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BDMS with CNNIC to spread awareness for healthy living

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Bangkok Dusit Medical Services Public Company Limited (BDMS), Thailand's largest private healthcare group strengthens its partnership with CNN International Commercial (CNNIC) with the sponsorship of 'Vital Signs' hosted by multiple Emmy award-winning chief medical correspondent Dr. Sanjay Gupta.

'Vital Signs' launched its 2019 series in August and includes five 30-min episodes airing monthly with a final episode in December as Dr. Sanjay Gupta unearths the most important medical stories and the secrets for longer and more healthy living. In a new offering for 2019 'Vital Signs' will dedicate a segment in each episode for CNN's 'Live Longer' in which Dr. Gupta will examine how, through activities and practices, people around the world are living longer. Additionally, a series of digital stories will launch on CNN Health that helps users learn more about living a healthier life, based around key health issues that Dr. Gupta will explore in 'Vital Signs'.

Through this sponsorship and advertising campaign with CNN, BDMS aims to champion and enable healthy living by aligning with content on how health issues can be prevented, detected and treated effectively. This mission is in line with Thailand's high ranking in medical tourism destinations, as shown by the country's #3 global ranking in the 2018 International Medical Travel Journal.

"We are excited to support BDMS on their mission of inculcating a culture of healthy living," said Sunita Rajan, Senior Vice President, Advertising Sales, Asia Pacific, CNN International Commercial. "This partnership is aimed at delivering impactful content by aligning the BDMS brand and positioning its wealth of expertise amongst CNN's global audiences. We are confident that through this strong cross-platform partnership BDMS and CNN will help deliver world-class content to create awareness around health topics brought to the forefront by medical experts."

Mrs. Narumol Noi-am, Acting President, Bangkok Dusit Medical Services Public Company Limited said, "BDMS is committed towards creating an environment that promotes healthy living and awareness around medical conditions. We are confident that this collaboration will provide a global perspective on how health issues are detected and treated while sharing innovations around medical science which organisations like ours are committed towards. It is important that we remain at the forefront of healthcare excellence to showcase Thailand's medical prowess that makes the country a leading destination for quality medical care."