

## Aster DM appoints David Boucher as Group Head of Service Excellence

04 February 2021 | News

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Aster DM Healthcare announced the appointment of David Boucher, a global leader in healthcare service excellence and medical value tourism, in an effort to strengthen its patient and customer service offering and enable wider access to its quality healthcare services to patients across the world. Working closely with the strategic leadership team of the organisation, he would be responsible for fostering and driving a culture of patient/ customer centricity, while improving patient experience across markets.

Commenting on the appointment Alisha Moopen, Deputy Managing Director, Aster DM Healthcare said, “Mr David brings his unique perspectives of leading healthcare systems that saw 150 nationalities being served as patients, personalising and creating a haven for care and recovery for people who travel for access to quality care. As the group head of Service Excellence, we hope to build on our combined strengths further to become one amongst the most distinguished brands in healthcare built on the cornerstone of trust.”

“With a core-focus on the voice of the customer or patient and enabling solutions that would support them in the best possible way, the organisation has tremendous potential to emerge as a global leader,” said Boucher.

With more than four decades of experience in the area of patient excellence and business transformation, Boucher has provided both operational and strategic leadership at various roles with healthcare organisations across the world. He last served as Chief Business Transformation Officer at Bumrungrad International Hospital in Bangkok, Thailand. Prior to that he served as President and COO of UCI Medical Affiliates, Columbia, US and held several leadership roles with various healthcare organisations like BlueCross BlueShield of South Carolina, Columbia, Companion Global Healthcare among others.