



## PRESS RELEASE

**EMBARGO TILL 16<sup>TH</sup> MAY 2024, 3PM**

### **MEASAT Partners Mudah Healthtech to Bring Digital Healthcare Benefits to Up to 1 Million Rural Residents**

*Sihat Xpress telehealth service to be set up nationwide in underserved rural communities.*

**Kuala Lumpur, 16 May 2024** – MEASAT Global Berhad (“**MEASAT**”) – Malaysia’s Rural Broadband Service Provider has teamed up with healthcare technology company Mudah Healthtech Sdn Bhd (“**Mudah Healthtech**”) to offer the Sihat Xpress telehealth service in remote communities enabled by the CONNECTme NOW satellite broadband service. To mark the partnership, the two companies introduced the initiative and signed a Memorandum of Understanding (“**MoU**”) at Kg Togop Darat 1 in Ranau today, the first rural Sihat Xpress site in Malaysia, serving as a Proof-of-Concept for improving rural healthcare through digital technology. The MoU signing was witnessed by YB Datuk Flovia Ng, Assistant Minister of Community Development and People’s Wellbeing for Sabah.

Through the MoU, MEASAT and Mudah Healthtech aim to provide digital healthcare services for up to 1,000,000 Malaysians in unserved and underserved rural and remote communities nationwide, leveraging on close to 4,000 CONNECTme NOW hotspots located across rural Malaysia, supported by MEASAT’s expansive rural distribution network. The MoU also sees the two companies committing to digitalise clinics with telehealth capabilities, enabling at least 1,000 doctors to support up to 2,000 Sihat Xpress rural telehealth kiosks to be rolled out at CONNECTme NOW sites within the next 2 years.

Via the Sihat Xpress initiative, villagers can currently use telehealth kiosks to conduct self-checking of their oxygen level, blood pressure and body temperature, besides consulting a doctor online on various non-emergency medical issues, such as minor illnesses and general health inquiries. Other health checks that may potentially be introduced in the future include blood glucose testing. In the long-term, the telehealth kiosks can be a viable solution for mitigating healthcare delivery concerns such as alleviating overcrowding and long wait times at healthcare facilities; improving health literacy in rural communities by providing educational content; and reducing the incidence of non-communicable diseases, by empowering residents to take control of their health with basic health screening and diagnostic tools that enable timely interventions.

Commenting on the partnership, Yau Chyong Lim, Chief Operating Officer, MEASAT, said “As Malaysia’s Rural Broadband Service Provider, our collaboration with Mudah Healthtech for the Sihat Xpress rural telehealth initiative is part of our long-term effort to contribute to Malaysia’s national goals beyond providing telecommunications services. With CONNECTme NOW as an enabler, we empower rural entrepreneurship and connect residents to the digital economy via the KampungDigital365.com initiative. Here, we are enabling digital healthcare in rural areas for up to 1,000,000 unserved and underserved people through our CONNECTme NOW hotspots. Through digital healthcare, we aim to help reduce the healthcare delivery gap in remote communities, empowering rural residents to proactively monitor their health via routine checks and online consultations without spending time and money travelling long distances to a healthcare facility.”

The Sihat Xpress initiative in rural areas is aligned with national goals to digitalise all healthcare facilities by 2030<sup>1</sup> to uplift service delivery, and the potential implementation of

<sup>1</sup> The Malaysian Reserve, 5 September 2023, Malaysia aims to digitise all healthcare facilities by 2030

<https://themalaysianreserve.com/2023/09/05/malaysia-aims-to-digitise-all-healthcare-facilities-by-2030/>

MEASAT Teleport & Broadcast Centre, 63000 Cyberjaya, Malaysia

telehealth as a cost-effective method to address gaps in high-quality healthcare delivery in remote areas besides collecting data to support public health planning to achieve better outcomes<sup>2</sup>.

Dato' Dr Kantha Rasalingam, Chief Executive Officer, Mudah Healthtech, elaborated, "Mudah Healthtech is dedicated to revolutionising the way people access and manage their health. Our mission is to make healthcare more accessible, convenient and personalised for everyone, regardless of their location or socioeconomic status. We are pleased to partner with MEASAT to achieve further success for our mission. They are a likeminded partner with an equal conviction in the role of technology in empowering individuals, whether to take control of their health and wellbeing, or to achieve other goals. Through our innovative solutions, we aim to bridge the gap between healthcare providers and patients, offering seamless and integrated platforms that facilitate communication, collaboration and care delivery."

Acknowledging a healthcare service gap between urban and rural areas, caused by uneven distribution of healthcare facilities, including digital facilities and services, the Federal Government seeks to enable equal access to quality healthcare services among the rakyat through policies like the 12<sup>th</sup> Malaysia Plan<sup>3</sup>, addressing the geographical challenges faced by residents in isolated regions who typically travel for hours to receive healthcare, by increasing the number of healthcare professionals in remote areas and leveraging emerging technologies to digitalise healthcare services.

YB Datuk Flovia Ng, Assistant Minister of Community Development and People's Wellbeing for Sabah, added, "In Sabah, the State Government welcomes initiatives from private companies, such as MEASAT and Mudah Healthtech, that can help improve healthcare outcomes among the people. We believe that telehealth services through Sihat Xpress have a role to play in addressing the lack of medical professionals in remote areas and help residents obtain medical advice more conveniently without travelling long distances. This is in line with our own efforts to send mobile laboratories to remote districts to conduct medical check-ups and our encouragement of integration and collaboration between the government, private sector and the public to increase awareness on healthcare and improve wellbeing."

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### **About MEASAT**

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home ("DTH") platforms and telecom operators, with a footprint covering 130 countries representing 80% of the world's population across Asia, Africa, Europe and Australia.

MEASAT is recognised as the key Rural Broadband Service Provider in Malaysia, through its CONNECTme NOW satellite broadband service – a high-speed WiFi Hotspot service best suited for public use in underserved or unserved areas across Malaysia. CONNECTme NOW enables users to access the Internet with minimal barriers via competitively priced Prepaid Access Codes ("PAC") in small packages that meet end user needs, offering a service with no long-term contracts and more affordable access without high upfront fees.

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<sup>2</sup> Malaysian Investment Development Authority (MIDA), The Future of Malaysia's Healthcare Ecosystem Post-Pandemic Recovery Hinges on Medtech and Healthtech

<https://www.mida.gov.my/the-future-of-malaysias-healthcare-ecosystem-post-pandemic-recovery-hinges-on-medtech-and-healthtech/>

<sup>3</sup> Economic Planning Unit, Prime Minister's Department, 12th Malaysia Plan 2021-2025, 9 July 2021

[https://www.ekonomi.gov.my/sites/default/files/flipping\\_book/TwelfthPlan/mobile/index.html](https://www.ekonomi.gov.my/sites/default/files/flipping_book/TwelfthPlan/mobile/index.html)

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MEASAT's satellite communications capabilities has been recognised with the Regional Satcom Operator of the Year 2023 award from Euroconsult – the leading global strategy consulting and market intelligence firm specialising in the space sector and satellite-enabled verticals.

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