



NO PAIN IS GAIN

MS LI MING
TLM ORTHOTICS CENTER



Conventional business wisdom dictates that good businesses should solve some fundamental human problem. TLM Foot-Knee-Back-Arm Orthotics Center was set up in 1997 for the sole reason to help those who require relief and treatment for foot pain, knee pain, back pain and arm pain in the musculoskeletal system - reducing and in many cases completely eliminating the pain.

Specialising in using orthoses to provide medical treatments, TLM Foot-Knee-Back-Arm Orthotics Center also employs an exclusive and unique insole and footwear concept to treat foot, knee and back pain that stem from musculoskeletal system conditions. Orthoses enable the body to move more easily, preventing or reducing pain - with no medication, injections or surgery required. Treatment can come in the form of a brace, a splint or orthotic insoles and orthotic shoes.

Today, the center treats patients from two to eighty-nine years old.

Founder and visionary Ms Li Ming did not initially come from a medical background. Instead, she came from the field of Mechanical Engineering and previously worked as an engineer in the aerospace industry. It was only after working there in the healthcare field did she realize that the application of orthoses was not given due recognition, igniting her passion to not only create but also supply orthotic braces that could serve as a non-invasive means of correcting musculoskeletal problems.

When the company first started out, many people were unfamiliar with the idea of orthotic treatments. Educating the public and customers thus became a central focus and today, Li Ming is well on her way to accomplishing her goals. The positive results and track record from years of hard work and dedication resulted in widespread recognition from medical practitioners and the business has attained stability now for a long time.

From 2015-2017, the center has also garnered many awards, including the Singapore Consumer's Choice award, the Singapore Enterprise Medal of Honour, Singapore Preferred Brand, Singapore Service Honouree, Singapore Industry Icon award and the prestigious Promising SME 500 - Industry Star 2017.

Li Ming credits a large part of her success to her experience as an aerospace engineer, which she felt allowed her to think differently from

most doctors when solving problems. This has enabled her to create diverse effective treatments for patients.

After her foray into the healthcare industry, Li Ming was trained under the professors of the Huashan Hospital (affiliated to Fudan University in Shanghai) and gradually gained a strong reputation as a leading orthotist in the industry. She has also served as a part-time orthotist in five hospitals in China and as a part-time lecturer at the University of Shanghai for Science and Technology. Last year, the company also received the CDG Grant from Spring Singapore to assist in the creation of an e-commerce website to bring their products and services online to reach out to more people.

The core mission of TLM Foot-Knee-Back-Arm Orthotics Center is not only in treating diseases but also in preventing them. The centre also has a unique way of integrating fashion with treatment. Ultimately, the objective is to cure a patient's pain through wearing of orthotic insoles and orthotic shoes so that they are fully cured and never need to return.

"From the first day of our research and development, we knew that our shoes were different and would be a challenge to the current footwear tradition and fashion. TLM's leather shoes are premium quality full leather shoes made according to the bio-mechanical principles of human movement. The classical style of our shoes and their strict craftsmanship is worthy of a long-term investment in a person's individual style," Ms Li Ming explains.

Furthermore, TLM also provides a patient guarantee which allows for the deposit to be refunded if patients are not satisfied with the products or service. With such dedication to professionalism and a genuine passion to help alleviate pain, this business looks set to stay. To date, TLM has helped more than 20,000 people regain their health and comfort.



THE DIFFERENCE IS IN THE DETAILS.



UP CLOSE & PERSONAL

What excites you about the future of your industry?

The prospect of doctors and orthotists working together hand in hand to deal with after surgery complications and improving the recovery process keeps me anticipating the bright future of the industry.

How do you approach problems in life?

Follow God's guidance!

Passion or Practicality?

Practicality. Since young, my job and life experiences have trained me to think and solve problems in a very logical and practical way.

How has your past experience helped you as an entrepreneur and business person?

My father was one of the pioneers in the aerospace industry in China. When I was 7 years old, I followed my father to a mountainous area to live as he moved there for work. I stayed there for almost 20 years before the aerospace industry in China was fully established. The place had nothing. Food, water, electricity, housing and transportation supply was scarce and very few people lived there. This built in me a tenacity, rationality and patience that has moulded my character. I do not give up and that has always been my training and experience.