

2024/2025 PRESTIGE 100 SINGAPORE TOP BUSINESS SERVICE AND QUALITY AWARD

The Bone & Joint Centre: Prestige 100 Singapore Award And Top Business Service And Quality Award 2024/2025



In a medical business landscape often characterized by a focus on profitability and high turnover, [The Bone & Joint Centre \(BJC\)](#) distinguishes itself by putting patients first, embodying a holistic, patient-centric approach to orthopaedic care. Founded in 2020 by Dr Kevin Koo, a dedicated orthopaedic

surgeon, the centre has rapidly gained recognition as a leader in Singapore's healthcare industry. Dr Koo's vision for The Bone & Joint Centre is rooted in a deep commitment to patient care, a focus that sets it apart from its competitors and drives its continued growth and success.

Dr Kevin Koo, Director and Founder of The Bone & Joint Centre, was motivated by a simple but profound philosophy: to restore function and relieve pain for his patients, so they can enjoy the lifestyle and activities they desire. Driven by this mission, Dr Koo established the clinic amidst the challenges of the COVID-

19 pandemic, which posed numerous obstacles, including restrictions on elective surgeries and limitations on patient visits. Despite these hurdles, his Christian faith, the unwavering support of his family, the dedication of his staff, and the understanding of his patients enabled Dr Koo to overcome these initial difficulties and build a practice that prioritizes patient care above all else.



Director of The Bone & Joint Centre (BJC), Dr Kevin Koo

The Bone & Joint Centre's primary focus is on orthopaedic health, offering a comprehensive range of services, from consultations and diagnostic tests to advanced treatments such as minimally-invasive orthopaedic surgeries, extracorporeal shockwave therapy (ESWT) and platelet-rich plasma (PRP) therapy. These complementary services cater to various injuries, inflammations, and degenerative conditions affecting joints, tendons, and muscles, demonstrating the centre's commitment to providing holistic, evidence-based care.

While based in Singapore, The Bone & Joint Centre has already established an international footprint. The clinic regularly treats patients from across the region and beyond, facilitated by its partnerships with specialist providers in Jakarta, Indonesia. This cross-border collaboration ensures continuity of care for foreign patients, allowing them to receive world-class treatment in Singapore and continue their recovery back home. Plans for future expansion include setting up a more substantial presence in Southeast Asia, a strategic move that will enhance access to quality orthopaedic care for regional patients.



Dr Koo's vision for The Bone & Joint Centre is to become a premier musculoskeletal healthcare partner locally, regionally, and globally. To achieve this, the centre has already initiated several innovative programs, such as combined weekly sessions with physiotherapists and podiatrists, creating a one-stop medical and rehabilitation hub. These efforts aim to enhance patient convenience and ensure a seamless, comprehensive care experience.

The Bone & Joint Centre's commitment to patient care extends beyond its clinical services. The centre actively engages with the community through various initiatives, including free consultations at senior day care centres and participation in local health and wellness events. Proceeds from commemorative items have been donated to a local community hospital, demonstrating the clinic's dedication to supporting public health. Looking forward, Dr Koo and his team plan to further their community involvement by running a mobile orthopaedic clinic, bringing specialized care directly to those in need.

Since its establishment, The Bone & Joint Centre has achieved several notable milestones. It is a pioneer in minimally invasive "keyhole" bunion surgery in Singapore and the first private orthopaedic clinic in the country to use 3D printing technology to customize orthopaedic implants for patients. These achievements underscore the centre's commitment to leveraging innovative technologies to enhance patient outcomes and satisfaction.

Moreover, The Bone & Joint Centre was among the first orthopaedic clinics in Singapore to offer teleconsultation services, providing a significant advantage during the COVID-19 pandemic. This early adoption of telemedicine has given the clinic a competitive edge, allowing it to maintain a longer runway of experience in this evolving field.

What truly sets The Bone & Joint Centre apart from its competitors is its unwavering focus on patient outcomes and satisfaction. Unlike many clinics that prioritize profit margins, Dr Koo's practice is built on the belief that when the patient is the primary focus, everything else falls into place. This philosophy permeates every aspect of the clinic's operations, from its pricing strategies—designed to be competitive without overcharging—to its commitment to building long-lasting relationships with patients.

The clinic's culture is one of teamwork and collaboration, with a strong emphasis on continuous learning and improvement. Staff are regularly incentivized with welfare, bonuses, and professional development opportunities, fostering a motivated and cohesive team dedicated to delivering the highest standards of care. By prioritizing patient outcomes and experience, The Bone & Joint Centre ensures that its patients feel valued and confident in the care they receive, encouraging loyalty and repeat visits.

As The Bone & Joint Centre continues to grow, Dr Koo is focused on expanding its reach and impact. The clinic plans to further develop its services, increase its presence in regional markets, and explore franchising opportunities.

The Bone & Joint Centre exemplifies what can be achieved through a steadfast commitment to patient care, innovation, and community involvement. Under the leadership of Dr Kevin Koo, the centre is not only transforming the landscape of orthopaedic care in Singapore but also setting a new standard for patient-centred medical practices. As it continues to expand and innovate, The Bone & Joint Centre remains dedicated to improving the quality of life for its patients, one step at a time.