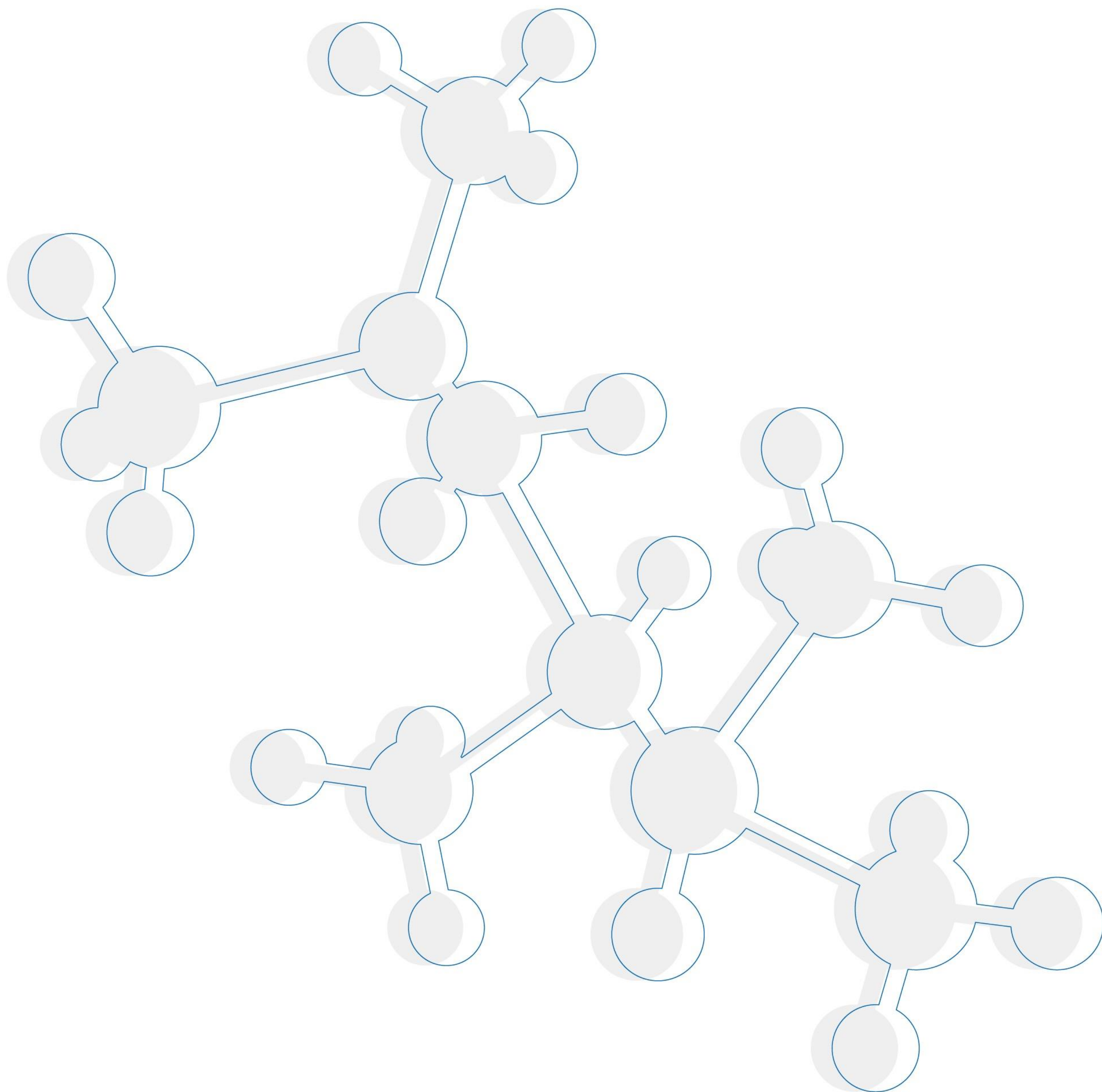
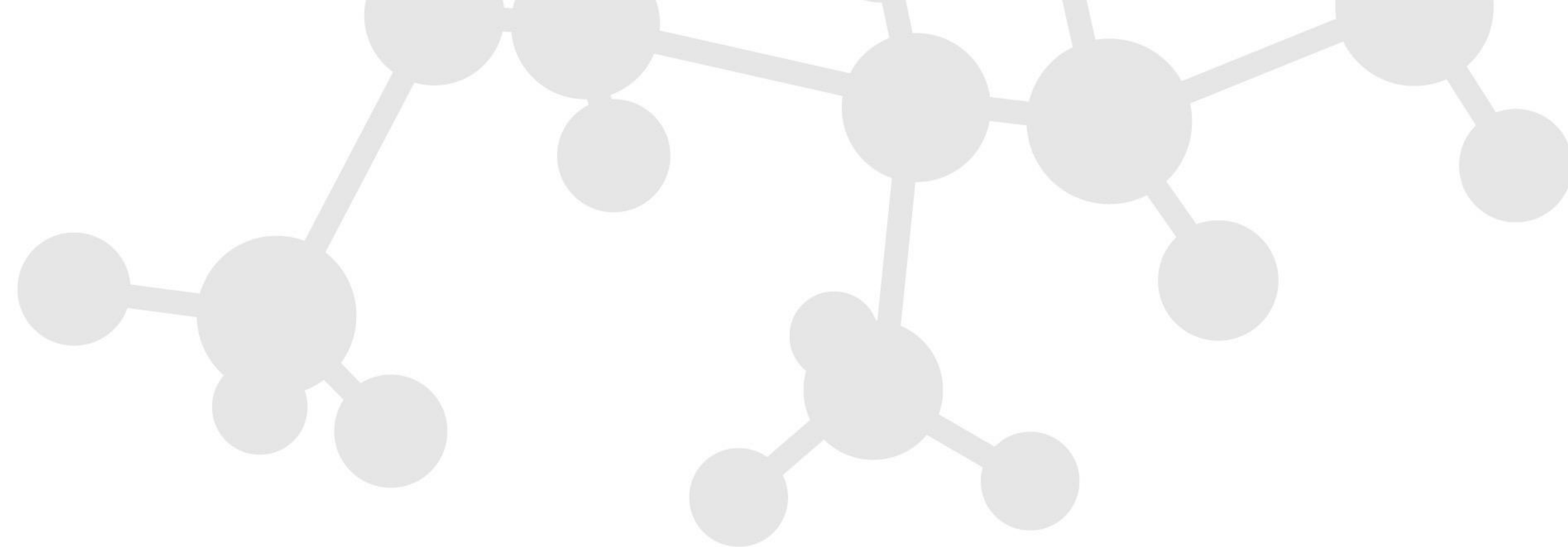


**BOE**

**BOE HBG**

京东方健康服务事业群

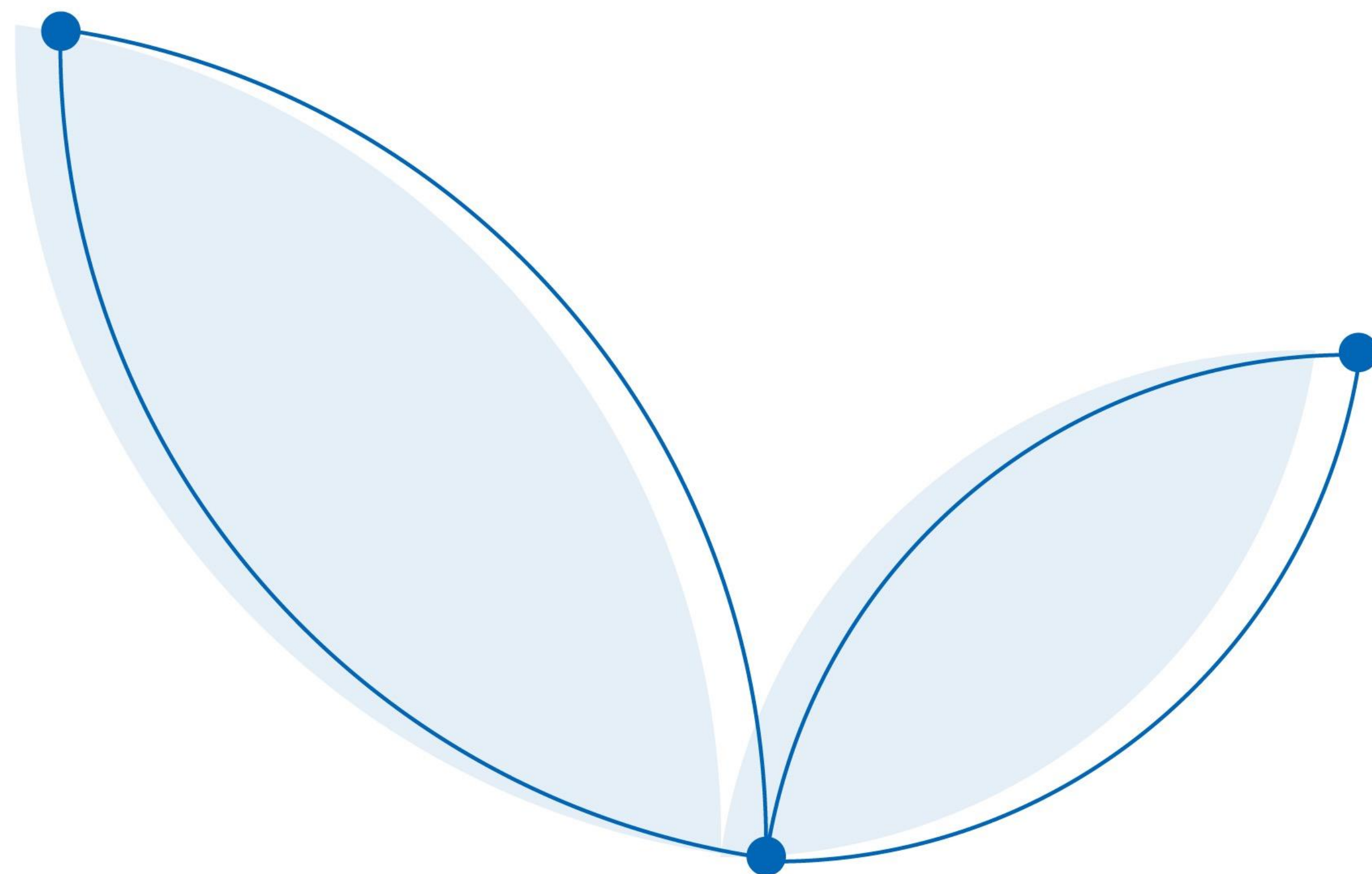




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## VISION 愿景

TO BE A GLOBAL MODEL IN HEALTHCARE SERVICE

成为健康服务领域全球典范

## MISSION 使命

FOR HUMAN HEALTH AND WELL-BEING

为了人类的健康和幸福

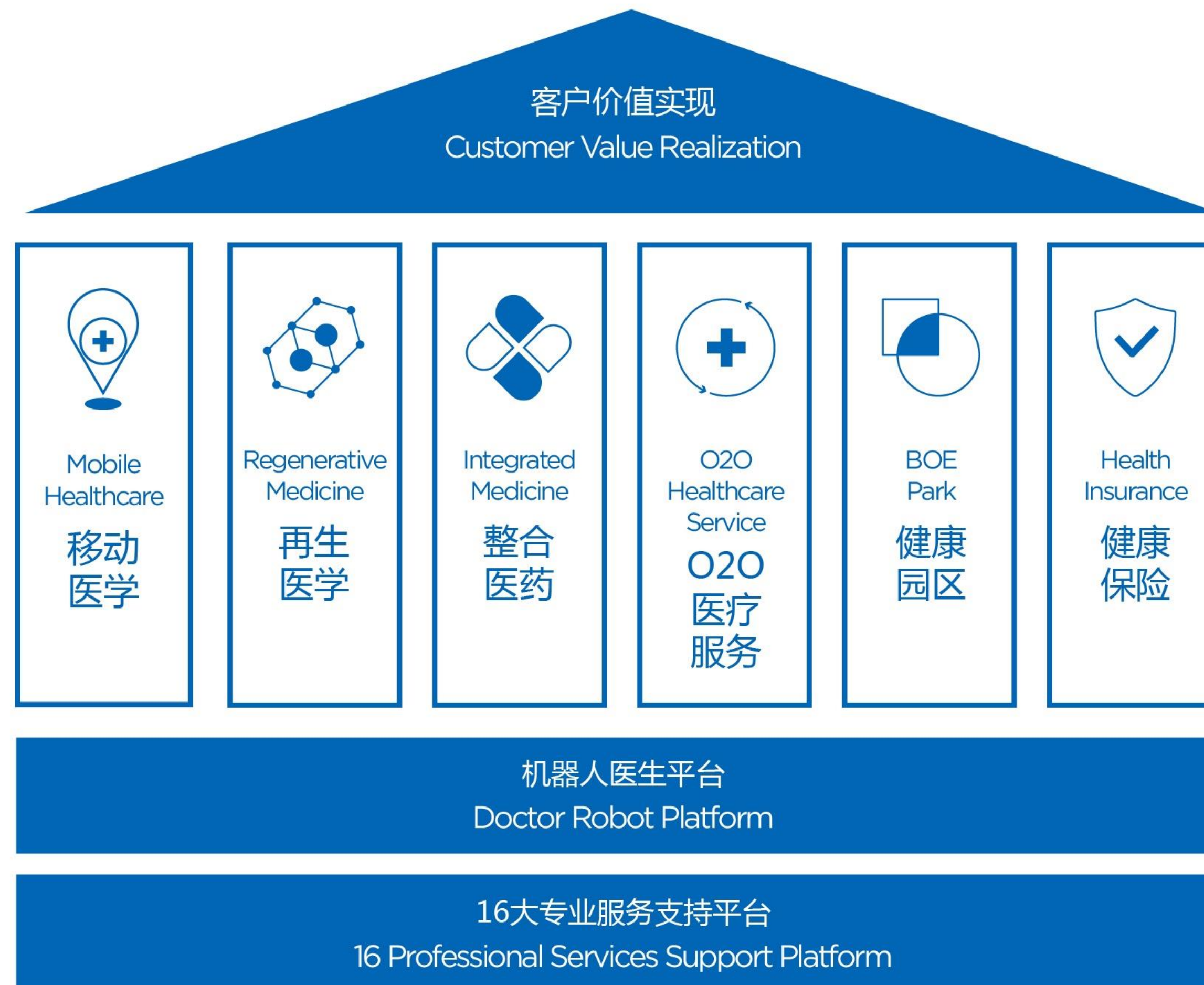
# ABOUT HBG

Combining BOE's four core techniques---display, sensor, AI and big data, together with medicine and life science and technology, HBG has made transboundary innovations and developed business units in mobile healthcare, regenerative medicine, integrated medicine and O2O medical services. At the same time, we have been integrating BOE park resources, and building health insurance payment platform. With internationally advanced medical technology and premium care, HBG offers pleasant and affordable healthcare services.

## 关于健康服务事业群

我们将京东方多年积累的显示、传感、人工智能和大数据四大核心技术与医学、生命科学相结合，跨界创新，发展移动医学、再生医学、整合医药和O2O医疗服务，整合健康园区资源，搭建健康保险支付平台，以国际最先进医学技术和最优质服务，提供令客户愉悦并可担负的健康医疗服务。

For Human Health And Well-being  
为了人类的健康和幸福



# MOBILE HEALTHCARE

Based on those intelligent mobile devices, such as non-invasive blood test and non-invasive glucometer, EEG, as a interface, doctor robot can predict potential health risks and give treatment suggestions accordingly, so as to provide individual diagnosis, treatment, and health management plan.

## 移动医学

移动医学业务，以移动健康终端设备，如无创血液检测、无创血糖检测、脑电波、心电检测等产品为端口，以机器人医生为依托，通过智能终端检测数据，机器人医生可以预测健康风险、出具治疗建议方案，从而为用户提供个性化诊疗和健康管理方案。



# PRODUCT INTRODUCTION

## 移动健康产品介绍

MTX : MATRIX MULTIPLE BIO PARAMETERS MONITORING  
无创血液监测仪1.0

YOUR MOBILE HEALTH MANAGER  
您的移动健康管家

随时 为您 Testing Anytime  
提供 医疗级 Medical Grade  
无创 监测 Non-invasive



MTX



上市时间2017年3月8日  
了解更多敬请关注  
Launch in 8<sup>th</sup> March 2017



移动健康App  
Mobile Health App

可测参数 Measurable Parameter

1. BP 1. 血压	2. PPR 2. 外周脉搏	3. MAP 3. 平均动脉压	4. CO 4. 心输出量	5. SV 5. 心搏量	6.pH 6.酸碱度	7. pO <sub>2</sub> 7. 氧分压
8. Hct 8. 红细胞压积	9. Hb 9. 血红蛋白	10. RBC 10. 红细胞	11.TCO <sub>2</sub> 11.二氧化碳含量	12. SpO <sub>2</sub> 12. 血氧饱和度	13. pCO <sub>2</sub> 13. 二氧化碳分压	14. O <sub>2</sub> CT 14. 氧含量

COG : COMBO GLUCOMETER  
无创血糖监测仪1.0

THE GOSPEL OF DIABETES  
糖尿病患者福音

随时 为您 Testing Anytime  
提供 医疗级 Medical Grade  
无创 监测 Non-invasive



COG



可测参数 Measurable Parameter

Capillary Blood Glucose 1.毛细血管葡萄糖含量	Glycohemoglobin 2. 糖化血红蛋白
--	------------------------------



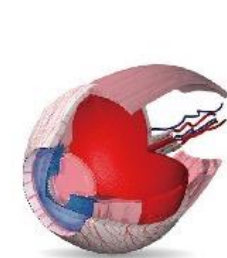
上市时间2018年  
了解更多敬请关注  
Launch in 2018

# REGENERATIVE MEDICINE

Regenerative medicine consists of engineering lab, cell processing center(CPC), and clinical & translational center, which are responsible for development, process and clinical application of regenerative medicine products respectively. At early stage, starting from autologous cells, a batch of clinical and translational programs will be carried out, and cell sheet products that meet clinical standards and those applicable for organs such as heart, cornea and skin will be produced.

## 再生医学

再生医学业务涵盖细胞工程实验室、细胞制备中心(CPC)、临床转化中心三个部分，分别负责再生医学产品的开发、制备与临床转化应用。初期将从自体细胞入手，推动一批临床转化项目的落地与实施，生产出符合临床应用标准的可分别用于心脏、角膜、皮肤等再生的细胞膜片产品。



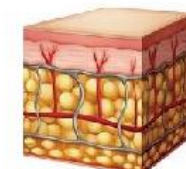
Cornea  
角膜



Esophagus  
食管



Myocardium  
心肌



Skin  
皮肤



Cartilage  
软骨

### Cell Engineering Laboratory 细胞工程实验室

Cell Culture Research 细胞培养研究  
Cell Sheet Tech Research 细胞膜片工艺研究



Feedback 效果反馈 >

Technology 技术/工艺 >



< Products 膜片产品



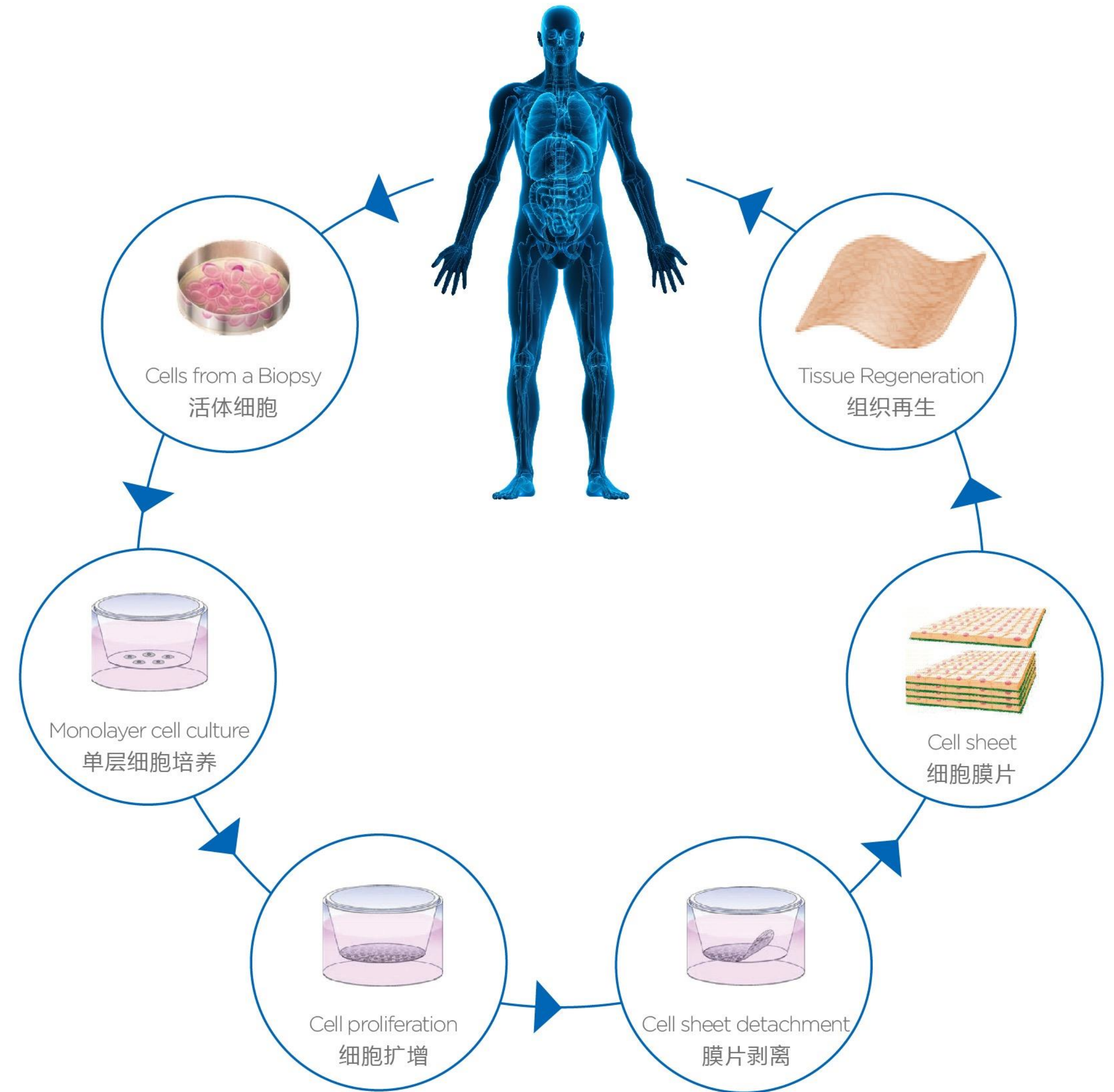
### Clinical & Translational Center 临床转化中心

Clinical & Translational Research 临床转化研究  
Clinical Application 临床实施

### Cell Processing Center 细胞制备中心

Cell Sheet Production 细胞膜片生产  
Production Tech Optimization 生产工艺优化

# CELL SHEET PRODUCTION TECH 细胞膜片制备工艺



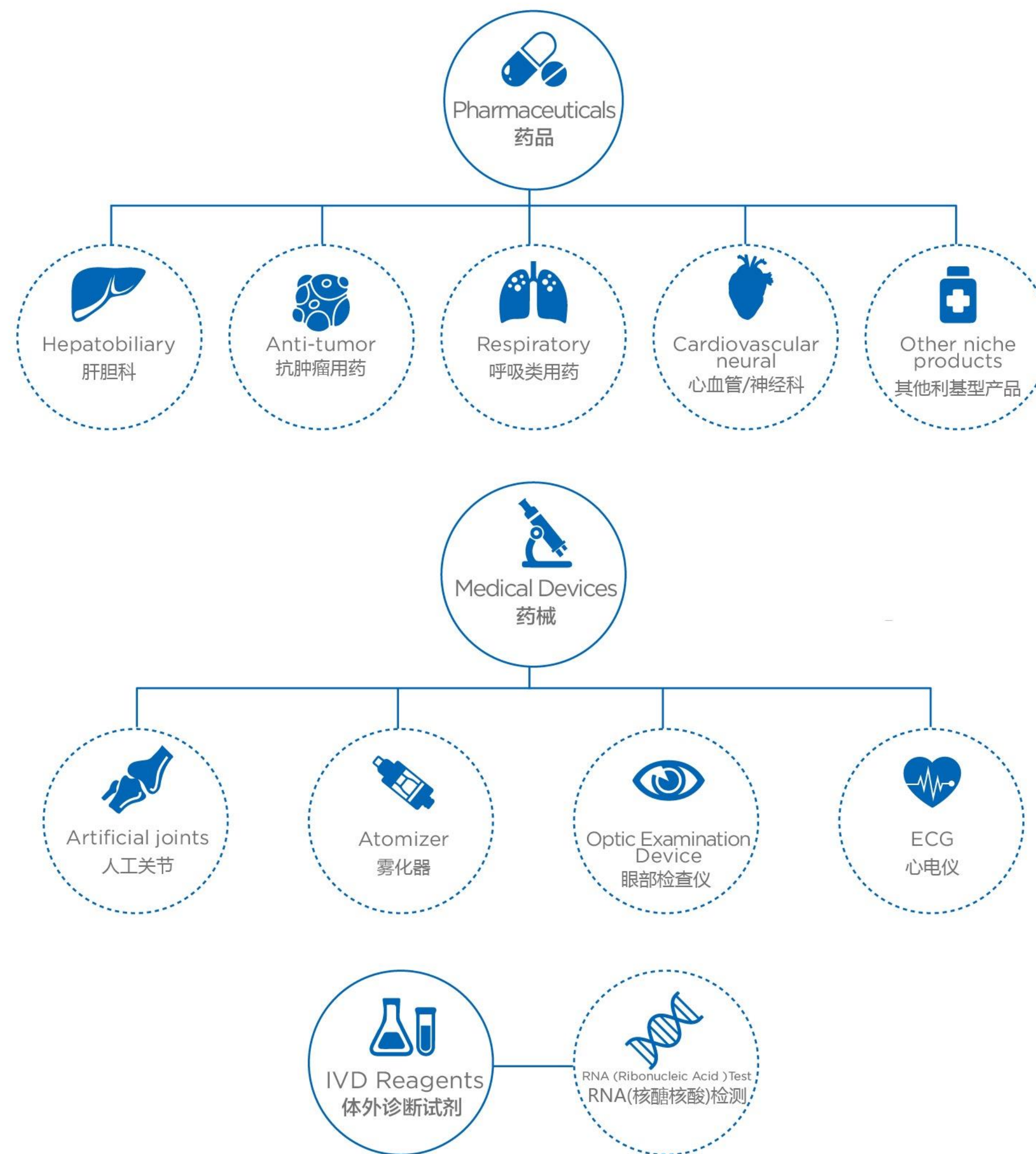


# INTEGRATED MEDICINE

Integrated medicine focuses on development of pharmaceuticals for hepatobiliary, anti-tumor, respiratory, cardiovascular treatment, and medical devices that applied for orthopedics, cardiovascular and optic examinations, and endeavors to build an integrated platform for medical devices development and selling value chain.

## 整合医药

整合医药业务着力开发肝胆、肿瘤、呼吸、心血管等领域用药和骨科、心脏、眼部检测等医用器械，致力于建立一个药械开发与行销价值链整合平台。



Development  
开发

Manufacturing  
制造

Selling  
行销

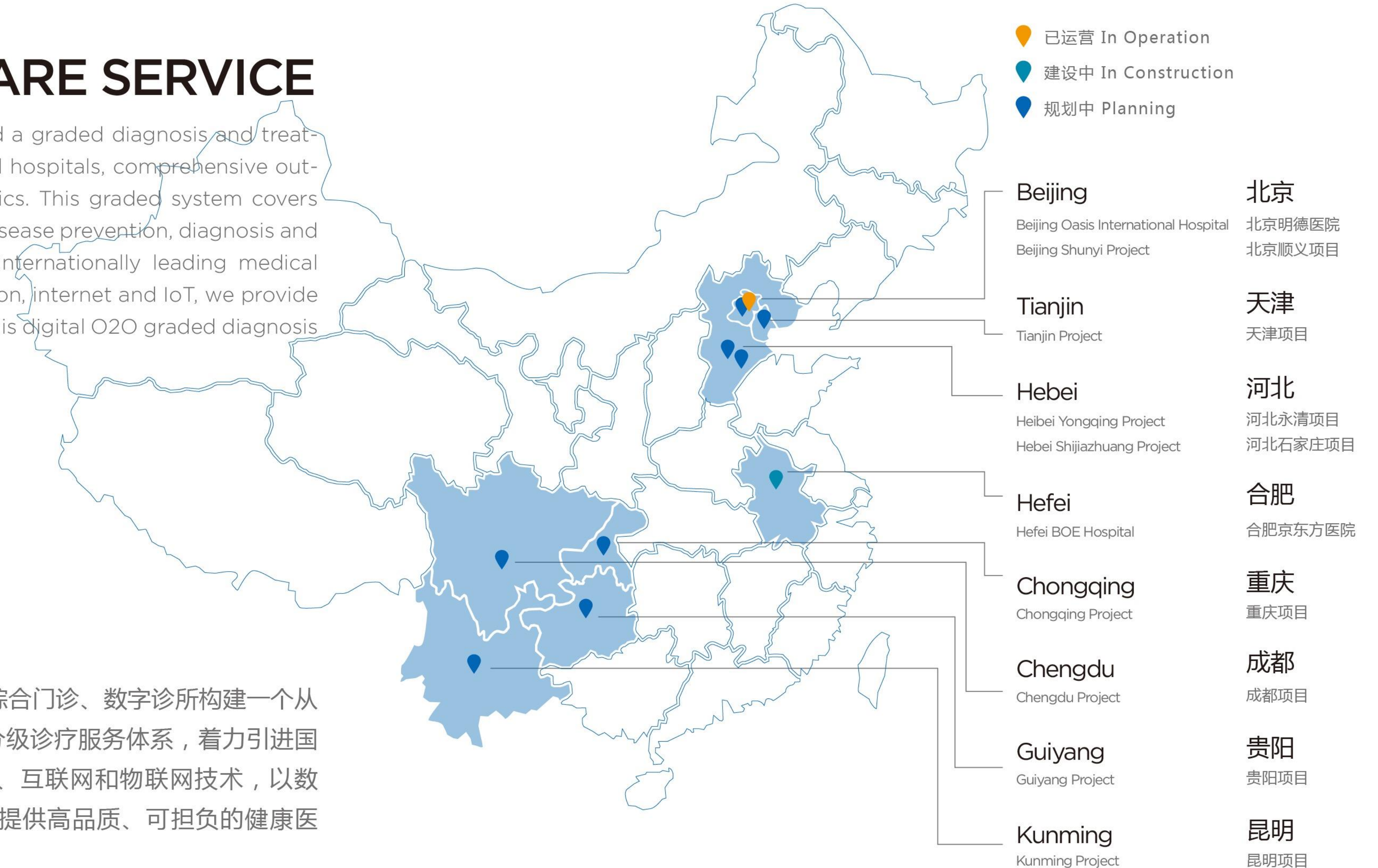
Delivery  
配送

# O2O HEALTHCARE SERVICE

O2O healthcare service aims to build a graded diagnosis and treatment system through building digital hospitals, comprehensive outpatient departments and digital clinics. This graded system covers whole-life healthcare, ranging from disease prevention, diagnosis and treatment to recovery. Bringing in internationally leading medical techniques, and combining information, internet and IoT, we provide affordable healthcare services with this digital O2O graded diagnosis and treatment system.

## O2O医疗服务

O2O医疗服务通过建设数字医院、综合门诊、数字诊所构建一个从预防到诊疗到康复的全生命周期的分级诊疗服务体系，着力引进国际领先的医疗技术，充分结合信息、互联网和物联网技术，以数字化、O2O的分级诊疗体系为客户提供高品质、可担负的健康医疗服务。





# O2O HEALTHCARE SERVICE BEIJING OASIS INTERNATIONAL HOSPITAL

This high-end international comprehensive hospital was founded in March 2012 based on JCI standards

Certified by JCI committee in December 2016

## High-end Comprehensive Care

30 clinical departments, including surgery, gynecological, pediatric, internal, stomatology departments, etc.  
60 single beds, including 8 LDRP rooms  
Contracting with 108 local & international insurance companies  
Follow JCI-5 international standard, Patient centered

## Premium Medical service

15 international top specialists  
Over 40% clinical physicians have PHD degree  
Over 90 clinical specialists

## Featured Programs

Early stage cancer screening(Japanese specialists, devices required)  
Dixon surgery for rectal cancer  
Weight lose for diabetes patients



# O2O医疗服务（明德医院）

2012年3月按 JCI 医疗标准建成的国际化高端综合医院  
2016年12月取得JCI认证

### 高端综合

30个临床科室，涵盖外、妇产、儿、内、口腔等  
60间温馨单人病房，含8间LDRP产休一体化产房  
108家国内外保险公司直付  
JCI-5国际标准，以患者利益为中心

### 顶尖医护

15位全球顶尖医学专家  
40%以上临床医生具有博士学位  
90余位各科室专家

### 特色项目

早癌筛查（日本专家、设备支持）  
直肠癌超低位保肛术  
糖尿病减重

# O2O MEDICAL SERVICE HEFEI BOE HOSPITAL

## O2O医疗服务（合肥医院）



To build a leading digital third-class  
comprehensive hospital in China

建设国内领先的数字化三级综合医院



### Scale

- Has a total investment of 3.2 billions
- 1000 beds
- Site area is 89,600 m<sup>2</sup>
- Total architectural area is 186,000 m<sup>2</sup>

### 规模

- 总投资32亿
- 总床位1000张
- 占地约8.96万m<sup>2</sup>
- 建筑面积约18.6万m<sup>2</sup>



### Features

- Leading technology
- People-centered
- Digital healthcare

### 特色

- 技术领先
- 以人为本
- 数字医疗



### Innovations

- Graded diagnosis & treatment
- Separating management from medical services
- Medical centers
- Digital hospital

### 创新点

- 分级诊疗
- 医管分工
- 中心制
- 数字化



### Centers of Excellence

- Cardiovascular COE
- Orthopedics COE
- Neural COE
- Cancer COE

### 优势

- 心血管中心
- 骨科中心
- 神经中心
- 肿瘤中心



### Progress

- Construction started in September 2016
- Grand opening in July 2018

### 进度

- 2016.09 开工建设
- 2018.07 开业运营

# BOE PARK

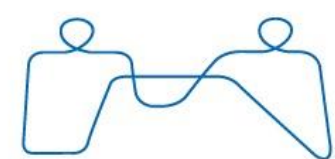
Based on yearly professional park operation experience, BOE PARK business unit integrates ecological chain resources and provides total solution for healthcare park. After more than 20 years, 6 major capabilities have been formed. At present, we're providing total solution service for over 10 large scale projects, including Beijing UBP, UCP, etc. and have accumulated over 1000 strategic customers.

## 健康园区

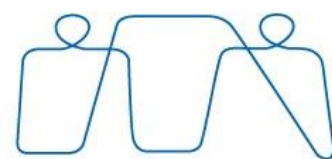
健康园区事业以多年的专业园区建设运营经验为依托，整合生态链资源，提供智慧健康产业园区整体解决方案服务。经过二十多年，目前已形成六大核心能力。目前，在全国提供整体解决方案服务的规模化项目达10余个，包括北京的恒通国际商务园、恒通国际创新园等，累积战略客户上千家。



### TOTAL SOLUTION PROVIDER 整体解决方案服务商



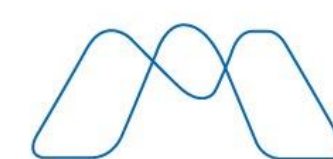
Investment  
投资引进



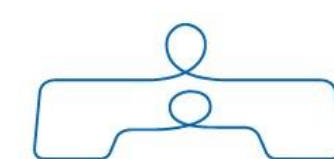
ACP  
项目代建



Positioning  
策划定位



Marketing  
市场营销



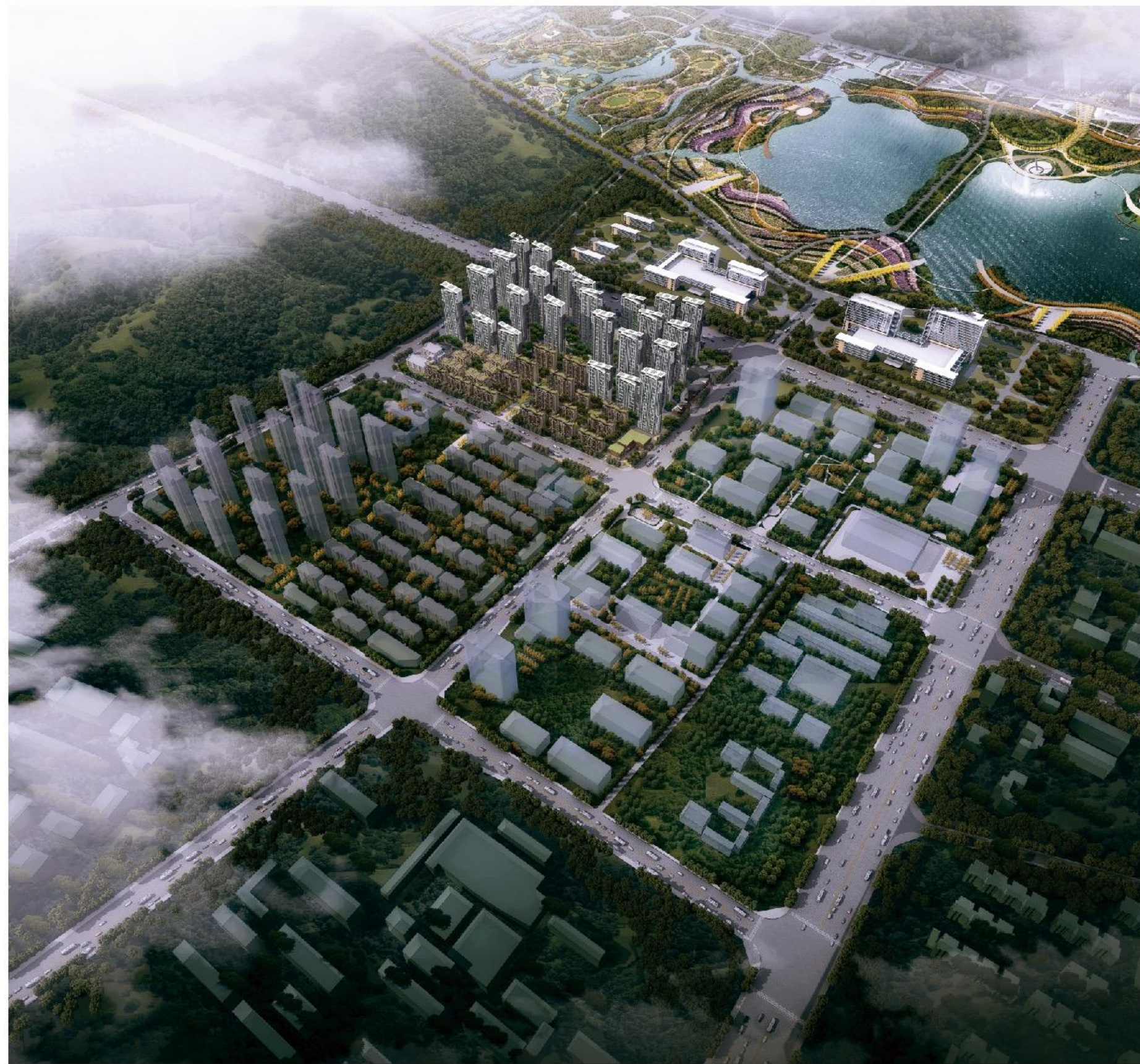
Planning  
规划设计



Assets Mgmt.  
资产管理

# BOE PARK BLUEPRINT

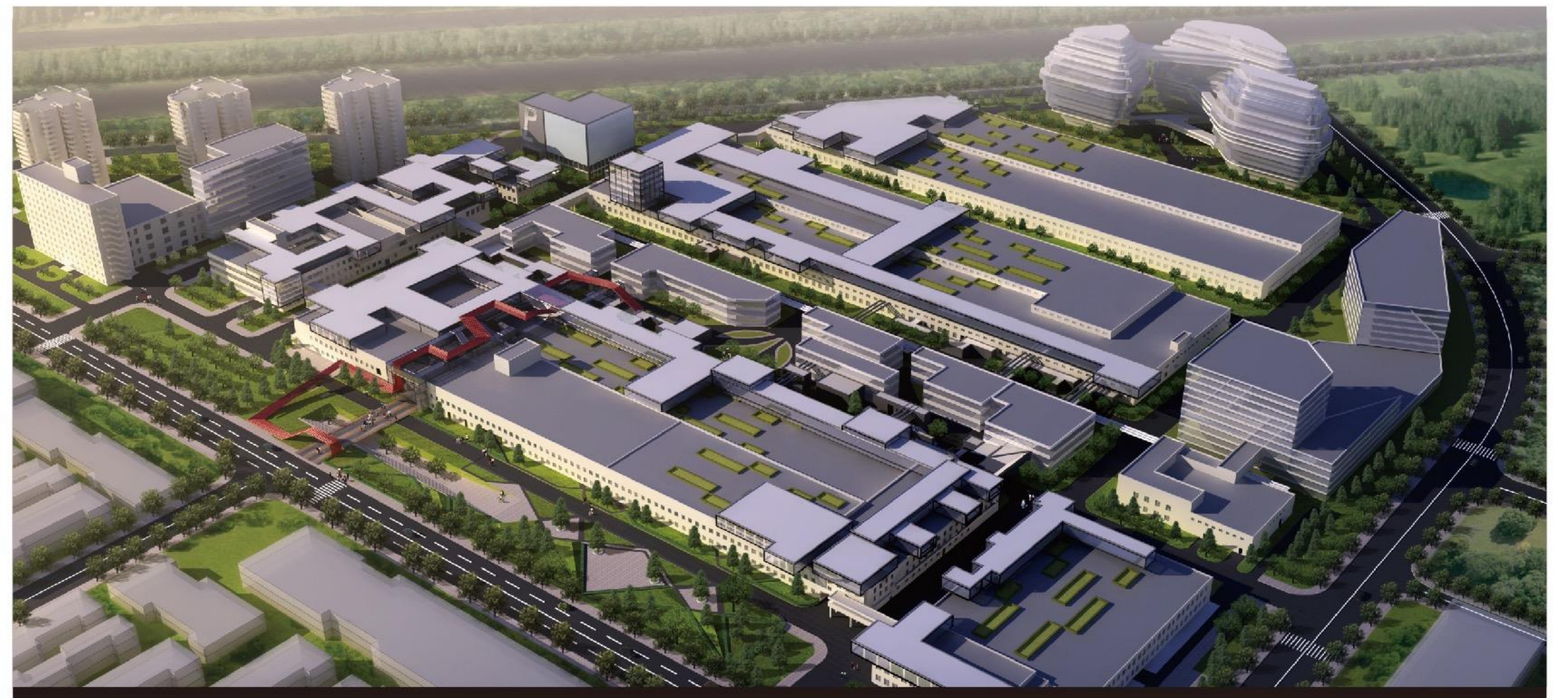
## 京东方健康园区项目概念规划图



Hefei Universal Future Park 合肥恒通国际未来城



Beijing UBP 北京恒通国际商务园



Beijing UCP 北京恒通国际创新园

# ENTERPRISES THAT RESIDE IN BOE PARK

## 京东方健康园区 入驻企业



# HEALTH INSURANCE

Health insurance business in preparation will integrate all the medical resources of BOE. Life insurance company will be the payer, digital medical service institutions and health management center will be the professional service provider. A series of healthcare services including disease prevention, active intervention and disease diagnosis and treatment, and recovery will be provided.

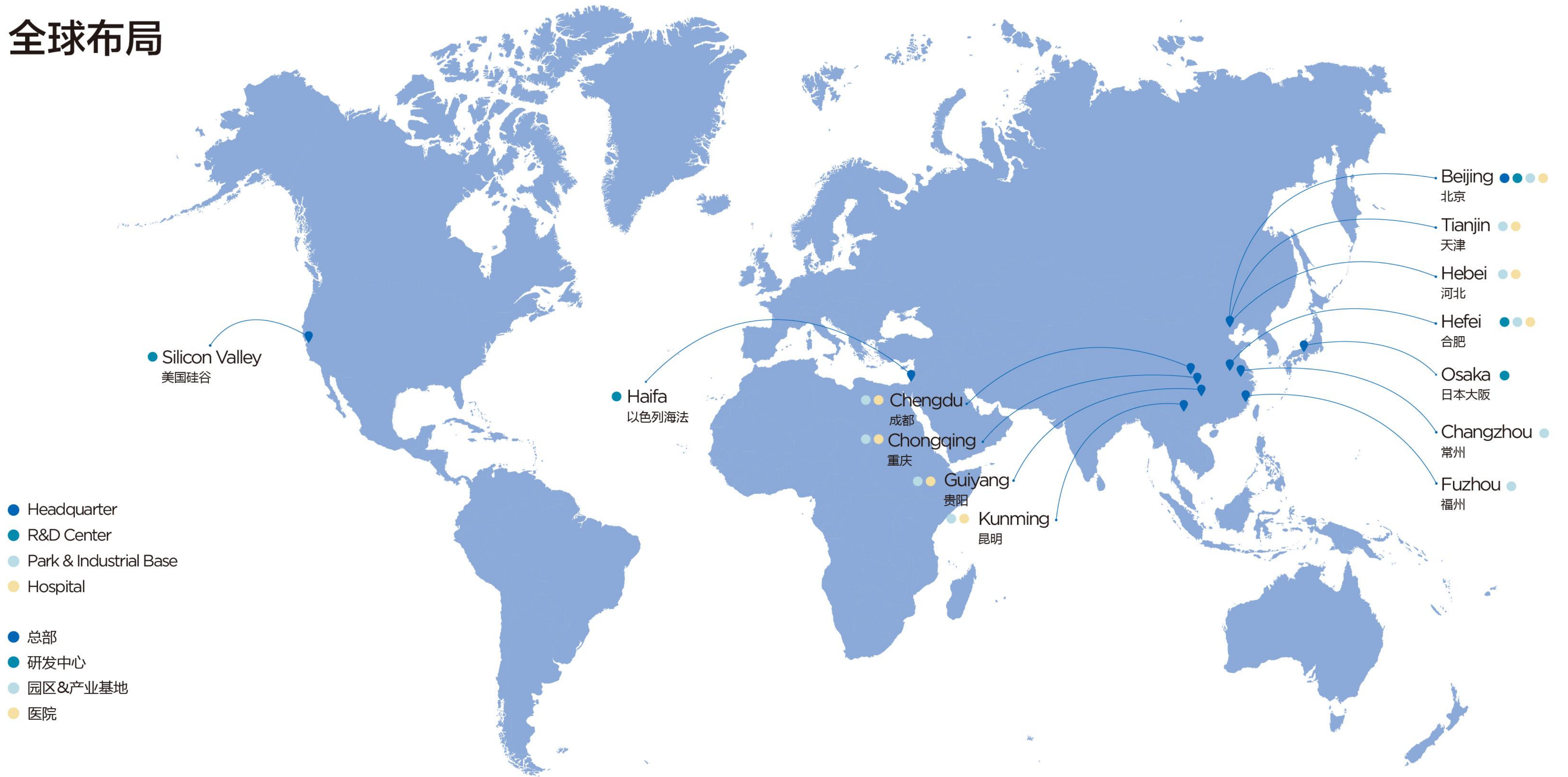


## 健康保险

筹建中的健康保险业务将全面整合京东方集团的各项医疗资源，以寿险公司为支付方，以数字医疗服务机构及健康管理中心为专业服务提供方，为被保险人提供从预防保健、主动干预到疾病诊疗、诊后康复的一揽子健康医疗服务。



# GLOBAL LAYOUT 全球布局



**PEOPLE-CENTERED MEDICAL HOME**  
**以人为中心的家庭式健康医疗服务**

**Thanks**

