

Chiang Mai

Summary report

The opportunity

In Chiang Mai, Thailand, five IBMers from the United States, France and the Netherlands focused on smarter healthcare and smarter food.

In the area of healthcare, the team focused on making both Chiang Mai and the University Medical Clinic a medical hub – as well as improving hospital efficiencies across the board. Specific focus areas included service delivery, efficiency, competitiveness and integration.

The Smarter Food initiative focused on creating insight on agriculture data for farmers, helping with pricing, weather forecasting and crop supply and demand. The team also considered the branding of Chiang Mai produce.

Challenges in Chiang Mai's food industry included:

- Lack of visibility and complexity of data
- High production capacity and need to grow business
- Organizational and physical constraints

Recommendations

For the medical hub, a series of strategic recommendations were made around hospital efficiency, ecosystem integration and clinical service ID marketing. Specifically, efficiency savings were identified that would improve service delivery time and resource usage, improve the environmental performance of buildings and use analytics and process analysis to improve clinical outcomes. Ecosystem integration recommendations included a standard electronic medical record model, a web-based referral system, remote health monitoring and closer integration between pharmaceutical and healthcare products. The IBM team also recommended a clinical service identification workshop and the development of a new healthcare brand marketing strategy.

Highlights:

- Health care efficiency recommendations would lead to improved service delivery and increased consumer choice.
- Integration across the healthcare ecosystem would allow for electronic records, referrals and remote health monitoring.
- Data collection and analysis would provide improved supply-chain operations and forecasting based on prices and weather.

If implemented, these medical hub strategies stand to improve outcomes for all stakeholders. Patients will experience improved service delivery, increased choice and – in the long run – better health. The city government will also benefit from improvements to its citizens' health and can expect an increase in visitor numbers. And the medical hub itself stands to achieve international recognition and may have the opportunity to expand into new service areas.

Food-based strategies and recommendations focused on insights that will benefit all stakeholders in the food supply-chain, by creating industry insights, positioning the city as a champion of natural food and focusing on long-term improvements. Specifically, the IBM team recommended strategies around forecasting and planning, price modeling, an e-portal to help farmers align production with demand and a farmer-focused weather-forecasting tool. Longer-term project recommendations included implementing traceability, enabling the tracking of fruits from farm to consumer, smarter irrigation and flood control and early warning systems.

If implemented, these food industry strategies stand to mean better margins for better-informed and more efficient farmers, improved central government food planning and higher quality food products for consumers.

For more information

To learn more, send an email to smartcc@us.ibm.com or visit smartercitieschallenge.org

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