



Horizon

A monthly newsletter of the PROMIXCO GROUP

May 2023

**ACCELERATING
THE MEDICAL
INDUSTRY IN
BANGLADESH**

DIGITAL TRANSFORMATION IN HEALTH CARE: KEYS FOR SUCCESS

Are you a healthcare business leader looking to drive digital transformation in your organization? Take a cue from other industries that have successfully implemented digital transformation strategies. Here are three key ways healthcare organizations can drive digital transformation:

Embrace innovation: In order to stay ahead of the curve, healthcare organizations must be willing to embrace innovation and new technologies. This means investing in digital tools and platforms that can help streamline processes, improve patient care, and increase operational efficiency.

Prioritize data security: As healthcare organizations increasingly rely on digital technologies, it's essential to prioritize data security. This means implementing strong cybersecurity protocols and safeguarding sensitive patient information from potential breaches.

Foster a culture of change: Digital transformation is not a one-time event, but an ongoing process of change and evolution. To drive this change, healthcare organizations must foster a culture of innovation and encourage employees to embrace new technologies and ways of working.

By following these key principles, healthcare organizations can successfully drive digital transformation and position themselves for long-term success in an increasingly digital world.



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PROMIXCO GROUP new corporate office Inaugurated



We're thrilled to announce that PROMIXCO Group inaugurated its new corporate office on April 27, 2023. The ceremony was graced by the presence of esteemed guests, including Shah A Sarwar, Managing Director of IFIC Bank Limited, who served as the Chief Guest. Also in attendance were Abul Hasnath, Head of Business & DMD, GM, and RMO, as well as PROMIXCO Group's Managing Director, Mousumi Islam, and other senior officials.

The new office is a testament to PROMIXCO Group's commitment to growth and excellence. With state-of-the-art facilities and a strategic location, the office is poised to take the company to new heights. We're excited about this new chapter in our journey and look forward to continuing to provide exceptional services to our valued clients.

BANGLADESH IS FULLY SELF-SUFFICIENT IN MANUFACTURING CE-CERTIFIED ICU/CCU/HDU BEDS AND HOSPITAL FURNITURE

We have some exciting news to share! Bangladesh has achieved full self-sufficiency in producing CE-qualified ICU/CCU/HDU Hospital furniture, making it unnecessary to import these items from abroad. This accomplishment is a testament to Bangladesh's commitment to excellence and high-quality production.

Not only are these locally-manufactured products affordable, but they also boast exceptional quality, ensuring that patients receive the best care possible. What's more, we stand behind our products with a lifetime warranty service guarantee, providing our valued customers with peace of mind and confidence in their purchases.

We are proud to offer world-class hospital furniture that meets international standards right here in Bangladesh, and we are excited to continue providing exceptional products and services to our valued customers.

