

Vista to provide high-end health care services

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To cater to the increasing demand for exclusive health care services among the Chinese high net-worth, Vista, a veteran with two decades of high-end medical service experience in China integrated its best medical resources and launched VISTA THE ONE (VTO), a private health care institution targeting high net-worth individuals and families.

China's rapid economic development has created exponentially growing numbers of high net-worth individuals. The gradual aging of this group of people has opened the private doctors market in China. The targeted demographic of people is more willing to spend on decreasing their health risks in the future. Specifically, to reduce the uncertain threats on their accumulated wealth - the inheritance issues caused by sudden diseases has become one of their most pressing needs.

Besides the individual and family healthcare services for high-end VVIP customers, Vista operates the VTO member community collectively to build an ecosystem surrounding the idea of the "pan-health industry", providing a communication platform for resource exchange, such as capital investment and business cooperation for elites.

In order to ensure that VTO members enjoy the high-end health services that matches their status, the conditions for joining are comparatively stricter, including no less than RMB 50 million net assets for an individual and no less than RMB 100 million net assets for families. VTO adopts an invitation only membership management model and applications are not accepted.