



EC Healthcare
醫 思 健 康
HKEx Stock Code: 2138

醫思健康文化長城 學習醫思健康的日常會話
從2005年起，醫思健康人(ECHers)攜手創造了我們熟悉的「文化長城」(ECH Culture Great Wall)。對新的商業夥伴來說，有時候可能不易掌握，為此，我們建構了這《醫思健康文化長城》

文化長城2.0



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ECH Culture Great Wall Learn to speak like a ECHer
Since 2005, ECHer have collaboratively created our own ECH Culture Great Wall. It is difficult for new joiners or business partners to understand sometimes, hence we have built this ECH Culture Great Wall to showcase our culture.

ECH CULTURE GREAT WALL 2.0

共同管理
人才需要轉變思維，代入持
股管理人身份去共同管理公
司；可以想象，有300個
Eddy在營運公司，代入企業
家的心態，做得比他更好，
更有決心。



價值共識一體化
確保團隊目標方向、價值和
保持共識及一致。

文化 2.0
上至下，每一位的價
值共識一體化，所有
問題不惜工本用系統
文化解決。



Co-Ownership
Talents geared up to lead
and co-own, exercising
entrepreneurship in
running the company in an
Eddy-like fashion, or even
better and with more
determination.



ECHer Enrollment & Value Alignment
One team, One Vision,
One Value, Together in Consensus.

Culture 2.0
Value Alignment and
Engagement across the
board.
Relentless in tackling all
challenges with our
culture and system.



文化 & 系統
系統和文化才能帶領
集團長遠發展，並讓
公司文化得以傳承。

IT 服務 品牌
ECH的三大核心優勢，我們透
過做好這三大要素讓自己在業
界中脫穎而出。

願景
成為亞洲領先及以客為本的醫療健康服務
平台；專注於精準及預防性醫療；成為客
人最信賴的夥伴。



CNS
Culture and System
Sustainable growth led
by our culture and
system.

ISB
IT, Service, Brand
The 3 core competencies
differentiating ECH from our peers.

Vision
To be the leading and client-centric one-stop
medical healthcare service platform in Asia; Focus
on precision and preventive medicine; To be
customers' trusted partner.



以客為本的一站式服務平台
ECH存在的意義。



使命
讓這個世界變得
更健康、美麗、快樂。

價值
安全至上 專業有效
信守承諾 將心比心
卓越非凡



Customer-Centric One-Stop Solution
We build our services around
the needs of our customers.

Mission
Building a healthier,
happier and more
beautiful world.

Values
Safety
Professionalism
Commitment
Care
Excellence



健康、美麗、快樂
先有健康，再有美麗，追求快樂；
ECHer無論工作有多困難，
必須擁有健康美麗快樂。

安全至上
讓客戶能夠接受安全
的治療與服務是最基
本的要求。

專業有效
由資深專業的團隊為客戶提供
優質有效的服務。



HBH
Health comes first, followed by Beauty and Happiness.
No matter how difficult it is, ECHer will always
be healthy, beautiful and happy.

Safety
Safety is our top
priority.

Professionalism
Our services are provided by our
experienced and competent
professionals.



信守承諾
誠實、對自己說話
負責任。

將心比心
逆地而處，
建立信任。

卓越非凡
要期望今天結果比昨天好，不要
只重複做昨日做過的事情，因為
昨天的最好，已成今天的標準。



Commitment
Integrity.
We will deliver as
promised.

Care
Have empathy,
build trust.

Excellence
Excel ourselves every day.



建立信任 不假外求

營銷最重要是利他，要對客戶有承諾，不再為銷售而銷售，而是要取得客戶的信任及支持。

公開透明

公開透明，達至公平。

關懷愛護 貢獻自己 服務人群

作為醫療服務提供者的抱負。



Build Trust, Gain Loyalty

Engage customers in a trusting relationship by delivering our promises.

Open & Transparent

Uphold fairness through transparency.

Commit Ourselves to Serve & Care for Others

Pledge to serve in the medical industry.



50樓心態

求知若飢，虛心若愚；大膽假設，小心求證；前無古人，後無來者。



先相信 後看見

強大信念讓夢想成真。

跟對人，做對事，走對路

與專業的人實踐使命，熱衷投入工作，致力為持份者帶來創新優越的服務以及豐厚利潤。

Half Full, Half Empty

Be humbly arrogant; Make bold assumptions, careful verification; Make your achievements unprecedented and unsurpassable.



Believing is Seeing

Strong faith makes dreams come true.

Follow the Right Team, Do the Right Thing, Walk the Right Path

Accomplish mission with the professional team. Work with passion, strive to bring values and excellent services to the stakeholders.

痛苦與收穫

贏就贏，輸就輸，世上沒有免費的午餐，不可只抱嘗試心態，有付出才有收穫。



態度決定高度

想像有多高，成功有多大。



團隊精神

團隊合作 - 強大信念及成功的基礎。

pain GAIN

Win or lose, no trial. No free lunch otherwise we will never get there.



(Special thanks to HKBN for the inspiration)

Attitude Defines Altitude

Mindset defines your level of achievement.



Born to be THE CHAMPION

President Xi said: "There is no best, only better."
President Tang said: "There is no 'do our best', only 'play to win'."

相信 & 做到

信念是成功的推動力，我們就用一年時間追趕擁有30年經驗同行。

方法總比困難多

有時間想一萬個做不到理由來解釋，不如認真想一個方法做到。

永遠相信美好的 事情即將發生

永遠相信美好的事情即將發生。



Believe and Achieve

Aim High, Reach High. Aim to surpass a 30-year old peer in 1 year.

Where There is a Will, There is a Way

When there is a problem, winners find solutions, losers make excuses.

Always Believe That Something Wonderful is About to Happen

Always believe that something wonderful is about to happen.



人才

ECH 沒有員工，只有人才。



盡贏

捨我其誰

用結果說話

我們不相信感覺，數據會告知真相，「基於個結果」是管理層常說的話。



Talents

ECH does not have any staff, we only have Talents.

(special thanks to HKBN for inspiration)

Teamwork

The fundamental of our faith and success.

Our Results Speak for Themselves

We don't believe in gut feeling, we believe in data. "Based on the results" This is what we always say.



三贏

指平衡公司、客戶及人才的權益，締造三贏局面，並和業界一起贏。



贏成習慣

在ECH，贏不是偶然，是一次次成功的習慣。

BB magic

品牌介紹書和魔法：品牌介紹書讓所有ECHer都能夠更形象化地向投資者、顧客及其他外間團體介紹集團旗下品牌，此介紹能令顧客及投資者們對ECH更有信心，令相應的購買量和投資變得更多，成就魔法。



Three-wins

Strike the balance between our company, customers and talents to create a three-wins situation, and win with the peers as well.



Winning Culture

In ECH, success is a habit.

BB magic

The Brand Book enables all ECHer to visualize and present the brands under ECH to all external parties in a more organized manner, which might trigger a larger portion of consumption and investment in return, creating the magic.



美容醫療化 醫療品牌化

我們致力為客戶提供高端服務，以醫療規格發展美容業，經營醫療品牌提高質素。



KPI

- 走雞
- Booking
- Show Up
- Redeem
- 漢堡包
- Keep包
- TINT
- RSD
- 1M00
- 公海
- YOY: 年比年
- MOM: 月比月
- 特批
- 打折上數
- 爆數
- 369 報數



Remodel Cosmetology Practices, Rebrand Medical Services

We aim to provide the best service to our customers. To "medicalize" beauty industry and to add branding elements to the medical industry.



Key Performance Indicator (KPI)

- Arrange next treatment for clients
- show up
- keep burger
- 1M00
- MOM
- Discounted commission
- redeem
- TINT
- Sea
- Special approval
- Report status at 3, 6 and 9 pm
- Chase booking
- Burger
- RSD
- YOY
- Exceed target

