

TOEIC® Test Success Story

Bumrungrad International Hospital
Thailand

The TOEIC® Listening and Reading Test Helps Bumrungrad International Hospital Communicate With Its Patients

THE CHALLENGE

For an internationally recognized and world renowned hospital such as Bumrungrad International, English communication is important to ensure that patients and customers receive the utmost care and attention on their visit. Founded in 1980 and located in Bangkok, Thailand, Bumrungrad International serves more than 1 million patients annually in over 30 specialty centers. Of the more than 1 million patients, more than 400,000 are international patients hailing from over 190 countries.

The challenge for Bumrungrad International Hospital was in their daily conversations with patients and customers. As an international organization, Bumrungrad employees must be able to communicate with patients from all over the world. This means that their English-language skills are imperative to the daily operation of the hospital.

THE SOLUTION

Luckily for Bumrungrad International Hospital, they were able to find what they needed to help address their communication issues; they chose the TOEIC® Listening and Reading test as an assessment and evaluation tool for the English training initiatives within their organization. Using the TOEIC Listening and Reading test to assess their employees' English-language proficiency allows Bumrungrad International to identify staff that need to be prioritized in their English training programs.

THE RESULTS

For Bumrungrad International Hospital, the results are more beneficial than they could have expected. As a result of using the TOEIC Listening and Reading test, Bumrungrad can now track the progress of its employees' English proficiency levels, and when TOEIC test scores rise, it provides a success indicator that Bumrungrad International is moving towards their goal of developing a world-class staff.

To learn more about the TOEIC tests and how they can benefit your organization, contact your local ETS Preferred Network office at www.ets.org/e pn /contacts, visit www.ets.org/toeic or e-mail globalforum@ets.org.

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