Chapter 4

A Commitment to Care

Of all the values and principles of KPJ Healthcare Berhad, perhaps the most prominent is that of care. Recognising that healing is not just confined to the clinic or ward alone, KPJ has reached out to the community through its corporate social responsibility (CSR) programmes, while its charity KWAN clinics provide quality treatment at minimal cost to the underprivileged in society.
As a responsible corporate citizen, KPJ Healthcare’s tenet “Care For Life” is not just a motto but instead a practice and way of life that is instilled in all members of its staff. Generally, KPJ’s corporate social responsibility platform can be divided into two segments – outreach programmes conducted by KPJ doctors and staff – and clinical programmes as part of the Klinik Waqaf An-Nur (KWAN) scheme. Whatever the initiative, the message is the same; KPJ is an organisation that cares.
Above:
One CSR activity that has become a regular feature in KPJ’s calendar is its anti-dengue campaign. In 2010, KPJ teamed up with Shieldtox to raise awareness about the fight against the Aedes mosquito. Here, Datin Paduka Siti Sa’diah and Amiruddin Abdul Satar – Executive Director and Chief Operating Officer of KPJ – are seen with a representative from Reckitt Benckiser – manufacturer of Shieldtox.
Educating The Public

Adhering to the adage that prevention is better than cure, KPJ’s medical consultants and specialists organise various health talks, seminars and workshops throughout the year, both inside and outside the confines of the hospitals. These monthly talks touch upon various subjects, and topics which have been covered in the past include the likes of cancer, gynaecological health, stroke, asthma, geriatric care, hypertension and diabetes.

Apart from reaching out to the community and sharing vital health knowledge with people, KPJ also makes use of such opportunities to help the public in other practical ways. For instance, during the talks and seminars held outside the hospitals, booths are usually set up to provide basic health screening services such as blood tests and blood pressure monitoring. Not only does this encourage people to take a greater interest in their health, it also ensures that any latent problems are caught and nipped in the bud.

There are times when public outreach requires the KPJ team to get to the ground… literally. This is best reflected in the Anti-Dengue Campaign, which has become a regular exercise for the Group. Other than educating the public on how to prevent the breeding of the Aedes mosquito, KPJ teams also participate in gotong-royong (group clean-up sessions), where they team up with neighbourhood associations to clean up the areas within the vicinity of the hospitals.

As a responsible healthcare group, KPJ believes strongly in the concept of empowering the public by raising awareness of health issues and the administration of First Aid.
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KPJ has also collaborated with the mass media to advance its CSR programmes. One example is the At-Tijarah Ramadhan television programme, which is aired during the Islamic fasting month of Ramadhan. A joint-effort between Johor Corporation and the Islamic Department of Malaysia (JAKIM), the programme not only teaches moral and religious values, it also highlights the plight of needy people who require medical treatment. Thanks to the awareness raised, organisations often come forward to lend financial or other forms of assistance, and KPJ hospitals have been in the forefront of offering medical services to these people.

Other than organising their own CSR events, KPJ hospitals have also participated in those arranged by external parties. For instance they have lent their support to the Relay for Life initiative – a worldwide cancer awareness event – which in Malaysia is organised by the National Cancer Society of Malaysia (NCSM).

In 2010, medical personnel from the six KPJ hospitals in the Klang Valley – namely KPJ Ampang Puteri Specialist Hospital, KPJ Damansara Specialist Hospital, KPJ Selangor Specialist Hospital, KPJ Kajang Specialist Hospital, Sentosa Medical Centre and KPJ Tawakkal Specialist Hospital – were on hand to lend medical support at that year’s Relay For Life.
KPJ Healthcare aims to educate the public more on the prevention of dengue. The Group Nationwide Anti-Dengue Campaign was launched together with The Resident Association at Kg Kuala Ampang on 16 February 2003. Simultaneously, other anti-dengue campaigns were held at hospitals nationwide throughout the month of February till April 2003. Datin Paduka Siti Sa’diah, the Managing Director of KPJ Healthcare group is seen here participating in the clean up session.

The KPJ team at the 2010 Relay for Life walk against cancer. KPJ sent a team of doctors and nurses to provide medical support for the participants at this annual event which is aimed at raising awareness of the fight against cancer.

Another common practice in KPJ’s CSR platform is organising exhibitions and outdoor campaigns where health screening booths are set up for the public to come and get their blood tested and their blood pressure checked among other procedures.

Booths set up by KPJ during road shows allow members of the public to seek advice on basic medical matters in an open and relaxed environment.

Opposite page:
The annual Anti-Dengue Campaign brings together members of the community wherever KPJ hospitals are located, and activities include an aerobics warm-up session before participants begin a gotong-royong (group clean up session) of the surrounding area.
Going Green

Besides caring for people, KPJ Healthcare Berhad also does the same for the environment. Not only does it comply with regulations designed to help ensure the sustainability of the Earth, it also encourages and instils Green values in its employees. These include carrying out activities such as recycling, tree planting and clean-up activities within the hospitals and the local communities, as well as campaigns to reduce the number of plastic bags used in the hospitals.

The Going Green efforts have also been manifested in the adoption of environmentally friendly technology. For example, thanks to the Picture Archiving and Communication System (PACS), Digital Imaging Systems and Computed Radiography Systems, the use of imaging film and harmful chemicals for processing have been eliminated.

As KPJ looks to the future, it is also increasing its efforts in the Green arena. Some of its plans involve using Green building technology for new hospitals. In fact, the expansion of KPJ Selangor Specialist Hospital – which began in 2010 – was designed to meet such requirements. And not only are the staff of KPJ Healthcare encouraged to go green, so too are its suppliers, as the organisation realises that in the bid to preserve and enhance the status of Mother Earth, all its stakeholders have to play a part.
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A Friend To The Needy

Since 1998, KPJ Healthcare Berhad has made significant inroads in the fight against ill-health among the poor and needy in society through the Klinik Waqaf An-Nur and Dialysis programme (KWAN). A joint-effort by KPJ and Johor Corporation, the first KWAN clinic was established in Kotaraya, Kuala Lumpur, providing treatment and medication for just RM5 to people earning less than RM800 a month.
KWAN clinics are built and managed in accordance with the guidelines for clinics laid down by the Malaysian Ministry of Health, and today, 18 of them have been set up across Malaysia, mainly in Johor, Negeri Sembilan, Selangor and Kuala Lumpur. Although the term “Waqaf” has its roots in Islam, KWAN clinics treat all regardless of race or religion, and up to August 2010, over 600,000 people have received treatment through the initiative.

Apart from contributing financially to KWAN operations – with RM1 million having been disbursed to the programme since its inception – KPJ Healthcare also provides doctors and nurses for the clinics. This makes the KWAN dialysis centres one of the more unique charitable ones, as they are manned by experienced and trained medical personnel rather than volunteers.

Other than the clinics, a 30-bed Hospital Waqaf An-Nur was opened in 2006 after upgrading work was done to the KWAN clinic in Pasir Gudang, enabling more underprivileged people to enjoy quality care and medical treatment.

With an acronym that brings to mind the Malay word “kawan” which means friend, KPJ has proven – through Klinik Waqaf An-Nur – that it is a friend in deed to those in need.