

Press Information

11 December 2009

Heart disease prevention key pillar to overall health

National Heart Association Malaysia and Philips Malaysia takes their Wellness at Workplace campaign on the road

Malaysia – Heart disease is the number one killer in Malaysia even though 80% of premature deaths from heart disease and stroke can be avoided by controlling the main risk factors such as tobacco use, unhealthy diet, and physical inactivity and the awareness on preventive heart health.

Employees at DiGi Telecommunications Sdn Bhd recently learned more about heart disease prevention when the National Heart Association of Malaysia (NHAM), a professional association of cardiologists (heart specialists) in Malaysia, in collaboration with Philips Malaysia, brought to D’House their Wellness at Workplace campaign. The session which aimed to promote the importance of heart health as part of overall occupational health and safety at workplaces, formed part of DiGi’s HSSE (Health Safety Security Environment) Week.

“It is important for every individual to take responsibility of heart disease prevention. It’s about taking steps to ensure a healthy lifestyle and changing attitudes towards heart health at work,” said Prof. Dr. Sim Kui Hian, President of NHAM.

Prof. Dr. Sim added that employers can save plenty of employee healthcare cost in the long run by implementing simple measures such as promoting the use of stairs instead of the elevator, a smoke-free policy and providing staff healthier lunch options.

The attendees of the session were treated to a comprehensive talk “Love Your Heart” by Prof. Dr. Sim. They were also audience to a demonstration of basic life support for management of cardiac arrest, courtesy of Philips, which featured the use of a defibrillator with voice instructions designed to adjust according to user’s progress.

“We are committed to working with the medical community, corporations and government to increase the awareness of preventive heart health and raise the standard of cardiac care for Malaysians,” said Lee Weng Seong, Chairman and CEO of Philips Group of Companies, Malaysia.

The NHAM-Philip World Heart Day Wellness at Workplace campaign will continue in 2010 to reach selected workplaces to raise awareness of heart health as part of overall occupational health and safety.

Notes to Editors

For further information, please contact:

Christina Celestine

Regional Sustainability/
Corporate Communications & Sustainability - Philips Malaysia
Tel: 603 7965 7760/ Mobile: 6016 3304786
Email: christina.celestine@philips.com

Vicky Wong/Min Chow
Text 100 Malaysia
Tel : +603 2282 2152
Email : vicky.wong@text100.com.my / min.chow@text100.com.my

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

About the National Heart Association of Malaysia (NHAM)

The history of the National Heart Association is also the history of the growth and development of cardiology as a specialty in the country.

It was first established in 1979 by a group of physicians and cardiologists. Objectives were to provide an avenue by which doctors with the same interests can share ideas and information.

It has more than 400 members, comprising of cardiologists, paediatric cardiologists, physicians, family practitioners, paramedical staffs with around 100 fellows (FNHAM).

The vision of NHAM is to reduce the burden of heart disease in Malaysia. The mission of the NHAM is to promote quality cardiovascular care through education and research; and to influence health care policies.

The NHAM is an affiliated national society of American College of Cardiology, Asian Pacific Society of Cardiology, ASEAN Federation of Cardiology, European Society of Cardiology and World Heart Federation.