

HEALTHCARE HIGHLIGHTS

FROM AROUND THE GLOBE

SOLE MALAYSIAN WINNER AT HMA 2014

MAA Medicare Kidney Charity Fund (MAA Medicare) created double history when they bagged the Gold Winner in the CSR category at the Hospital Management Asia (HMA) Awards 2014. The non-profit is the first ever charity organisation from Malaysia to win the Gold in the category. No other Malaysian organisation has won the Gold since the award competition was first launched in 2002. The awards ceremony held at Cebu City, Philippines, on 28 and 29 August 2014 saw over 308 entries from 82 hospitals in 12 countries vie for the Gold award in 11 categories.

Presenting the awards was Dato' Dr. Jacob Thomas, President of the Private Hospitals Association of Malaysia who was equally proud of MAA Medicare's

achievement. He said, "Our winner is known as the 'home' to kidney patients and their families. The local community plays a crucial role in the selection of patients and financial assistance, making services sustainable. The winner goes beyond providing basic treatment and 97 per cent of donations are spent towards patients' welfare." Accepting the award was Aliyah Karen, CEO of the Fund. "We are indeed honoured and humbled. The intention of our Chairman, YM Tunku Yaacob bin Tunku Tan Sri Abdullah, was to provide dialysis treatment to needy kidney sufferers 20 years ago. Today with the support from our board members, we have gone beyond what we started out to do." Aside from this, MAA Medicare had



previously won another award in 2012 at the Malaysia Fundraising Awards 2012. Accredited by the International Workshop on Resource Mobilisation (IWRM) in United Kingdom, MAA Medicare took the first runner-up award.

The HMA Awards recognises and honours hospitals in Asia that implement best hospital practices. Now in its 13th year, it is the accepted hospital management awards programme for the Asia Pacific region. As the second largest dialysis operator in Malaysia, caring for 850 patients at 12 dialysis centres, throughout nine states in Malaysia, MAA Medicare prides itself with advanced quality HDF, Hiflux and single use dialysis treatments to over 70 per cent of its' patients. Free transportation, groceries, medication, additional treatments, injections and health aids are provided via the Patients Welfare Fund (PWF). Monthly activities, celebrations and outings are a part of its medical, rehabilitation and care programme. Their school-going kids are given motivation seminars, back to school assistance and holiday programmes.