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Celebrating life

Pro-family initiatives at Thomson Medical Centre ensure that parents, babies and grandparents stay in the pink of health

At Thomson Medical Centre (TMC), new parents often consider the staff to be heaven-sent helpers. Fittingly, the latter are known as the Thomson Angels.

The Angels are a team of TMC staff committed to serving new mothers with the Thomson Touch — a total healthcare experience that emphasises personalised care and high quality standards.

Where customer interaction is concerned, the one-stop provider of women's and children's health services promises to delight customers with its range of innovative and value-added services.

Ms Gladys Chiew, the mother of nine-month-old triplets Zachariah, Nehemiah and Jeremiah, is one happy parent who took advantage of the value-added services that came with her TMC experience.

She said: "TMC's Subsequent Born Incentive (SBI) programme allowed me to enjoy savings on hospital services, and I continue to enjoy the savings till today."

The SBI and the First Born Incentive (FBI) are specially-designed programmes that entitle parents to member privileges, such as preferred rates for outpatient visits, specialist services and ultrasound services — perks which will be all the more pertinent to those who are concerned with rising parenting costs.

To complete the TMC experience, the hospital also has an



Considerate touches such as the Soup-for-Moms initiative and personalised services delivered by the Thomson Angels ensure that mums and babies have a pleasant stay.

array of pro-family services and goes the extra mile to ensure that mothers and babies have a pleasant stay. These include confinement nanny services, parenting workshops for new mums, in-room shopping and tea sessions.

According to the TMC spokesperson, some of these pro-family initiatives were the result of "a combination of both active listening to TMC's patients and proactive ideas from our staff."

For example, the Soup-for-Moms programme was created after new mothers said that they found it difficult to breastfeed after giving birth. The nourishing soups, which contain high amounts of protein, help encourage lactation.

To foster a more pro-family environment, TMC also serves the needs of the extended family through a variety of non-maternity

services, including weight management, anti-ageing and aesthetic medicine treatments.

Parents and grandparents of FBI and SBI members are also entitled to a 15 per cent discount on health screening packages.

Still, TMC's focus remains on delivering babies and ensuring good beginnings to new lives. Its ParentCraft services prepare parents for the child-rearing journey by teaching them how to care for newborns.

Mr and Mrs Derek McConnell, the parents of three-month-old Hayley, said: "From our first visit to the clinic right through the pregnancy, labour and delivery, we found the staff to be professional and knowledgeable. More importantly, they were caring, and found time to answer our questions and provide assistance when it was needed." MELODY TAN

The Pro-Family Business (PFB) Mark, supported by the Ministry of Community Development, Youth and Sports, signifies businesses' commitment to welcome families as customers. It underscores the potential business value that can be derived from targeting families as customers. For more information on the PFB Mark, contact the PFB Secretariat at 6375 0939 or visit www.mbp.org.sg.