

FOR IMMEDIATE RELEASE

Thomson Medical Group Launches Singapore's First Healthcare Loyalty Programme

Launch is in tandem with Thomson Medical's collaboration with Health Promotion Board to raise awareness about Health and Wellness

SINGAPORE, 3 December 2017 — Thomson Medical, a leading private healthcare group headquartered in Singapore, today launched Singapore's first healthcare loyalty programme – *Thomson Celebrating Life*. The lifetime healthcare membership programme is designed exclusively for all Thomson Medical patrons, to help them stay healthy as long as possible through preventive healthcare. With similar goals, Thomson Medical will collaborate with Health Promotion Board as community partners to help more Singaporeans, especially young children, be healthy and stay well.

Building on close to 40 years of medical expertise in obstetrics, gynaecology and paediatrics, Thomson Medical has progressively expanded over the years to deliver upstream healthcare products and services to help Singaporeans stay and live well. *Thomson Celebrating Life* will be the key programme that consolidates the full range of Thomson Medical's services to all members, so that they embark on a healthy journey from their first day of life. Besides incentivising healthy behaviour, the programme also empowers all patrons to take charge of their health, as they co-own their health journey with Thomson Medical.

Thomson Celebrating Life is a fully digital membership, accessible to all members via the web and iOS or Android mobile app. Members will have access to exclusive offers, eVouchers and stay up-to-date on the latest health and wellness tips via health articles written by Thomson Medical experts. Through the mobile app, members will also be able to conveniently track their medical appointments and health records.

Aligned with Health Promotion Board's goal to promote health and wellness, Thomson Medical has partnered the statutory board through HealthHub, a portal for Singaporeans to access a wide range of health content, rewards and e-services. As Community Partners, Health Promotion Board and Thomson Medical will support each other by:

- (a) Participating in each other's events to jointly spread the message about healthy living;
- (b) Cross-promoting health-related content on each other's platforms; and
- (c) Rewarding healthy behaviour of HealthHub and *Thomson Celebrating Life* members.

Mr Zee Yoong Kang, Chief Executive Officer of Health Promotion Board, said, "The Health Promotion Board has always focused on building a nation of healthy people and we are pleased to support Thomson Medical in its venture to encourage more Singaporeans take control of their health. Besides leveraging each other's resources, our collaboration with Thomson Medical will allow us to cast a wider net and collectively raise the awareness of the importance of leading healthy lifestyles and especially from a young age."

Held at *SCAPE's The Ground Theatre and Playspace, the launch event saw more than 1,300 invited guests, Thomson *Celebrating Life* members, Thomson patients, Thomson staff and their family members in attendance. Senior Minister of State, Ministry of Health and Ministry of Communications and Information, Mr Chee Hong Tat, was the Guest of Honour at the event to officiate the launch.

With the family unit at its core over Thomson Medical's years of service, the event called upon generations of families who had been a part of the group's history to join in a celebratory carnival – celebrating life. During the event, all attendees were treated to a host of activities throughout the day, including Piloxing – a mass activity for all in the family, an educational talk by a sports medicine physician, BMI and Blood Pressure measurement stations, a cooking demo featuring recipes from Thomson Medical's nutrition and TCM experts, as well as interactive carnival games and a bouncy castle for the young.

In celebration of Thomson Medical's 38th anniversary, long-serving staff and loyal patients were presented with honorary memberships at the event for their unwavering commitment and support. A total of seven staff, who have been working with Thomson Medical for 38 years, and two families, each with four children born at the hospital, received recognition from Thomson Medical Group's Executive Chairman, Mr Roy Quek.

“At Thomson, we believe that relationships are for life. Whether you are a patron, a colleague or a partner (such as HPB), we hope to take the journey of celebrating life with you. In extending our services upstream into preventive healthcare, we seek to provide an integrated platform to promote healthy living options and programmes for our patrons. I am delighted that we have generations of families who have entrusted their healthcare needs to Thomson Medical. Similarly, we have our long-serving pioneers who have been with Thomson Medical from day one. For our longstanding patrons and long-serving staff, they have entrusted their care and wellbeing, and their livelihoods respectively, to us. In return for their faith and trust, we hope to continue treat and care for them like family. This is our pledge as we celebrate life together!” said Mr Quek.

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For Thomson Medical's Celebrating Life videos featured at the event, please view them at:

Staff Loyalty Video - featuring long service employees working in Thomson Medical Centre:
https://www.youtube.com/watch?v=l3XTf_EnFCQ

Patients Loyalty Video - a tribute to all loyal patients who chose to deliver with Thomson Medical Centre for their consecutive births:
<https://www.youtube.com/watch?v=7pPVIQ96wB0>

Thomson Celebrating Life Loyalty Programme Video – featuring the various benefits of the membership and its mobile app:
<https://www.youtube.com/watch?v=2qbcv4SvCPM>

ABOUT THOMSON MEDICAL PTE LTD

Incorporated in 1979, Thomson Medical is one of Singapore's leading providers of healthcare services for women and children. It owns and operates Thomson Medical Centre, a fully integrated hospital that provides obstetrics and gynaecology (O&G) and paediatric services together with a comprehensive range of other facilities and services.

Over the years, Thomson Medical has expanded its operations to include new areas of specialties and services such as Aesthetics, Cardiology, Sports Medicine, Dermatology, Cancer Treatment, Dental, Traditional Chinese Medicine, Health Screening, Laboratory and Radiology centres, to care for you and your family across generations.

For more information, please visit: www.thomsonmedical.com.

For more information on *Celebrating Life* Loyalty Programme, please visit thomsoncelebratinglife.com.

ABOUT HEALTHHUB

HealthHub is a one-stop portal and mobile app for Singaporeans to access a wide range of health content, rewards and e-services.

It is designed to empower Singaporeans to take greater ownership of their health and wellness through the online access of personalized health records, better health literacy and adoption of healthy lifestyle practices.

HealthHub is an initiative by the Ministry of Health, and Health Promotion Board, supported by MOH Holdings, Integrated Health Information Systems and public healthcare institutions.

For more information, please visit: <https://www.healthhub.sg/>.

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