



International Hospital · Healthcare / Vietnam · Ho Chi Minh City, Vietnam · Ongoing

International Hospital: Patient-first digital rebuild for Vietnam's leading international hospital.

Mobile-optimised, Vietnamese SEO, content team independence, all delivered as a single engagement.

CLIENT CONTEXT

The client, a prominent international hospital, has been the benchmark for private international healthcare in Ho Chi Minh City since opening in 2003. Founded by a group of French physicians, the institution operates across 36 medical and surgical specialties with 220 inpatient beds, more than 230 doctors, and approximately 250,000 patients per year, of whom roughly 25% are foreign nationals.

The organization was the first hospital in Vietnam to receive French HAS certification in 2007 and JCI accreditation in 2016. In January 2024, the hospital was acquired by a major Singaporean medical group for USD 381.4 million, marking the largest healthcare transaction in the country's history. Revenue in FY2022 reached approximately 80 to 85 million USD, which was up 26% year on year.

THE CHALLENGE

The hospital had built its reputation on clinical excellence over two decades. The website that represented it online had served its purpose, but Vietnam's private healthcare market had shifted materially. Competitors, including both leading private and major public institutions, were modernising their digital presence aggressively. Patients in Vietnam, like patients everywhere, now form their first impression of a healthcare provider online. Trust that once travelled by word of mouth now had to be communicated through a screen.

The institution's existing website had three gaps. First, the patient journey was not optimised for the way people actually navigated, specifically as appointment booking, doctor lookup, and department discovery were functional but not intuitive. With the majority of Vietnamese patients accessing the site on mobile, any friction in these flows was friction at the highest-stakes moment, which is when someone is deciding whether to book care. Second, the content tone and language had not kept pace with how Vietnamese audiences expected to be addressed by a trusted healthcare provider. Clinical authority and human warmth were not being held together. Third, the CMS limited the internal content team's agility, as publishing updates required developer involvement, creating bottlenecks that left the site feeling static.

The underlying SEO structure also left organic reach unrealised, which was significant for a hospital that 250,000 patients per year find through search.

THE APPROACH

Gradion structured the engagement around three pillars: content, design, and technology. These were designed to reinforce each other rather than be delivered as separate workstreams.

On content: Gradion defined a patient-centered editorial strategy built on empathy. The tone of voice was recalibrated to balance medical authority with warmth, guiding patients with clarity rather than clinical distance. Localized language and inclusive framing were applied throughout to resonate specifically with Vietnamese audiences. Every content decision was made with the patient's emotional state at the relevant moment in mind, recognizing that someone looking for a specialist is anxious and not analytical.

On design: The key patient journeys, including appointment booking, doctor lookup, and department discovery, were reimaged as streamlined, mobile-first flows. Clear visual hierarchies and intuitive components were designed so patients could act with confidence. Mobile-first was not a design modifier; it was the primary design constraint throughout.

On technology: The site was built on a flexible CMS, a deliberate choice to enable the hospital's internal content teams to publish and update independently without developer involvement. A modular, component-based theme was developed for scalability and multilingual flexibility. Site performance was improved at the infrastructure level to support faster load times and better SEO crawlability, ensuring that the institution's clinical content could be found by patients searching in Vietnamese.

RESULTS

Accessibility enhanced: Streamlined patient journeys and mobile-first design reduce friction at the moments that matter most, specifically as booking, finding a doctor, or reaching the right department.

Patient trust strengthened: Gradion's content strategy now delivers empathy and cultural resonance across all digital touchpoints.

Visibility expanded: Vietnamese SEO was optimized for organic reach, enabling the institution to connect with more patients through search.

Content team independence secured: A flexible CMS empowers internal teams to publish and update content without developer dependency.

Mobile performance improved: Load times and crawlability were enhanced for the majority of patients accessing the site via mobile devices.

Digital presence aligned with clinical standards: A JCI-accredited institution now has a digital front door that reflects its high quality of care.

SERVICES DELIVERED

- Patient-centered content strategy and editorial design
- UI/UX design (mobile-first)
- Technical implementation
- CMS implementation and configuration
- Vietnamese SEO optimisation

TECHNOLOGY STACK

- WordPress CMS (modular, component-based theme)
- Multilingual and mobile-first front-end architecture
- SEO crawlability and performance optimisation

Ready to discuss a similar challenge?

Gradion works with software companies, fintechs, and industrial operators across DACH, Southeast Asia, and Africa. ISO 27001 certified. 23 years of delivery in regulated and high-growth environments.

sales@gradion.com

