

## NEWS RELEASE

*For Immediate Release*

### **IHH Healthcare Malaysia Equips First responders from Multiple Industries with CPR & AED Skills in 'Ready For You' Campaign**

*Campaign seeks to empower the community with lifesaving skills to respond effectively during medical emergencies*

**KUALA LUMPUR, 16 August 2023** – IHH Healthcare Malaysia, a leading healthcare provider with a network of 16 hospitals in Malaysia comprising Gleneagles Hospitals, Pantai Hospitals and Prince Court Medical Centre, has launched its 'Ready For You' campaign. The campaign aims to empower the community, especially first responders, with essential lifesaving skills and subsequently build their confidence to respond effectively during medical emergencies and potentially save lives.

Through the 'Ready For You' campaign, IHH Healthcare Malaysia will provide complementary Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillator (AED) training to 1,000 employees from various sectors including private GP (General Practitioner) clinics, insurance, Third Party Administrator (TPA), education, banking, hospitality and e-hailing.

Chief Executive Officer of IHH Healthcare Malaysia, Jean-François Naa said, "Our vision for the campaign is based on three core objectives –equipping the community and employees with CPR and AED knowledge; empowering them with valuable lifesaving skills that can be applied in everyday emergencies; and instilling the confidence to respond effectively during emergencies, making them valuable first responders who can potentially save lives."

With this community-facing initiative, IHH Healthcare Malaysia also aims to be listed in the Malaysia Book of Records for the most participants in a CPR and AED Certification Training Programme.

#### **Ready to Empower**

The 'Ready For You' campaign was officiated by Jean-François Naa. Representatives from the programme's inaugural batch of esteemed partners were also in attendance.

To maximise the impact of the campaign and ensure it is able to reach diverse communities, educational efforts and digital engagement programmes for the public will also run concurrently, among which include a range of innovative and interactive initiatives:

- **Hands-Only CPR Kiosk:** First-of-its-kind interactive CPR kiosks will be placed in public areas such as malls and train stations, enabling the public to learn hands-on CPR, thus increasing awareness and preparedness in the community.
- **First Aid eBook:** A comprehensive First Aid eBook providing essential tips for handling emergencies is available for download on the Gleneagles Hospitals, Pantai Hospitals and Prince Court Medical Centre website.
- **Fun First Aid Quizzes:** Educational and enjoyable quizzes on first aid are also available on the campaign webpage, promoting widespread knowledge on emergency response.
- **Social Media Filter First Aid Challenge:** Interactive and fun quizzes on social media platforms are offered to test one's basic first aid knowledge. Participants who share their fun videos stand to win exciting prizes.

The 'Ready For You' campaign complements the Government's efforts to place AEDs in public places such as shopping malls, public transport stations, schools, places of worship and government offices. By ensuring that AEDs are used correctly and confidently in emergencies, this campaign plays a crucial role in enhancing the overall preparedness of the community.

The 'Ready For You' campaign will run from 16 August until 31 October 2023. For more information on the campaign, please visit the respective websites:

Pantai Hospitals ([pantai.com.my/readyforyou/](https://pantai.com.my/readyforyou/))

Gleneagles Hospitals ([gleneagles.com.my/readyforyou/](https://gleneagles.com.my/readyforyou/))

Prince Court Medical Centre ([princecourt.com/readyforyou/](https://princecourt.com/readyforyou/))

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### **ABOUT IHH HEALTHCARE**

A world-leading integrated healthcare provider, IHH believes that making a difference starts with our aspiration to Care. For Good.

Our team of 65,000 people commit to deliver greater good to our patients, people, the public and planet, as we live our purpose each day to touch lives and transform care. Through our portfolio of trusted brands – Acibadem, Mount Elizabeth, Prince Court, Gleneagles, Fortis, Pantai and Parkway – we offer our patients comprehensive and personalised care ranging from primary to quaternary, and even ancillary services such as laboratories diagnostics, imaging and rehabilitation.

With our scale and reach in 10 countries, we continue to raise the bar in healthcare in our key markets of Malaysia, Singapore, Turkey, India, Greater China (including Hong Kong) and beyond. In partnership with our stakeholders, we will co-create a sustainable future for all as we work towards our vision to become the world's most trusted healthcare services network.

More information can be found at [www.ihhhealthcare.com](https://www.ihhhealthcare.com).

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