

MEDIA RELEASE

## **IHH HEALTHCARE MALAYSIA LAUNCHES NATIONWIDE #MOVEMENTMATTERS CAMPAIGN TO RAISE AWARENESS OF BONE AND JOINT HEALTH**

**Kuala Lumpur 15 March 2023** – IHH Healthcare Malaysia, with its network of 16 hospitals comprising Gleneagles Hospitals, Pantai Hospitals and Prince Court Medical Centre, is launching a nationwide **#MovementMatters** campaign to promote better bone and joint health among Malaysians.

According to the International Association for the Study of Pain, close to 2.5 million Malaysians suffer from back pain as a result of a sedentary work-from-home lifestyle that has emerged from the pandemic.

At IHH Healthcare Malaysia hospitals, most of our orthopaedic patients are presented with disc displacement, strains and sprains, as well as general trauma and fractures attributed to sports and other injuries.

IHH Healthcare Malaysia's Chief Executive Officer Jean-François Naa said that the **#MovementMatters** campaign aims to combat orthopaedic conditions among Malaysians by creating awareness of the importance of bone and joint health and assessment.

"We want to let people know not to take minor pain or discomfort lightly. By sharing validated information and extending our medical expertise, we hope to build healthier communities as part of our aspiration to Care. For Good.," he said.

"If you think about it, a healthy diet and physical activity are basically what keep your bones and joints healthy. Even doing simple exercises, as long as you do it regularly, can make a huge positive difference. What we do not want is to let bone-related conditions or diseases get in the way of us staying active and healthy," he said.

The **#MovementMatters** campaign will be launched in three regions, kicking off in Kuala Lumpur at Lalaport (Ground floor) from 15 to 19 March 2023, Toppen Johor (Level 1) from 22 to 26 March 2023 and Gurney Plaza, Penang from 29 March to 1 April 2023.

Visitors are encouraged to partake in the various **#MovementMatters** activities happening throughout the day from 10am to 10pm. This includes an informative and interactive journey towards understanding and improving bone and joint health.

### **1. Pedal Your Way Towards Stronger Bones & Joints**

Hop on a stationary bicycle and pedal as fast as possible to reach the goal. Besides picking up interesting health facts, participants who complete the challenge also stand a chance to win a mystery gift.

### **2. Body Posture Assessment**

Understand the importance of good body posture. IHH Healthcare's team of qualified rehabilitation experts are on hand to provide assessment on body posture and advise on underlying health conditions and potential risks of developing bone and joint diseases.

Just for fun, join the Funny Pose Challenge that challenges body agility through creative and funny poses!

### **3. Health Booth**

Get loads of health information, calculate Body Mass Index (BMI), receive tips for healthy nutrient intake and ask questions about bones and joints.

Visitors are encouraged to take creative photos and post them on their social media accounts using the **#MovementMatters** hashtag and share their bone health journey with friends and family.

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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, Parkway and IMU – 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](http://www.ihhhealthcare.com)