

Special Award for Small Enterprises and Start-ups – Ascensia Diabetes Care Hong Kong Limited

小型企業及初創企業特別獎 – 健臻醫療保健香港有限公司

Report from the Board of Examiners

Ascensia Diabetes Care Hong Kong Limited, dedicated to improving the health and lives of people with diabetes, was established in 2016 through the acquisition of Bayer Diabetes Care by PHC Holdings. The company strives to provide optimal and innovative solutions to the people suffering from diabetes. The product series CONTOUR® is renowned in the industry which captures significant market share in the blood glucose meter market in Hong Kong.

With a clear vision statement, the company cascades the vision, mission and values (VMV) to the staff members and stakeholders in multiple channels including meetings, intranet and newsletter. The vision is tied to achievable goals of team and individual members with recognition as motivation. Staff members are encouraged to share their successful stories to foster the VMV communication, creating synergy and results in good engagement of staff members working towards the same goal.

The company has a well-planned strategic development and clear identified segments of key customers and stakeholders including product end users, healthcare professionals, health conscious users and non-governmental organizations. Comprehensive and practical engagement activities such as patient survey, press conference, business partner training and strategic medical seminars are conducted to further enhance customer engagement and customer loyalty. While short-term and long-term plans are set, the company has demonstrated flexibility in adapting to changes as marketing objectives are reviewed and adjusted against the market transformation yearly to ensure it can always meet the challenges ahead. The local company also collaborates with the parent company in feeding data in support of advancing future product development.

Ascensia Diabetes Care treasures staff members as valuable resources, hence, health and safety in workplace are always in the top priority. In addition to identifying hazards in the workplace and take actions for improvements, the company actively promotes work-life balance. With a cozy yet spacious office equipped with a well-being corner offering necessities and snacks to energize staff, it provides a homelike working environment which as a result helps to enhance staff loyalty and productivity. The company has successfully achieved high staff loyalty and is proven by the fact that the majority of employees have worked for over five years, and some even over 10 years. Continuous learning is being emphasized. The company provides customized training, occupational training and life-long learning opportunities by partnering with regional Human Resources Team and well recognized local training providers to maintain its workforce competitiveness.

Apart from the business aspects, Ascensia Diabetes Care also contributes to society by participating in different NGO activities and sponsoring diabetes organizations, echoing its VMV – caring for the lives of people with diabetes.

評審委員會報告

健臻醫療保健香港有限公司（健臻）於2016年由PHC Holdings收購Bayer Diabetes Care後而成立。健臻致力改善糖尿病患者的健康和生活質素，為他們提供最合適並創新的方案。其中 CONTOUR® 系列產品於業界佔重要席位，在香港的血糖測量機市場亦取得重要份額。

健臻制定了明確的願景和目標，並且透過會議、內聯網和其他通訊刊物等多種溝通平台，將願景、使命和核心價值傳達給員工和持份者。依據公司願景制訂務實的團隊和個人的工作目標，激勵讓員工達致目標。健臻鼓勵員工互相分享成功個案，促進彼此溝通，並推動員工積極參與，邁向共同目標。

健臻展示了清晰的策略規劃和明確的主要客戶群，包括產品的消費者、醫療保健專業人員、注重健康人士和非牟利機構等。通過舉辦內容全面和實用的活動，如病患問卷調查、新聞發布會、培訓商業合作夥伴，和醫學策略研討會等，進一步提高客戶參與度和忠誠度。健臻亦會因應市場變化、轉型，靈活檢討和調整營銷目標以及短期、長期計劃，以確保有充裕實力應對未來挑戰。香港分公司與總公司緊密協作，互相提供數據以支持未來的產品開發。

健臻視員工為寶貴資源，因而着重提供一個健康和安全的工作環境。除了找出工作場所的潛在風險並採取改進措施外，亦積極提倡工作與生活的平衡。舒適而寬敞的辦公室內劃出休閒空間，並提供日用品和零食，務求讓員工擁有猶如置身在家中的工作環境，以提高員工士氣和工作效率。各項措施亦成功提升員工忠誠度，而大部分員工均任職超過五年，甚至十年以上。透過與不同地區的人力資源團隊和本地著名培訓夥伴合作，健臻為員工提供專業培訓、職業培訓和終身學習機會，鼓勵他們持續進修並時刻保持競爭力。

在業績以外，健臻亦透過參與及贊助不同的非牟利機構及糖尿病相關組織活動回饋社會，實踐公司的信念——關懷及協助糖尿病患者。