

MEDIA RELEASE

Launch of first co-operative to promote health and wellness

The Good Life Co-operative empowers members to live long, well and carefree

28 March 2014, Singapore – A group of prominent professionals from varied backgrounds have banded together to launch The Good Life Co-operative, the first co-operative in Singapore that focuses on promoting health and wellness.

Led by geriatrician Carol Tan from Rophi Clinic at Mount Elizabeth Novena Specialist Centre, the co-op plans to achieve its aim with a member-driven co-operative model, comprising members of the public and healthcare providers. *(Please refer to Annex A for list of board members of The Good Life Co-op)*

The Good Life Co-op's social agenda has two tiers to empower the Singapore population to take a more hands-on approach in taking care of their health over the long term. The co-op, with its network of doctors who share its vision of evidence-based ethical care, will provide personalised health care and health coaching to members. To promote health and wellness on a larger scale, the co-op will engage the general public through activities such as public forums.

A GROUND-UP APPROACH TO HEALTHCARE

The set-up of The Good Life Co-op is a timely move as Singapore grapples with issues like an ageing population and rising healthcare costs.

Dr. Tan, a veteran doctor and champion for active ageing, said: "There is a need to relook at how we have always been approaching our healthcare so as not to be over-dependent on public resources. The Good Life Co-op's mission is to introduce a ground-up healthcare approach involving a tripartite partnership between members of the public, healthcare providers and insurance companies."

This approach that the co-op is advocating is one that is preventive in nature and members will have access to resources to gain greater literacy in healthcare and the healthcare financing framework.

The co-op will also be introducing a network of healthcare providers that pledge to offer quality services at reasonable prices. The co-op's network of providers will be broad-based – it currently has a panel of 20 private-sector doctors from specialties like cardiology, ophthalmology, endocrinology and orthopedics – to give members access to the greatest possible number of specialties and doctors who agree to uphold The Good Life Pledge. Doctors are invited to join the network by the co-op's Professional Advisory Committee which comprises experienced practicing medical professionals. *(Please refer to The Good Life Pledge included in the media kit).*

"We see ourselves as a healthcare integrator that forges close partnerships between the various stakeholders and a navigator, by offering a network that our members can turn to for good, ethical doctors

to help them manage healthcare costs as well as gain access to exclusive programmes for healthy living,” said Dr. Tan.

Ms Dolly Goh, Chief Executive of the Singapore National Co-operative Federation (SNCF), which oversees co-operatives here, said: “We are confident that there will be demand for The Good Life Co-op’s services. Their social mission, to spur Singapore residents to take responsibility for their own health and age gracefully, resonates well with the government’s call and will complement public healthcare efforts.”

PILOTING A NEW MODEL OF CARE

The first programme by The Good Life Co-op is a health conference organised in partnership with fellow co-operative, NTUC Income, which takes place on 28 and 29 March. Focusing on osteoarthritis care as a case study, The Good Life Co-op will showcase a paradigm-shifting framework for healthcare and a proven model of collaboration between the various parties that will improve patient care at lower cost.

The conference is sponsored by NTUC Income, AposTherapy, Inliven Center For Osteoarthritis Solutions, Sanofi Biosurgery, and Abbott Nutrition.

The conference also serves as a launch pad for The Good Life Co-op’s plans to pilot a new model of evidence-based care for managing osteoarthritis. The co-op will collaborate with a group of public and private healthcare professionals from Singapore General Hospital, Tan Tock Seng Hospital and Sydney’s Royal North Shore Hospital in Australia to develop this new programme. The aim is to provide community aid to older workers, who typically suffer from the disease, to keep them healthy and employable.

On the public front, The Good Life Co-op will be partnering the People’s Association to organise four public forums – the first two will take place on 3 May at Marine Parade, and 27 July at Whampoa. The forums will reach out to 1,600 residents to boost their health literacy and educate them about preventive care.

Visit <https://thegoodlifecoop.org/> to find out more.

If you require more information or have any queries, please contact:

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About The Good Life Co-operative

In 2012, a group of individuals from different walks of life came together to ask themselves if Singapore was ready for a different type of healthcare system. One that is focused on prevention - not just treatment, and viewing patients as unique individuals - not just numbers or charts.

We believe that when patients, healthcare providers, insurance companies and the Government work together, we can create a quality and affordable healthcare system.

With this initial spark, we spent over a year meeting with different stakeholders to understand their needs, and continuously sharing and exchanging ideas to improve our general well-being and health. In the course of this extensive consultation, we realised that many Singaporeans share our ideals and are ready to embrace a truly different approach to healthcare.

Formed as a co-operative society, TGLC's mission is to provide quality healthcare for value so that all of its members can live long, live well and live carefree. TGLC supports its members' health by partnering with reputed medical and other professionals who share TGLC's ethos to create programmes that make healthy living desirable, attainable and fun.

By working together towards a common vision, our members and partners benefit one another, and ultimately create a healthier community for all of us.

About Singapore National Co-operative Federation

The Singapore National Co-operative Federation (SNCF) is the apex body of Singapore's Co-operative Movement, and secretariat of the Central Co-operative Fund (CCF). Formed in 1980 with the aim of championing Singapore's co-operative movement, the apex body represents 99% of co-operative members in Singapore through its 70 affiliated co-operatives. Today, the Movement boasts a base of more than 1 million members. SNCF aims to promote and develop co-operatives as sustainable enterprises that address social and economic needs through the co-operative principle of self and mutual help, so as to foster a more resilient society. SNCF is a member of the International Co-operative Alliance (ICA) and the World Council of Credit Unions (WOCCU). It enjoys co-operative relationship with the United Nations, the International Labour Organisation (ILO) and other international and regional bodies. For more information on SNCF and the Singapore Co-op movement, visit www.sncf.org.sg.

ANNEX A – List of The Good Life Co-operative Board Members

- Dr. Carol Tan, Chairman
Please refer to appended bio.
- Welly Tantono, Chief Executive and Director
Please refer to appended bio.
- David Alexander Ong, JP PBM, Director
David is currently the Director, Finance, Administration & Programmes with The Methodist Church in Singapore. David holds numerous appointments, serving with several advisory boards to the Ministry of Home Affairs. He also sits on the management committee of non-profit organisations.
- Colin Chin, Treasurer and Director
Colin is a Certified Public Accountant. Currently self-employed, Colin was the formerly the Chief Financial Officer of Emirates Conversion Industries Investment.
- Samantha Kwan, Secretary and Head, Membership Management
Samantha is currently Senior Manager, Partnership & Alliances with ST Travel Specialist.
- Siti Zarifah Bte. Baharudin, Head, Marketing, Sales & Business Development.
Siti is currently the Commercial Head of ST Travel Specialist. She was formerly a Sales Manager at Tiger Airways.
- Eunice Yap, Head, Branding and Corporate Communication.
Eunice is currently the Chief Marketing Officer at Hospitality Group Asia and a Managing Partner of The Elixir. She was formerly the Senior Vice President, Global Marketing, at Millennium & Copthorne International Limited.