletter.

As always, we welcome your questions or feedback on our project partners as we are keen to pave the way for an interactive dimension to this e-Newsletter. Please inform us on who you would like to see featured in the next issue and the significant questions you wish to address.

I wish you a delightful reading,

Sincerely,

Zamry Ibrahim  
GM Strategic Marketing

# NUSAJAYA WELCOMES INVEST MALAYSIA 2011 DELEGATES



Iskandar Malaysia's rapid development had attracted keen interest from investors – domestic and international, with cumulative investments hitting RM 72.48 billion from 2006 to Q1 2011. Nusajaya, the jewel in Iskandar Malaysia's crown, had benefitted immensely from this positive interest. This single most ambitious development project that the nation has seen, with its signature catalyst developments in advancing stages of construction and completion, is beginning to display its lustre as Asia's new regional city. The heightened appeal of this new regional city had whetted the interest of participants at the Invest Malaysia 2011 held in Kuala Lumpur recently.

The seventh Invest Malaysia annual conference (IM2011) showcased over 30 Malaysian corporations with unparalleled access to the CEOs and senior management of leading Malaysian PLCs. UEM Land – the master developer of Nusajaya, was one of these leading corporate players who actively participated in the conference. In his keynote address, the Malaysian Prime Minister had invited IM2011 participants to, "take a look around you and you will see in bricks and mortars and steel and glass how our programmes and policies are transforming our country day by day".

As such, 19 fund managers from Bursa Malaysia, Maybank Investment Berhad and UOB Asset Management to name a few, travelled the more than 300 km down south to experience the burgeoning development of Nusajaya. As some may say -

seeing is believing, "where the view is worth the drive". These fund managers were enthralled by the tranquil green landscape of Horizon Hills – the best golf course residential property development in Iskandar Malaysia.

Next on their itinerary was an introduction to the first clean and green managed industrial park in Malaysia – the Sothern Industrial and Logistics Clusters (SiLC). Excitement escalated as the tour continued to the iconic Puteri Harbour, where a breathtaking panorama of the marina awaited them. Spirits remained high as they toured the Nusajaya Loop, passing through a hive of activity of current and future developments, prior to experiencing the luxurious urban residences of East Ledang.

Meaningful insights were shared during a presentation session at the UEM Land Gallery. Delegates were presented first-hand the latest update on the catalytic developments in Nusajaya and its promising potential, a most valued souvenir from the tour. Representatives from Iskandar Investments Berhad gave a presentation on Medini Iskandar, Malaysia's single largest foreign real estate investment, located in Nusajaya. Delegates were then invited to tour around EduCity and other developments in Medini Iskandar. The enlightening expedition culminated in the delegates discovering the gastronomic delights at the deluxe Ledang Urban Retreat in East Ledang.

## INTERVIEW SERIES: COLUMBIA ASIA HOSPITAL-NUSAJAYA



Puan Rahani Yaacob, General Manager, Columbia Asia Hospital-Nusajaya



The Staff of Columbia Asia Hospital-Nusajaya

**Q:** Columbia Asia Hospital – Nusajaya (CAHN) is the first of the CAH chain of hospitals set up in the South Malaysia region. Was there a specific reason why Nusajaya was the preferred location as compared to other parts of Johor?

**A:** Nusajaya will be Asia's foremost fully integrated city with a world-class environment for business, living and leisure, while Afiat Healthpark is envisioned to be the one-stop modern day medical hub. With this, we believe that the location of Nusajaya is the most suitable for us to set our footprint in the south Malaysia region.

**Q:** It was reported that CAHN healthcare charges are approximately 15-20% lower as compared to other private hospitals in the region. Can you share with us the efforts that CAHN has put in place to enable the Nusajaya community to enjoy these affordable healthcare rates?

**A:** Yes, our healthcare charges are remarkably competitive because we had taken care to utilise the latest medical technologies and advanced medical procedures that reduce the level of invasive surgeries. We are equipped with unique proprietary software systems, which include electronic medical records, online prescriptions, and a more efficient management system from patient's time of admission to being discharged. All of which contributes to efficiency and speed in service delivery and subsequently, shortened hospital stay.

Our patients' average length of stay is approximately 2 to 2.5 days only. This helps to significantly contain the cost of medical care for the patient and in turn the administrative costs for insurance companies and third parties.

**Q:** We understand that quality of doctors is the essence of any healthcare facility. Would you please share with us the qualities that you look for when inviting your doctors to join CAHN?

A: Basic medical knowledge and competence almost go without saying as being the key criteria. Besides looking at their credentials, skills, and professionalism, we also seek for some other qualities – the doctors must have passion and are able to communicate to patients effectively. I see my consultants as the hospital brand ambassador, so it's very important for the doctors to establish and maintain good relationship with patients. Good communication, competency, friendly and ardent – facilitates good care.

Q: The Malaysian government aims to digitalise medical records by 2015 and ultimately have a common database, accessible to all medical facilities in Malaysia. However, there are concerns about patients' privacy and confidentiality. Considering that CAHN maintains a modern fully digital medical record facility, what are the plans that CAHN has put in place to ensure patients' confidentiality is secure?

A: I have a great confidence in our patient electronic medical record system currently in use. Care21, our patient electronic medical record system, was exclusively developed in-house for all Columbia Asia Hospitals worldwide. Confidentiality is assured as employees are given limited access to modules related to their work only. Only doctors have secure digital signatures for use in each patient's medical and prescription report.

We are confident of this cutting-edge system where there is very limited and restricted access across the board. There are restrictions and limitation in accessing the system according to the user department and ranking. We take security matters seriously and employees require consent from their superiors to access, download and print patients' information and medical details.

Q: Since your appointment as CAHN's General Manager, can you share with us your future plans for CAHN?

A: Columbia Asia is the future of healthcare. The innovative design of Columbia Asia hospitals, from their manageable size to their advanced technology, is

focused on creating the most positive experience for patients. Patient service, efficiency and medical excellence are all part of Columbia Asia's model to deliver the best medical service.

CAHN is growing by leaps and bounds. I envision CAHN-Nusajaya as the hospital of choice, in Johor in the next couple of years. In addition, we hope to offer more specialists and disciplines to meet the growing needs of the Nusajaya community.

Q: What kind of challenges do you foresee being at the helm of CAHN? Can you share with us how you plan to address these challenges?

A: Competitors, migration of our trained staff and the lack of transport facilities – these are the real challenges that keep me awake at night. However, we have plans to address these challenges. These include having regular dialogues with our competitors to address discuss issues, working hand-in-hand towards a win-win situation for all; actively engaging the relevant authorities with regards provision of shuttle service to the hospital; and ensuring that we are able to offer attractive remuneration packages to discourage migrating doctors and create a healthy working environment to address the current needs of our employees.

Q: We would like our readers to know you better. Would you care to share with us something about your background and interests? Thank you

A: The healthcare industry is my passion and I have been doing this diligently for the past 30 years. I served in several general and private hospitals – in Malaysia and abroad. During these times I had been providing care and support to patients during their recovery process in my capacity as a nurse. I take my responsibilities seriously and that accountability in my actions is an important prerequisite. I believe in treating people with respect and maintaining a good relationship with others at all times.

## ENHANCED CROSS-BORDER TRAVEL CONVENIENCE



Malaysia - Singapore cross-border taxis

Residents from both sides of the border will be given a major connectivity boost with the introduction of new cross-border travel policies, effective July this year. The Nusajaya community, many of whom are cross-border commuters, will be the greater beneficiaries of this positive and much awaited development.

Travellers from Malaysia and Singapore will soon have the luxury of requesting their taxi pick-up and drop-off points anywhere within their domestic locations. Currently, taxis plying the Johor – Singapore route were only authorised to pick-up and drop-off passengers at designated stops in Johor and Singapore. With this liberalisation, commuters will no longer be forced to only commute between Johor's Kotaraya terminal and Singapore's Queen Street taxi stop near Rochor Road. The new policies will also see more cross border bus services deployed between the various terminals, for example Larkin Bus Terminal, Johor Bahru and Ban San Street in Singapore.

These enhanced transportation services were one of the major outcomes of the 8th Joint Ministerial Committee (JMC) that took place on Wednesday, 30th March 2011. At the same meeting, the joint engineering study on the technical parameters of the Rapid Transit System proposed at the

previous 7th JMC meeting, has now been approved. This study will address areas of public convenience, cost-effectiveness and integration of the transport systems in both countries. The proposed Rapid Transit System will link Tanjung Puteri in Johor Bahru with Woodlands in Singapore.

Currently both countries are identifying international best practises to be implemented at the proposed dual co-located Customs, Immigration and Quarantine system. These best practises aim to ensure a seamless hassle-free travel for cross-border commuters and tourists.

With these advancements in transportation facilities set to boost connectivity and encourage travel between both countries, the Nusajaya community who are located at the heart of this flurry of activity will benefit immensely with the various choices for cross-border travel.

The JMC was formed with the aim of facilitating co-operation between Malaysia and Singapore, in relation to Iskandar Malaysia. The Committee recently concluded its eighth session in Singapore to address matters in the areas of immigration, environment, tourism, transportation and the jointly-developed iconic project.

## IN HARMONY WITH NATURE AT MELODY PARK



Melody Park - Type C

Set amidst lush landscaped gardens is East Ledang's latest residential development, Melody Park. This 36 double-storey bungalows residential enclave offers residents a sense of spaciousness and the soothing tranquillity of harmony with nature.

Designed with high ceilings and picture windows, these homes open out into three landscaped gardens, artistically peppered with uniquely shaped trees, walls of green branches, graphic rock formations, vibrant orchid and wild flower gardens. Further enhancing the feel of nature, each of these homes have outdoor terraces linking the outdoors with the indoors. Residents have the choice of dining rooms flanked by an outdoor terrace and a patio to living rooms that open onto outdoor terraces. These resort-like homes each have a private outdoor swimming pool and a Jacuzzi in the master bathroom.

While enjoying the lush verdant landscapes, the residents of Melody Park are afforded modern conveniences such as fibre-to-the-home (FTTH) 20 mbps high speed internet and an easy two-minute walk to the

Anjung Strip mall. The residents will also receive an automatic membership to the Ledang Urban Retreat. This leisure clubhouse offers spa facilities, fitness centre, bistro, a 50 metre infinity pool, sky dining and karaoke lounge.

For added well-being, Melody Park has a three-tiered state-of the-art security management system which includes 24-hour CCTV monitoring, manned entrances, patrol guards and emergency panic buttons in each home linked to the East Ledang Safety Intelligence System (ELSiS) – all standard features offerings at East Ledang.

Come experience this new lifestyle - feel free to visit our Show Gallery at Nusajaya Center or contact Patrick Yeoh at +607 277 3777 or via email at [scyeoh@uemland.uemnet.com](mailto:scyeoh@uemland.uemnet.com)