



Candidate Motivation Letter

Name of Candidate: Kelly Xia
Chapter: South China
Position: Board Member



Dear Mr. Dunnett, EUCCC members and friends,

My name is Kelly Xia and I am the GM of Guangzhou United Family Hospital. I am very happy and exciting to present to you my application for the board member position in South China chapter of the EUCCC.

It is no doubt that 2020 was hugely challenging for people and companies all over the world. It also started out to be hugely challenging for us at United Family. However dealing effectively with challenges is in our DNA - we have been doing it since the first day we were told that foreign invested private healthcare could never be successful in China. We take challenges seriously. Face them head on – and never give up. So in 2020 we not only survived- we thrived!

I joined United Family Guangzhou Clinic in 2008 and served nine years as Chief Medical Officer for both Guangzhou United Family Clinic (closed 2020) and Guangzhou United Family Hospital (opened 2018). I received my promotion as General Manager of GZUFH in Jan 2021. My twenty-seven years of solid-built clinical and management experience enriches me with mature practical knowledge in government liaison at all levels and the interpretation and implementation of policies. Under my leadership, GZUFH not only started with great government relations and launched smoothly as grade 2 hospital, it also achieved positive EBITDA in less than 2 years since opening. I am thrilled to see how our brand is expanding and continuing to grow, by embracing China and the world's post COVID wisdom.

As a proud and honored member of the South China Chapter of the EUCCC, I believe I could contribute well my experience and knowledge to assist our team if I am elected successfully. I feel the urge to contribute my efforts to create a much favorable business environment for our members, and a greater platform to build on for the future. I can only imagine how we will all prosper together, and build sustainable prosperity in a post COVID world.

Yours Sincerely,

Kelly
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Biography

With twenty-seven years of solid-built clinical and management experience, Dr. Xia has mature practical knowledge in government liaison at all levels and the interpretation and implementation of policies. She is the benchmark person of cross-border development between Guangdong public hospitals and foreign-funded hospitals. Dr. Xia holds an EMBA degree from the CHEMBA 18 program co-organized by the University of Minnesota and the Sun Yet-Sen University. She possesses remarkable achievements in areas of medical market analysis and medical investment, medical staff management and expert resource management etc. China National Radio awarded her the Best Influential Pediatric Specialist and Team Leader in 2017. Dr. Xia's team had also won the 4th place among the best 50 private hospitals in the 2019 China Medical Brand Top 100 Chart.

Dr. Xia is also a famous pediatrician who specialized in Pediatric Hematology, Oncology, and General Pediatrics. She is good at child health care, child nutrition consultation, child growth and development and behavior evaluation guidance, pediatric respiratory disease, allergy, digestion, rheumatism, skin, blood and tumor treatment. She owns a bachelor degree in medical science, a master and a doctor degree in Pediatric in China. Dr. Xia has studied Pediatric Hematology, Oncology in Medical College of Georgia in the United States for three years through the international exchange program.

Titles received:

- Deputy Secretary General of Guangdong Clinical Medical Association
- Member of Guangdong Women's Work Committee of The China National Democratic Construction Association
- Member of the Chinese Medical Association (Guangdong Branch)
- AHA Certified Pediatric Advance Life Support Instructor and first English trainer in South China
- Professor of Pediatrics at the Sun Yat Sen University
- Winner of Guangdong Natural Science Foundation grant