

# Contributing to the community

From the start, Dr Raymond Lim has made it B9 Dental's mission to help the needy

LEONARD LAI

AT 11PM on a typically busy day at his clinic in Clementi, there was only one patient left on the appointment list.

But B9 Dental Centre's chief executive Raymond Lim could not see the person on his office's video monitor.

The man, a construction worker, had been standing outside the clinic for over two hours to get his dentures fixed.

No amount of cajoling from the nurse on duty could get him to wait inside.

When his turn came, he stood in a corner of the treatment room eyeing the dentist's chair uncertainly as Dr Lim gently persuaded him to sit.

"Doctor, my shoes are dirty. I don't want to dirty your clinic," he mumbled.

That encounter left a deep impression on Dr Lim, 37. "Looking at him, I knew I had to continue my efforts to do my part to help the community," he says.

It is a mission the Pahang native has held on to steadfastly since he began his career in dentistry about a decade ago, and realised that basic dental care was beyond some of his patients' reach.

"I made a promise that if I had my own practice, I will use my skills to help the needy," says Dr Lim.

He worked for eight years at polyclinic dental clinics and a private dental chain before setting up B9 Dental Centre in 2013.

### Affordable care

Dr Lim wanted things done differently at B9 Dental Centre, a recipient of an Industry Star as well as a Top 10 Special Achievement Award in this year's Promising SME 500.

His state-of-the-art treatment rooms may be fitted with quality dental equipment, but a number of common charges and procedural fees are waived to take the bite out

of dental bills. The clinic also absorbs goods and services tax (GST) for its patients.

"Can you imagine how many dental problems we can help identify and resolve when dental care is kept more affordable? When patients are willing to undergo dental procedures like X-rays, we can make many diagnoses from there," he explains.

Dr Lim does not turn away patients who cannot afford the care he prescribes.

"I don't choose who I see. I had a walk-in patient who told me he didn't have enough money. I told him he could pay me the outstanding amount later," he says.

The Bangladeshi worker on the receiving end of Dr Lim's kindness returned later to settle the debt.

"He waited three hours for his appointment, then came into the treatment room and handed me \$100. He refused any further treatment until he had enough money," says Dr Lim.

He also makes it a point to attend to emergency cases, even if it adds to the wait at his clinics.

He believes that offering immediate care to people who have bleeding, facial swelling, dental infections and trauma is the purest expression of his training as a dentist.

A patient who turned up at his clinic in tears because of a painful root-canal infection returned the favour the moment the surgery ended.

She encouraged Dr Lim to expand his business and offered to rent him her shop unit at Toa Payoh Central. It was to become the second of the three clinics in the B9 Dental Centre chain. A fourth clinic is set to open at Tanjong Pagar next year.

### Burgeoning practice

Patients have begun to take note of what B9 Dental Centre is offering. Some 16,000 have registered with the chain in about two years.

Dr Lim now has 15 dentists, 20 staff nurses and three administra-



A treatment room in one of B9 Dental's three clinics. PHOTOS: B9 DENTAL CENTRE

tive staff seeing to their needs. He started out with only two staff nurses to help him in 2013.

Dr Lim spends the little time he has after work with his family — joining his wife and five children at Friday "midnight movie sessions" and Sunday church services.

"My children don't get to see me often. My wife tells them 'Papa needs to treat many patients who are in

pain' and they understand I'm going to be late again," he says.

Despite the sacrifices, Dr Lim is unwavering in his commitment to his patients.

"My parents taught me to be responsible and ethical. Whatever I do should come from the heart."

Can you imagine how many dental problems we can help identify and resolve when dental care is kept more affordable? When patients are willing to undergo dental procedures like X-rays, we can make many diagnoses from there.

DR RAYMOND LIM  
chief executive  
B9 Dental Centre



## HONORING THE BEST IN LOCAL ENTERPRISES

### ~ PUBLISHED LIST OF BUSINESS LUMINARIES ~

Representing the Top SMEs in Singapore, these companies have exhibited strength and potential in areas of Leadership, Innovation, Performance, Value and Sustainability. This is the published list of Business Luminaries from the Promising SME 500 2015 Brand Campaign.



#### RECOGNIZING BUSINESS EXCELLENCE

51 FIVEONE DEGREES PTE. LTD.  
A&G EQUIPMENT PTE LTD  
ACCREAD BUSINESS SOLUTIONS LLP  
ACM CONTRACTING PTE LTD  
ACOUSTIC SATURDAY  
ADVANCE METALS PRIVATE LIMITED  
AGB EDUCATION CENTRE PTE LTD  
AHF INDUSTRIES  
ALPHA ACOUSTICS ENGINEERING PTE LTD  
ALPHA BUSINESS SOLUTIONS PTE LTD  
ALTRON SHIPPING PTE LTD  
ANOMALYST STUDIO PTE LTD  
A-PLUS AUTOMATION (S) PTE LTD  
ASIA SUPPLY TRADING PTE LTD  
ASIAN DELLKER LOGISTICS MGT PTE LTD  
ASSALAAMU'ALAIKUM ENTERPRISE  
ASSURICH INDUSTRIES PTE LTD  
A-STAR TESTING & INSPECTION (S) PTE LTD  
B9 DENTAL CENTRE  
BANLI TRADING PTE LTD  
BELLEZZA AESTHETICS PTE LTD  
BIAN SOON TRADING COMPANY  
BIOMEDIX SINGAPORE PTE LTD  
BIOSKIN HOLDINGS PTE LTD  
BOON SOFTWARE CONSULTING PTE LTD  
BOSTON BUSINESS SCHOOL PTE LTD  
BRIGHTIME BY CHAMPIONTIME  
BURGERUP  
C S MARINE & ENGINEERING PTE LTD  
C2(SQUARE) CREATIVE COMMUNICATIONS PTE LTD  
CAMELOT PTE LTD  
CCL IMPEX (S) PTE LTD  
CEE TECHNOLOGIES PTE LTD  
CENTRE FOR HAND AND RECONSTRUCTIVE  
MICROSURGERY (CHARMS) PTE. LTD.  
CERAGEM INTERNATIONAL MARKETING PTE LTD  
CHIA HIN BUILDING &  
PLUMBING CONSTRUCTION PTE LTD  
CHILLI API CATERING PTE LTD  
CHIROPRACTIC FIRST GROUP PTE LTD

COMSOLTEC PTE LTD  
CONTINENTAL PLATFORM PTE LTD  
COPY LAB PTE LTD  
CORECONCEPT SYSTEMS PTE LTD  
COSIMO GALLERY PTE LTD  
D3SIGNS PTE LTD  
DAMON & DIORNE PTE LTD  
DBI PRIVATE LIMITED (DRAGON BOAT INNOVATE)  
DE STYLE INTERIOR PTE LTD  
DELTA TECHNOLOGY PTE LTD  
DELUGE SPECIAL HAZARD FIRE SYSTEMS PTE LTD  
DEN-JET INDUSTRY PTE LTD  
DUNDEE MARINE & INDUSTRIAL SERVICES PTE LTD  
EAST-MINT MARKETING PTE LTD  
EDZ INTERIOR CONTRACTS PTE LTD  
EFINITY GROUP PTE LTD  
ELAN LOGISTICS PTE LTD  
EME ENTERPRISE PTE LTD  
ENOVATEK ENERGY PTE LTD  
ENTERPRISE SPORTS GROUP PTE LTD  
ENVIROTEC CONTROLS (ASIA PACIFIC) PTE LTD  
ESMEGEN GROUP PTE LTD  
EUNIX FIRE PROTECTION PTE LTD  
EXCELLENCE SINGAPORE PTE LTD  
FATTER PTE LTD  
FITNESS INDEX  
FRONTLINE SECURITY PTE LTD  
FS FREIGHT SYSTEMS PTE LTD  
FU XIANG F&B PTE LTD  
FURNITURES G PTE LTD  
G3S PTE LTD  
GELATO SPECIALISTS TRADING  
& CONSULTING PTE LTD  
GLASS@WORX PTE LTD  
GLOBAL MARINE SAFETY (SINGAPORE) PTE LTD  
GLOBAL MARINE SOLUTIONS FAR EAST PTE LTD  
GLOBAL SIGN IN PTE LTD  
GNOSIS ANALYTICS PTE LTD  
GOLDSKYE SYSTEMS PTE LTD  
GOODROW PTE LTD  
GREENHORN ENTERPRISE  
GREMIO CAPITAL PTE. LTD.  
HAN ACADEMY PTE LTD  
HARMONY PIANO STUDIO PTE LTD  
HENG SENG PAWN SHOP CO. PTE LTD

HOPE & HAIM PTE LTD  
IBASE TECHNOLOGY PRIVATE LIMITED  
icube events pte ltd  
ILLIGO PTE LTD  
IMC LIVE GROUP (S) PTE LTD  
INFINIUM ROBOTICS PTE LTD  
INTER ISLAND MANPOWER PTE LTD  
INVERTEK DRIVES FAR EAST PTE. LTD.  
JINGKIA CAR SERVICES  
JP NELSON EQUIPMENT PTE LTD  
K POWERED PTE LTD  
K. E. SERVICE PTE LTD  
KAMS SINGAPORE PTE LTD  
KONSTEEL ENGINEERING PTE LTD  
KHI ENGINEERING PTE LTD  
KIN XIN ENGINEERING PTE LTD  
KM KINLEY MARKETING PTE LTD  
LEE HENG JEWELLERS  
LKW MECHANICAL ENGINEERING PTE LTD  
LON DEVELOPMENT PTE LTD  
LUMIERE PHOTOGRAPHY PTE LTD  
LUX DESIGN PTE LTD  
LYCKAD MARINE PTE LTD  
M3 MARINE GROUP PTE LTD  
MANDAI LINK LOGISTICS PTE LTD  
MARINE & OFFSHORE INTEGRATED  
LOGISTICS (S) PTE LTD  
MARINE LINE TECHNOLOGY PTE LTD  
MAXCOOL INDUSTRIES  
MAXXMEDIA INTERNATIONAL PTE LTD  
MEGU CATERING CONCEPTS PTE LTD  
METAL ESTABLISHMENT PTE LTD  
MICROTEL TECHNOLOGY PTE LTD  
MOCA SALON  
MORTGAGE SUPERMART PTE LTD  
MULTRON SYSTEMS PTE LTD  
NAIL CANDY (BY FELICITY PTE LTD)  
NATURAL PHARMA PTE LTD  
NATURE BEAUTY PRODUCTS PTE LTD  
NCL INTER LOGISTICS (S) PTE LTD  
NETPOLEON SOLUTIONS PTE LTD  
NETZACH WOOD VENEERS PTE LTD  
NODDENS SOLUTIONS PTE LTD  
NORFIN OFFSHORE PTE LTD  
NUMBERWORKS'NWORDS SINGAPORE PTE LTD

NUOVA ASP ASIA PACIFIC PTE LTD  
NURTURE PODS PTE LTD  
OHMSANTIH YOGA PTE LTD  
OKADA ECOTECH PTE LTD  
ONESYSTEMS TECHNOLOGIES PTE LTD  
PACIFIC OILFIELD PTE LTD  
PACIFIC POLYTHENE PTE LTD  
PACKAGING HUB (S) PTE LTD  
PHYSIOACTIVE PTE LTD  
PINES FOOD DELIGHT PTE LTD  
PINNACLE CREDIT SERVICES PTE LTD  
PROGRESSION CONSULTANCY PTE LTD  
QST GROUP  
QUSH CONSULTANTS (PTE) LTD  
RADIANCE MEDICAL SYSTEMS  
RAFFLES TAILOR & MENSWEAR  
RAYCONTROL PTE LTD  
RE CREATIONS PTE LTD  
REGIS MARINE OFFSHORE SERVICES PTE LTD  
REJOICE CONSTRUCTION & DECOR CO. PTE LTD  
RELIANCE PRODUCTS PTE LTD  
RESOLUTE LABS PTE LTD  
RICO ENGINEERING WORKS PTE LTD  
SAA GLOBAL EDUCATION CENTRE PTE LTD  
SCHOLARS ACADEMY  
SCROLLMEDIA PTE LTD  
SEC INTERNATIONAL PTE LTD /  
SEC LIFESTYLE PTE LTD  
SELVI MILLS (S) PTE LTD  
SENG HUAT METALPLEX PTE LTD  
SENSES MARKETING COMMUNICATIONS  
& DESIGN PTE LTD  
SFS GLOBAL LOGISTICS PTE LTD  
SG ELECTRICAL EQUIPMENT SUPPLIERS  
& MANUFACTURING PTE LTD  
SIAN HENG LOGISTICS PTE LTD  
SOLOS (S) PTE LTD  
SOON CONTAINER SERVICES PTE LTD  
SPEECH ACADEMY ASIA PTE LTD  
SSMINE PRIVATE LIMITED  
STEWART ENGINEERING WORKS (S) PTE LTD  
STUDIO HAROEBEE SCHOOL OF VISUAL ART  
SUITE CAPITAL PTE LTD  
T&T SALVAGE ASIA PTE LTD  
TANG TECHNICAL SERVICES PTE LTD

TEAK AVENUE  
TECK LEE MACHINERY PTE LTD  
TET ALLIANCE ASIA PTE LTD  
THE AURA CHAKRA COMPANY PTE LTD  
THE EVENTS ARTERY  
THE RESILIENZ CLINIC PTE LTD  
THE RIGHT EQUATION EDUCATION  
TIONG HUAT CONTRACTS PTE. LTD.  
TLM FOOT-KNEE-BACK-ARM ORTHOTICS CENTER  
TODAY'S CAREER PTE LTD  
TONG LEE HUAT PTE LTD  
TPP PTE LTD  
TTS GROUP PTE LTD  
UNION MARINE (ASIA) PTE LTD  
UNION MARINE MANAGEMENT SERVICES PTE LTD  
UNIPRO GROUPS  
UNITED INDUSTRIAL PRODUCTS PTE LTD  
URBAN HABITAT DESIGN PTE LTD  
UT-WAYS FREIGHT SERVICES PTE LTD  
V2U HEALTHCARE PTE LTD  
VALLIANZ HOLDINGS LIMITED  
VALVES & PIPING ASIA PTE LTD  
VANCE CHEMICALS PTE LTD  
VISIBILITI PTE LTD  
V-TECH COMPUTERS PTE LTD  
VTRIUM ENERGY PTE LTD  
WCT SYSTEMS PTE LTD  
WE HOLDINGS LTD  
WELTRON EQUIPMENT PTE LTD  
WESTLITE DORMITORY MANAGEMENT PTE LTD  
WILHELM (S.E.A) PTE LTD  
WWG CAPITAL PTE LTD  
XCHANGEINFO PTE LTD  
XIN NETWORKS PTE LTD  
XYRIX ELECTRONICS PTE LTD  
YARGAY MCI PTE LTD  
YISHUN TOWING PTE LTD  
YONG HUP HENG (IMP & EXP) CO PTE LTD  
YONG LI ELECTRICAL ENGINEERING SERVICE  
YOURS GROUP PTE LTD  
YU SHUEN TRADING PTE LTD  
ZWEEC ANALYTICS PTE LTD



# Standing firm

TLM Foot-Knee-Back-Arm Orthotics Center helps patients get back on their feet

HAZEL TAN

IN 2009, Ms Li Ming set up a shop in Lucky Plaza's Orchard Medical Specialists Centre after more than 10 years working with doctors in various hospitals in China, providing orthotic treatments for their patients.

To have suitable footwear to pair with her orthotic insoles, she went back to China to develop it, returning to Singapore in 2013 to set up TLM Foot-Knee-Back-Arm Orthotics Center in A'Posh Bizhub in Yishun. The company is one of the B usiness Luminaries in this year's Promising SME 500.

"Initially, it was very difficult to gain trust from patients as most people did not believe in the results

that our orthotic insoles were able to achieve," recalls Ms Li, 50.

Together with a pair of TLM footwear suitable for the patient's foot shape, TLM's orthotic insoles provide external support for the feet and ensure that every joint of the feet is aligned, keeping the body in balance, explains Ms Li.

To get patients to try its treatments, Ms Li lowered treatment fees and guaranteed a full refund of patients' deposits if they were unsatisfied with the treatments and products.

Ms Li has treated patients aged from two to 85 years, with conditions such as scoliosis, bunions, heel spurs, ingrown toenails, slipped discs and knee osteoarthritis.

"When patients come to me and

make a full recovery, that achievement and joy is what fulfils me," she says.

Ms Li hopes to expand the orthotic centre from its current two staff to a 10-man medical centre within three years, as well as set up a footwear factory.



TLM, set up by Ms Li, offers orthotic insoles and footwear that help treat various ailments. PHOTOS: TLM FOOT-KNEE-BACK-ARM ORTHOTICS CENTER



# All suited up



Mr Ho took Raffles Tailor & Menswear upmarket after upgrading his tailoring skills in London. PHOTOS: RAFFLES TAILOR & MENSWEAR

APRIL CHONG

FOUR decades ago, a talent for crafting fabrics into fine clothes propelled a young national serviceman to embark on a two-year local course in tailoring.

Armed with a certificate and passion, Mr Mac Ho then plunged into the tailoring business right after graduation, founding Raffles Tailor & Menswear — a Top 10 Special Achievement Award winner in this year's Promising SME 500 — in 1978.

What started as a small shop in East Coast Road has blossomed into three upmarket outfits in the financial district. Now, 90 per cent of its clientele hail from around the world.

But the journey has not been an easy one for Mr Ho, 56.

Fifteen years into the business, he realised that the market was saturated with tailoring service providers offering run-of-the-mill suits. However, the exclusive high-end segment was still untapped due to the lack of skills here compared to Italy or London's Savile Row.

He then set off for the London College of Fashion to upgrade his tailoring skills and returned to overhaul the branding and image of the business.

While Raffles Tailor's forté had been in bespoke suits, it recently



expanded into ready-to-wear suits under the Raffles Suits name to reach out to a wider clientele.

Unlike other mass-produced suits, these have been made for a wide range of sizes and body shapes.

Says Ms Eliza Yap, 50, director of Raffles Tailor: "Raffles Suits' ready-to-wear collections bridge this gap between mass-produced and hand-made bespoke suits. A curated selection of accessories is also available at Raffles Suits boutiques, making this a true one-stop solution to getting one's suit fitted and made to satisfaction, at a quality that approximates bespoke, but in a shorter time."

# Strength in nimbleness



TAEKWONDO school Han Academy — one of the Business Luminaries in this year's Promising SME 500 — does not just teach its students to be nimble, it is equally adroit in its operations. For instance, it was one of the first here to buy an electronic scoring system for its training

and more competitions started using it.

Says its head instructor Lai Han Seng, 39: "This advantage was not so apparent in 2012 when we bought our first set of electronic scoring equipment. It was bought because

of my hunch that it would be useful and it was terribly expensive."

Besides being able to act quickly on decisions such as this, Mr Lai feels that another advantage of being a small and medium-sized enterprise is that he is able to work with his team more closely.

Over the years, he has tried his best to personally mentor and coach his staff and instructors, teaching them the philosophy of putting the interests of students first while maintaining sustainability.

"This doesn't mean that the customer is always right, but it means that our policies are carefully crafted to make sure that the students' needs are addressed in the best way possible," he says.

APRIL CHONG



Mr Lai (left) believes in putting the needs of Han Academy's students first. PHOTOS: HAN ACADEMY

# B9 Dental Centre

We have a passion for excellence in dental services. Each of our patients receives the very best advice and personal guidance for their situation.

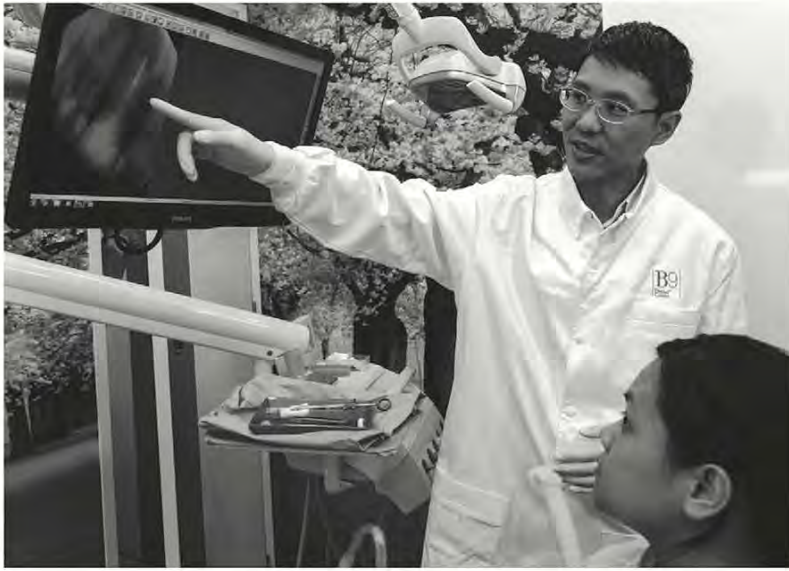
We listen to our patients' needs, understand them and treat them accordingly – working with passion, drive and great care.

Our clinics use technology from around the world. We maintain hospital standard infection control, and a high standard of diagnosis and treatment.

B9 operates a policy of social responsibility. Our patients are from all walks of life. We attend to every patient, regardless of their status or the time of day.

Our profile has grown through reputation, quality of service and word of mouth. We have an international clientele, with patients from many countries.

The complete wellbeing of our patients is our mission: nothing less will do.



All our employees are handpicked for their talent and personality – led by Dr Raymond Lim, Director of B9 Dental

www.b9dental.com



**B9 Clementi**  
449 Clementi Avenue 3  
#01-261 Singapore  
120449  
Tel: 6777 8988  
Fax: 6777 8982

**B9 The Star Vista**  
1 Vista Exchange Green  
#01-02 Singapore 138617  
Tel: 6334 8988  
Fax: 6334 2300

**B9 Toa Payoh**  
520 Toa Payoh Lorong 6  
#01-64 HDB Hub  
Singapore 310520  
Tel: 6251 8988  
Fax: 6259 1300