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THE BRANDLAUREATE

MEDICAL & HEALTHCARE

ADVANCEMENT
BESTBRANDS AWARDS
2026

ADVANCING HEALTHCARE.
ELEVATING TRUST

THE BRANDLAUREATE

MEDICAL & HEALTHCARE

ADVANCEMENT BESTBRANDS AWARDS 2026

THE TROPHY

The trophy of The BrandLaureate Medical & Healthcare Advancement BestBrands Awards 2026 stands as a profound symbol of life, progress, and the unwavering pursuit of excellence in healthcare.

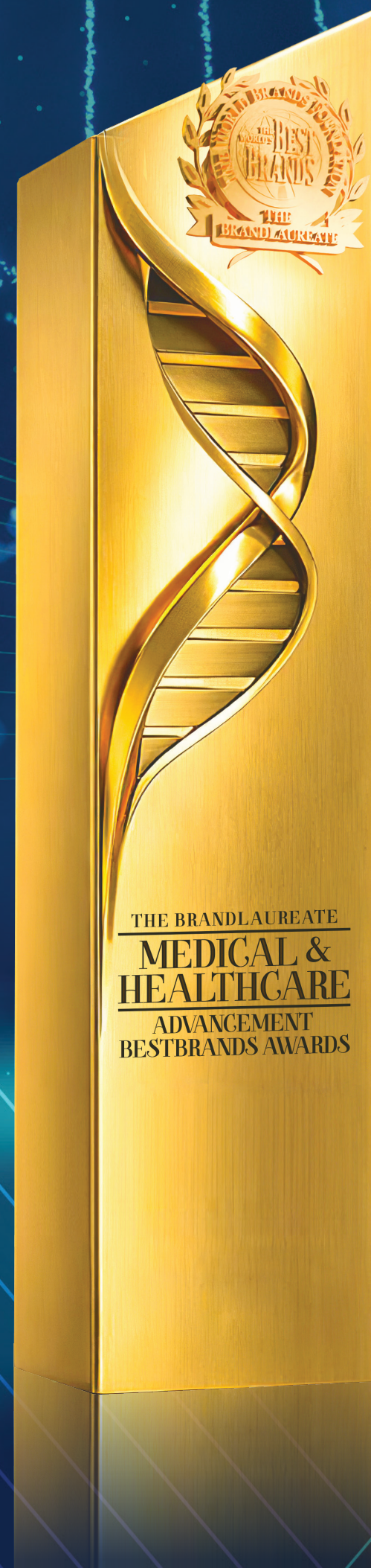
At its core, the design is inspired by the DNA double helix—the very blueprint of life—representing the foundation upon which all healthcare advancements are built. This iconic structure signifies continuous evolution, innovation, and the intricate balance between science, care, and humanity. Just as DNA carries the code of life, this trophy embodies the essence of brands that are shaping the future of healthcare through purpose-driven impact.

The elegant upward flow of the helix reflects progress and transformation, symbolising how healthcare leaders constantly push boundaries to improve lives, enhance patient outcomes, and elevate standards of care. It is a visual testament to resilience, precision, and the relentless commitment to advancement in an ever-evolving global landscape.

Encased in a refined, pillar-like form, the trophy represents strength, trust, and integrity—the very pillars upon which healthcare brands are built. The gold finish signifies not only excellence and prestige, but also the invaluable role these organisations play in safeguarding human life and wellbeing.

Crowning the structure is The BrandLaureate emblem, an authoritative mark of distinction, recognising those who have achieved excellence across brand performance, strategy, communication, culture, and equity. It affirms their position as leaders within the healthcare ecosystem.

More than a symbol of recognition, this trophy is a tribute to those who heal, innovate, and transform. It honours brands that go beyond treatment—those that build trust, inspire confidence, and contribute meaningfully to a healthier, more sustainable future for all.



ADVANCING HEALTHCARE. ELEVATING TRUST



**THE HONORABLE PRESIDENT EMERITUS
PROF. DR. KKJOHAN**
WORLD PRESIDENT OF THE BRANDLAUREATE

In today's rapidly evolving world, healthcare stands as one of the most vital pillars of humanity—where trust, clinical innovation, and compassion converge to shape lives, communities and futures. Beyond systems and services, it is the strength of a healthcare brand that reassures, inspires stakeholders confidence, and delivers outcomes that endure.

At The BrandLaureate, we believe that everything about healthcare is trust, and everything about trust is the brand. The BrandLaureate Medical & Healthcare Advancement BestBrands Awards 2026 is a distinguished celebration of those who have gone beyond treatment to architect meaningful, sustainable, and transformative healthcare experiences that set new benchmarks in the industry.

From frontline providers and medical innovators to pharmaceutical leaders and ecosystem enablers, this Award recognises brands that exemplify excellence across performance, strategic leadership, patient communication, organisational culture, and healthcare equity—building not only thriving businesses, but healthier, more resilient societies.

In an era where medical technology, evolving patient expectations, and complex global challenges continue to redefine the landscape, it is those who lead with purpose, integrity, and forward-thinking vision who will shape and determine the future of healthcare.

This recognition is more than an accolade—it is a testament to your unwavering commitment to care, your relentless pursuit of medical excellence, and your role as a trusted steward of life and wellbeing.

I invite you to be part of this meaningful journey, as we honour the brands that are not only healing today, but boldly building a healthier tomorrow.



**THE HON. PRESIDENT EMERITUS
PROF. DR. KKJOHAN**
World President
The World Brands Foundation



PRADEEP BALARAM
ORGANIZING CHAIRMAN
THE BRANDLAUREATE
MEDICAL & HEALTHCARE ADVANCEMENT
BESTBRANDS AWARDS 2026

Impact is not achieved through noise, but through precision, responsibility, and intent. This has always been the approach at Brandstorm Asia, and today, that mission evolves into something greater. In collaboration with The BrandLaureate, under the leadership of President Emeritus Prof. Dr. KK Johan, a name synonymous with brand excellence for over two decades, this next chapter begins with clear purpose. We are proud to pioneer a platform that gives healthcare the standard it truly deserves; not just to recognize, but to define. This is not about creating another stage, but about creating meaning. Such platforms are never built in isolation, but by individuals who see not only where healthcare stands today, but where it must go next.

Together with my Managing Partner Aiman Manan, the driving force behind Brandstorm Asia's rise as a strong force in healthcare branding, this direction is being shaped with conviction and intent, translating vision into real impact. Alongside Dr. Malwinder, known to many as "The Bald Oncologist," a key opinion leader who has redefined how oncology is communicated through honesty and genuine human connection, we are bringing clarity and relatability into a space that demands both. This initiative is further strengthened by the strategic guidance of Dr. Mahesh Appannan, Director of Digital Health at the Ministry of Health Malaysia (KKM). As a key architect of the nation's digital health future, his involvement represents an alignment at the highest level across influence, expertise, and national direction.

Ultimately, this is where branding meets clinical authority and public influence meets national responsibility. This is more than an award; it is a signal to the public that these names represent trust you can stand on. To the industry, it signifies that the bar has been raised. And to those who receive this recognition, it is not a title to carry, but a standard to uphold. We are not here to follow momentum; we are here to set it. And this is only the beginning.



PRADEEP BALARAM
Organizing Chairman
The BrandLaureate
Medical & Healthcare Advancement
BestBrands Awards 2026