

## Hemas Southern Hospital Introduces Loyalty Card



*Chairman, Hemas Hospital (Pvt) Ltd, Murtaza Esufally giving away the first Lengathu Loyalty card*

Hemas Southern Hospitals is introducing a Loyalty Card in keeping with their corporate policy of lending a hand to their regular customers. Named 'Lengathu', the card was recently launched at the Hemas Southern Hospital in Galle. It will be later introduced to Hemas Wattala Hospital. Describing the launch as a significant milestone at Hemas Southern Hospital, Chief Operating Officer – Hemas Southern Hospital, Dr. Sajeeva

Narangoda said it is a benefit extended to the loyal customers who have given Hemas Southern Hospital a successful path to tread since its inauguration last year.

“We are a relatively new hospital in the landscape of the private healthcare industry of Sri Lanka and in that time, we have proven beyond doubt that quality healthcare can be given to the people of this country with affordability at its center. We have over this time, been able to build a solid foundation of trust and care with our stakeholders, whether it's within our team, our valued business partners or our customers who come in everyday, seeking the best healthcare they can give themselves. With these attributes, Hemas Southern Hospitals broke new ground in the healthcare industry and has continued to maintain a strong relationship with our stakeholders,” he added.

Explaining the working of the Lengathu Card, a spokesman of Hemas Hospitals said that the Card will be operative on the payment of a joining fee of Rs 250 and the cardholder will be entitled to one loyalty point for every Rs.100 spent in the hospital. While one point is equal to Rs.1, there should be a minimum of 100 points for a loyalty member to be eligible to redeem them.

While a percentage of the value of the services can be deducted by redeeming the points, the cardholder can use the facility for laboratory services, X Ray, US, ECG, Echo, and health checks. Up to 20% can be claimed through points earned but professional fees are excluded. In addition, points can be redeemed on indoor bills up to 25%, excluding professional fees.

Once a customer accumulates 1000 points, he or she will be able to undergo a basic health checkup upon redemption of 1000 points. Four persons, excluding the cardholder will be able to redeem points provided they are nominated by the cardholder. March 31st of every year will be the expiry date of unredeemed points.